



# Brockton Action Plan 2025

June 24, 2021

# Our Purpose Today

- To narrow down the number of – and ensure specific wording of – the actions to be included in the Brockton 2021-2025 Action Plan
  - This is based on the feedback received on the 'Preliminary List of Potential Actions' and on the earlier information from the community surveys
- To provide me with what I need to prepare a semi-final draft of Council's 2021-2025 Action Plan

# Our Agenda Today

1. Introduction: what are we trying to achieve
2. Individual Polling: review list of preliminary potential actions to identify those with near unanimous agreement or near unanimous disagreement
3. Break: 15 min
4. Identify remaining potential actions for discussion
5. Group discussion: refine the nearly acceptable actions
6. Lunch break: ½ hour
7. Group discussion: good in concept but needing work
8. Break: 15 min
9. Group discussion: questionable but not rejected yet
10. Next Steps

# Using Polls

As mentioned, we will be using polling to determine if you feel the specific action belongs on the new Action Plan. You will be given five options:

- Must Have - No Discussion Needed
- Should be in plan - No Discussion, Staff to Review
- Worthwhile Idea - Needs Discussion
- Low Priority - Needs Discussion
- Remove from Plan – No Discussion

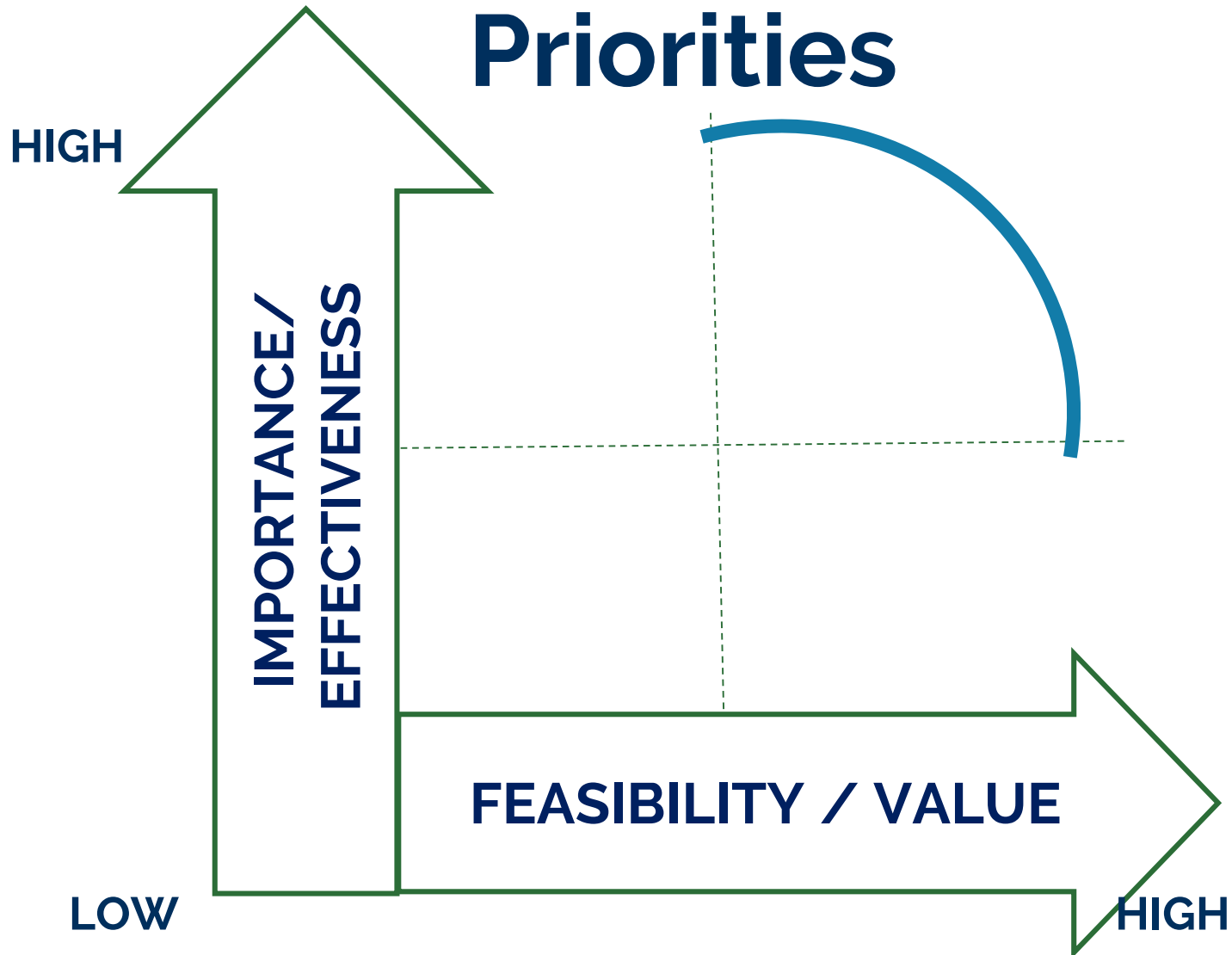
You will see all the actions under each subheading:

