

**From:** Cally Mann

**Sent:** Friday, May 21, 2021 11:14 AM

**Cc:** Action Plan 2025 <[actionplan2025@brockton.ca](mailto:actionplan2025@brockton.ca)>

**Subject:** Request for Focus Group Participation - Strategic Action Plan 2021-2025

Good Morning / Afternoon,

The Municipality of Brockton is preparing an Action Plan for 2021-2025. Beyond our basic municipal services, the action plan will identify what we will undertake to improve the economy, community activity, environment, and quality of life in Brockton. We will examine actions that best combine feasibility with the promise of good results.

**We need your assistance.**

Please see attached for the full feedback invitation. In a brief summary, we are asking for you or a representative from your organization to attend a Zoom meeting with a number of relevant parties to look specifically at the Culture, Arts and Heritage Pillar. Specifically, this Pillar focuses on keeping the coming home to community feeling and how we can welcome newcomers. Topics include community activities, heritage, and supporting service clubs.

While we will be focusing on this specific pillar, our conversations will lead to areas that may influence the other pillars at this meeting as well.

We are scheduling this meeting **on Thursday June 10 at 6 pm** for about 1.5 hours. Once we have our focus group members, we will be forwarding a list of priorities that were pulled from the surveys and the May 18<sup>th</sup> Council meeting. **We will only be inviting 8-10 people so please confirm your attendance, or that of your organization representative, as soon as possible.**

At any time, we welcome input from organizations and individuals via e-mail at [actionplan2025@brockton.ca](mailto:actionplan2025@brockton.ca). Every idea will be read and considered by our consultant and staff.

Please do not hesitate to email me if you have any questions!

Thank you,

Sent on behalf of the Strategic Action Plan Team

Thanks,

**Cally Mann**

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**Municipality of Brockton**

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The Municipality of Brockton is taking extra precautions to protect the health and well-being of our staff and residents during the COVID-19 outbreak, while continuing to deliver essential services. Brockton staff are available by email or phone and working diligently to serve the community and respond to the COVID-19 outbreak. Updated information about the coronavirus is available on our website, at [www.brockton.ca/COVID-19](http://www.brockton.ca/COVID-19). Please continue to practice social distancing, wear a mask and follow all health measures recommended by Health Canada, check in on your neighbours, and support local businesses where possible. Thank you for your understanding and cooperation.

# Brockton Action Plan 2025

Please Help to Provide Feedback

The Municipality of Brockton is preparing an Action Plan for 2021-2025. Beyond our basic municipal services, the action plan will identify what we will undertake to improve the economy, community activity, environment, and quality of life in Brockton. We will examine actions that best combine feasibility with the promise of good results.

## 1. An Action Plan

In 2013, Brockton's residents, businesses and community organizations were intensively involved in developing a long-term vision of what we all want for Brockton, and the directions we'll need to take to get us there. That plan, and all the thinking by so many people that went into it, are still relevant. Some circumstances, like growth and COVID, have changes, however we don't need to re-do that work. Whatever actions we commit to for the next five years, they must advance the four goals from that 2013 Plan:

- Lively heritage, culture, and community activity
- Wise land-use planning and environmental integrity
- A quality of life which is safe, active and healthy for all residents
- A growing employment base and business community

## 2. A Preliminary List of Municipal Initiatives for 2021-2025

The Action Plan, which we expect to complete in July of this year, will be a set of specific initiatives for the next five years. As a first step, we are creating a preliminary "long-list" of potential initiatives, specifically for the purpose of getting public feedback **before** any decisions are made by Council.

We will be looking for feedback to address these questions:

- Would the Preliminary Potential Initiatives be effective and help our community make real progress toward those four goals?
- Would the Preliminary Potential Initiatives offer Value, in terms of the expected results compared to the expected resources required to implement them?
- Would the Preliminary Potential Initiatives (or some variation of them) find support among Brockton's residents, businesses, and community organizations, and from other levels of government?
- Are there other Potential Initiatives which might be more effective, provide greater value, and meet with at least as much support?

## 3. Feedback Meetings

One important way we want feedback is to ask representatives from Brockton's community organizations and various sectors of our community. In early June, we are inviting groups of 8-

10 such representatives to meet with our strategic planning facilitator Bill Winegard to discuss these questions. One of these feedback meetings will focus on the Culture, Arts and Heritage Pillar and the Preliminary Potential 2021-2025 Initiatives related to it.

You have been identified as a person or lead of an organization that should participate in our feedback meeting. Your perspectives will be valuable and help the Municipality to identify our most effective and feasible courses of action.

#### **4. Arrangements**

The feedback meeting will be approximately 1.5 hours in length

While it is not ideal for round-table discussion, under COVID circumstances, we must unfortunately anticipate a Zoom videoconferencing call

This Feedback Meeting is tentatively scheduled for **6pm on June 10**

Council met on May 18 and reviewed a Preliminary List of Potential 2021-2025 Initiatives. That document will be sent to you, by e-mail if possible, no later than one week before your meeting, as well as being posted on the Build Your Brockton website.

Our Consultant, Bill Winegard, will summarize the feedback received at the meeting and impartially report that summary back to Council before any decisions are made.

#### **5. Other Feedback Opportunities**

At any time, we welcome input from organizations and individuals via e-mail at [actionplan2025@brockton.ca](mailto:actionplan2025@brockton.ca). Every idea will be read and considered by our consultant and staff.

We also encourage you to follow the Action Plan process by checking regularly with the Build Your Brockton Website ([buildyourbrockton.ca](http://buildyourbrockton.ca))

As we move along in the Action Plan process between now and July, we will post information with each step.

- In May, we will post a summary of the responses to the three surveys conducted as part of this process.
- A preliminary list of potential initiatives and a summary will be posted of all the feedback received from the Feedback Meetings on the Preliminary list of potential initiatives
- In July, we will post a full draft Brockton Action Plan 2025. There will be instructions on how to provide further feedback
- We are targeting the end of July for the final draft to be presented to Council

With your help, we will get the Action Plan right for the next five years. By doing so, not just Council and staff, but also our committees, community organizations, and local businesses will be able get on board. If we are all rowing in the same direction, we can make great things happen!