



Township of Huron-Kinloss Strategic Plan 2023-2033
Blueprint for Our Future
Council & Senior Management Planning Session

July 10, 2023 2:30 pm – 6:30 pm

Agenda

1. Welcome
2. Project Overview / Where are we now?
3. Facilitated Strategy Session
 - Provide opportunity for a collective discussion where ideas tend to evolve
 - Emergence of a collective perspective
 - Opportunity to hear from Council members on their vision, priorities and goals
 - Validation of key guiding principles by which Council grounds its decisions
4. Wrap-up and Next Steps



Project Overview

Project Overview

Phase 1: Project Initiation & Research: Where are we now?

Launch Meeting

Project Charter and Communications Plan

Scope of Work Meeting with Council

Adjustments to scope of Work

Current State Analysis

Best Practices and Benchmark

Positioning for Org. Excellence



Phase 2: Stakeholder Engagement: Where do we want to go?

Internal Engagement: Council Strategic Planning Session #1

Internal Engagement: Senior Leadership & Council Conversations

Internal Engagement: Facilitated Discussion with Front Line Staff + Survey

Community Information and Engagement Sessions (4) + Survey

Key informant Interviews (10)

SOARR Analysis



Phase 3: Review, Analysis and Strategy Development: How do we get there?

Draft Vision, Mission, Guiding Principles

Council Strategic Planning Session #2

Strategic Directions and Discussions with Senior Leadership

Draft and Action Plan Development

Final Report Strategic Plan 2023 – 2033

Final Report Distribution, Incorporation of Feedback

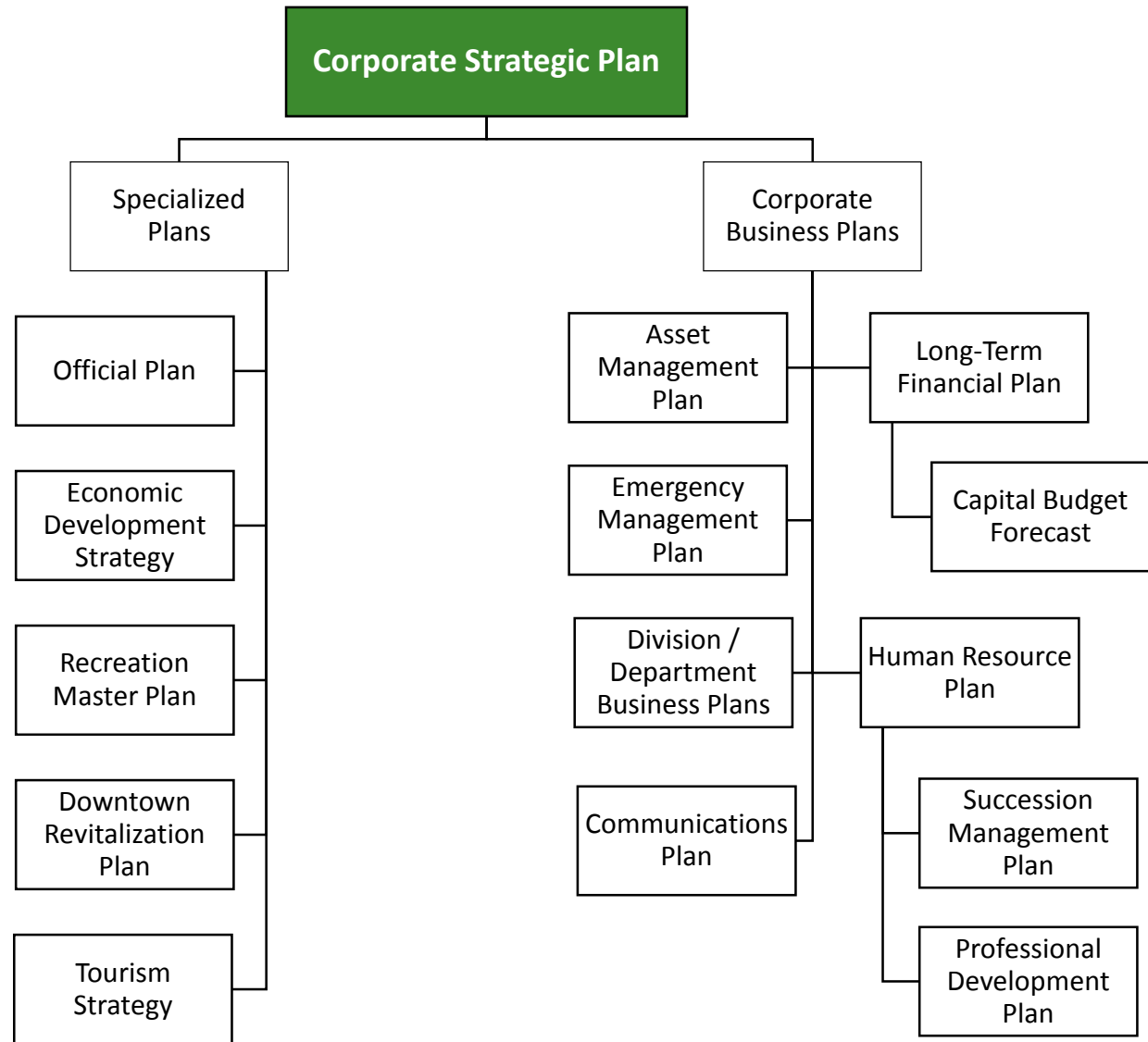


Phase 4: Reporting and Recommendations

Council Strategic Planning Session #3 – Final Presentation

Training

What is a Strategic Plan?



