

Progress Highlights: 2-Year Update of the 20-Year Community Based Strategic Plan



Agenda

01

Purpose

02

Progress Update and Highlights:

THEME 1: Penetanguishene.

THEME 2: Stronger Together.

THEME 3: An Inclusive
Penetanguishene.

THEME 4: Healthy Community.

THEME 5: Celebrate
Penetanguishene.

THEME 6: Corporate Initiatives.





Purpose

The purpose of this presentation is to provide a high-level summary of the progress made on the priority actions identified in the Town's 20-Year Community-Based Strategic Plan. It highlights key achievements and advancements made over the past two years, providing an overview of notable developments.

This presentation is designed to compliment the more detailed 2-Year progress update document, which contains in-depth information on each priority action and is linked below:

[20-Year Community Based Strategic Plan 2 Year Progress Update.](#)

Strategic Plan Progress Overview



SHORT TERM Action Items (0-5 Year Timelines)

- 88% In-progress.
- 6% Awaiting action.
- 6% Completed.

MEDIUM TERM Action Items (5-10 Year Timelines)

- 17% In-progress.
- 74% Awaiting action.
- 9% Completed.

LONG TERM Action Items (10-20 Year Timelines)

- 100% Awaiting action.

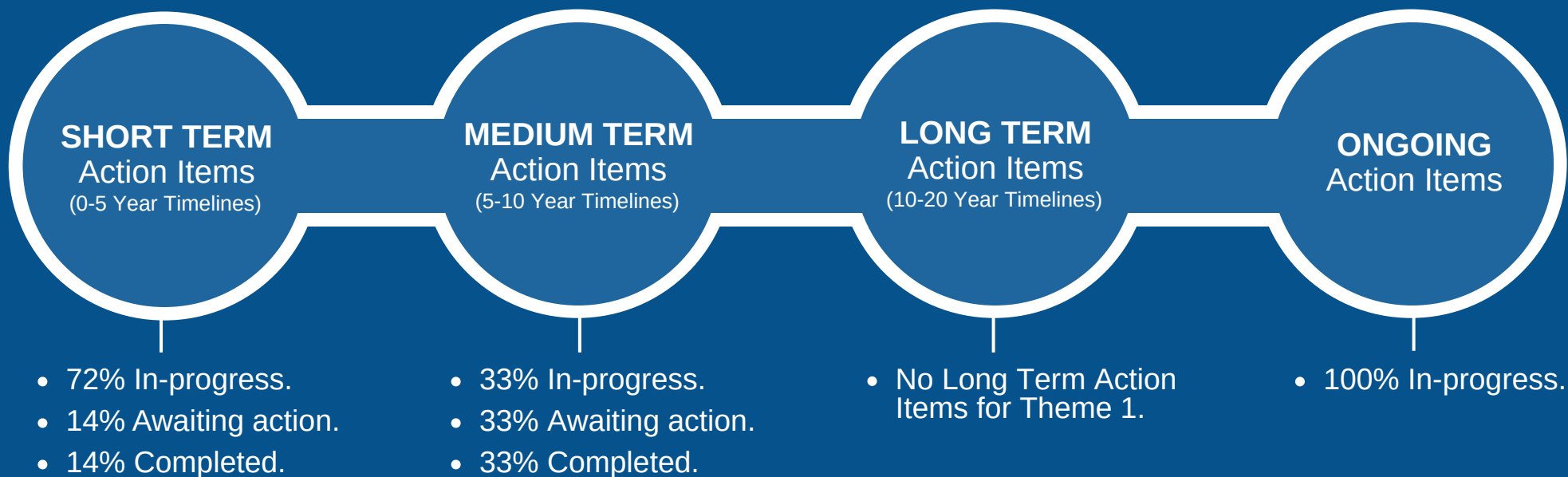
ONGOING Action Items

- 100% In-progress.

Progress Update



THEME 1 – Penetanguishene: A Vibrant Community with a Small-Town Feel.



Progress Highlights



THEME 1 – Penetanguishene: A Vibrant Community with a Small-Town Feel.

