



*West
Grey*

Our West Grey
Strategic Plan

2024-2026

Our West Grey: Strategic Plan 2024 - 2026

Welcome to the Strategic Plan for the Municipality of West Grey, a comprehensive road map outlining our vision, priorities and actionable strategies for fostering a vibrant, connected and thriving community. This plan outlines detailed, measurable strategies and goals for each of our three pillars: working together, building a better future and promoting community. This structured approach enhances transparency and accountability as we accomplish the goals of this plan.

This plan focuses on infrastructure improvements, community building and open communication, reflecting our commitment to meeting the values and needs of our community.

Embedded in these values is a shared ambition for West Grey to evolve into an even more vibrant place, offering opportunities for all. Beyond a mere plan, this document is a road map guiding us forward for the next three years, underscoring our commitment to diligent effort, responsible spending and transparency.



Elected council: 2022 - 2026



Mayor
Kevin Eccles



Deputy Mayor
Tom Hutchinson



Councillor
Scott Foerster



Councillor
Doug Hutchinson



Councillor
Joyce Nuhn



Councillor
Geoffrey Shea



Councillor
Doug Townsend

Our strategic plan communicates our vision, mission and objectives for the next three years, highlighting the important actions we'll take to make that vision a reality.

The plan's structure is made up of the following parts:



Mission

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

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.

Our values

<div style="background-color: #4299c1; color: white; padding: 10px; font-weight: bold; font-size: 1.1em;">  Work together </div>	<div style="background-color: #27ae60; color: white; padding: 10px; font-weight: bold; font-size: 1.1em;">  Build a better future </div>	<div style="background-color: #6a3d9a; color: white; padding: 10px; font-weight: bold; font-size: 1.1em;">  Promote community </div>
Clear communication	Invest in business	Celebrate West Grey
Build partnerships	Future ready	Promote and market
Listen and empower	Vibrant community	Cultural hub

Pillar:
Work together

Goals:
Clear communication
Build partnerships
Listen and empower





Elevate the customer service experience

Strategies	Timeline
Deploy electronic customer feedback kiosks featuring user-friendly prompts such as “How did we do today?” These kiosks will be strategically placed to gather valuable input from patrons, enabling real-time assessment of service quality.	End of 2025
Sustain and expand inter-departmental training programs aimed at enhancing the skills and knowledge of customer service staff. This ongoing training initiative will ensure that all staff members consistently deliver exceptional service.	Ongoing
Enforce a comprehensive customer service standards policy, outlining specific benchmarks and expectations for service excellence. This policy will serve as a guiding framework to maintain consistent high-quality service across all municipal functions.	End of 2025

Update wayfinding signage

Strategies	Timeline
Develop comprehensive standards for entry and gateway signs, ensuring consistency and attractiveness in design.	End of 2025
Introduce designated “Instagram photo” locations with accompanying signage to promote iconic landmarks and enhance visitor experiences.	End of 2025
Establish clear guidelines for the creation of signage that lists churches, community organizations and service groups throughout the entirety of West Grey. This initiative aims to improve navigation and foster a sense of community identity across the municipality.	End of 2026

Enhance the West Grey website and event promotion

Strategies	Timeline
Develop and regularly distribute a semi-annual calendar of events, featuring a comprehensive listing of community activities within West Grey. This calendar will showcase event details, dates, times, venues and contact information, making it an indispensable resource for residents and visitors alike.	End of 2025
Transform the West Grey website calendar into an innovative self-service marketing platform for local community groups. Empower these groups to independently submit and manage their event listings, encouraging active participation and fostering a sense of community ownership.	Ongoing
Advocate and incentivize individuals to subscribe to “news alerts” specifically tailored to promote upcoming events in West Grey. These alerts can be personalized to subscribers’ preferences and delivered through the municipal website.	Ongoing



Build partnerships

Develop joint marketing for regional tourism and business development

Strategies	Timeline
Partner with Grey County on tourism initiatives to maximize promotional efforts.	Ongoing
Leverage tourism opportunities through the South Grey Chamber of Commerce.	Ongoing
Share tourism initiatives from the community in collaboration with local businesses and tourism operators.	End of 2024

Support physician recruitment by engaging local healthcare and government partners

Strategies	Timeline
Invite the director of the Durham Hospital Foundation to delegate council.	End of 2025
Sustain active involvement in stakeholder meetings with the South Bruce Grey Health Centre to address healthcare needs collaboratively.	Ongoing
Advocate for increased support for rural healthcare by lobbying provincial ministries collectively.	End of 2025



