MUNICIPALITY OF GREY HIGHLANDS

Strategic Plan



2024-2027

Municipality of Grey Highlands



Mayor's Message

Paul McQueen

Mayor, Grey Highlands

As we shape the strategic plan, it is our utmost priority to do what is best for the community. We understand responsible governance entails making decisions that balance immediate needs and long-term interests. We are committed to engaging with you, our residents, and partners to ensure that everyone has a voice in shaping the future of our municipality.

Our strategic plan will emphasize being prepared for the onset of growth and development in our communities. We will focus on creating an environment that fosters economic prosperity, supports infrastructure development, and ensures the provision of essential services. We will optimize our resources through thoughtful planning and collaboration and create a welcoming environment for residents, businesses, and visitors.

Together, we will build on the foundations of our community's success and strive for excellence in everything we do. I invite you to actively participate in this process, sharing your ideas, aspirations, and concerns. Let us work hand in hand to shape a bright and prosperous future for the Municipality of Grey Highlands.

Executive Summary

The 2024-2027 Grey Highlands Strategic Plan is the roadmap for the community's future and provides an avenue to sustainable growth and prosperity over the next four years. The plan represents the community's collective vision based on residents, businesses, community organizations, and local government input.

The plan's main objectives are to develop the local economy, enhance community well-being and social cohesion, protect and enhance the natural environment, and ensure effective and efficient municipal governance.

The plan recognizes that community-driven initiatives, collaboration, and innovation are critical success factors in achieving its strategic priorities and objectives. To this end, the plan emphasizes the importance of engaging with diverse stakeholders, fostering partnerships, and leveraging technology and data to drive informed decision-making.

The 2024-2027 Grey Highlands Strategic Plan provides a clear and actionable blueprint for the community's future growth and development, focusing on creating a sustainable and inclusive community for all residents, businesses, and visitors.



Beaver River

Vision

Grey Highlands will be Canada's most inspired and well-managed rural community.



RTO7



Mission

To provide innovative leadership in the areas of lifestyle, environment, economy, and governance.



Epping Bridge

Values

Respect **Integrity** **Accountability** **Excellence** **Tradition** **Inclusivity**



Beaver River



Feversham Park

Strategic Priorities

The strategic priorities form the foundation of our roadmap for the next four years, guiding our actions and decisions toward achieving our goals.

They create a structured framework for our organization, ensuring that our efforts are aligned for a future that is prosperous, sustainable, and responsive to the needs of our community.

CONSIDERATE Communities

HEALTHY Lifestyle

RESPECTED Environment

RESPONSIBLE Governance

VIBRANT Economy

Strategic Framework



The *Grey Highlands Lens* is a tool to support sustainable community decision-making.

The Municipality of Grey Highlands is dedicated to creating a resilient community that fosters a sense of belonging and connection, enhancing the social fabric and promoting overall well-being.

We will serve, engage, and support our community members throughout our expansive 882 square kilometre region while honouring our rural and agricultural heritage and striving for a sustainable future for generations to come.



CONSIDERATE COMMUNITIES

CONSIDERATE COMMUNITIES

Objectives

- Continue to build and maintain positive relationships with key community partners with meaningful community outreach and engagement.
- Establish sustainable growth planning practices with environmental, social, and economic considerations. Setting realistic targets for growth, engaging key stakeholders, and seeking their input to ensure that growth initiatives align with community needs and values.
- Continue to build an equitable community that is inclusive, accepting and free of barriers.
- Work with the growing community to understand diverse perspectives, experiences, and cultures and embrace our cultural diversity.
- Encourage and support the development of housing that meets our unique community; working in collaboration with Grey County, community groups, and the development industry.
- Create ongoing public conversation and foster citizen engagement through timely and relevant communications with residents, businesses, and local community groups.
- Modernize the Grey Highlands brand and sense of community-wide pride and develop a marketing strategy to attract investment in tourism, industry and residential and commercial development.

The Municipality of Grey Highlands is committed to fostering a vibrant community that celebrates diversity and promotes an active lifestyle.

We prioritize community-building projects that support our residents' unique quality of life, encompassing a deep appreciation for our natural environment, a dedication to active transportation, and a flourishing social and cultural mosaic throughout all stages of life.





HEALTHY LIFESTYLE

HEALTHY LIFESTYLE

Objectives

- Provide equitable access to indoor and outdoor recreation, community facilities and optimize program delivery to support diversity.
- Continue the development of a comprehensive multi-use trail plan and pathways network across the municipality, with the aim of providing connectivity and alternate modes of transportation for residents and visitors.
- Continue the enhancement of our parks and outdoor spaces while embracing community-led initiates, groups, and volunteers, ensuring their contributions are recognized and incorporated into our ongoing improvement efforts.
- Partner with the local health center to promote programs and services by developing a comprehensive community guide.
- Support recruitment efforts to attract and retain qualified doctors and medical personnel and improve all residents' access to primary health care.
- Support our local agricultural food growers and producers, protect our rich agricultural lands, promote local community gardens and support food security for Ontarians.



