



2025 Strategic Plan Progress Update

Presented in March 2026



The strategic plan aims to embrace the thriving rural lifestyle in Huron-Kinloss by fostering community engagement, enhancing service delivery, and preparing for inclusive growth. This annual progress update highlights key accomplishments of 2025, outlines how actions align with objectives, and reframes challenges as opportunities. Some objectives have been presented jointly for clarity and brevity.

Embrace the Thriving Rural Lifestyle

Encourage strong communications and community engagement.

Objective: Enhance communication and information sharing, and increase success of marketing and promotions

Accomplishments:

- Communications staff have developed an initial breakdown of target audiences to better understand how to most effectively serve the community. This includes gathering insights from census data, collaborating with staff, and documenting frequently asked questions and concerns. This foundational work will lead to the most appropriate, purposeful communication with residents in a desired format.
- Consistent application of templates, graphics and tools that align with our respective Township brand and sub brands.
- Providing key municipal news releases and information to local media outlets, increasing our reach in the community.
- Updated the Council Highlights using plain language, in order to present local government actions in a more accessible and transparent manner. This “at a glance” structure ensures residents can understand decisions made, how it impacts them, and what comes next, while also linking to official staff reports allowing everyone to be fully informed, active participants in community life.
- Introduced a Fire Prevention Week Open House for the Lakeshore community that enhanced community awareness of proactive safety measures.

Opportunities:

- Explore digital advertising and paid web campaigns to enhance outreach.
- Consider Council Meeting livestream options
- Alignment: Strengthens the Township’s reach to new audiences and meaningfully engages them where they are.

Building Community Capacity

Objective: Support volunteerism and our community groups and prepare for changing workforce needs.

Accomplishments:

- Expanded and updated the Community Organization Registry as well as advertised several volunteer opportunities on the Volunteer page.
- Engagement with special event organizers and community groups to offer Township support for safe public events.
- Participation in ongoing workforce and employment discussions in relation to the Bruce C project, as well as through Township membership with the Southwestern Ontario Isotope Coalition (SOIC) and the Grey Bruce Local Immigration Partnership (GBLIP).

Opportunities:

- Host a Job and Career Fair in March 2026 for local job-seekers and employers.
- Alignment: Providing local business with a means to promote workforce gaps
- Host a Volunteer Empowerment Event in April 2026.
- Alignment: This event will equip community groups and volunteers with tools that will help them remain vibrant and strong in the long term.

Objective: Enrich Community Partnerships and Services

Accomplishments:

- Provided a range of support to the Ripley Reunion organizing committee across all Township departments, to mark this once-a-decade celebration.
- Supported a community partnership between a local daycare provider and the Lucknow Kinsmen, resulting in increased childcare spaces in Lucknow
- Partnered with the Ripley Lions and beach associations for the Canada Day Fireworks at the Point Clark Harbour.
- Hosted annual public meeting at the Ripley Huron Community Centre with approximately 30 attendees receiving updates from each department and asking questions.
- Collaborated with resident group to make improvements to Kin-Bruce Park.
- Provided support to local community groups with grant applications.

Opportunities:

- Continue to foster positive relationships with community groups and individuals, building off the established partnerships and seeking new ones.
- Alignment: These continued efforts will serve to strengthen the relationship between the Township and the community.

Facilitate Community Well-Being

Objective: Enhance programming

Accomplishments:

- Executed Ripley Food Art and Craft Festival with 500+ attendees and 56 vendors.
- Provided residents and visitors the opportunity to attend 10 different cultural and recreational programs at the Point Clark Lighthouse in July and August.
- Secrets of the Back Forty campaign expanded to include the Holiday Shopping Pass as well as an “eat local” campaign, Back Forty Bites.
- Additional full time Facility Maintainer hired to support expanded programming and increased facility usage.
- Renovated kitchen space to improve rental potential and revenue generation.
- Partnered with Community Living for the new Seniors Movement Class.
- The Ripley Dog Park has been positively received and well used by pet owners.
- Expansion of programs and services offered through Kincardine Family Health Team at the Ripley clinic.

