

Strategic Vision Plan 2020-2022: 2021 Areas of Focus – Q2 update

Pillar 1: Work Together

Strategy	2021 Actions	Status
Listen and Empower		
Hold annual outreach sessions throughout West Grey	Official Plan and Zoning Bylaw review; Economic Development Strategic Plan; Pole Banner program	Official Plan: Comment period ongoing Economic Development Strategic Plan: COVID restrictions starting to lift; business visits to commence in Q3 Pole Banner program: contest closed. Community vote launched
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	Training for new employees; No significant progress Q2
Review committee of council structure and procedural bylaw to empower and encourage diversity	Training for committee members; update Terms of Reference	Completed Clerk is attending Advisory Committee meetings to provide training.
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	No progress this quarter
Build Partnerships		
Explore new cost-sharing initiatives	Bulk group buying program; fleets and public works vehicles	Not possible for 2021 due to timing of passing budget Project will be re-evaluated for 2022 and will be pending budget timing
Leverage partnership with neighbouring municipalities	Community Safety Well-Being Plan (CSWBP) County Climate Action Plan; social media sharing and promotion 2021/22 program planning with Georgian College and Grey Highlands	CSWBP ongoing County released Climate Action Plan; promotion to begin next quarter SENCO/social enterprise project with Grey Highlands and Georgian College.
Develop programs to encourage youth involvement	Launch Youth Action Committee; Youth Action Summit – presented in 2021 budget; Student Start-Up Program with Saugeen Connects; Summer program with Elephant Thoughts	Youth Action Summit on hold, pending COVID protocols. Student Start-Up successfully underway. Successful summer camp program. Exploring future joint programs.

Clear Communication

Develop a corporate communication strategy	Communication strategy and visual identity guide approved 2020; rollout of standards continues	Completed
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	Ongoing
Improve internal communication	Launch of Intranet in 2021; Weekly CAO news updates	Intranet – no progress CAO updates implemented
Launch a new West Grey website	Launched in June 2020; continual development as part of administration portfolio	Ongoing updates, improvements to content
Implement online services	Booking software, online payments to launch in 2021	Completed
Produce an annual review to communicate accomplishments	Year in review published	Q4 project