

# Mapping the Vision

for the City of  
Greater Sudbury

2006 Update



One Community ★ One Vision ★ One Direction

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Greater Sudbury



## The Purpose of this Document



provided the framework for progress in the City's inaugural year. Mapping the Vision – 2006 Update builds on this success with specific enhancements such as providing a commitment to organizational excellence and responding to the needs of retired and older adults.

Establishing a clear direction and identifying priorities is essential to any well performing organization, whether a government, institution, agency or business. There is always a long list of valuable goals an organization could pursue. To move forward, it must select a critical few and organize its resources to achieve these. The purpose of this document, then, is to foster progress on Council's highest priorities.

The Vision in this document represents Council's long-term major goal for the City of Greater Sudbury, something it may take one to three decades to realize. The Broad Goals represent what Council wishes the City to achieve within a five to ten-year framework. Council's more immediate goals, which could be realized within one to two years, will be defined and outlined in the City of Greater Sudbury 2006 Business Plan.

This document, Mapping the Vision – 2006 Update, reaffirms the City of Greater Sudbury's vision, mission, values and goals, last adopted by City Council in 2003. It also confirms, updates and expands Council's direction for the year ahead as described in the City of Greater Sudbury 2006 Business Plan.

Successful organizations maintain core values and a strong sense of purpose, while stimulating progress by setting ambitious, vividly described goals (Collins and Porras 1994). Soon after the City of Greater Sudbury came into being on January 1st, 2001, Council embarked on a vision and priority setting exercise to focus its energy and efforts. The first edition of Mapping the Vision

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## Vision



**The City of Greater Sudbury is a growing, world-class community bringing talent, technology and a great northern lifestyle together.**

We will embrace the digital revolution to be an attractive location for information and communications technology-based businesses. We will build on our strengths as the centre for innovation in mining, health care and education and actively pursue emerging opportunities in the environmental and renewable energy sectors to be recognized as one of the smartest, greenest, most sustainable communities in the world.

Our success in creating jobs and fostering business development will enhance the city's tax base, helping to generate the revenues needed to modernize, maintain and expand our infrastructure and foster human development. This will create a broad range of new opportunities so that our young people will be able to pursue rewarding careers here in Greater Sudbury. It will also lead to a dramatic improvement in the socioeconomic status of our citizens. This will help to brighten the future for our children. Increasing prosperity will also provide greater opportunities to small and medium-sized businesses, helping to revitalize our city.

Citizens will have access to quality health care in our community, including a full complement of medical professionals trained in the North for the North. We will excel in providing a safe, caring and stimulating environment for all ages.

People from across North America and around the world will consider Greater Sudbury to be a highly desirable place to live, work, study and play because of our attractive northern lifestyle, vibrant economy, environmental leadership, educational opportunities and excellent quality of life.

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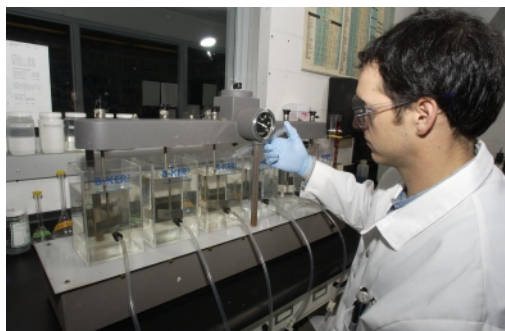
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## Mission

We provide excellent access to quality municipal services and leadership in the social, environmental and economic development of the City of Greater Sudbury.



## Values

We are committed to:

- ♦ providing high quality service with a citizen focus
- ♦ managing the resources in our trust efficiently, responsibly and effectively
- ♦ encouraging innovation and accepting risks
- ♦ developing organizational excellence
- ♦ maintaining honest and open communication
- ♦ creating a climate of trust and a collegial working environment
- ♦ acting today in the interests of tomorrow



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## Broad Goals

- ◆ To foster economic development and job creation.
- ◆ To promote the well-being of our citizens in a healthy, safe and stimulating community.
- ◆ To protect and improve the environmental and ecological health of the community.
- ◆ To develop a viable strategy to increase investment in infrastructure.
- ◆ To secure new sources of revenue through innovative strategies and partnerships.
- ◆ To ensure our community is attractive to young adults as a place to build careers and raise families.
- ◆ To respond to the needs of the retired and older adults.
- ◆ To put children first.
- ◆ To present Greater Sudbury to the world as a dynamic and vibrant community.

## Strategies

- ◆ Pursue growth
- ◆ Build public awareness through communication
- ◆ Engage citizens in community development
- ◆ Facilitate collaboration among community partners
- ◆ Foster innovation and creativity
- ◆ Plan for the future



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## The Next Steps

Each department of the City of Greater Sudbury will ensure that the organization's 2006 Business Plan reflects Council's priorities for the year. This plan will include strategies for pursuing those priorities.

Once the Budget is approved by Council, staff will revise the Business Plan as required to develop Work Plans that will detail planned actions on Council's Priorities.



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