Opportunities:

- Align the Ripley Food, Art & Craft Show with the Back Forty brand and expand event offerings.
- Explore additional programming opportunities at the Point Clark Lighthouse.
- Alignment: These actions promote recreation, tourism and celebrate local assets.

Objective: Augment Community Planning and Encourage Collaboration

Accomplishments:

- Continued implementation of the Trails Plan across the Township.
- Installation of new playground equipment in Point Clark.
- Delivered funding for downtown Ripley Revitalization which included promotional advertising, and hosting a Discover Ripley Tour with developers, realtors and investors.

- Partnership with flagship local business to host an Industrial Park Open House.
- The new 2025 Trail Signs were 50% grant funded.

Opportunities:

- Address funding challenges for trail development and accessibility improvements.
- Design active transportation networks.
- Host a meeting in May 2026 for Boiler Beach area residents regarding beach access, and the stair removal and installation process.
- Alignment: Actions support the development of an inclusive and connected community.

Enhance Municipal Service Delivery

Encourage citizen first delivery.

Objective: Modernize service delivery and improve customer service delivery

Accomplishments:

- Implemented new phone system to improve responsiveness to community members and streamline customer service.
- Several measures and efficiencies have been implemented based on the recommendations of the Staffing Plan and will be reported on with more detail mid-2026.

Opportunities:

- With the phone systems enhanced features, additional time is needed to bring all staff to a consistent level of comfort and use.
- Refining the website content to make it more intuitive, resident-centred, and easy to navigate.
- Alignment: These actions streamline services and improve user experience.

Strive for continuous improvement and increased efficiency.

Objective: Improve service delivery across the Corporation

Accomplishments:

- Expanded public education and outreach, including monthly by-law articles for the Township e-newsletter and social media, created 2025 Discovery Guide content, and distributed the annual by-law information poster to beach

associations for use by residents, tenants, and short-term renters. A renewed focus on the “why” behind by-laws to encourage a sense of civic pride and make complex topics easier for all to understand and follow

- Updated and refined the monthly Committee of the Whole report format in response to Council requests, providing more detailed and specific data across departments to improve transparency, clarity and public understanding.
- Identified Lean training needs for new staff and created a plan to ensure employees receive foundational training as part of organizational onboarding and development.

Opportunities

- Explore creative approaches to make by-law communications more engaging and easier for the public to understand, especially when topics are complex or “dry.”
- Continue developing the Guide to Huron-Kinloss Township By-laws and expand public-facing reporting to improve awareness, safety, and community wellbeing.
- Address progress gaps created by facility issues, staffing limitations, and competing Human Resources priorities by implementing the scheduled Lean Introduction and Make Flow Visible training in early 2026.
- After foundational training is complete, shift focus to supporting individual departments in applying Lean tools and principles to enhance efficiency and improve internal processes.
- Alignment: The engaging communications and efficiencies implemented contribute to strong service delivery to our customers.

Support employee recruitment and retention.

Objective: Create a supportive work environment that attracts and retains quality employees.

Accomplishments:

- Staffing Plan Development Project completed in June 2025, with several recommendations implemented and other identified actions well underway.
- Noted increase in qualified applicants for new and vacant positions.
- Completed a Work-From-Home (WFH) survey with positive results, indicating employee support for flexible work arrangements and the creation of the Working From Home Policy.

- Introduced decontamination equipment and implemented safe processes to protect volunteer firefighters.
- Creation of volunteer firefighter recruitment video to assist in filling vacant positions. This resulted in a fuller complement at our stations, reflecting our growth, and providing for better coverage.

Opportunities:

- Continue the implementation of the Staffing Plan to increase staff efficiency and satisfaction.
- Alignment: Responding to the feedback that informed the Staffing Plan recommendations demonstrates commitment to continuous improvements and a supportive workplace.

Objective: Ensure staff has the tools and support they need to be successful

Accomplishments:

- All staff IT and Digital Survey completed which assessed where training is needed, most used software, and where efficiencies can be found.
- All staff mental health training provided through Canadian Mental Health Association (CMHA), to support wellbeing and understanding.

Opportunities:

- Continue to review software packages that improve efficiencies, are cost-effective and integrate across departments for maximum value.
- Alignment: This will ensure staff are able to complete their duties with tools that support them.