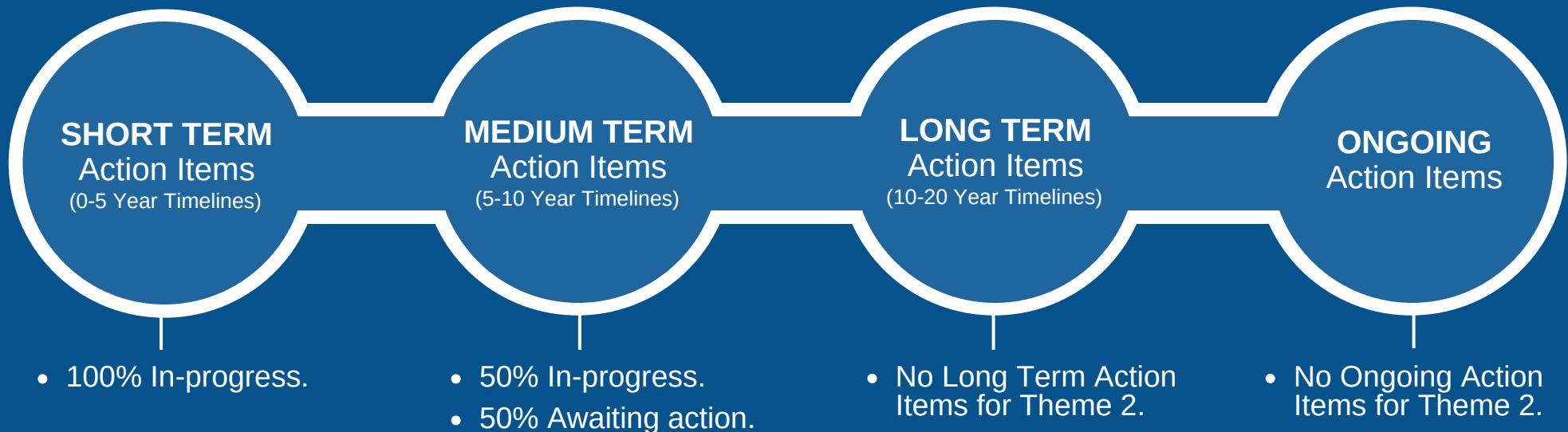
- Community Improvement Plan Program underwent a review and update in January 2025.
- Parking Study has been completed, with a recommendation report scheduled to be presented to Committee of the Whole November 2025.
- To strengthen collaboration with local businesses, the Town's Economic Development Officer role was introduced in 2025 along with the launch of the Shop Local Campaign.



Progress Update



THEME 2 – Stronger Together: Think Regionally to Increase Efficiencies.



Progress Highlights



THEME 2 – Stronger Together: Think Regionally to Increase Efficiencies.

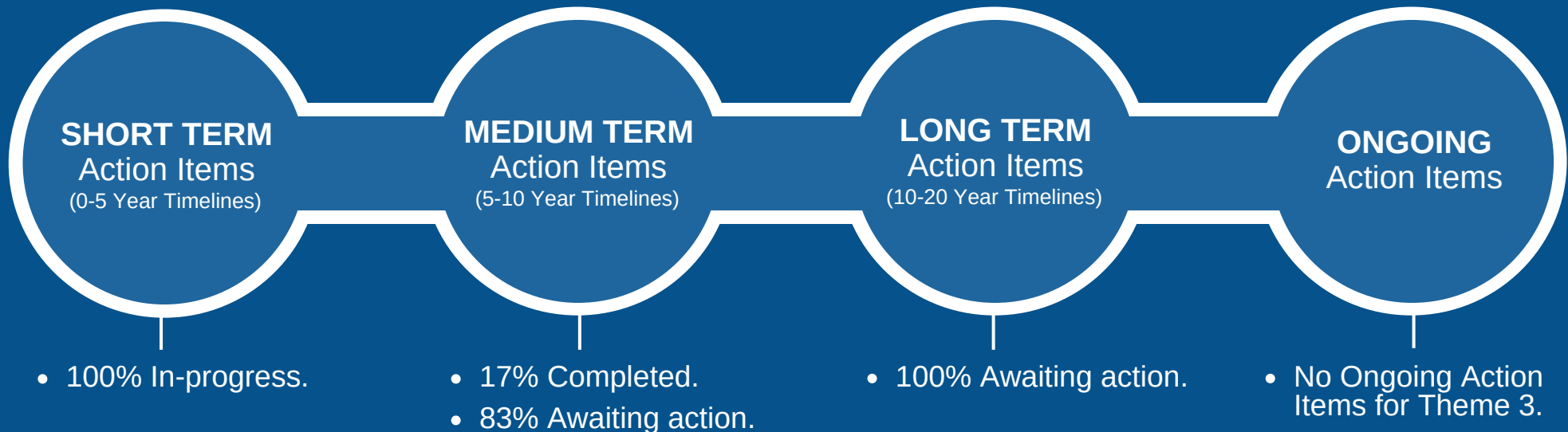
- A joint Micro Transit Request for Proposals was issued to evaluate a micro transit model aimed at enhancing operational efficiency, service flexibility, and the overall rider experience.
- Progress continues in the exploration of shared services. The Building Services Agreement has been extended through 2027, and SSEA approved a third-party review of the municipal funding allocation calculation.



