



Staff Report

Report To: Council
Report From: Laura Johnston, Chief Administrative Officer
Meeting Date: September 19, 2023
Subject: West Grey Strategic Plan update

Recommendations:

That in consideration of staff report 'West Grey Strategic Plan update', council:

1. approves the three top-ranking priorities per pillar; and
2. directs staff to bring back a draft West Grey Strategic Plan for approval.

Highlights:

- A special council meeting was held August 1, 2023 to begin the development of an updated West Grey Strategic Plan.
- The facilitator provided a summary report to the CAO on August 8 which ranked the priorities identified in the special council meeting.
- On council direction, staff will complete a draft 2023-2026 strategic plan for council approval based on the three top-ranking priorities and the associated strategies as summarized by the facilitator.

Previous Report/Authority:

None.

Analysis:

At the special council meeting held August 1, 2023, West Grey council and senior staff participated in a facilitated session to update the strategic plan. The last strategic plan had three pillars, each pillar had three goals with corresponding strategies:

<https://www.westgrey.com/en/government/resources/Documents/Strategic-Vision-Plan-2020-2022.pdf>.

Maintaining the pillars of “work together”, “build a better future” and “promote community”, council and staff participated in roundtable exercises to provide new goals

for each pillar. The individual goals were collected, with duplicates and comparable goals grouped together. The consolidated goals were then ranked, as listed below, identifying the top three goals for each pillar. Goals that “tied” are marked with an asterisk.

Work together

- 1. Develop effective inter-municipal partnerships to facilitate the development of southwest Grey County.**
- 2. Advocate for physician recruitment.**
- 3. Hire an economic development officer.**
4. Assist volunteer groups and service clubs.
5. Take measures to reinforce staff retention.

Build a better future

- 1. Obtain more accurate information about the condition of all our infrastructure as the basis for efficient long-term asset management planning.**
- 2. Move ahead with the development of “police station land” including construction of the new station.**
- 3. Determine the capacity of landfills and evaluate long-term waste management options.**
4. Redevelop the parking behind the Credit Union to accommodate community events.
5. Evaluate all bridges to determine a long-term plan for each (rehab, change of function/design, replacement, closure and removal).
6. Ensure that West Grey has serviced residential, multi-residential, commercial and industrial properties available*
7. Stimulate retail and business activity in each of the four urban areas*

Promote community

- 1. Promote West Grey as a tourism destination with West Grey branding.**
- 2. Increase communication efforts to tell West Grey stories, celebrate West Grey achievements and advantages, and engage residents in community activities.**
- 3. Produce and circulate an annual calendar of community events and municipal schedules, with quarterly or monthly updates.**
4. Encourage a wider variety of arts, culture and recreation activities for residents*
5. Continue to expand digital signage*
6. Create a community resource guide/orientation handbook for new residents*
7. Build partnerships with community groups to promote their local events and create an event that becomes a provincially-significant draw*

(*denotes tie in ranking score)

On council approval of the top-three goals for each pillar, staff will create a draft strategic plan that will propose strategies to achieve each goal. Some of the strategies may, in fact, incorporate some of the remaining goals not captured in the top three ranking, given some similarities and overlap. Council can then discuss, approve or revise the strategies in advance of a final strategic plan being presented.

Financial Implications:

Approved initiatives resulting from the council-adopted plan will be budgeted through the annual budget process.

Communication Plan:

Communication of this report is through the posting of council meeting agendas on the Municipality of West Grey website.

Consultation:

Not applicable.

Attachments:

None.

Submitted by:

Laura Johnston, Chief Administrative Officer

For more information on this report, please contact Laura Johnston, CAO at ljohnston@westgrey.com or 519 369 2200 ext. 222.