CITY OF OPPORTUNITY
When Lieutenant Governor John Graves Simcoe arrived at the Fork of the Thames in 1793, he saw a place of opportunity. He saw a strategic location for trade and commerce. He saw a land rich in natural beauty.

**AND HE SAW THE OPPORTUNITY TO BUILD A GREAT AND PROSPEROUS CITY.**

More than 215 years later, London has become the great city that Simcoe envisioned. Our quality of life is second to none. Our natural heritage makes us proud. Our institutions are recognized around the world as places of ingenuity, innovation and invention. Our people are diverse, talented and engaged.

Today, London is a city of opportunity. That’s what our Strategic Plan is about – seizing a bright future and working together to enhance the quality of life in our community.
TOGETHER WE ARE MAKING A DIFFERENCE
MESSAGE FROM THE MAYOR

ON BEHALF OF CITY COUNCIL AND THE CITY OF LONDON, I AM PLEASED TO PRESENT OUR STRATEGIC PLAN FOR 2011-2014.

The current Council has been in office a full year. During that time we have worked together with the administration to establish the policies and directives to fulfill the mandate given to us by the citizens of London.

We have made changes in the structure of committees and our organization in order to streamline processes and ensure we achieve maximum value for every London tax dollar. We have established a service based approach and are building our budget and how we report to Council and our citizens, based on this model.

We know expanded growth, investment and employment are key issues for Londoners and our plans have taken this into account. We also understand that people are our greatest asset and our people need access to a vibrant community that supports our creative side in arts, culture and technology. It’s in the plan.

We must continue to raise the bar and push ourselves to reach higher, work harder and maintain continuous improvement. Our focused commitment to being the best is what will serve to keep us on track. Advancement will come with a continued Team London effort.

We look forward to the challenges and changes ahead of us. Together we are making a difference.

The Honourable Joe Fontana
Mayor
City of London
OUR VISION
London, Ontario:
The city of opportunity.

OUR MISSION
At Your Service:
A respected and inspired public service partner.

OUR VALUES
Individual Responsibility,
Collective Accountability.
OUR PRINCIPLES

The actions that we take are based on the following governance principles:

COMMUNITY ENGAGEMENT
Informing, educating and engaging citizens in a transparent and collaborative manner that promotes greater participation in municipal government.

GOOD GOVERNMENT
Ensuring decisions are made in an accessible, transparent and accountable manner.

RESPECT AND INTEGRITY
Treating people fairly and honestly.

FISCAL RESPONSIBILITY
Investing wisely to continue building our community while maintaining a solid financial position.

SUPPORTIVE AND DIVERSE WORKPLACE
Attracting, engaging, developing and celebrating exceptional people in public service who are representative of our community.
RESULTS
COUNCIL IDENTIFIED FIVE RESULTS THAT CONTRIBUTE TO THE HIGH QUALITY OF LIFE IN LONDON. COUNCIL PROVIDES LEADERSHIP IN THESE AREAS WHILE WORKING WITH NUMEROUS COMMUNITY PARTNERS TO ACHIEVE RESULTS THAT RESPECT THE ECONOMIC, SOCIAL, ENVIRONMENTAL AND CULTURAL IMPACTS OF OUR ACTIONS. WORKING WITH OTHERS TO ACHIEVE THESE RESULTS IS THE FOCUS FOR THIS TERM OF COUNCIL:

- A Strong Economy
- A Vibrant and Diverse Community
- A Green and Growing City
- A Sustainable Infrastructure
- A Caring Community
A STRONG ECONOMY
RESULT: A STRONG ECONOMY

Our economy is the engine of our community. It provides jobs, supports families, encourages innovation and enables individuals and businesses to prosper. A strong economy is one that is innovative, dynamic, diverse, resilient and where the public, private and nonprofit sectors work together to achieve common goals.

How do we know that we have a strong economy?

