



MUNICIPALITY OF WEST GREY STRATEGIC VISION PLAN 2020-2022

# INTRODUCTION

This is the strategic vision plan for the Municipality of West Grey 2020-2022.

The idea behind the creation of this plan was to discover priorities and concerns in the community and then work hard—not alone, but together—in order to make West Grey a vibrant place to live.

Council did exactly that. They went out into the community with an open heart and mind to find out what matters in West Grey.

Sure, a number of things came out of these conversations that anyone could have guessed. West Grey values its roads and infrastructure and would encourage sensible and fiscally-sound management of all our assets. West Grey residents hold council to high standards and expect leadership and fair representation.

What came through is residents are proud of their community and want to know what's going on.

West Grey loves the outdoors, the tall pines, meandering rivers and clear lakes. There is a strong sense of environmentalism and a call on West Grey to lead the way to find solutions for rural communities in the eye of climate change.

What's more, there is drive from many to see West Grey grow into an even more beautiful place full of opportunities.

This plan is the road map forward for the next three years and marks our commitment to hard work, responsible spending and transparency.





# MAYOR'S MESSAGE

On behalf of Council, I am pleased to introduce the Municipality of West Grey's Strategic Vision Plan 2020 to 2022. This plan lays out the priorities for West Grey Council and the strategies for making our goals a reality.

Council held interactive workshops in Neustadt, Ayton, Bentinck, Elmwood, Durham and Glenelg to listen to and engage in conversations with our residents about their vision for their community and for West Grey. These conversations were vital to learn what matters to our residents and how we continue building our communities.

This plan includes goals for infrastructure improvements, enhanced communication, environmental sustainability, ensuring open government as well as creating partnerships with our business and community sectors.

I wish to acknowledge and thank West Grey citizens for participating in the development of this Strategic Vision Plan. Your input has helped provide a framework to guide and support the decision-making and resource allocations for 2020 to 2022.



Christine Robison  
Mayor of West Grey



# MISSION STATEMENT

The Municipality of West Grey is focused on providing services and infrastructure for its residents, business owners, and visitors. We are champions of West Grey and look for opportunities to welcome diversity, increase programming and communicate our stories to the world.

We champion creative thinking. We explore new ideas. We embrace unique opportunities. We welcome responsible solutions.

# VISION STATEMENT

Council will work with residents, staff and partners to develop a vibrant community with sustainable growth, responsible use of resources and creative expression.

We want our urban centres to match the beauty of our environment and inspire well being and community.



## PILLAR 1

# WORK TOGETHER

Community comes from collaboration. West Grey works better together. We will listen to the community and value diverse voices. We seek and foster partnerships because we are not alone and value our neighbours. We will communicate, engage and inspire.



# GOAL

# STRATEGY

## **Listen and empower**

Leaders in communication know it starts with listening. From there, and only there, can we build better communication and empower the diverse groups within West Grey.

- Hold annual outreach sessions throughout West Grey
- Develop a customer service strategy to exercise industry best practices and instill a customer service first workplace culture
- Review committee of council structure and procedural bylaw to empower and encourage diversity
- Provide a variety of opportunities for stakeholders to provide feedback in person, online or in print

## **Build partnerships**

In West Grey we take care of our neighbours, build partnerships and foster community in all things we do.

- Explore new cost-sharing initiatives
- Leverage partnerships with neighbouring municipalities
- Support community groups
- Develop programs to encourage youth involvement

## **Clear communication**

Clear, concise two-way communication with the public is important in order to build trust and transparency.

- Develop a corporate communication strategy
- Create accessible and informative content in a variety of formats
- Improve internal communication
- Launch a new West Grey website
- Implement online services
- Produce an annual review to communicate accomplishments

PILLAR NO. 2

# BUILD A BETTER FUTURE

West Grey is growing. Developers are excited to work with our communities to build more homes and businesses. We are focused on growth that will create a lively, vibrant and diverse West Grey.



# GOAL

# STRATEGY

## **Vibrant community**

We want our skyline to grow, our downtowns to be revitalized and our infrastructure well maintained.

- Maintain and invest in our infrastructure; be responsible stewards of the tax dollars
- Investigate innovative solutions to current infrastructure challenges
- Develop funding strategies for long-term asset management
- Work with county partners/developers to build affordable housing
- Create accessible and inclusive public spaces
- Develop a West Grey trail system
- Continue West Grey beautification projects
- Update Municipal Accessibility Plan (AODA)

## **Stewards of the environment**

We care about the environment and want to see it protected. We can lead the way for rural municipalities.

- Find ways to divert waste from landfill sites
- Support and encourage environmental sustainability projects
- Look for sustainable practices throughout municipal venues and programming
- Develop a Climate Action Plan
- Look for alternatives to single-use plastics
- Develop a marketing strategy to promote recycling
- Work with county partners to develop a regional transit system

## **Invest in business**

We are committed to supporting our businesses and attracting new companies.

- Implement a Community Improvement Plan
- Employ economic development initiatives, such as enhanced partnerships with business groups
- Take a co-operative approach to development
- Review zoning by-laws and West Grey Official Plan



PILLAR 3

# PROMOTE COMMUNITY

It is time for us to celebrate our successes and promote our community champions. We are a beautiful place to visit and explore, a perfect place to raise a family and home to world-class writers, musicians, photographers and artists.

# GOAL

# STRATEGY

## **Celebrate West Grey**

Celebrating success inspires and builds momentum. West Grey will continue to champion all of the good things happening here.

- Celebrate and recognize significant anniversaries and milestones
- Support local community groups
- Share our successes with neighbouring municipalities and reciprocate with congratulations for outstanding achievements.

## **Promote and market**

We have unique tourism and culture opportunities that can be promoted and marketed effectively.

- Develop a visitor and marketing strategy
- Increase West Grey's profile as a prime location for families and businesses
- Embrace and celebrate our unique villages and hamlets

## **A cultural hub**

West Grey is home to amazing artists and artisans.

- Support arts and music festivals
- Identify spaces and work with community artists to display public art
- Develop a heritage plan and celebrate our agricultural roots
- Support recreation programming

# MOVING FORWARD

## USING THIS PLAN

In order to make sure this plan is being used it must be measured. Quarterly updates and an annual report will be produced in addition to the yearly budget. This report will show how annual priorities match with the strategic plan and provide a timeline for completion.

### SAMPLE REPORT

WORK TOGETHER			
STRATEGIES	TIMELINE	STATUS	
Hold outreach sessions throughout West Grey <i>Lead department: Clerk</i>	Annually		
Develop a Customer Service Strategy <i>Lead department: Finance</i>	Fourth quarter 2021		
Review Committee of Council structure and Procedural By-law <i>Lead department: Clerk</i>	Fourth quarter, 2020		
Provide several ways for the public to provide feedback <i>Lead department: Communications</i>	Ongoing	- Social media launch 2020	
Develop programs to encourage youth involvement	Ongoing	<ul style="list-style-type: none"> <li>- Hanover Launch Pad</li> <li>- Youth Summit</li> <li>- Recreation programs and camps</li> </ul>	





# West Grey Council 2019-2022

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