



Administration and Operations Committee Report

To: To the Chair and Members of the Administration and Operations Committee
From: Adam Crozier, Project Manager, Office of the CAO
Date: December 13, 2022
Report #: RPT-709-22
Subject: Process to Update Strategic Plan for 2022-2026 Term of Council
Purpose: For Information and Direction

Recommendation

That the process to complete an update to the County of Brant Strategic Plan as outlined in report RPT-709-22 be adopted.

Strategic Plan Priority

Strategic Priority 6 - Stable and Responsive Governance

Impacts and Mitigation

Social Impacts

The County of Brant's Strategic Plan guides County operations and while no social impacts are anticipated from this report directly, the Plan itself has significant social impacts.

Environmental Impacts

The County of Brant's Strategic Plan guides County operations and while no environmental impacts are anticipated from this report directly, the Plan itself could have environmental impacts based on the decisions and directions made.

Economic Impacts

The County of Brant's Strategic Plan guides County operations and while no economic impacts are anticipated from this report directly, the Plan itself has significant economic impacts to both residents and businesses in the County.

Report

Background

In 2019 Council initiated a fulsome community-based process to develop a new Strategic Plan, known as "Our Future Brant" which was subsequently adopted in September 2019. Our Future Brant contains a community vision statement, and 6 Strategic Priorities with specific objectives and actions for each priority intended to guide Council and administrative functions through to the end of the 2018-2022 term of Council. As with most municipal strategic plans,

Our Future Brant blended the overarching perspectives and desires of the community with the necessities of operating a modern municipal corporation.

The County undertook a significant public engagement process for the development of Our Future Brant including direct mailings, online engagement and promotion through traditional and social media outlets, along with hosting a “World Café” style public information centre which concluded with a public meeting to guide the development of the Plan. The County also retained a moderator to help guide discussions at the public meeting and amongst Council to strategically frame the discussions held.

Analysis

A main component of Our Future Brant were the 33 “Actions” associated with the 6 Strategic Priorities. The COVID-19 pandemic began only 6 months following the adoption of Our Future Brant, and while the majority of the “Actions” have been completed a few remain incomplete; furthermore, many of the strategic themes identified during the development of Our Future Brant appear to remain relevant. As such, staff propose, subject to Council’s approval, that the overall framework of the Plan be retained, and an update process be undertaken. This update process will assess whether changes to the main aspects of the plan are required and will remove completed “Actions” and identify new Actions to fulfill the revised Strategic Priorities.

Staff are proposing to undertake this initiative in a similar fashion to the process undertaken in 2019, with the updated Plan completed internally with an external moderator retained to guide specific discussions. This process will provide an opportunity to evaluate if the overall community vision remains and make any relevant amendments.

Should Council approve this process framework staff propose the following timeline to complete the update:

December 2022: Approval of process

January 2023: Commence work on the community engagement components

February 2023:

- Release community engagement survey
- Undertake promotion of the process
- Host a public information centre and meeting
- Moderated discussion with Council

March 2023: Review data collected during public engagement period and assess amendments to existing Plan

April 2023: Present final draft to Council and the community

Summary and Recommendations

The proposed update to the County’s current Strategic Plan is designed to evaluate the current desires of the community through a public engagement process while retaining the framework of the existing Plan, which was not fully implemented owing to the impacts of the COVID-19 pandemic. This updated Plan will serve to focus the strategic actions of the County through to the end of the 2022-2026 term of County Council, and should the recommendations of this report be approved, staff will begin to coordinate the various actions outlined above.

Attachments

- 1. Our Future Brant - 2019-2023 County of Brant Strategic Plan

Reviewed By

Darryl Lee, Interim Chief Administrative Officer

Copied To

Melissa Connor, Director of Communications and Public Relations

By-law and/or Agreement

By-law Required	No
Agreement(s) or other documents to be signed by Mayor and /or Clerk	No