

2016 Annual Report to the Community

Background

The first annual Report to the Community highlights 2016 City accomplishments, projects and initiatives which align with the priorities outlined in the 2015-2018 City of Greater Sudbury Corporate Strategic Plan, *Greater Together*.

In the past, departmental annual summaries have been presented by way of Council reports. The annual Report to the Community provides a consistent, centralized format for a yearly wrap-up of activities, services, programs and accomplishments for the City, a communication tool a number of municipalities have been producing for some time.

2016 Report to the Community

Council continues to take steps forward to improve services for residents in a variety of ways. 2016 laid the foundation for several large investments in the future of the community through infrastructure projects to improve roads, bridges, culverts, water and sewer systems. In 2016, more businesses were helped to grow and expand, hundreds of student employment opportunities were offered, and a booming film industry in our community was further supported. Regreening efforts were increased and additional energy efficient initiatives were implemented, public safety and healthy living programs were launched, and community pride was top of mind. Furthermore, the City continues to use new ways to communicate information to residents using technology and social media.

The 2016 Report to the Community is divided into key accomplishments and highlights based on the four pillars of Council's Strategic Plan. Examples of highlights found in the report are outlined below:

Growth and Economic Development:

- *Grow the economy and attract investment:* Ongoing support of the film and television industry resulted in 18 projects being filmed in Greater Sudbury in 2016, totaling \$21.1 million in project spending.

Quality of Life and Place:

- *Strengthen the high quality of life we know and love:* Implementation of the Affordable Transit Pass Pilot Program for residents living with a low income or in receipt of Ontario Works/Ontario Disability Support Program.

Responsive, Fiscally Prudent, Open Governance:

- *Lead in public service excellence:* 2,900 residents took part in the City of Greater Sudbury Citizen Satisfaction survey, providing important information on what residents care about and where improvements can be made.

Sustainable Infrastructure:

- *Prioritize, build and rebuild our community's foundation:* 49 infrastructure capital projects tendered, totaling \$55 million, and the start of the \$80.1 million Maley Drive Extension project to support investment in our community's future.

Communications

A communication strategy has been developed to promote the 2016 Annual Report to the Community by way of both traditional and non-traditional marketing, including a robust social media campaign and front page presence on the Greater Sudbury website. The communications strategy targets both internal and external audiences, to highlight the City's accomplishments to residents and stakeholders, but also to staff.

Next Steps

The Report to the Community is expected to return to Council on a yearly basis in the first quarter of the year to create a consistent way of highlighting the previous year's successes, and to provide an update on the achievements related to the priorities of Council, as outlined in the Corporate Strategic Plan.

Conclusion

The report aims to provide Council and residents with a snapshot of the City's actions in a clear, easy to understand format. It also provides a basis for future annual reports, which will be based on Key Performance Indicators and benchmarking established for 2017.

The Report to the Community will also be incorporated into the annual financial report, which provides detailed financial and service information and is presented to Council separately mid-year.

Resources Cited

2015-2018 Corporate Strategic Plan: <https://www.greatersudbury.ca/inside-city-hall/open-government/strategic-plans1/>

City of Greater Sudbury Annual Financial Reports: <https://www.greatersudbury.ca/inside-city-hall/budgetfinancial-reports/financial-reports/>