Performance Measurement

Objective: Develop a performance measurement program that includes training for staff on how to develop and report on, meaningful key performance indicators.

Accomplishments:

- Staff provided with refresher training and resources to develop departmental performance measures.
- Increase in Performance Measure reporting to Council through Committee of the Whole reports.

Opportunities:

- Identify benchmarks and report clearly on progress in all applicable staff reports.

- Create a public facing dashboard showing key performance indicators.
- Alignment: Builds trust and a culture of performance measurement in order to achieve our objectives, celebrate success, and remain accountable.

Enhance Municipal Service Delivery

Ensure Municipal systems and infrastructure support future growth.

Objective: Implement recommendations from Growth and Servicing Master Plan and review current infrastructure to anticipate needs of a growing community.

Accomplishments:

- Began Environmental Assessment for Lakeshore water storage tower.
- Property purchased for waste management beside the Kinloss Landfill.
- Site selected for pickleball court in Point Clark with a funding plan in place.

Opportunities:

- Finalize list of potential sites for a North Lakeshore Water Tower.
- Submit ECA amendment to relocate existing landfill capacity to a new site.
- Determine path forward for future water supply for southern Lakeshore.
- Investigate the feasibility of Lucknow Sewage Lagoon expansion.
- Alignment: Actions ensure infrastructure is ready for growth along the appropriate timelines.

Encouraging Economic Vitality

Objective: Support sustainable housing growth, business recruitment and retention and increase investment in commercial and industrial areas.

Accomplishments:

- Welcomed prospective builders and developers to explore vacant land in Ripley for industrial or residential development.
- Promoted Business Recognition program with 5 local businesses recognized for significant milestones in 2025.
- Hosted the first "Business After 5" event in partnership with the Lucknow Chamber of Commerce, with approximately 30 attendees.
- Provided funding opportunities to businesses through Spruce the Bruce and Huron-Kinloss Downtown Improvement Program, resulting in local businesses receiving grant funding.

- Township membership in the Southwestern Ontario Isotope Coalition (SOIC) to leverage opportunities for growth through the isotope supply chain.
- Participated in the County Official Plan update process and reviewed areas for potential urban boundary expansion.

Opportunities:

- Initiate a comprehensive review of the Township's Official Plan and Zoning By-Law upon completion of the County Official Plan.
- Engage in Bruce C Project to ensure Huron-Kinloss can support and benefit from its anticipated economic impacts.
- Promote vacant buildings and properties through social and print media campaigns.
- Continuation of "Business After 5" events and business recognition program.
- Alignment: Actions promote economic development and investment.

Protect, preserve and restore the natural environment.

Objective: Implement and promote environmental protection measures.

Accomplishments:

- Updated hazard mapping to improve emergency flood response and found efficiencies to minimize delays in receiving development permit responses.
- Implemented provincially mandated changes to the recycling program, including a comprehensive public engagement process with business owners.
- Heritage Park flood mitigation efforts undertaken, including ditch clean-out and dead tree removal.

Opportunities:

- Finalize a stormwater drainage master plan for Point Clark.
- Educate the Lakeshore community on restoration and sustainability measures.
- Alignment: Actions contribute to sustainable environmental practices.

Ensuring Financial Stability

Manage assets and maintain infrastructure.

Objective: Asset Management & Maintain balanced budget and forecasting for future

Accomplishments:

- Adopted 2026 Water and Wastewater Rates and Fees.
- Updated the asset inventory with 2024 data.
- Asset Management Plan updated to be in compliance with Ontario Regulation 588/17.
- Approved the Water System Financial Plan.
- Completed Water and Wastewater Asset Management with updated conditions.

Opportunities:

- Review and update replacement costs and condition assessments for other asset categories.
- Review long-term plans and develop funding strategies for future needs.
- Alignment: Actions ensure financial health and sustainability for the Township.

Staff have achieved significant milestones across all focus areas in the Strategic Plan, from enhancing relationships with our business and residential community, to preparing for and managing growth. The Township is well-positioned to continue building a thriving, inclusive, and sustainable rural community. Ongoing efforts will focus on addressing identified opportunities and ensuring alignment with long-term objectives in the 10-year Strategic Plan.