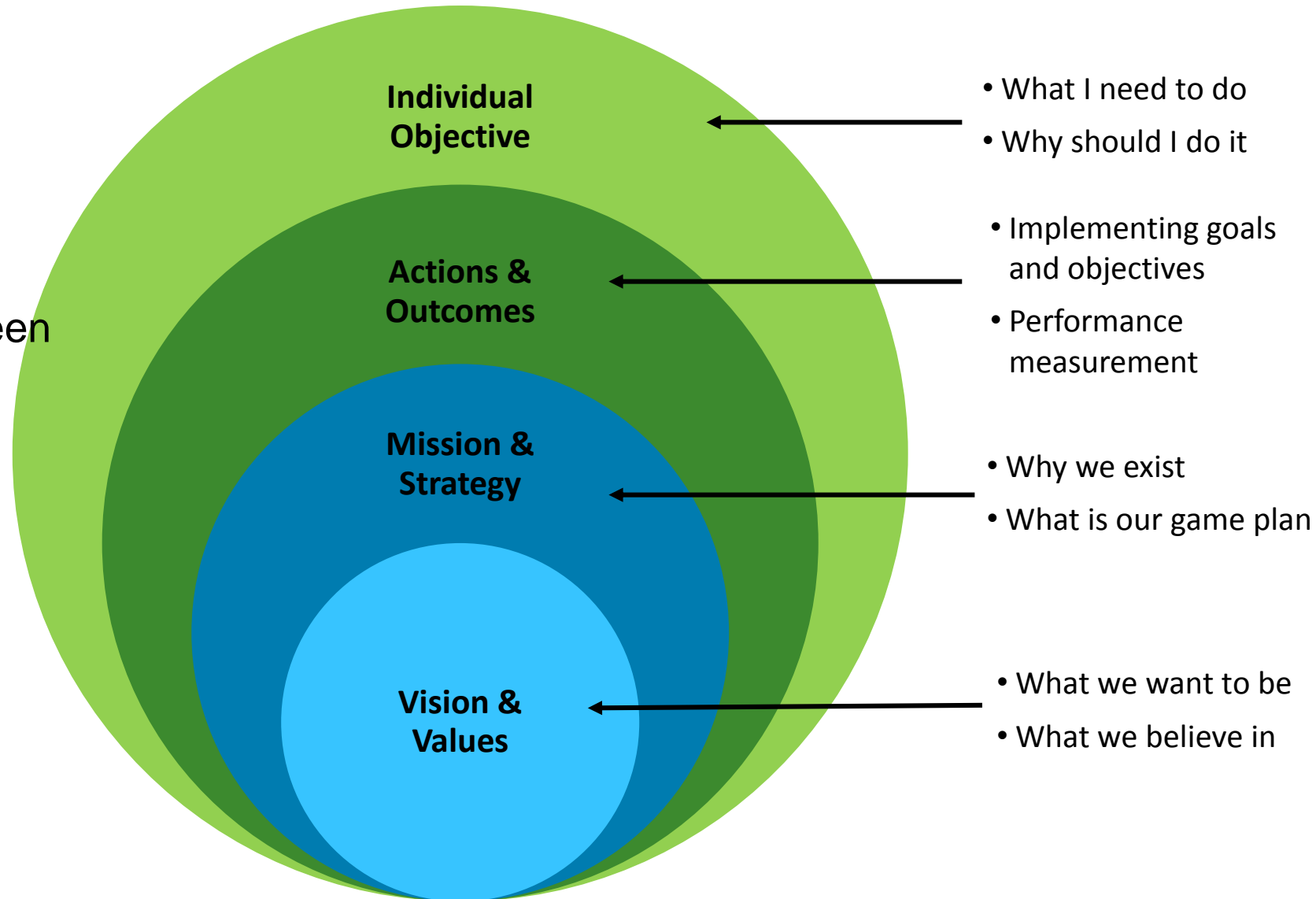
Strategic Planning

Why a Strategic Plan?

- Where are we today?
- Where do we want to be?
- How do we get there?
- How do we know we have been successful?

The goal of a strategic plan is to provide a roadmap for the next 10 years and can be reviewed in each term of Council.

It will guide the responsible use of resources, effectiveness and efficiency in municipal service delivery and accountability.



Where Are We Now?

Our Vision

Huron-Kinloss celebrates a unique mix of welcoming communities and natural beauty

Our Mission

Support the communities of today to inspire the generations of tomorrow

Guiding Principles of Sustainability

Our Decisions will Equally Consider...



Our Future Huron-Kinloss

long-term strategic plan that is rooted in the principles of sustainability.

Since 2013 it has been a roadmap to guide decision-making for the Township.

The Plan established Vision, Mission and Guiding Principles

The Strategic Plan Action Plan was updated in 2019.

The action plan updates highlighted key projects that could be accomplished to meet the five goals of the 2013 Strategic Plan.

The Action plan was adopted by Council and guided the Township from 2019-2023.



