



## Staff Report

**Report Title: 2023-2033 Strategic Plan: Blueprint for our Future, Consultation Plan and Project Update**

**Prepared By: Michelle Goetz, Manager of Strategic Initiatives**

**Department: CAO**

**Date: Jul. 3, 2023**

**Report Number: CAO-2023-07-21**

**File Number:**

**C11 CAO 23**

### **Attachments:**

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### **Recommendation:**

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number CAO-2023-07-21, prepared by Michelle Goetz, Manager of Strategic Initiatives.

### **Background:**

This report provides Council with an update regarding the 2023-2033 Strategic Plan: Blueprint for our Future project.

### **Discussion:**

#### **Project Scope of Work**

The Strategic Plan project is moving ahead on schedule, we are finishing up phase 1 of the project; project initiation and research and working through phase 2; stakeholder engagement.

Phase 1 included our project launch meeting, setting up the steering committee, finalizing the project charter, the scope of work presentation with Council, researching benchmark municipalities and reviewing all our internal strategies and action plans.

Phase 2 includes all the stakeholder engagement; internal and external. We are finalizing our consultation plan with Deloitte, as described in the next section of this report. Stakeholder engagement includes the Council workshop on July 10<sup>th</sup>, Council

and staff interviews and the staff workshop, a public survey, community information sessions, key informant interviews, and a SWOT analysis.

## Consultation Plan

Deloitte and our steering committee understands the importance of including all our stakeholders in the strategy development process to ensure the final document is an accurate reflection of what Council, staff and the community envisions for our future.

To achieve this we've developed a consultation plan that will hopefully provide everyone an opportunity to provide their feedback in a format they feel most comfortable. Below we've outlined the communications and engagement activities for this project (some dates are being finalized but this gives Council an overall understanding of how we plan to move forward).

July 4<sup>th</sup> Launch the Have Your Say HK Project Page that includes the project information, key dates to provide feedback, the survey link and a Q&A tool.

July 10<sup>th</sup> Council and Senior Team Workshop 2:30-6:30PM

July 11<sup>th</sup> to August 11<sup>th</sup>

- Council and Senior team interviews
- Print promotional material (post cards with QR Code for Admail and posters)
- Create copy for newspapers, HK Connects, website and social media posts
- Build survey with Deloitte

August 15<sup>th</sup>

- Staff workshops
- Initiate marketing plan: book newspaper ads, schedule social media posts, schedule admail and put up posters

August 18<sup>th</sup> Launch public survey

August 20<sup>th</sup> to September 30<sup>th</sup>

- Ongoing marketing of survey and community workshops
- Schedule opportunity to speak with community groups and organizations
- Schedule community workshops with Deloitte (4)
- Schedule key informant interviews with Deloitte and members of the community
- Schedule and facilitate school sessions and FE Madill, Kincardine Senior School, LCPS and RHCS
- Attend/plan community events
- October 2<sup>nd</sup> – close public survey

November 13<sup>th</sup> Second Council and Senior Team session, Strategic Directions Workshop

With this level of consultation we will feel confident that the strategic plan and master action plan will be reflective of the community's interests and that staff and Council will have the information they need to achieve it.

It's important to note that all consultation activities are high-level visioning exercises, we want to understand where Council, staff and the community want to go; and then staff will use their expertise to determine how we get there. The master action plan will identify action items that need completed; our budget, time and staffing constraints; any barriers we need to overcome and opportunities for collaboration within the Township that will ultimately lead to our success in achieving our collective vision for Huron-Kinloss.

Our goal is to present the final strategy and action plan to Council at the January COW meeting, we will provide Council with training on how to interpret and use the strategic plan and action plan at that meeting. Staff training will follow the adoption of the strategic plan and action plan by Council.

**Financial Impacts:**

Any funds required for events and marketing will be used from the Strategic Plan budget as outlined in the 2023 Economic Development budget and business plan.

**Strategic Alignment / Link:**

The information provided in this report is consistent with and in keeping with the Municipality's Vision & Mission. The recommendations contribute to the goals in achieving a prosperous, spirited, vibrant, environmentally conscious and accessible community.

**Respectfully Submitted By:**

Michelle Goetz, Manager of Strategic Initiatives

**Report Approved By:**

Mary Rose Walden, Chief Administrative Officer