



City of Guelph

Report:

TO: Mayor Farbridge and Members of City Council

DATE: August 13, 2007

SUBJECT: 2007 STRATEGIC PLAN

RECOMMENDATION:

THAT COUNCIL approve and adopt the 2007 strategic plan vision, mission, goals and strategic objectives for the City of Guelph.

SUMMARY:

The 2007 strategic plan reflects the community's long term vision for the future and the City's role in supporting the vision. The plan includes a new vision, mission, six goals and related strategic objectives that will position the City well to meet its future challenges and the many opportunities that will arise.

BACKGROUND:

The approved five phase process to develop the strategic plan took place over a seven month period and included significant consultation with Council, staff and various members of the community through workshops, focus groups, surveys, in-person and telephone interviews. Youth in the community directly provided their input through well written and creative projects.

REPORT:

The proposed vision, mission, goals for the City of Guelph are as follows:

Vision: To be the City that makes a difference

Acting locally and globally to improve the lives of residents, the broader community and the world.

Mission: To achieve excellence through leadership, innovation, partnerships and community engagement.

Goals:

1. An attractive, well functioning and sustainable city
2. A healthy and safe community where life can be lived to the fullest
3. A diverse and prosperous local economy
4. A vibrant and valued arts, culture and heritage identity
5. A community-focused, responsive and accountable government
6. A leader in conservation and resource protection/enhancement

Strategic objectives associated with each of the six goals are set out in the attached document – “Appendix A”.

CORPORATE STRATEGIC PLAN:

The strategic plan will be used as an ongoing priority setting, decision-making and management tool. The plan will enhance organizational effectiveness and continue to demonstrate accountability to the community. As such it relates directly to Goal 6 in the current strategic plan regarding exemplary management practices.

FINANCIAL IMPLICATIONS:

There are financial implications that will occur over time with the pursuit of the strategic plan directions, the related goals and strategic objectives.

CONSULTATION:

Extensive consultation has taken place throughout the approved strategic plan process with Council, the Senior Management team, staff and approximately 840 staff and community members. Reports on the consultation findings were provided to Council and the Senior Management Team for consideration in advance of the completion of the strategic plan. Those reports were also provided to the community via the City’s webpage and are available in full or condensed versions upon request.

COMMUNICATIONS

Corporate Communications is currently developing a communications plan to support the unveiling and roll-out of the Strategic Plan.

ATTACHMENTS:

2007 City of Guelph Strategic Plan – “Appendix A”

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