We are a **prosperous** community that continues to grow in a sustainable manner



We are a **vibrant** community that values our uniqueness and creativity



We are an **accessible** community that offers opportunities for everyone

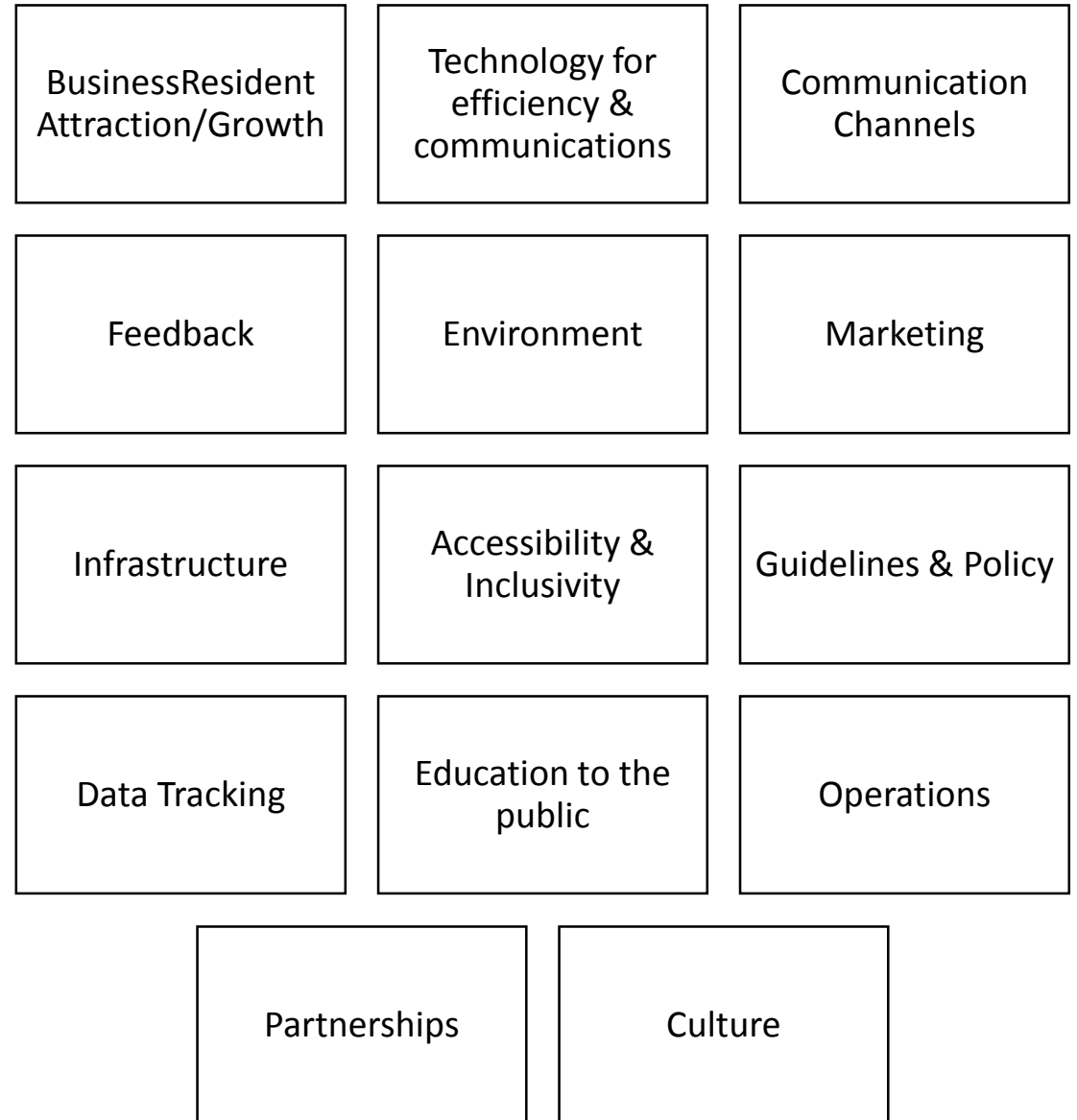
We are a **spirited** community that takes pride in calling Huron-Kinloss home and welcoming others



We are an **environmentally conscious** community that are good stewards of our natural environment

Common themes among actions identified in previous planning

- **2013 Our Future Huron-Kinloss Strategic Plan**
- **Strategic Plan Action Plan 2019-2023**
- Business Recruitment Strategy & Support
- Climate Change And Energy Plan
- Communication Strategy
- Tourism Action Plan
- Zoning Bylaws
- Parks And Recreation Master Plan
- Public Engagement Strategy Rollout Action Plan
- Asset Management Plan
- Development Charges Background Study
- Digital Modernization Strategy
- Economic Development Action Plan
- Engagement Framework
- Fire & Emergency Services Strategic Plan
- Multi-Year Accessibility Plan
- Official Pan
- Resident Attraction Strategy
- Transportation Plan



