

# EVERYTHING YOU NEED TO KNOW ABOUT: Administration



Administration includes Office of the Mayor & Council, Human Resources

## CAO & Communications

NUMBER  
OF STAFF  
2

Chief Administrative Officer  
Communications Coordinator



WHAT  
DO  
WE  
DO?

CAO:

- Ensures quality services are delivered to residents and businesses
- Align services with Council-approved policies and strategic decisions
- Provides professional advice to the Mayor & Council
- Provides direction and leadership to employees as the implement the policy direction of Council

Communications:

- Enhance the Township's two-way communications capacity
- Deliver effective communications programs that help achieve the organizational goals
- Engage and work collaboratively with residents
- Manage the Township's social media platforms
- Media releases, briefing notes, collaboration with user groups, public consultation and dialogue

KEY  
FACTS



The Township works with many partners to manage Centre Wellington:

- County of Wellington, Grand River Conservation Authority, Association of Municipalities of Ontario, Federation of Canadian Municipalities, etc.
- Professional Networks - Ontario Municipal Administrator Association, Association of Municipal Clerks & Treasurers, Municipal Finance officers of Ontario, Ontario Good Roads Association, etc.
- The Township redesigned the website in July to increase connectivity with its residents
- Connect CW is the Township's online engagement tool that allows 2-way communications, 24/7
- The Township currently has 2,650 followers on Facebook and 1,979 on Twitter

CURRENT &  
UPCOMING  
PROJECTS

1. Strategic Planning
2. Two-way engagement with our community
3. Cannabis store fronts
4. 2019 Budget
5. Planning for Growth
6. Management of Elora Fergus Tourism social media platform

# TOP QUESTIONS ASKED

## 1. What are the current priorities of the Township?

In 2015, extensive community engagement took place to develop Council's 2015-2018 Initiatives and Priorities. This included over 20 meetings with various stakeholders (BIA's, Sports groups, Committees of Council), a survey to the public, engagement with CWDHS students to have input into where we were and what issues needed action. Based on community input and Council's final approval, the top priorities were:

- Reliable Infrastructure
- Healthy Growth
- Economic Prosperity
- Pride of Place
- Good Government

## 2. Why are our roads and bridges in such bad repair?

Quite aside from growth, keeping our basic infrastructure (roads, bridges, buildings, water and wastewater pipes/pumps/plants) in good repair is a huge challenge. Taking only the tax-supported assets from our 2014 Asset Management report (i.e., excluding water/ wastewater facilities), the Township owns \$579 million worth of roads, bridges and buildings. By the conservative estimate, the Township faces a \$61 million cost to repair/replace these assets over the next 10 years and a \$214 million cost over the next 20 years.

A 2% dedicated capital levy that was approved by Council in December 2015, and supported Council's priority to replace or reconstruct 9 bridges in the past term of Council.

## 3. What does the County of Wellington provide for the Township?

The County of Wellington provides the following:

- Emergency Preparedness support
- Police Services & Ambulance
- Solid Waste Services
- Social Services & Affordable Housing
- Children's Early Years
- Property Assessment
- Homes for the Aged
- Wellington County Museum
- Ontario Works
- Libraries
- Roads & Bridges

## 4. Why is Communications important for the Township?

It is important to be not only strategic but to be proactive in how we communicate information to our residents. Our goal is to provide information that is timely, accurate, clear, accessible and responsive. An engaged community is an informed and pleased community. We regularly engage our residents, local businesses and community organizations through the sharing of information, consultation on specific projects and ongoing participation through Connect CW.