

Strategic Vision Plan 2020-2022: 2021 Areas of Focus

Pillar 1: Work Together

Strategy	2021 Actions
Listen and Empower	
Hold annual outreach sessions throughout West Grey	Official Plan and Zoning Bylaw review; Economic Development Strategic Plan; Pole Banner program
Develop a customer service strategy to exercise industry best practices and instill a customer service first workplace culture	Customer Service training for staff 2020-2021; Customer Service Strategy 2021
Review committee of council structure and procedural bylaw to empower and encourage diversity	Training for committee members; update Terms of Reference
Provide a variety of opportunities for stakeholders to provide feedback in person, online or in print	Area of focus in development of Customer Service Strategy; Two-way communication opportunities on West Grey website and social media channels
Build Partnerships	
Explore new cost-sharing initiatives	Bulk group buying program; fleets and public works vehicles
Leverage partnership with neighbouring municipalities	Community Safety Well-Being Plan; County Climate Action Plan; social media sharing and promotion
Develop programs to encourage youth involvement	Launch Youth Action Committee; Youth Action Summit – presented in 2021 budget; Student Start-Up Program
Clear Communication	
Develop a corporate communication strategy	Communication strategy and visual identity guide approved 2020; rollout of branding continues
Create accessible and informative content in a variety of formats	Equidox training for staff, creating accessible document training for staff and committee chairs and secretaries
Improve internal communication	Launch of Intranet in 2021; Weekly CAO news updates
Launch a new West Grey website	Launched in June 2020; continual development as part of administration portfolio
Implement online services	Booking software, online payments to launch in 2021
Produce an annual review to communicate accomplishments	Year in review published