

## **Strategic Priorities 2019-2022**

### **Progress Update**

### **April 2021-Present**

#### **Pillar 1: Developing Waterfront Through Ownership, Partnerships for Business, Recreational Opportunities**

##### **1. Pop-Up Businesses**

An additional pop-up has been added to the corner of First street, and another in front of the Cornwall Civic Complex which is currently being used by Tourism. Booking the Pop-Up Businesses has been incorporated into the Perfect Mind Facilities Software, to allow online booking.

##### **2. Sports and Recreation Opportunities**

New playground equipment was installed at Aime Leblanc Park and a new park created at the Benson Centre. Aquatic and ice programming is also open, under the Provincial guidelines.

The Strategic Planning Coordinator and the Sustainability Project Coordinator worked closely this summer with the Supervisor of Recreation and Programming to integrate objectives of *Pillar 5: Being leaders in sustainability and climate change impact* into the Summer Playground Program. Presentations, crafts, and activities focusing on sustainability and pollinators took place on August 5 & 6 under the theme “Be an Environmental Superhero”. Close to 100 children participated.

Finally, the first meeting of the Waterfront Plan Implementation Committee took place on October 5, 2021 with the objective of assisting in the implementation of the Cornwall Waterfront Plan, 2019.

##### **3. Development of Pointe Maligne Park with budgeted funds**

A pollinator garden was created at Pointe Maligne in summer 2021 as part of the City’s pollinator efforts, in coordination with the SDG Butterfly Way projects.

Acquisition of the land at Pointe Maligne is discussed in point 1.4.

##### **4. Sustained Pressure to Own Strategic Parts of Our Waterfront**

The City has resumed discussions with Transport Canada regarding the acquisition of waterfront lands.

##### **5. Encourage Private Sector Development (Residential, Retail, Commercial)**

Economic Development has been working diligently on this file. Please see point 3.1 for more related information.

## **Pillar 2: Attracting, Enhancing Workforce that Meets Demands of Local Employers**

### **1. Convene a Workforce Group**

City staff work closely with the local employers and workforce support agencies, one such example being the Employability Network. More information on these efforts can be found 2.4.

### **2. Explore Short-Term Affordable Housing as a way to facilitate the relocation of workers**

This concept has been discussed at the Mayor's Task Force on Housing meetings. Please see 3.1 for more information.

The shortage of housing for new workers has encouraged the Municipality to develop new programming for hi-density residential in key areas of the city using a tax increment funding strategy through the Heart of the City CIP.

### **3. Lobby Government Officials to Reverse Trends of Immigration to Larger Centres**

City staff facilitated a meeting with local immigration agencies to discuss the services offered in the City of Cornwall, gaps and how the City can assist. Organizations that participated include:

- Eastern Ontario Training Board
- T.R. Leger Immigrant Services
- Réseau de soutien à l'immigration francophone de l'est de l'Ontario (RSIFEO)
- Association Canadienne-française de l'Ontario
- Association des femmes immigrantes francophones Cornwall-SDG

Staff looks forward to continuing conversations with local agencies to improve services for newcomers.

### **4. Facilitate Liaison Activities between Job Creators, Educators, and Senior Government to Define Needed Skills, Improve Existing Programs**

The Employability Network and the Cornwall and Area Job Fair is offering the annual in-person job fair for 2021, with health protocols in place. The event will take place on the following dates at the Benson Centre:

October 19: Hospitality

October 20: Manufacturing & Logistics

October 21: Retail & Administrative Support

October 26: Construction & Trades

October 27: Health & Social Services

The Strategic Planning Coordinator has been in discussion with the Employability Network and will be assisting during the Job Fair, as it is a great way to engage job searches with our local employers.

City Staff continue to support local employers on a regular basis to help them address skills development and other workforce issues. The Choose Cornwall website remains a driving force in supporting local business news and connecting job seekers to employers.

### **Pillar 3: Growing Quality of Housing Stock, Including Affordable Housing**

#### **1. Create a Taskforce**

The Mayor's Task Force on Housing is well underway and has been moving along quite well. This specific point of the Strategic Plan has been extracted as a solitary report to provide an in-depth update.

