



2023 – 2026 Strategic Plan Open House

Thamesford Library & Resource
Centre – Beaty Room
January 17, 2023
7:00 pm

Outline

- What is strategic planning?
- Where have we been?
- Where are we going?
- How will we get there?

What is strategic planning?

- An organizational management activity that is used to:
 - Set priorities
 - Focus energy and resources
 - Strengthen operations
 - Ensure that employees and other stakeholders are working towards common goals
 - Establish agreement around intended outcomes/results
 - Assess and adjust the organizations direction in response to a changing environment
- Helps identify who we are, who we serve, what we do, and why we do it, with a focus on the future
- Effective strategic planning articulates not only where we are going and the actions needed to make progress, but also how we will know if we are successful

Where Have We Been?

2014 - 2018

- First strategic plan was adopted by Council in spring of 2015
- Carried out inhouse with a full public consultation process

2018 - 2022

- Council adopted an updated Strategic Plan in spring of 2019
- Carried out inhouse with a full public consultation process

Where Are We Going?

- Data collection from Council and staff January 2 – February 28
- Public data collection (social media campaign) January 2 – February 28
- Public input sessions January
- Present complete list to Council March
- Council to rank importance and urgency April 5
- Council to consider prioritized list April 19
- Prioritized list to be built into revised Strat Plan May 17
- Draft Strategic Plan for Council consideration June 7
- Final Strategic Plan consideration June 21

Vision Statement

"A vibrant, prosperous, engaged and environmentally conscious community that evokes pride in residents for its accomplishments and continuing resilience as it forges the future"

Our Values

Trust

The trust between community members is what makes Zorra an inclusive community. Community trust is built through sensible planning, reliable services and public engagement.

Innovation

Zorra must be a community which embraces change. It must remain open to all ideas to become a flexible, progressive municipality which can successfully anticipate and adapt to changing environments.

Accountability

Council and staff must be accountable to Zorra residents and be responsible for actions and inactions.

Respect

The residents of Zorra come from diverse backgrounds. It is through respect for the varied backgrounds and experiences that common ground can be achieved.

Teamwork

We will work cooperatively at all levels of the organization and community to accomplish the Township's objectives and to provide our residents with quality service.

Transparency

We will conduct all affairs of the Township openly and with complete transparency, except where prohibited by law.



Our Goals

- We are a ***vibrant community*** that values our uniqueness, creativity and takes pride in calling Zorra home.
- We are a ***prosperous community*** that provides opportunities to work and shop in our community and to grow in a sustainable manner.
- We are an ***engaged community*** that values all members and actively encourages involvement, engagement, openness and transparency.
- We are an ***environmentally conscious community*** that are good stewards of our natural environment and we protect our environment by valuing our natural assets and using our resources wisely.

Triple Bottom Line to Sustainability

In order to deliver a concise results driven strategic plan, the Township will be evaluating all new initiatives using the Triple Bottom Line approach to sustainability.

This will provide Council, staff and the public a framework how Zorra will be able to address sustainability in a more comprehensive way.



Open Forum

As with past strategic plans, members of the public can submit ideas and concepts for Council's consideration for inclusion in the 2023 – 2026 Strategic Plan.

There will be a section on the Township website dedicated for public input and to update on progress of the strategic planning exercise. In addition, an email address has been created as a simple means of communication, it is stratplan@zorra.ca.

Closing

- Questions and Answers
- Adjournment