**1. Advocate during the Bruce County Official Plan Review for an allocation of residential growth to the hamlets**

- ☐ Must Have - No Discussion Needed
- ☐ Should be in plan - No Discussion, Staff to Review
- ☐ Worthwhile Idea - Needs Discussion
- ☐ Low Priority - Needs Discussion
- ☐ Remove from Plan - No Discussion

Please check which option you feel best suits the applicable action. This will determine when, if at all, we discuss the action.

# Priorities



# Importance

Some criteria for evaluating importance / effectiveness of potential strategic initiatives

- Very effective way to accomplish broad goals
- Mandatory for municipalities
- High community support / concern
- Liability avoided
- ROI opportunity
- Public health and safety
- Organizational effectiveness

# Feasibility

Some criteria for evaluating feasibility of potential strategic initiatives

- Cost
- Available funds
- Jurisdiction
- Technical issues
- Regulatory or other approvals
- Leadership and staff time
- Government partners and allies
- Community partners



# Feasibility Assessment

- Cost – operating (order of magnitude)
- Cost – capital (order of magnitude)
- Non-tax revenue available or payback period
- Staff time implications
- Jurisdiction, engineering, regulatory issues
- Timeliness – potential external opportunities
- Untimeliness – potential external obstacles

# Conditionality

Some conditions that could determine:  
whether, when, how:

- Can only do if ...
- Cannot do if ...
- Can only do after ...
- Can only do before ...
- Must do in partnership with ...
- Will respond if ...

# Timing

Factors that affect when an initiative can be started or completed (e.g. 2021-22, 2023-24, 2025 or beyond)

- Importance / community expectation
- Work or prep underway / ongoing
- Statutory sequence
- Logical sequence
- Priorities of potential partners

# Your Action Priorities Can Be Expressed By:

- Timing
  - 2021-2022 (short term)
  - 2023-2024 (medium term)
  - 2025 and beyond (long term)
- Conditions
  - Provided that X takes place
  - Unless X takes place
- The verbs you choose

# The Verbs You Choose Describe Your Intent

- Direct municipal control
  - Build, establish, regulate, convene, etc
- Sequential or preparatory
  - Study, plan, etc
- Not your direct control – initiative
  - Advocate, encourage, partner with, fund, etc
- Not your direct control – reaction
  - Recognize, monitor, welcome, etc
- Tricky statements to watch for:
  - Support – how / how much? Reactive only?
  - Study – study whether to? Study how / when to?

# Commitment To Action – Specific and Clear

- Actions meaningful, clear, feasible
- Actions with demonstrable results: 'difference makers'
- Subject to what conditions / pre-requisites?
- Target time to start and / or finish?

# Next Steps

- Bill builds today's output into a semi-final draft of the 2021-2025 Action Plan
- Semi final draft circulated to Council and staff for final comment
  - Optional: final workshop to tweak / refine?
  - Optional: opportunity for public delegation?
- Refinements and final draft
- Council adopts Action Plan