• Economic output – gross domestic product value
• Jobs – unemployment rate, net jobs created, growth of existing companies
• Sectors - percentage change in each sector
• Income – average family income relative to other jurisdictions

Our Strategies:

• Ensure a healthy financial position
• Maintain affordable taxes
• Invest in infrastructure
• Maintain competitive utility rates
• Invest strategically in public facilities
• Establish a focused strategy for the downtown
• Build on the industrial land strategy
• Strengthen regional cooperation
• Develop our skilled workforce
• Build partnerships with key private, institutional and community partners
A VIBRANT AND DIVERSE COMMUNITY
RESULT: A VIBRANT AND DIVERSE COMMUNITY

London is a creative, engaged and inclusive community. We respect and value all cultures, ethnicities, genders, languages, ages, sexual orientations, religions, abilities, opinions and life experiences. We celebrate our rich heritage and ensure that a high quality of life is enjoyed by all. We are a place where people are welcomed and want to be.

How do we know that our community is vibrant and diverse?

• Happiness – citizens who are happy and satisfied with life in London
• Diversity – overall increase in cultural, social, economic and all other aspects of diversity
• Vibrancy – community participation in community events, activities and festivals
• Livability – comparative quality of life indices

Our Strategies:

• Strengthen and embrace London’s diversity and cultural identity
• Preserve and celebrate arts, culture and heritage
• Build the vibrancy of the downtown including special events
• Welcome and support newcomers
• Invest in neighbourhoods
• Encourage volunteerism and community engagement
A GREEN AND GROWING CITY
RESULT: A GREEN AND GROWING CITY

As ‘The Forest City’, we value and protect our environment. The decisions we make are environmentally responsible for today and sustainable for tomorrow. We are a community that is growing but understands it must take a careful and balanced approach to preserving and protecting our natural environment, knowing it is essential to our prosperity, sustainability and quality of life.

How do we know that our city is green and growing?

• Sustainability – Londoners making environmentally friendly choices, including transit modes
• Consumption – waste diversion, energy conserved, greenhouse gas emissions
• Nature Protection – leaf cover, watershed health, green space and biodiversity
• Responsible Growth – assessment growth, population and housing density

Our Strategies:

• Protect our natural heritage and environment
• Promote a “green culture” and the fundamentals of sustainability
• Reduce carbon footprint through wise actions that benefit our local, regional and global environment
• Develop walkable, connected communities with great public spaces
• Facilitate, plan and manage growth for the greatest long-term benefit of all
• Demonstrate environmental leadership in all municipal operations
• Establish London as a leader in green technologies
A SUSTAINABLE INFRASTRUCTURE
RESULT: A SUSTAINABLE INFRASTRUCTURE

We all depend on our infrastructure. Our sidewalks, walkways, roads and transportation networks allow us to get to school, work and play. Our health relies on the safety and security of our water, sewer and storm water systems. We all benefit from our parks, recreation centres and community gathering places. A strong and reliable infrastructure sustains us.

How do we know that our infrastructure is sustainable?

• Reliability – days per year with full service, overall reliability by infrastructure system
• Condition – overall infrastructure rated in good condition or better
• Operation – efficiency in operation relative to other municipalities, capacity utilization
• Affordability – value for rates or fees paid relative to other municipalities

Our Strategies:

• Invest in strong, safe, modern and efficient infrastructure networks
• Deliver safe and high quality drinking water
• Increase the efficiency, capacity and connectivity of roads and transportation systems
• Develop modern, accessible and reliable public transit
• Invest in community infrastructure such as housing, parks, and recreation centres
• Ensure affordability for users
• Achieve effectiveness, economy and efficiency in operations
A CARING COMMUNITY
RESULT: A CARING COMMUNITY

London is a community where people look out for one another and where a helping hand is never far away. We are a safe community where people know their neighbours and take pride in their neighbourhoods. We are a city with exceptional health care and social support networks that ensure the health and well-being of all Londoners.

How do we know that our community is caring?

• Health and Well-Being – citizens in good health, children ready to learn
• Feelings of Safety – Londoners who feel safe in their neighbourhood
• Stability – families in need of housing, children living in poverty
• Services – citizens satisfied that they have access to the services they need

Our Strategies:

• Increase the health and well-being of all citizens
• Ensure affordability and accessibility in all areas
• Provide effective and integrated community based social and housing supports
• Support individuals at all stages of life, from newborns to the elderly, and from newcomers to the established
• Invest in efficient and effective public safety services
• Engage businesses, residents and community groups in keeping our city safe
• Promote safety in all neighbourhoods
• Implement comprehensive public education programs
• Promote public awareness through prevention programs
LONDON CITY COUNCIL

2011-2014
WE ARE A PLACE WHERE PEOPLE ARE WELCOMED AND WANT TO BE