

# Community Action Plan 2015–2018

1

## 4 Goals

### Strategic Development & Economic Prosperity



## 21 Priorities

- Facilitate **job creation** and retention to ensure a variety of employment opportunities.
- Continue to redevelop **Ajax Downtown** into a more vibrant and prosperous destination.
- Improve **traffic flow, gridlock** and **safety** for all users of public roads, trails, bike lanes and sidewalks.
- Work with the Region of Durham to improve **transit** and connections within Ajax.
- Continue to explore and capitalize on **tourism** opportunities.
- Identify **housing** needs to accelerate proposals that satisfy gaps.

2

### Excellence in Service Delivery & Governance



- Ensure **tax** rates remain reasonable and competitive.
- Seek **fair representation** for Ajax on Regional Council.
- Ensure that **staff resources** support corporate priorities.
- Support effective **customer service, communications and outreach**.
- Improve **accountability and transparency**.
- Review and update **winter maintenance program**.

3

### Strong Sense of Community



- Implement new strategies and partnerships to support **seniors**.
- Continue to implement the Town's **Diversity and Community Engagement Plan**.
- Expand **youth** career programming and services.
- Develop and engage **volunteers**.

4

### Leader in Environmental Sustainability



- Improve the Town's maintenance program to support a **Clean Ajax**.
- Implement innovative approaches to manage **stormwater** runoff.
- Work with partners to improve **water quality** along the Ajax shoreline and watersheds.
- Ensure **ecologically significant areas** such as the **Greenbelt** are protected.
- Continue to advance initiatives which address **climate change and sustainability**.