



Township of Huron-Kinloss Strategic Plan 2023-2033
Blueprint for Our Future
Community Session 4

November 2023 |

Agenda

Topic

Welcome and Introduction (10 mins)

Key findings to Date (20 mins)

Draft Vision, Mission, and Guiding Principles: (45 mins)

Next Steps and Conclusion (5-10 mins)



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

Council Strategic Planning Session #1	Senior Leadership & Council Interviews	2 Discussions with Front Line Staff	3 Community Sessions	Shed Talk: Mennonite Session	Community Survey	Key informant Interviews (10)	SOARR Analysis
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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	Community Session 4	Draft and Action Plan Development	Final Report Strategic Plan 2023 – 2033	Final Report Distribution, Incorporation of Feedback
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Phase 4: Reporting and Recommendations

Council Strategic Planning Session #3 – Final Presentation	Training
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The Value of a Strategic Plan

- ✓ A framework for what will be accomplished in a specified period
- ✓ A set of prioritized goals and objectives that can be measured and monitored
- ✓ Alignment between financial and staff resources
- ✓ Focus for resources and provides clear direction to employees
- ✓ Accountability
- ✓ Management tool to align operations to strategy
- ✓ Connection between priorities with budget



Importance Of Community Engagement In The Strategic Planning Process

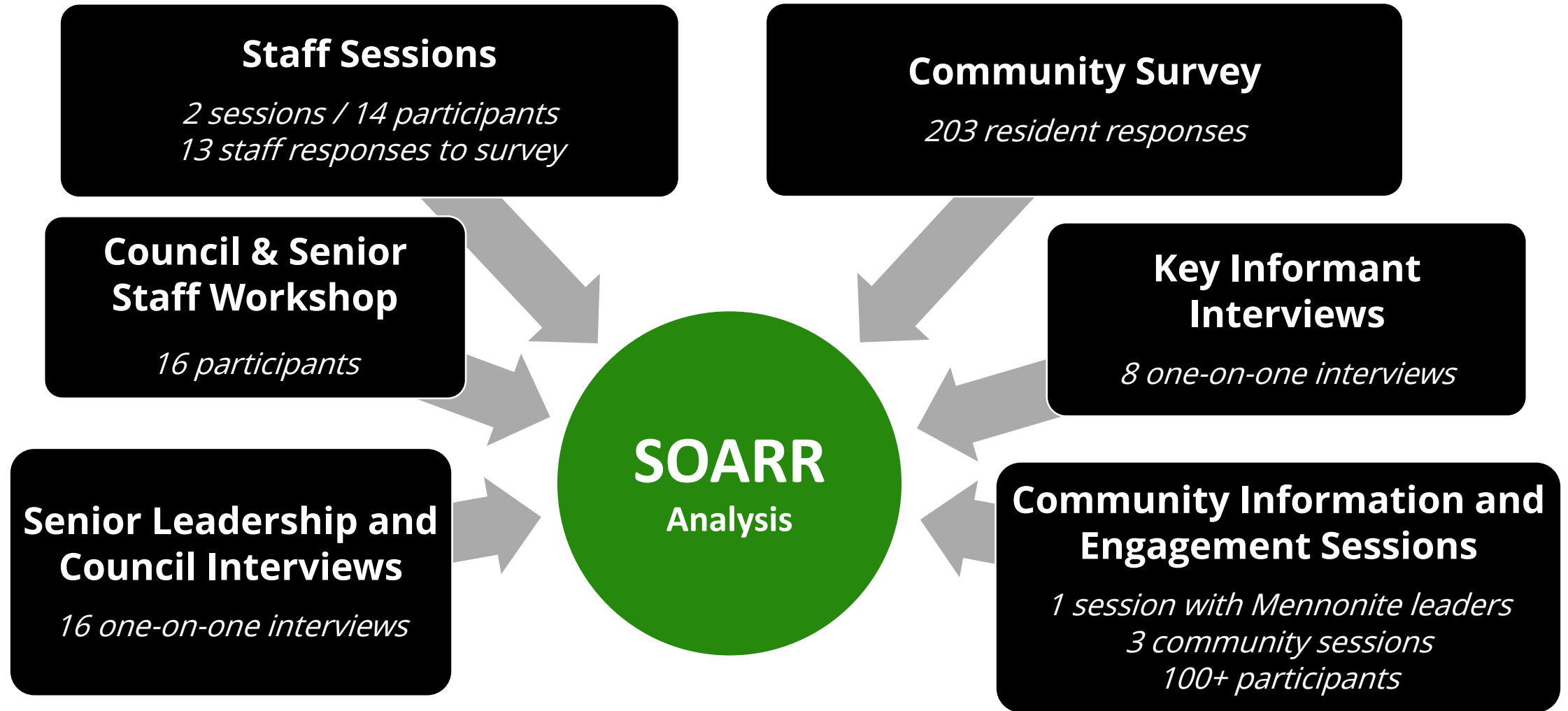




Input Summary Report

Key Findings

Input Summary Report



SOARR Analysis

S	Strengths What are we doing well? What key achievements are we most proud of? What can we build on?
O	Opportunities What our best possible future opportunities? What changes in demand can we expect in the future? What broader trends and policies may affect development and impact our aspirations?
A	Aspirations What are we deeply passionate about and want to achieve? What difference do we hope to make for all?
R	Risks What challenges do we need to be aware of? How will we recognize and mitigate or eliminate potential risks?
R	Results How we know we are succeeding? What are the key goals we would like to accomplish to achieve these results?



SOARR Analysis (Key Takeaways)

Strengths

- Efficient and dedicated staff; Friendly and attentive customer service.
- Small town charm with a sense of community pride and self-sufficiency
- Diverse range of natural spaces and environmental assets