#### **2. Create a Rental Licensing Registry to Enable a Database and Adherence to Applicable By-Laws and Standards**

Staff have engaged in extensive conversations with the City of Waterloo, who have operated a Residential Rental Licensing Registry for well over 10-years. Based on their experience, as well as consultation with several other communities in Ontario, a detailed report with recommendations will be brought to Council in Fall 2021.

#### **3. Look at options to increase enforcement of property standards, building and fire codes**

By-Law Enforcement Officers, Building Officials and Fire Prevention Officers work proactively and in tandem to achieve common goals for the safety of residential and commercial buildings.

### **Pillar 4: Economic Development and Pursuing a Diverse Population Growth of 50,000**

#### **1. Better Branding for Areas of the City**

Economic Development works on branding areas of the City as part of their marketing efforts.

#### **2. Attract Remote Workers Via Incentives**

The Remote Work Task Force has been progressing well. A multi-pronged campaign is in the works, details of which will be brought to Council in November.

From a media perspective, the most recent "Cornwall Living Magazine" featured a significant piece on remote work in Cornwall. Remote Work efforts were also featured in a Street Level styled video released in July 2021.

#### **3. Focus on Reducing the Number of Vacant Commercial Spaces**

Reducing the number of vacant commercial spaces is part of the Economic Development portfolio, and opportunities are posted on the Choose Cornwall website as they become available.

#### **4. Continue to Invest in Infrastructure**

The Nick Kaneb Drive Extension from Marleau Avenue to Virginia Drive is nearing competition and will provide more access to the Business Park.

Design work from the Nick Kaneb Drive Extension from Industrial Drive to Tollgate Road E/Hwy 401 is anticipated to be shovel ready by Spring of 2022.

Phases 2 of 4 of the Lemay Street Extension and Widening have been completed. Phase 3 will be completed in 2022 with Phase 4 completed in 2023. This will provide improved east-west transportation capacity in the City, emergency response times, improved access to the Municipal Works Yards, etc.

#### **5. Encourage Infill Projects**

Efforts to engage local property owners in improving their properties continue with the administration of community improvement plans, overseen by the Cornwall Planning Programs Evaluation group (CPPEG).

### **Pillar 5: Being Leaders in Sustainability and Climate Change Impacts**

#### **1. Create Environmental & Climate Change Committee**

The Environmental and Climate Change Committee is well underway. Topics of discussion at meetings include GHG emissions, tree canopy and education. The ECCC also had their own booth at the August 7, 2021 Eco Day (please see 5.6). An update from this committee will be presented to Council in November 2021.

#### **2. Composting**

The discussion of composting will be reignited once the position of Manager of Environmental Services is filled.

The Public Information Coordinator continues to support these efforts by posting composting related information on social media.

#### **3. Water Meters**

Council approved the installation of Water Meters at the September 27, 2021 Council Meeting.

#### **4. Education on Recycling and Waste Reduction**

Please see points 5.5 and 5.6.

#### **5. Plastic Bag Ban**

The City's Great Big Litter Clean-Up, which took place on September 17 & 18 in honour of World Clean-Up Day, had a particular focus on single-use plastics waste. More information on this event can be found in 5.6.

The Federal Government has not provided a recent update on their single-use plastics ban, however internal discussions continue to take place on how the City can reduce usage.

## **6. Identify What the City Could Take the Lead On**

The City of Cornwall has taken the lead on several environmental, sustainability and climate initiatives. These include:

- Council proclaimed August 7, 2021 as "Eco Day" in the City of Cornwall, coinciding with the first Eco Day event. This exciting outdoor event took place in partnership with RRCA and many community organizations, providing education to residents on the environment, climate change, and sustainability in Cornwall. Well over 100 people participated.
- The Lunch and Learn Webinar Series took place on July 28 and August 4 and focused on green grants and rain gardens.
- The City's first Great Big Litter Challenge took place on September 17 & 18 in honour of World Clean-Up Day. Many community partners, including the Canadian Federation of University Women, took part and collected close to 500 lbs of litter.
- There are initial plans for EV chargers throughout the City.
- The New affordable housing building will have solar ready infrastructure; solar cladding; electric heating and cooling; beefy foundation insulation.