

2024 | STRATEGIC PLAN



Prepared By

DO/ABLE
consulting | learning | coaching



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INTRODUCTION



Wellington North includes both urban and rural settings, abundant agricultural land, and a substantial industrial base. Established neighbourhoods are complemented by new residential development, and small urban centres by rural countryside. Residents enjoy the benefits of a small-town atmosphere, a wealth of conservation land and natural areas, and highly rated community services.

The Township of Wellington North (the Township) balances residential, commercial, and industrial growth. It offers an array of community services, including emergency, environmental, arts and culture, recreation, and transportation-related services, along with support for small and large businesses.



2022-2026 Members of Council

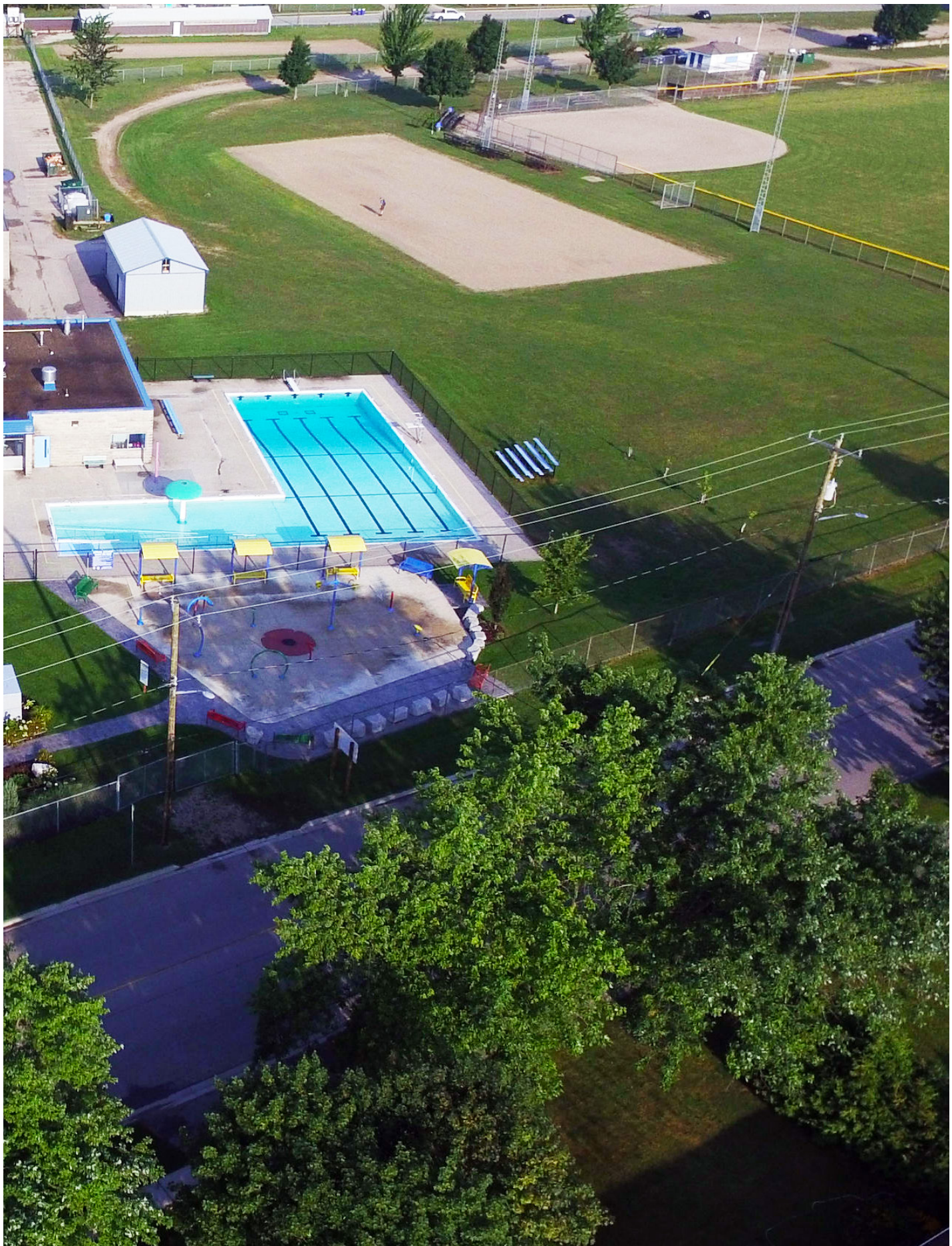




Over several recent terms of Council, the Township has advanced its strategic planning framework. The 2019-2022 strategic plan was focused upon modernization and efficiency, partnerships, municipal infrastructure, and alignment and integration.