- Central location with easy access to bigger communities and the lake with relatively little traffic

Opportunities

- Inclusive growth, accepting changes, open to new ideas while maintaining community lifestyle
- Enhance communication in multiple channels to diverse demographics
- Adopt new technologies in municipal operations
- Improve municipal efficiency through clearly defined roles and responsibilities
- Promote diverse, accessible and affordable housing options
- Diversify and expand retail and trade offerings

Aspirations

- Inclusive growth, accepting changes, open to new ideas while maintaining community lifestyle
- The community has resources required to accommodate future growth, while also reflecting environmental sustainability in all growth plans



Results

- Unity among all communities
- Enhanced municipal operations, including by-law enforcement and economic development
- Manage newcomers' expectations for demands for servicing to support the Township's capacity
- Ensuring that we stay up-to-date with the latest trends, growth, and regulatory requirements by having adequate resources and avoiding falling behind
- Relative affordability for living in Huron-Kinloss
- New technology implemented that can help bypass "growing pains"

Risks

- Communications are not making it across to all community members
- High service expectation for new residents moving here from bigger communities
- Population becoming more diverse and potentially not connecting with the community
- Environmental impact from growth
- Lack of housing options, online/on-demand servicing capacity, and human/capital resources

Group Discussion

Thoughts or comments on identified SOARR items from community engagement or related to prioritizing our path forward?

- **Insert Here**



Draft **Vision, Mission,**
and **Guiding Principles**

Vision Statement

What is the Vision ?

It reflects:

- What is the **desired future state** for our community?
- What do we **want our community to reflect** the mid- to longer-term future?
- It **builds on our community's aspirations**

***Vision from the 2019 Strategic Plan Action Plan:**
Huron-Kinloss celebrates a unique mix of welcoming communities and natural beauty.*



Proposed Vision Statement

With Additional Input:

- Ideas and feedback gathered from Council, Staff, and Community Members helped to shape a new Vision Statement



Mission Statement



What is the Mission Statement?

It answers :

- Why does the municipal corporation exist?

