

# TOWNSHIP OF WEST LINCOLN

## STRATEGIC PLANNING 2012



PRESENTATION TO COUNCIL  
JANUARY 23, 2012

# PROJECT OVERVIEW

- Develop a Strategic Plan for the Township of West Lincoln to guide service planning for the next 10 years.
- Ensure the planning aligns with community values.
- Provide varied opportunities for community consultation and input into plan.

# PROJECT PROCESS – PHASE 1

## Preliminary Environmental Scan: Background & Data Gathering (Nov.-Dec)

- ✓ Review recent service plans
- ✓ Review related planning documents
- ✓ Conduct 1:1 interviews with Council Members and Township Administrative Leadership Team
  - Undertake a SWOT ANALYSIS - Identify strengths, weaknesses, opportunities and threats.

# PROJECT PROCESS – PHASE 2

## Community Consultation Process (Jan-Feb)

Conduct a series of focus groups and gather information from community to inform and assist in the development of mission, vision, and strategic priorities and goals.

Consultation will occur through varied opportunities:

- Dedicated webpage with link to online survey
- Community open consultation sessions
- Community focus groups/consultation meetings
- Random Telephone surveys
- Stakeholder Meetings with Council
- Strategic Plan online questionnaire

# PROJECT PROCESS – PHASE 3

Development of Vision, Mission & Strategic Objectives/Initiatives (Feb - Mar)

- Council to confirm vision, mission, & strategic objectives/initiatives
- Draft plan for community feedback/public participation/involvement opportunities
- Final Plan Approval by Council
- Implementation of Strategic Priorities as outlined in plan and quarterly progress reporting on implementation to Council.

# WHAT WE HAVE LEARNED SO FAR...

THE STRATEGIC PLANNING EXERCISE ALLOWS US TO RENEW OUR VISION AND VALUES.

## VISIONING...

- Growth is happening and will likely continue; however it is important to “manage” the anticipated growth and protect and preserve the historical, rural and “natural” setting of the Township.

# BEING TRUE TO OUR VALUES...

## VALUES STATEMENTS REINFORCED

The Township of West Lincoln is considered to be:

- a safe and caring community
- a great place to raise a family
- a great place to live in natural rural setting with proximity to urban centres

BEING TRUE TO OUR COMMUNITY

West Lincoln

Your Future Naturally

Branding the community based on visioning and values...

***Creating a unique identity and image...***

Establishing a significant and differentiated presence...

“MOVING INTO THE FUTURE BY MANAGING GROWTH”...

**Preserving our natural environment...**

# REGULAR UPDATES

[www.westlincoln.ca](http://www.westlincoln.ca) OR [www.yourfuturenaturally.ca](http://www.yourfuturenaturally.ca)

**THANK YOU!!!**

**WE ARE EXCITED TO BE PART OF THE PROCESS.**

**QUESTIONS ?**