The new 2024 strategic plan has been developed through community engagement, staff participation, and Council deliberation. Planning has been based on key principles to build upon existing foundations, integrate key initiatives, and facilitate continuous improvement. As always, the focus of the planning process has been to align community vision and goals with the Township's mission and actions.





PROCESS & APPROACH



The Township has developed an action-oriented and results-based plan that delivers value to community, aligns with potential partners, and provides for ongoing adaptation and performance management.

The planning process included taking stock of past successes, applying the knowledge and expertise of staff, and engaging with community to learn the priorities that will continue to deliver the most public value. The Township envisions sustaining this approach through current and future cycles of strategic planning.



The planning process has been overseen by the Township's Senior Management Team and Council, supported by a Staff Project Team, and facilitated by an external consultant. Specific steps from the planning process can be found on page 6.

Phase 1: Connecting and Taking Stock

environmental scan to identify current community issues

summarization of progress made in the last strategic plan

public survey of community priorities and service satisfaction

Phase 2: Engaging and Creating

Council workshop to understand community priorities and insights on what Council would like to achieve going forward

staff consultation on key community issues, and ability to deliver and continuously improve core services

Steering Committee and Project Team workshops to develop draft priorities

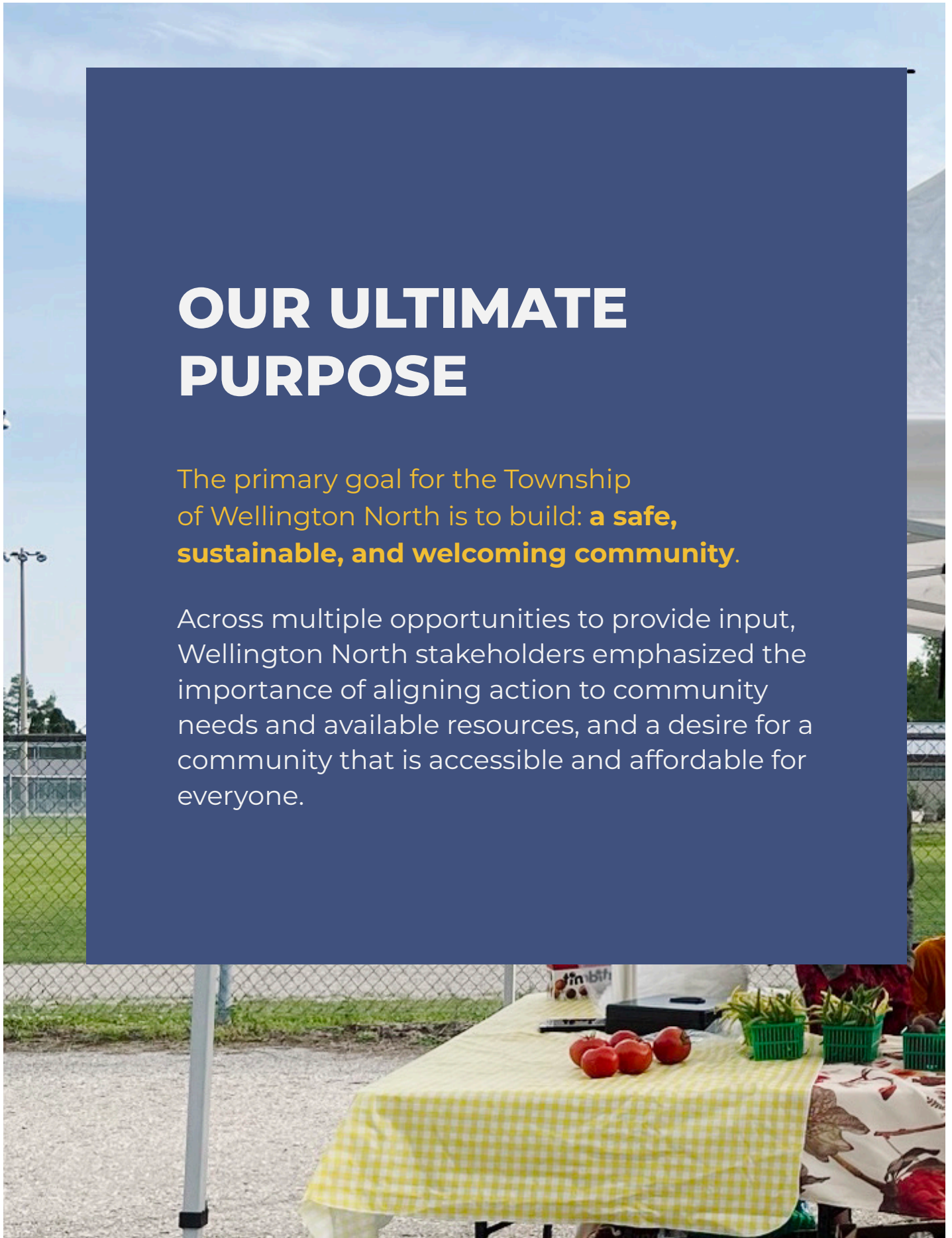
community consultation for feedback on the draft priorities and input on potential actions

