

FICE Action Plan

Action	Who	What	Why	Timeline
Signage	Town/BBIA, other partners (including Trails Committees)	Improve and expand signage – create downtown core, recreational signage, non-motorized trails, municipal office, Eagles Nest, and gateway signage for Dungannon boundaries,	Good consistent and useful signage is important for residents and visitors alike. Helpful directional signage improves the visitor experience and helps guide people to where they want to be. Gateway signage helps to define where we are and improves the sense of place.	Underway
Customer Service Excellence	Town/BBIA, other partners (including educational institutions)	Focus on customer service excellence in all municipal operations for all staff and council. Recognize service excellence in the community and work with young residents to develop strong customer service skills.	A culture of customer service goes beyond service oriented businesses and impacts how we interact with each other. Bancroft should be known as a welcoming community that prides itself on service excellence. We must recognize this in ourselves and others. The culture of excellent customer service is contagious, and is a low cost, high impact method of making Bancroft an even better place in which to live, work and play.	Underway
Slogan/Branding	Town	Increase Awareness of Mineral Capital of Canada brand; introduce new logos for the Town of Bancroft	A fresh, exciting and vibrant brand will be used consistently and will aid in establishing Bancroft’s identity as a forward-thinking and forward-moving community.	Underway
Mapping	Town/BBIA	Create new consistent, clear and clean maps of the downtown and entire community.	New mapping will be useful for a variety of reasons, including economic development initiatives and BBIA projects, and will be a tangible representation of where we are and what we have to offer.	Underway
Geese and Dog Excrement Mitigation	Town	Staff will explore strategies to reduce geese excrement in Town parks and will erect new signage to encourage dog excrement to pick up by owners, which is required by by-law.	Our parks and walking areas, including sidewalks, are important gathering places for residents and visitors alike and provide excellent recreation space, but geese and dog excrement can reduce the appeal of these locations, particularly during the summer months.	Underway
Build Community Pride and Capacity	Town, BBIA, BCSWBC, Residents, Visitors	Survey to Businesses and residents, focus on increasing well-being, building community capacity, and <i>Be A Better Bancroft</i> .	Our best ambassadors are the residents who live here and believe in the community. If we continue to build the community’s sense of pride and capacity, the results will speak for themselves – more people will want to be in Bancroft.	Underway, Community Safety and Well-being plan will be released soon.
Website	Town	Improve the directory of services, community clubs, organizations, agencies, social services on the website. Improve functionality; mapping; access to information;.	Our website is a very important tool for economic development, building community capacity, and encouraging visitors to visit and to become new residents.	Plans for changes are underway.
Garbage Receptacles In Downtown Core And Parks Are Inadequate	Town/BBIA (Public Works)	Look at possible improvements to downtown garbage receptacles. Public education to reduce use when possible and decrease litter.	A clean downtown with accessible garbage receptacles is a source of community pride and is important for visitors as well as residents.	TBD
Façade Improvement	Town, BBIA, local businesses and other community agencies (such as CFDC)	Encourage ongoing façade improvements in the downtown core.	Through the BBIA design project in 2015, dozens of façade designs were created for downtown buildings. The Town is waiving signage and building fees for owners who choose to make improvements to their façade using these designs. Improvements to the façade of downtown buildings create a sense of energy and revitalization and help to build community pride.	Underway

