



Communication : C 1
Smart City Task Force
April 12, 2022
Agenda Item # 3

City of Vaughan Strategic Plan (2022-2026)

Backgrounder – Smart City Task Force

April 12th, 2022



●●● Introduction

Project Background

PROJECT CONTEXT

The City of Vaughan has engaged StrategyCorp to support the development of its updated Strategic Plan.

- Vaughan is a fast-growing City, with unique community needs. This Strategic Plan needs to represent those needs and meet the expectations of Council and City leadership.
- The strategic planning process will engage Council, staff, the community, and stakeholders, as well as the City's Task Forces.
- We will be engaging each Task Force to gain a deeper understanding of each priority area, the work the City has done to date, and the opportunities and potential recommendations for the future.

MEETING STRUCTURE

- Our objective is to hear directly from Task Force members.
- We have included an overview of the City's Objectives and Key Activities relating to the Good Governance Strategic Priority Area in the current Strategic Plan.
- The discussion will revolve around the discussion question included in this deck.
- Please note that your input will be synthesized and remain non-attributable in any reports or presentations we may bring forward.
- If you have any additional questions or comments, please send them to Stacy Hushion shushion@strategycorp.com or Reema Bazzi at rbazzi@strategycorp.com.

Smart City Task Force

The City of Vaughan Smart City Task Force has an overall mandate to provide advice to Council and City administration on the development of a Smart City initiative which enhances urban life in terms of people, living, economy, mobility and governance using Smart City technologies, innovation and principles.

- Vaughan is a rapidly growing city that is committed to enhancing the quality of life for its residents
- Information, communication and technology can be utilized to advance accountable governance, efficient service delivery, innovation development and community well-being.
- Economic Prosperity, Investment and Social Capital is a pillar of the Strategic Plan that aims to advance economic opportunities and new investments.

The Task Force serves as a forum of discussion for Smart City concepts and provides research, best practices, and strategic inputs on emerging technology, innovation and IT to enhance urban living and implement solutions.

We are seeking the Task Force's input on economic prosperity, investment and social capital City and to identify economic development opportunities related to Smart City and technology.

●●● The Current Strategic Plan

Current Strategic Plan Framework – Goals and Objectives

Priorities (9)	Transportation and Mobility	City Building	Active, Safe, and Diverse Communities	Environmental Stewardship	Economic Prosperity, Investment in Social Capital	Good Governance	Citizen Experience	Operational Performance	Staff Engagement
Objectives (24)	Improve Local Road Network	Develop the Mackenzie Vaughan Hospital Precinct	Enhance Community Well-Being	Protect and Respect Our Environment	Advance Economic Opportunities	Ensure Transparency and Accountability	Commitment to Citizen Service	Leverage Data-Driven Decision-Making	Empower Staff
	Support Regional Transportation Initiatives	Develop the Vaughan Metropolitan Centre (VMC)	Enrich Our Community	Proactive Environmental Management	Attract New Investments	Commitment to Financial Stewardship and Sustainability (Demonstrate Value for Money)	Transform Services through Technology	Promote Innovation and Continuous Improvement	Develop Leadership
	Advance Active Transportation	Elevate Quality of Life Through City Planning	Maintain Safety in Our Community	Build the Low Carbon Economy and a Resilient City	Enable a Climate for Job Creation				Manage Performance

Economic Prosperity, Investment and Social Capital Strategic Goal Statement: *To ensure Vaughan continues to be the place to be, the City will undertake initiatives to ignite economic prosperity and social capital, and celebrate Vaughan as an entrepreneurial city and the gateway to economic activity in the Greater Toronto Area, Ontario and Canada.*

Summary of Key Activities in Current Strategic Plan

The current Strategic Plan also includes the following key activities that relate to economic prosperity, investment and social capital.

1. Advance Smart City and technology led economic development opportunities
2. Promote Vaughan's advantages, strategic projects, market opportunities and local businesses in targeted global centers (International Business Development)
3. Invest in the Tourism and Accommodation Industry
4. Engage the Vaughan business community and regional partners; strengthen networks and relationships and make business and labour connections to regional and international networks
5. Build economic resiliency in Vaughan's priority sectors through, for example project and policy development related to key sectors in a post-COVID context
6. Develop Vaughan as an entrepreneurial and small-business and innovation hub
7. Increase Vaughan's Brand Recognition as the place to be (to Think, Start-up, Invest and Visit)
8. Secure Vaughan as the Region's largest employment centre through programs that will help our business owners build resilience into their businesses and adapt to the new normal

Summary of Key Activities in Current Strategic Plan (Cont'd)

9. Promote the Development of Vaughan's Industrial Sectors and Business Parks
10. Contribute to the development of a complete community in the VMC by improving awareness of the VMC as a premier office and retail business location, activating public spaces through signature events, and setting the stage for a creative and cultural hub
11. Attract a post-secondary institution to Vaughan
12. Promote Vaughan's City Building Projects through Mayor and Members of Council attending the 2019 trade mission to Israel organized by the Vaughan Chamber of Commerce

●●● Discussion

Discussion Question

What are some opportunity areas that the City of Vaughan should focus on over the next several years as it relates to Economic prosperity, investment and social capital, and the Smart City Task Force, and why?