development of the draft strategic plan framework, including priorities, objectives, and success statements

OUR ULTIMATE PURPOSE

The primary goal for the Township of Wellington North is to build: **a safe, sustainable, and welcoming community.**

Across multiple opportunities to provide input, Wellington North stakeholders emphasized the importance of aligning action to community needs and available resources, and a desire for a community that is accessible and affordable for everyone.





OUR PATH FORWARD

The ultimate goal of building a safe, sustainable, welcoming community will be served by three strategic priorities. Aligned to community need and for the benefit of current and future residents, the Township will:



Shape and support sustainable growth

———→ *So that the Township maintains and supports growth for a balanced and inclusive community*



Deliver quality, efficient community services aligned with the Township's mandate and capacity

———→ *So that the Township carefully maintains, enhances, and improves services that are balanced with community needs and resources*



Enhance information sharing and participation in decision-making

———→ *So that the Township increases engagement and sense of community*

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OUR STRATEGIC PRIORITIES & WHY THEY MATTER



IMPLEMENTATION

The Township built its strategic planning framework over the course of its last several strategic plans. Planning has typically been based on key principles to build upon existing foundations, frame key community priorities, and integrate core municipal initiatives and operations. This strategic plan goes one step further and provides a framework for ongoing strategy management.





With implementation, the focus shifts to ongoing delivery, adaptation to changes that occur throughout the duration of the plan, and continuous improvement. These aims will be supported by leveraging (a) an internal priority to maximize staff engagement, retention, and capacity and (b) an implementation plan, including definitions of success, key objectives, and implementation milestones for each strategic priority.

Together, these efforts will allow the Township to effectively and efficiently action the plan and continue to deliver value to Wellington North.

The background of the page is a photograph of a stone wall with a green metal railing on top. To the left, there are green trees and a white tent. The bottom of the image shows green grass and dark soil.

MOVING FORWARD

At the onset of the planning process, a significant majority of residents indicated satisfaction with quality of life in Wellington North and a satisfaction with the services provided by the Township. Through the planning process itself, the great majority of stakeholders indicated support for the strategic priorities that have emerged, and made concrete suggestions that have been used to frame success and identify targets, and will be used to carry out the plan.

This strategic plan builds upon existing foundations, provides a framework to adapt to change over the next three years, and has been directly shaped by the community. Community members have prioritized a safe, sustainable, and welcoming community. And towards this end, through its 2024 Strategic Plan, the Township will integrate its key initiatives, adapt to the changes that occur over time, and action its strategic priorities.



