

Report to Council

Report Title:	2021-2025 Strategic Action Plan		
Prepared By:	Sonya Watson, Chief Administrative Officer		
Department:	Administration		
Date:	September 28, 2021		
Report Number:	CAO2021-23	File Number:	C11AD
Attachments:	2021-2025 Strategic Action Plan		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CAO2021-23 – 2021-2025 Strategic Action Plan, prepared by Sonya Watson, Chief Administrative Officer and in so doing preliminary adopts the 2021-2025 Strategic Action Plan to allow staff to proceed with inclusion of departmental assignment and Key Performance Indicators prior to final approval.

Report:

Background:

The Municipality of Brockton has been working on creating a new action plan that will solidify the Municipality's goals for the next five years and ensure projects are in line with the community's priorities.

Consultations with community groups and residents was conducted using surveys and through focus groups, as well as feedback through our community portal, Build Your Brockton. Bill Winegard of Winegard Municipal Consulting assisted in the process. The action plan built on the framework outlined in Brockton's strategic plan, Building a Better Brockton, yet was updated to reflect our changing economy and local priorities.

The new action plan translates the broad community goals and strategies from the 2013 plan into specific initiatives for the next four or five years. The plan considers changes the community is experiencing, from COVID-19 and labour force challenges, to a robust housing market, aging population and opportunities to draw newcomers from urban areas to a welcoming community such as ours. We want to continue to deliver high-quality services efficiently to Brockton residents and businesses. The process we have went through involving Council, staff at all levels, residents, business, Industry and the agriculture sector has helped create an action plan that will see concrete, measurable results by 2025 that align with the community's current priorities.

Analysis:

We are pleased to report the 2021-2025 Action Plan document that outlines Council's priority actions as determined from at the August 26th, 2021 prioritizing session. These action items have been verified as important, achievable and financially attainable as we look to adopt a final plan.

This document outlined the actions and timelines associated with those actions. We are asking for Council's preliminary approval of the Action Plan as presented. Once Council gives final approval to the actions and timelines as presented we will take this document and incorporate assigning a department to the task. We will also be defining Key Performance Indicators to ensure we have a way to measure our success against these priority actions. The KPI's will also help for yearly reporting on our success.

This has been an enjoyable process, engaging with the community, staff and Council to thoroughly consider the various priorities and effects growth will have on the community. This document will serve as a guide to budgeting and staff workplans as we strive to work towards achieving the priority actions set in the coming years.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

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| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | Yes |
| • Do the recommendations contribute to Environmental Integrity? | Yes |
| • Do the recommendations contribute to the Social Equity? | Yes |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective?
N/A

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Sonya Watson, Chief Administrative Officer