Prepare for growth and mutual prosperity with neighbouring municipalities

Strategies	Timeline
Continue collaboration with Hanover and Grey County.	Ongoing
Explore opportunities with Wellington North in relation to the West Grey industrial park.	End of 2025
Involve planning, economic development and infrastructure staff in negotiation processes to ensure comprehensive and strategic decision making.	Ongoing



Listen and empower

Promote grants to organizations and encourage community volunteerism

Strategies	Timeline
Implement an annual campaign advertising diverse volunteer opportunities.	End of 2024
Collaborate with other agencies to promote volunteer opportunities and build a comprehensive volunteer registry.	End of 2025
Highlight the impact of grant programs by sharing compelling stories of past recipients and the events that benefitted.	End of 2024

Create, promote and review resident and tourist feedback

Strategies	Timeline
Develop surveys for municipal events to actively collect resident and tourist feedback.	End of 2024
Initiate social media campaigns to encourage public input and comments, fostering a dynamic feedback loop.	Ongoing
Work with community groups and service clubs to promote and support their events.	Ongoing

Engage with the community and identify key areas of concern in each settlement area

Strategies	Timeline
Enhance community engagement by organizing “Coffee with Council” meet-and-greets throughout West Grey.	End of 2024
Align planning and budgeting efforts with the asset management schedule to address key concerns.	Ongoing
Implement a ‘suggestion box’ mechanism, both online and at municipal facilities, to solicit input from citizens and ensure community feedback is received.	Ongoing





Pillar:
Build a better future

Goals:
Invest in business
Future ready
Vibrant community





Invest in business

Actively engage in business retention and attraction

Strategies	Timeline
Appoint a dedicated Economic Development Officer to spearhead business retention and attraction efforts.	End of 2025
Facilitate promotional activities to showcase and support unique businesses in West Grey.	Ongoing
Launch targeted advertising campaigns to position the Neustadt business park as an attractive investment opportunity and ensure its readiness for potential investors.	End of 2024

Create consistency in settlement areas through streetscaping, beautification efforts and place branding

Strategies	Timeline
Establish uniform signage, street furniture and seasonal décor to create a visually consistent atmosphere.	End of 2026
Preserve the unique identity of villages and towns while aligning with the overarching West Grey brand.	Ongoing
Expand the “friends of” program and encourage volunteers to adopt and maintain public gardens, contributing to the overall beautification of the community.	End of 2024



Improve the commercial vitality of our businesses

Strategies	Timeline
Create a culinary trail featuring local restaurants, breweries and farmer’s markets.	End of 2025
Launch a ‘shop local’ campaign to provide support for retail and service businesses.	End of 2024
Sustain momentum in the Community Improvement Plan, amplifying awareness through communication campaigns that spotlight completed CIP projects. Introduce an information map to enhance accessibility and expand communication efforts.	End of 2024



Future ready

Asset Management

Strategies	Timeline
Conduct a comprehensive evaluation of landfill capacity, leading to the formulation of a Waste Management Master Plan.	End of 2024
Develop a strategy for “hard surface” rehabilitation based on completed street scan data for paved roads and sidewalks.	Ongoing
Evaluate the remaining lifespan of each bridge and develop an action plan for effective infrastructure management.	Ongoing
Address water and sewer system sources of loss while ensuring capacity for future development.	Ongoing

Invest and explore future technologies

Strategies	Timeline
Implement free Wi-Fi initiatives in urban areas to enhance connectivity and accessibility.	End of 2026
Promote the adoption of electric vehicles, self-serve bikes, carpooling and ridesharing programs to encourage sustainable transportation.	Ongoing
Invest in technology to enhance public access to council proceedings, making local governance more accessible and transparent.	End of 2024

Development

Strategies	Timeline
Ensure West Grey has a variety of properties available to attract new residents and businesses.	End of 2026
Undertake a thorough assessment of the condition of community halls and gathering spaces.	End of 2024
Develop a site plan for the police station property, aligning with the community’s evolving needs.	End of 2024





Vibrant community

Invest in active recreation

Strategies	Timeline
Develop a comprehensive Parks, Recreation and Trails Master Plan, emphasizing the expansion of existing trails and programming opportunities.	End of 2024
Enhance recreational offerings by expanding summer day camp and aquatics programs to cater to a broader audience.	Ongoing
Promote year-round outdoor experiences for visitors, encompassing activities such as camping, hiking, tubing, snowmobiling, fishing and more.	Ongoing