Facilitated Strategy Session

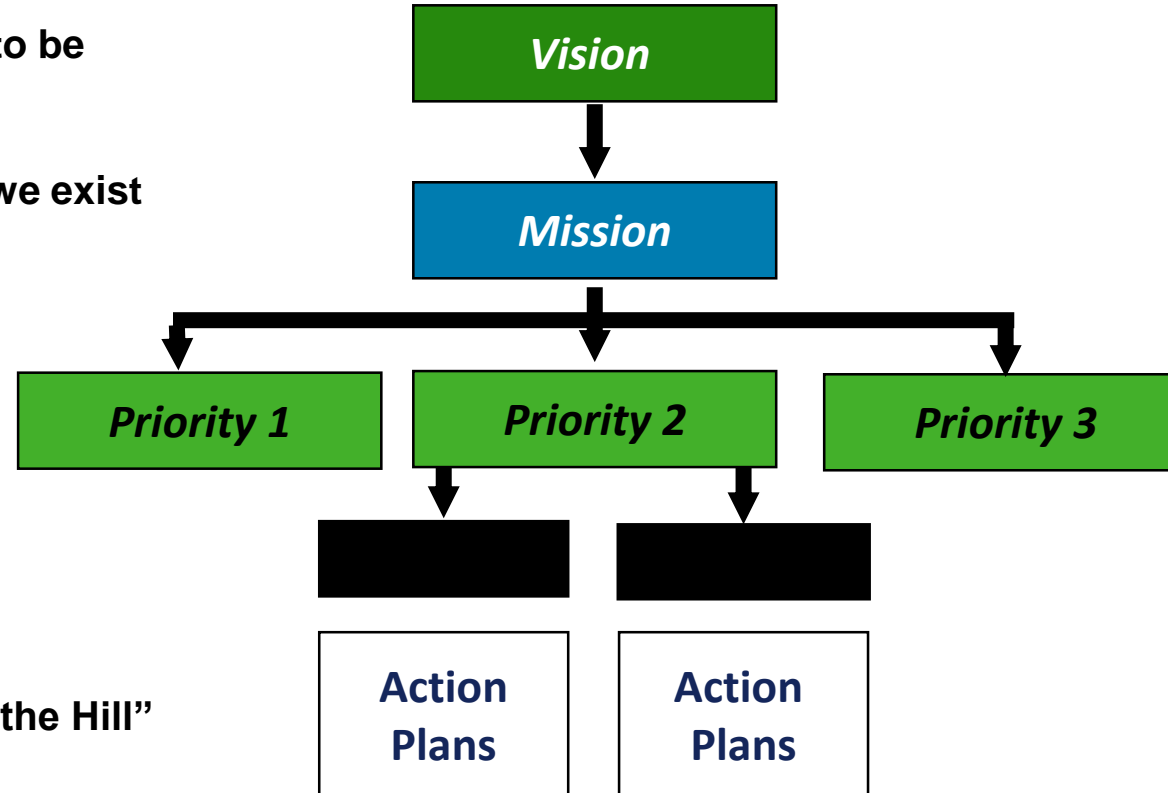
Erik Lockhart, Queen's Executive Decision Centre

Facilitated Strategy Session

- **Developing Our Direction**
- Vision – long term aspirations - 45 minutes
- Principles – how we will interact, what we stand for - 45 minutes
- Priorities – focus in next 2-3 years - 60 minutes
- Mission – given all the above, why we exist - 45 minutes

Some Terminology

- Aspirations of where we want to be
("Win the War")
- Describes our purpose and why we exist
("Win the Battle")
- Where do we focus in next
2-3 years
("Take the hill")
- "How to take the Hill"



Vision

- **Vision**

- An aspirational focus that sets the tone for the desired future;
- Guides all strategic priorities that reflect movement towards that future;
- *The power of a vision statement comes from the extent to which it can be remembered, embraced and applied.*

Vision

- **Vision Examples**

- To be the most livable town in Canada. (Oakville)
- A place for people to prosper - alive with opportunity. (Cambridge)
- A progressive, attractive and welcoming community, standing proud. (South Bruce Peninsula)
- A strong, diverse, green, and sustainable community that respects our people, honours our past, and shapes our future. (Ingersoll)

Guiding Principles

- **Guiding Principles**
- A principle can be either a “moral rule” that defines “good behavior or fair dealing,” or a “basic truth” that “explains or controls how something happens or works.” – Cambridge Dictionary

Guiding Principles

- Examples: Quispamis, South Bruce Peninsula, Ingersoll



Key Priorities in next three years

- **What do we need to focus on in the next 2-3 years to realize our vision?**
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Mission

- **Mission**

- Why the Municipality (as an entity) exists
- An inward-focused statement intended to guide decisions, operations and service delivery for the Township

Mission

- **Mission Examples**

“We nurture a community that respects all and offers sustainable services and amenities that promote a quality of living that makes us proud to call Ingersoll home.” - **Town of Ingersoll**

“To deliver sustainable municipal services and infrastructure with courtesy, integrity, transparency and fiscal responsibility.” – **City of Dryden**

“Leading the way as a progressive, family-oriented and business-friendly city, providing quality services.” - **City of Mount Pearl**

“Provide community-focused service excellence and a forward-thinking commitment to sustainable growth, responsible governance, and engaged, connected residents.”
– **Municipality of Quispamsis**

Next Steps

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Phase 4: Reporting and Recommendations

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Thank you!

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