



Bruce County Council Approves 2023-2026 Strategic Plan

On Thursday, June 15, 2023, Bruce County Council adopted the new Bruce County 2023-2026 Strategic Plan. The new four-year strategic plan is responsive to the evolving needs of the community, takes into account new trends and emerging issues, and focuses on promoting sustainable growth, enhancing community engagement, and fostering innovation and collaboration.



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Bruce County's 2023-2026 Strategic Plan is built on four strategic pillars, through which, the County aims to strengthen the community, enhance and grow partnerships, strengthen capacity to deliver, and increase capacity to lead in sustainable environmental practices.

The County's vision is to create a welcoming, innovative, and thriving community that prioritizes the well-being of current and future generations. To achieve this vision, the County has developed five core values that guide all decisions and actions: service excellence, a welcoming community, good governance, environmental stewardship, and financial sustainability.

To achieve the plan’s goals, the County has outlined specific objectives and actions under each pillar. For example, the County will increase housing options and encourage innovative solutions to build a strong and inclusive community. The County will also work collaboratively with municipal partners and integrate feedback from stakeholders to improve services continually.

“We invite you to join us on this exciting journey as we work towards a brighter future for Bruce County,” said Chief Administrative Officer Derrick Thomson. “Together, we can create a sustainable community that is welcoming, innovative, and thriving.”

“As we move forward with our Strategic Plan, we are committed to fostering innovation and sustainable growth while ensuring that our natural environment is protected for future generations. We recognize the importance of building a strong and inclusive community, enhancing, and growing partnerships, and strengthening our capacity to deliver excellent services to residents, businesses, and visitors,” said Warden Chris Peabody. “I would like to extend my sincere gratitude to all those who contributed to the development of this plan, including community members, staff, and Council, for your unwavering commitment to our community’s future.”

Bruce County’s updated Strategic Plan is a living document that will be closely monitored and measured as the community works together to turn the outlined goals into reality. It is intended to bridge this term of Council with the next and is a commitment to ensuring Bruce County remains a great place to live, work and play.

Thank you for participating in shaping the future of the County.

Discover more about the 2023-2026 Strategic Plan at www.brucecounty.on.ca/StrategicPlan.

For more information on Bruce County’s 2023-2026 Strategic Plan, please contact Corporate Strategic Initiatives Specialist Matthew Meade at mmeade@brucecounty.on.ca.

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