

# **City of Morden Action Plan**

*Morden* 



# Quality of Life

*A dynamic city with an exceptional quality of life*

*Morden*

## **1. Promote initiatives that contribute to a vibrant, healthy and safe community:**

### 1. Action Items:

1. Increase the accessibility of local amenities and services.
2. Become an “Age-Friendly Community” by completing the Milestone Recognition Program.
3. Support the continued growth of the health sector by attracting additional medical services, supporting healthcare worker retention and recruitment, and facilitating health sector educational opportunities.
4. Ensure Morden Police and Fire Services have the necessary resources to continue to deliver exceptional services to the community, including support for innovative approaches to safety services.
5. Enable access to suitable housing options for a range of housing needs by collaborating with a range of stakeholders including developers, non-profits and government agencies.

## **2. Sustain, enhance and expand local recreation, community service and active living opportunities:**

### 1. Action Items:

1. Support existing City recreation programming to serve residents and increase participation.
2. Enhance and expand walking and biking facilities to link the residential areas with places of work, schools, downtown, shopping centers, recreation facilities and green spaces.
3. Offer increased winter active living programming options.
4. Collaborate with local community service providers as well as the provincial and federal government to expand available programming.

## **3. Promote existing local amenities through collaboration and investment.**

### 1. Action Items:

1. Promote the use of existing amenities through attraction of worldclass events.
2. Collaborate with stakeholders to promote events, attractions and unique opportunities.
3. Identify opportunities for investment to enhance existing amenities.



## Municipal Services and Infrastructure

*Proactively sustain and enhance municipal infrastructure and amenities, with a focus on longevity, efficiency, and community enrichment.*

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### 1. Achieve water security in terms of availability, accessibility, and sustainability of quality freshwater and wastewater resources

#### 1. Action Items:

1. Increase current wastewater capacity through major infrastructure development.
2. Identify and implement projects to ensure City long term access to drinking water supply to meet current and future needs.
3. Conduct lifecycle analysis of current infrastructure including service lines & lift stations.

### 2. Sustain, renew and enhance municipal infrastructure

#### 1. Action Items:

1. Complete renewal of key planning documents e.g., Community Improvement Plan, long-term infrastructure planning documents, enhance Asset Management systems.
2. Invest in renewal of existing infrastructure to maintain and improve service levels while extending the life of existing assets.
3. Equitable access and distribution of new and renewed capital infrastructure e.g. parks, playgrounds and greenspace.

### 3. Increase resident engagement with municipal services

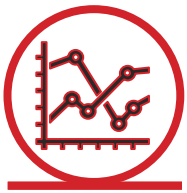
#### 1. Action Items:

1. Introduce new tools for the public to use to share feedback, tracking response times and results.
2. Communication team engagement with residents to share updates on events, projects and programs.

### 4. Elevate climate action opportunities

#### 1. Action Items:

1. Develop a climate action plan which identifies risks, opportunities, and action items related to climate adaptation and mitigation.
2. Promote initiatives related to climate action such as clean technology, low carbon economy, green and natural infrastructure, active transportation.
3. Determine the feasibility of public transport options.



## **Economic Growth and Development**

*Elevate Morden as a driving force for regional economic vitality, creating a fertile ground for investment and nurturing local businesses.*

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### **1. Support the retention and expansion of existing businesses**

#### 1. Action Items:

1. Engage employers to continuously learn about opportunities to support their growth and success.
2. Initiate training and education projects to promote development of a skilled and resilient workforce.
3. Work with existing employers through our Community Driven Immigration Initiative (CDII) to access skilled labour.
4. Ensure there is an ample supply of shovel-ready land to support the growth and expansion of our existing businesses.

### **2. Attract new businesses, with an emphasis on new industrial employers**

#### 1. Action Items:

1. Develop a marketing strategy to promote commercial and industrial development opportunities of City-owned shovel ready property.
2. Initiate Phase 1 of the industrial park expansion and have Phase 2 lots shovel ready by summer of 2027.
3. Secure an “anchor” development for the shovel ready highway commercial lots and sell remaining lots.
4. Ensure there is an ample supply of shovel-ready land to attract new commercial and industrial business.

### **3. Support access to skilled labour for employers and skill development for employees**

#### 1. Action Items

1. Consult with local businesses to match training programs to employer needs.
2. Initiate training and education projects to increase opportunities for skills and talent development, including attraction of post-secondary institutes.
3. Maintain the success of Morden’s Community Driven Immigration Program.



## **Leadership, Partnership, & Collaboration**

*Position Morden as an innovative leader and active collaborator to the region that utilizes partnerships to support business and economic growth with a mindset of shared success.*

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### **1. Enhance communication with residents and stakeholders**

#### 1. Action Items

1. Establish an enhanced communications plan for events, notices, emergencies and local opportunities.
2. Introduce new tools to receive feedback from residents and send information, such as work management software.
3. Update the City's website to integrate these new tools.

### **2. Renew Partnerships with Local Stakeholders**

#### 1. Action items

1. Identify opportunities to collaborate with local partners on projects which address the goals of the strategic plan through engagement and consultation.
2. Expand City staff roles to work more closely with community stakeholders on specific projects.
3. Celebrate stories of partnership progress and success.

### **3. Establish regional cooperation across key areas**

#### 1. Action Items:

1. Build off the success of the Tri-Council meetings between Morden, Winkler, and Stanley.
2. Identify opportunities to collaborate with regional partners on specific projects and expand partnerships with new regional stakeholders especially in the areas of healthcare, education, infrastructure, and planning.
3. Build relationships with Indigenous communities and organizations in our region.