The Municipality of Grey Highlands is dedicated to creating a sustainable community that lives harmoniously with its ecosystems. We prioritize the enhancement of natural areas, the protection of forests and valleys, and the nurturing of communities for the benefit of future generations.

Our region values its shared responsibility to leave a legacy of a clean and nourishing natural environment while honouring our community's rich heritage.



Feversham Gorge

RESPECTED ENVIRONMENT

RESPECTED ENVIRONMENT

Objectives

- Incorporate waste and diversion practices at all municipal facilities and events.
- Manage municipal resources in a responsible and sustainable manner, considering future needs for adaptation and community resiliency.
- Prioritize the stewardship of our lakes, rivers, and natural environment while ensuring sustainable stewardship and promoting responsible development practices when evaluating the Official Plan and Zoning By-law.
- Adopt an environmentally conscious mindset for all municipal undertakings, including procurement.
- Adhere to the Grey Highlands Climate Action Plan by applying its principles, promoting sustainable practices, and raising public awareness surrounding climate change mitigation and adaptation strategies.
- Explore and pursue opportunities for the installation of electric vehicle (EV) charging stations throughout our community.



RESPONSIBLE GOVERNANCE

The Municipality of Grey Highlands is committed to responding to citizen needs and providing an outstanding customer experience through technology and innovation.

We prioritize responsible and transparent management of municipal resources, ensuring accountability as stewards of the public purse and guardians of the public trust both today and in the future.



RESPONSIBLE GOVERNANCE

Objectives

- Practice good public sector management, adhere to the legal framework for governance, accountability, transparency, and the free flow of public information.
- Continue to improve the ratepayer experience by providing innovative, personalized tools, convenient access to services, and expansion of self-serve and online financial transaction options.
- Maintain the comprehensive Asset Management Plan that enables effective tracking, planning, and allocation of resources to meet future infrastructure needs.
- Maintain a corporate culture of honesty, collaboration and encouragement to attract and retain an engaged and skilled workforce. Plan for a sustainable organization by evaluating and training for succession planning.
- Complete a comprehensive municipally-owned property review to determine how properties can be effectively used to advance municipal strategic objectives.
- Adopt financial practices that illustrate fiscal responsibility. Explore grant funding opportunities, research and implement cost-saving measures, evaluate alternate service models, cultivate strategic partnerships, and optimize procurement strategies.



VIBRANT ECONOMY

The Municipality of Grey Highlands is dedicated to being a leader in fostering innovation, creativity, and vibrancy to build a strong, resilient, and sustainable economy.

We prioritize supporting new and existing enterprises through a streamlined approach that creates a welcoming sense of place for businesses, their customers, staff, and their families.



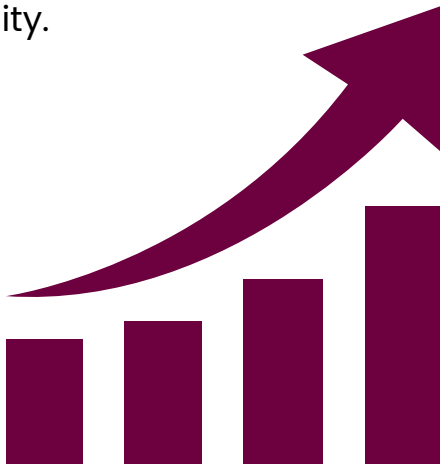


Garage13, Eugenia

VIBRANT ECONOMY

Objectives

- Continue to actively promote the revitalization of the Municipality's downtowns through the Community Improvement Plan (CIP), to attract investment, create employment and foster economic growth.
- Strategically pursue a variety of tourism and product development opportunities including outdoor adventure, agri-tourism and culinary tourism that reflect and support unique community assets and elements.
- Continue to work with regional partners to address workforce challenges and transportation issues related to business growth and development.
- Drive economic development by strategically investing in infrastructure to attract growth in new business, develop initiatives that attract workforce, and promote economic diversity to ensure a robust and sustainable local economy.
- Investigate the feasibility of establishing an industrial park in Grey Highlands to attract new businesses, stimulate employment growth, and promote the economic development of the community.



Progress Indicators

Measurement & Reporting

The strategic plan is a living document that serves as a roadmap for achieving the community's long-term vision and goals. This document is adaptable and flexible to account for the evolving needs of the community and changing circumstances.

Each department within the organization will develop work plans in alignment with the strategic plan, ensuring that their objectives and activities support the organization's overall goals. Actions will be tracked and recorded as part of the quarterly and annual reporting.

Ensuring Accountability

Quarterly Review

The Senior Management Team will conduct a quarterly review to track progress and evaluate the effectiveness of the plan's implementation. Achievements, challenges and obstacles will be tracked and shared with the public in a transparent and accessible manner.

Annual Report

The annual 'Year in Review' report produced by the CAO serves as a comprehensive summary of the organization's achievements throughout the year in relation to the Strategic Plan. The report offers transparency and accountability by showcasing the results and their impact on the community and its residents. This report celebrates the organization’s accomplishments and provides valuable insights for future planning, enabling the refinement and continuous improvement of the Strategic Plan for future years.





Flesherton Pond



Priceville, ON

Cover: Feversham, ON

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