

For Immediate Release

Brockton Reaches Out to Businesses, Residents to Create New Strategic Action Plan

Brockton, ON, April 9, 2021 – The Municipality of Brockton is reaching out to residents and businesses through two public surveys to help create a new strategic action plan that reflects the community's changing priorities.

Both surveys are available online through the community engagement web site Build Your Brockton, while printed copies are available at Brockton municipal office. Resident surveys were also mailed to a random sampling of Brockton households. The deadline for all surveys has been extended to April 19th.

Brockton's current strategic plan, Building a Better Brockton, was written in 2013, and it's time for a refresh, says Brockton's Chief Administrative Officer Sonya Watson, who is leading the project. The new action plan will translate the broad community goals and strategies from the 2013 plan into specific initiatives for the next four to five years.

"What we need now is a series of clear practical actions that will yield measurable results," Ms. Watson said. "We need our businesses and farmers, our community organizations, and Brockton residents of all ages to give us their workable ideas and to help us implement them in the future."

The Municipality will invite community groups and businesses to take part in focus groups after the survey period. Recommendations will be presented to Council in the spring, and a new action plan for 2021-2025 adopted by Council this summer. Bill Winegard of Winegard Municipal Consulting is assisting in the process.

"Back in 2013, the people and businesses of Brockton did a lot of excellent work to define what's important to us. Many of the goals within the four pillars of our strategic plan are as relevant now as they were then; we're not going to reinvent the wheel," Ms. Watson said. "Brockton still wants to expand the local economy, preserve our heritage, support our cultural and leisure activities, and enable residents to live safe and healthy lives in an affordable community."

What are we doing well? What can we improve on? What specific changes would you like to see? These are some of the questions in the surveys, open to all residents and businesses in Brockton.

The business survey includes questions about Brockton's Community Improvement Plan, which provides incentives, such as façade improvement grants, to businesses within the historic downtown core of Walkerton. The municipality is considering broadening the Community Improvement Plan to include all of Brockton, and expanding the menu of incentives offered.

The resident survey includes questions about recreation, housing, community programs, daycare, and more.

For the business survey, please visit bit.ly/BrocktonBusinessSurvey.

For the resident survey, please visit bit.ly/BrocktonSurvey.

All surveys will remain anonymous.



Press Release

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