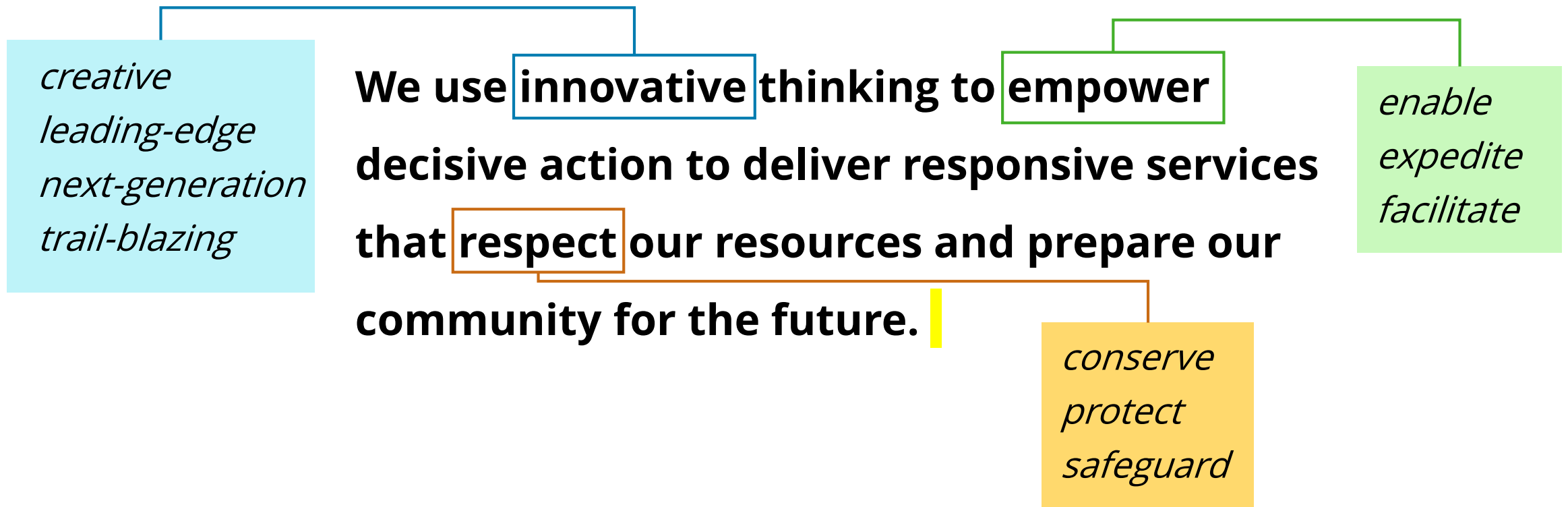
Mission from the 2019 Strategic Plan Action Plan:

Support the communities of today to inspire the generations of tomorrow.

Proposed Mission Statement

With Additional Input:

- Ideas and feedback gathered from Council, Staff, and Community Members helped to shape a new Mission Statement



Group Discussion

Thoughts or comments related to Vision and Mission?

- **Insert Here**

Vision: A unified, engaged, and caring community dedicated to open-mindedness and sustainable opportunities for all.

Mission: We use innovative thinking to empower decisive action to deliver responsive services that respect our resources and prepare our community for the future.

Guiding Principles



Why Guiding Principles?

- The principles provide a broad philosophy that encompasses values of the community and the municipality.
- They serve as a lens through which to evaluate all decisions.
- They support the development of a corporate culture where everyone understands what's important.
- The principles extend beyond the life of the strategic plan.

The 2019 Strategic Plan Action Plan had four “Guiding Principles of Sustainability” stating that “Our decisions will Equally Consider...” Social, Environmental, Economic, and Cultural.

Proposed Guiding Principles

With Additional Input:

Ideas and feedback gathered from Council, Staff, and Community Members helped to shape new Guiding Principles



Inclusive and Welcoming

We are approachable
and fair.



Open and Transparent

We listen and
communicate with
integrity.



Organizational Excellence

We work together and
do our jobs well.



Accountability

We are responsible for
our resources and
decisions.



Kindness

We care about our people
and our community.

Group Discussion

Thoughts or comments related to Guiding Principles?

- **Insert Here**

Guiding principles:

- Inclusive and Welcoming
- Openness and Transparency
- Organizational Excellence
- Accountability
- Kindness



Next Steps

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Phase 4: Reporting and Recommendations

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Deloitte.

Thank you!

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