



Community Workshop  
Presented by DPRA Canada | June 12, 2012

# Introduction to the Strategic Plan

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## Purpose:

- To develop a strategic plan for the County of Dufferin that provides a clear set of priorities and a road map for the future
- The plan will assist the County to work with its partners to achieve its goals with respect to providing high quality services to meet the current and future needs and expectations of residents

# Agenda

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## Where are we now?

- ❑ What are some of the most important issues facing the County of Dufferin?

## Where do we want to go?

- ❑ Developing a Vision – where do you see the County in the Future?

## How are we going to get there?

- ❑ Common Goals / Priority Areas
- ❑ What can the County do to achieve the vision?

# What is Strategic Planning

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- Tool that organizes the present based on future projections and desired future - framed by available resources, priorities and guiding principles
- Includes the necessary procedures and operations to achieve that future (short, medium and long-term) – usually 5 to 10 years.
- Inclusive process that engages County and local councils, staff, residents and other community stakeholders

# Benefits to Strategic Planning

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- ❑ Better understand stakeholder needs and expectations
- ❑ Develop a renewed sense of purpose/future direction
- ❑ Systematic concentration of resources on key areas/priorities
- ❑ Clarifies short, medium and long term goals and objectives
- ❑ Enhances ability to deal with and manage change
- ❑ Mitigate potential risk through proactive planning
- ❑ Clear road map for moving forward



# Work Plan – Engagement Activities

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DPRA has designed and prepared a work program with a number of public and stakeholder engagement activities:

- Key Interviews
- Consultation/Visioning with County Council, local council and Staff
- Community Workshops
- Community Survey
- Community and Council Presentation

# Strategic Plan Framework

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## Vision

The Vision is a general statement that presents a timeless inspirational view for the ideal future of the County.

## Goals

Goals are qualitative statements that highlight key issues raised during the strategic planning process, add depth to the vision statement and chart the direction for the plan.

## Objectives

Objectives are more specific statements of the general goals and describe how the goals will be achieved. Each goal has multiple objectives.

# Strategic Plan Framework

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## Actions

The actions refer to specific tasks that need to be taken to achieve the objective.

## Implementation

The implementation section includes the steps necessary to ensure that the proposed actions are implemented by the County and progress is measured.



# Where are we today?



# Strengths

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What are the current strengths of the County of Dufferin?

*Strengths identify characteristics of the County that may give it an advantage over others.*

# Strengths

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- Location - proximity to the city and to the north
- Unique communities
- Close knit communities
- People / Volunteers
- Natural Environment
- Network of Trails
- Community pride
- Sports Services and Teams, Active
- Arts, Culture, Theatre
- Museum, Heritage
- Members of Council – connected, transparent, approachable
- Agriculture / Horse Farms

# Weaknesses

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What are the current  
community weaknesses?

*Weaknesses (or Limitations) are characteristics that place the County at a disadvantage relative to others*

# Weaknesses

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- Lack of Employment opportunities
- Lack of Higher paying jobs
- Collaboration and coordination of services,
- Varying community services – urban verses rural
- Communication and Accountability
- Lack of Long-term planning – clear vision
- IT Technology – access across the County ('dead spots')
- Keeping well-trained residents

# Opportunities

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What are the current opportunities for the County of Dufferin?

*Opportunities are the external chances that could be utilized or capitalized upon to achieve a Vision.*

# Opportunities

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- Attraction of industry and new businesses
- Heritage
- People
- Parks and conservation Areas
- Locavore (food and businesses)
- Tourism
- Aging population – Volunteer opportunities for retirees
- Young Population
- Organic agriculture
- Agri-businesses

# Challenges / Threats

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What are the current threats  
(or challenges) for the County  
of Dufferin?

*Threats (or challenges) are the external elements that could cause trouble for the County in achieving a Vision.*



# Challenges / Threats

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- Protection of the land
- Managing growth and development
- Aging population
- Politics - Lower tier verses upper tier
- Urban verses rural
- Balancing diverging views
- Transportation – connection across the region

# Visioning Process

Where do we want to go?



# Developing a Vision

- ▶ General statement
- ▶ Timeless, future-focused
- ▶ How you would like to be perceived by others
- ▶ Your “ideal” future for the County of Dufferin
- ▶ Short and easy to remember
- ▶ Inspirational



# Brainstorming Session

- Discuss and brainstorm ideas for a vision for the Strategic Plan
  
- Things to consider:
  - What words come to mind when you think about the County's future?
  - How do you want to be perceived by others?
  - How would you describe this?

# Developing a Vision

.....Some words and phrases that we have heard

Quaint, Charming

Controlled and Sustained growth

Unique and distinctive communities  
Embracing Innovative ideas

Sustainable rural economy

Local Food

Protecting natural areas

Natural charm and beauty

Maintaining our identity

Vibrant communities

Innovative

Charm

Natural Beauty

Respectful

Supportive volunteers

Tourism Centre

Peaceful atmosphere

Historic

Friendly

Resilient

# Achieving the Vision



# Achieving the Vision



**Based on the Vision – what actions or ideas are needed to achieve it?**

1. What are the important things we must do to make the vision a reality?

**Actions are...**

- A description of what is important in achieving the vision
- Reflective of the County and community priorities
- Support the vision
- Representative of the range of considerations

# Next Steps

- Community Survey [www.facebook.com/countyofdufferin](http://www.facebook.com/countyofdufferin)
- Public Workshops
  - Tuesday, June 12<sup>th</sup> (Monora Park, Mono)
- Review the findings
- Drafting the Plan
- Reviewing the Plan