Progress Update



THEME 3 – An Inclusive Penetanguishene: Community Celebrations and Volunteerism.



Progress Highlights



THEME 3 – An Inclusive Penetanguishene: Community Celebrations and Volunteerism.

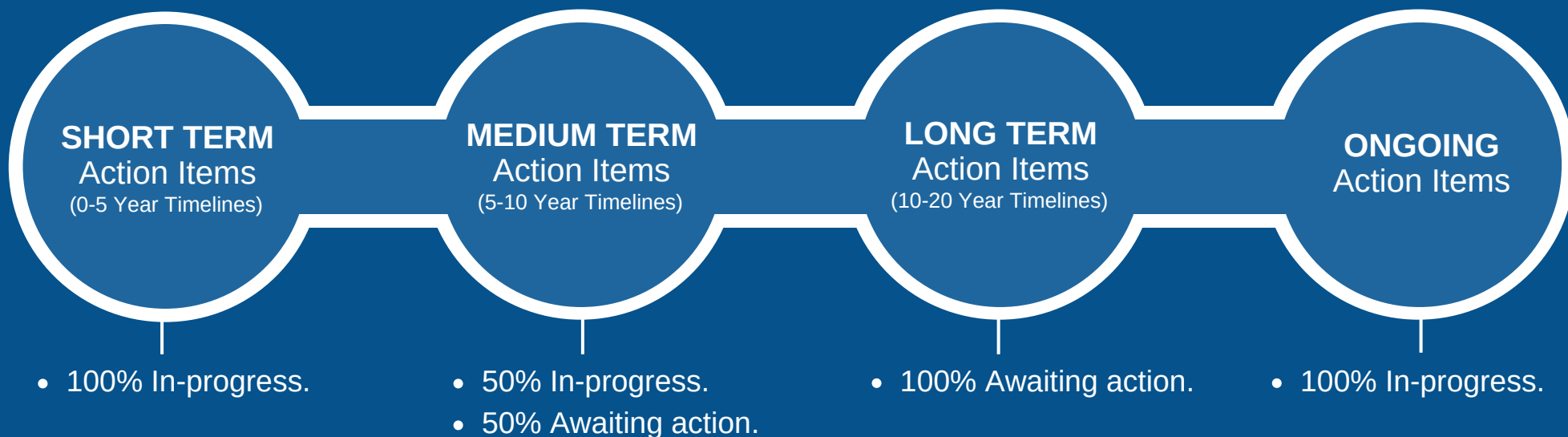
- Heritage Designation Project completed, resulting in six (6) new designated properties.
- Summer Culture Ad Hoc Committee formed in 2024.



Progress Update



THEME 4 – Healthy Community: Promote Healthy Living, Well-Being and an Active Lifestyle for All Ages.



Progress Highlights



THEME 4 – Healthy Community: Promote Healthy Living, Well-Being and an Active Lifestyle for All Ages.

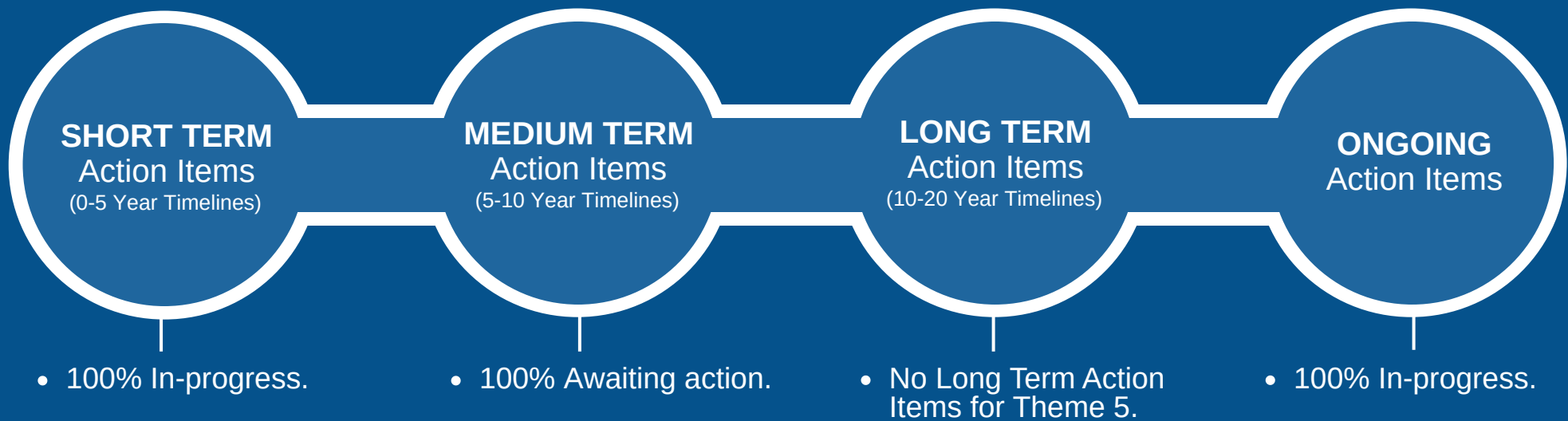
- As part of the Cycling Strategy review, notable achievements include the CANBike certification of two Recreation staff members, collaboration with the Simcoe Muskoka District Health Unit on active school travel planning, and the introduction of a new cycling festival.
- Ongoing implementation of the Climate Action Plan and Adaptation Strategy has led to the addition of an electric vehicle to the Town fleet and a new agreement with an EV charging vendor.
- To promote best practices in waste diversion, additional green bins have been installed at Townhall and Penetanguishene Memorial Community Centre, setting an example to the community.



