

Pillar 1: Work Together

| Strategy | Q3/Q4 Actions | Status |
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| Listen and Empower | | |
| Hold annual outreach sessions throughout West Grey | Economic Development Strategic Plan Ongoing virtual meetings | Economic Development Strategic Plan: business mix analysis completed Council meetings and council workshops; advisory committee meetings via ZOOM |
| Develop a customer service strategy to exercise industry best practices and instill a customer service first workplace culture | Partnership with Wilfrid Laurier University MBA students | Initial meeting completed. Staff lead assigned. Revised project conclusion date to Q3, 2022 |
| Review committee of council structure and procedural bylaw to empower and encourage diversity | Training for committee members | Ongoing. 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 | New communications coordinator hired. |
| Build Partnerships | | |
| Explore new cost-sharing initiatives | Bulk group buying program; fleets and public works vehicles | Project will be re-evaluated for 2022 and will be pending budget timing and recruitment of next Director |
| Leverage partnership with neighbouring municipalities | Community Safety Well-Being Plan (CSWBP) County Climate Action Plan 2021/22 program planning with Georgian College and Grey Highlands | CSWBP ongoing County released Climate Action Plan which will assist in development of WG's CAP Final year of the social enterprise project with Grey Highlands and Georgian College. Updates to come in 2022. |
| Develop programs to encourage youth involvement | Youth summit Student Start-Up Program with Saugeen Connects Summer program with Elephant Thoughts | Youth Summit on hold Student Start-Up successfully delivered. Planning in progress for 2022 camp program. |
| Clear Communication | | |
| Develop a corporate communication strategy | Communication strategy and visual identity guide approved 2020 | Completed |

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| Create accessible and informative content in a variety of formats | Upgraded Microsoft; staff able to create accessible documents easily and conveniently | Completed |
| 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 | 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 | To be released Q1, 2022 |