Build a safe community

Strategies	Timeline
Investigate and implement measures to reduce speeding where feasible, ensuring the safety of residents and visitors.	End of 2026
Establish lighting standards in urban areas to enhance public safety and security.	End of 2026
Support the Community Safety and Well-Being Plan including through partnerships with Public Health, West Grey Police Service and West Grey Public Library.	Ongoing

Explore and implement tourism infrastructure

Strategies	Timeline
Invest in Riverside Park to integrate tourism assets and enhance its appeal.	End of 2025
Establish well-maintained, accessible and aesthetically pleasing rest areas to elevate the overall visitor experience.	End of 2026
Launch a tourism information portal on the municipal website to provide resources for both residents and visitors.	End of 2025





Pillar:
Promote community

Goals:
Celebrate West Grey
Promote and market
Cultural hub





Celebrate West Grey

Increase West Grey's storytelling and promote as a tourism destination

Strategies	Timeline
Implement a dynamic visitor-experience "influencer" program, encouraging individuals to share their experiences and tag posts related to West Grey.	Ongoing
Launch a social media campaign featuring seasonal photos that showcase the vibrancy of West Grey.	Ongoing
Develop earned and paid media campaigns to promote West Grey as a tourist destination, allocating a budget for strategic print advertising efforts.	Ongoing

Promote the development of tourism attractions within West Grey

Strategies	Timeline
Spotlight municipal assets and partner destinations, such as the Heritage Bridge, Riverside Park, Durham Art Gallery, Riverstone, and Neustadt Main Street, through targeted promotional initiatives.	End of 2025
Streamline the "municipal significance" application process to facilitate the development of tourism initiatives.	End of 2024
Implement a Special Events Guide to streamline the planning and execution of events within the community.	End of 2024

Encourage business participation with seasonal decorating and beautification

Strategies	Timeline
Foster community engagement by organizing "best storefront" contests, encouraging businesses to showcase their creativity.	Launch in 2024
Allocate an annual beautification budget for each settlement area to support businesses in enhancing their aesthetic appeal.	End of 2025
Establish an annual decorating schedule in collaboration with the business community to ensure a cohesive and festive atmosphere throughout the year.	End of 2024





Promote and market

Build partnerships with community groups

Strategies	Timeline
Actively promote the existing community resource guide from Grey Bruce Local Immigration Partnership (GBLIP) to increase awareness of, and accessibility to, this vital information.	Ongoing
Ensure municipal staff are trained to provide current information on community events.	Ongoing
Leverage services from the South Grey Chamber of Commerce to advance tourism promotion efforts.	Ongoing

Continue collecting fresh marketing materials

Strategies	Timeline
Develop a photo inventory of West Grey events, programs and projects, including summer camps, community events and the completion of major capital projects.	Ongoing
Launch a “My West Grey” photo contest to engage the community and continually enrich the photo inventory.	End of 2024
Hire a photographer to collect fresh and high-quality marketing content.	End of 2025

Improve and expand West Grey signage

Strategies	Timeline
Develop a digital signage strategy to expand messaging opportunities throughout the municipality.	End of 2024
Integrate event messaging into the redesign of entry signs to effectively communicate relevant information to residents and visitors alike.	End of 2025
Expand digital signage to include indoor message screens in customer service areas of the municipal office, arenas and halls.	End of 2026





Cultural hub

Support and develop cultural events

Strategies	Timeline
Support the creation of cultural events, including those of provincial significance, by leveraging successful initiatives like Frazzle Fest with the support of the South Grey Chamber of Commerce and the Durham BIA.	Ongoing
Actively promote events with a wider geographic appeal, such as art gallery exhibitions and fall fairs.	Ongoing
Leverage the community calendar to promote private-operator community events.	Ongoing

Share the history and heritage of West Grey

Strategies	Timeline
Explore the feasibility of establishing a history and culture showcase incorporating seasonal displays in arenas and halls to highlight West Grey's history.	End of 2026
Develop a strategy for promoting and distributing West Grey history books from existing inventory.	End of 2024
Investigate collaborative opportunities with Grey Roots to highlight the unique historical aspects of West Grey.	End of 2025



Expand cultural and recreation activities

Strategies	Timeline
Enhance community centres to serve as hubs for diverse cultural and recreational activities, offering classes, workshops and events for people of all ages.	End of 2026
Develop and expand on after-school programs, summer camps and mentorship opportunities for children and teenagers. These programs can include sports, arts and crafts, and educational components.	Ongoing
Promote cultural festivals and events that showcase the heritage, traditions and talents of the community. This support extends to events like music festivals, food fairs and historical reenactments.	Ongoing



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