Progress Update



THEME 5 – Celebrate Penetanguishene: Highlight Its Unique Heritage and Culture.



Progress Highlights



THEME 5 – Celebrate Penetanguishene: Highlight Its Unique Heritage and Culture.

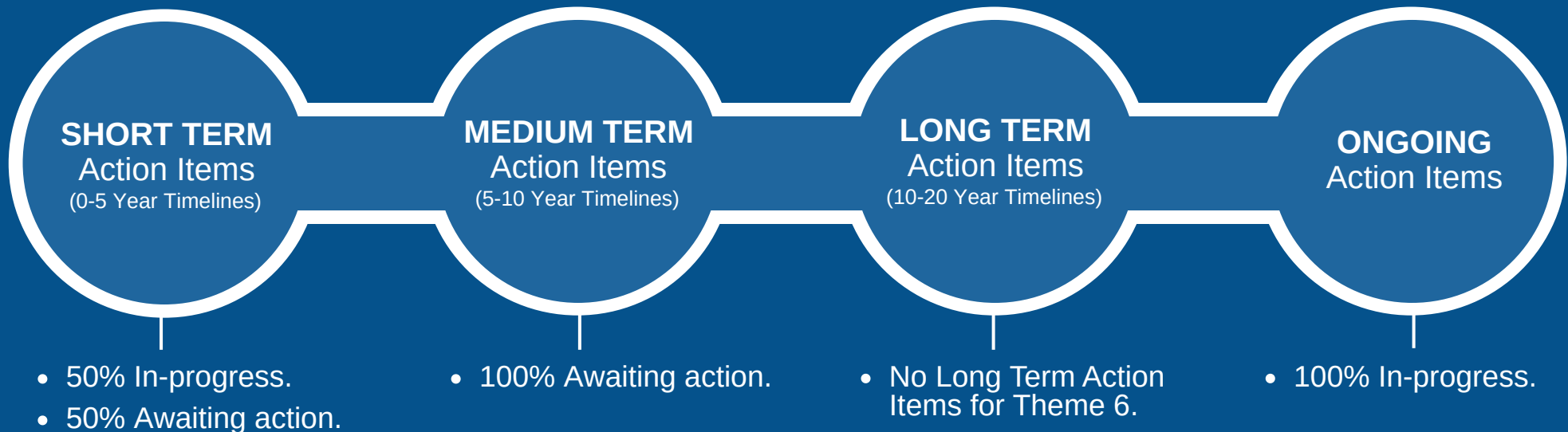
- Staff are preparing a request for proposals to engage a consultant to lead the development of a brand identity for Penetanguishene.
- The Town is set to collaborate with BC Hughes and Partners to create a strategic growth plan for Winterama.



Progress Update



THEME 6 – Corporate Initiatives.



Progress Highlights



THEME 6 – Corporate Initiatives.

- The Asset Management Plan has been updated and is fully compliant with provincial regulation requirements.
- In 2025, BMA Consulting was engaged to develop a Long-Term Strategic Financial Plan.
- The Service Excellence Working Committee has been established, with the first meeting scheduled for October 2025.
- To strengthen collaboration with the County, staff participated in Emergency Management exercises and transition to the Simcoe County Insurance Pool.



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10 rue Robert St. West/ouest, P.O./C.P. Box 5009
Penetanguishene, ON L9M 2G2
Tel: 705.549.7453 Fax: 705.549.3743
www.penetanguishene.ca