REPORT

TO:	Council
FROM:	Jerri-Lynn Levitt
DATE:	March 15, 2023
REPORT:	CAO.23.01
SUBJECT:	Proposed Workplan for the 2023-2027 Strategic Plan

RECOMMENDATION:
That Council receive report CAO.23.01 for information; and
That Council approve the workplan outlined in the report for the 2023-2027 Grey Highlands Strategic Plan.

BACKGROUND AND ANALYSIS:
Strategic Plans are designed to outline specific strategies and goals and to implement and evaluate the results and the outcomes. They are an essential planning tool, and for municipalities, it enables the community to work together toward a common vision. Developing a municipal Strategic Plan should involve broad community consultation that guides Council's direction.

Good strategic planning is about setting goals that are achievable and in pursuit of excellence. Strategic Plans explore factors that can influence an organization's success and should include vision, values, needs and expectations, strategic positioning, mission, and objectives.

The current Grey Highlands Strategic Plan covers a period of 2019-2023. With the pandemic behind us, the municipality can take a fresh look at what's next for our community. A new strategic plan will cover the period of 2023-2027 and will consider what we've learned during the pandemic, the first stages of growth for Grey Highlands, and what impacts we should consider for our community in the future.

The Grey Highlands Strategic Plan is a living document that will help define and prioritize our work over the next four years and beyond.

The five pillars of the current plan: Considerate Communities, Healthy Lifestyle, Respected Environment, Strong Governance, and Vibrant Economy, are all still relevant today, however, there are some additional areas staff has identified that are essential for the next four years. Our proposal is to build upon the existing pillars and expand the

new plan to include a stronger commitment to adapting to climate change and outlining our commitment to diversity, equity, and inclusion by updating the goals and objectives of each, and adding new pillars as required.

OPERATIONAL CONSIDERATIONS:
The CAO will oversee the development and creation of the new draft plan; public consultation and Council priorities will play a big role in the draft plan's development. Once all the information is received, staff will make recommendations to Council through a draft plan.

The work plan proposed in this report is to gather information through specific surveys; surveys have proved to be the best way to target and engage the community and can be rolled out relatively quickly to community, Council, and staff stakeholders. Once the data is received, staff will compile the information, present recommendations in a report to Council, and provide input to determine the feasibility of the outcomes.

The timeline for the project is four months, commencing in April 2023, with a goal of having an approved Strategic Plan in July 2023. The detailed timeline for the project is as follows:

April 2023 - Launch surveys specific for the business community, residents, Council, and staff.
May 2023 - Senior Management Team to review and prioritize survey responses.
June 2023 - Staff to develop a draft plan and presentation to Council.
July 2023 - Final plan for Council approval.

GREY HIGHLANDS STRATEGIC PLAN:
Strong Governance - Develop long-term organizational and financial strategies to help guide Municipal planning and decision-making.

FINANCIAL IMPACT:
By keeping the project in-house, no consultant fees are necessary. There may be some costs for advertising to increase public engagement and consultation, which will be accommodated in the 2023 budget.

STAFFING IMPACT:
The CAO's office will be responsible for the project and development of the plan.

ENVIRONMENTAL IMPACTS:
The Strategic Plan will be a living document and will exist online. The Plan exists electronically to measure and update progress in real-time.

CONSULTATION:
Karen Govan, CAO

Approved By: **Status:**

Anna McCarthy, Treasurer	Approved - 01 Mar 2023
Karen Govan, Chief Administrative Officer	Denied - 02 Mar 2023