

STRATEGIC PLANNING COMMITTEE JANUARY 23, 2007

VAUGHAN STRATEGIC PLANNING PUBLIC/STAFF INVOLVEMENT PROCESS

Recommendation

The City Manager and the Senior Manager of Strategic Planning in consultation with the Senior Management Team recommend:

- 1) That Attachment 1. Vaughan Strategic Planning Public/Staff Involvement Process be received and approved.
- 2) That Attachment 2. Vaughan Strategic Planning Focus Group Meetings be received and approved.
- 3) That the Strategic Planning Committee provide direction on which Public Strategic Planning Stakeholder Engagement method to implement

Economic Impact

There is no economic impact

Purpose

To review and discuss the proposed public/staff involvement in the strategic planning process as first proposed at the Strategic Planning Committee meeting on June 12, 2006. As well to review the proposed focus group meeting format.

Background - Analysis and Options

At the Strategic Planning Committee meeting on June 12, 2006 discussion focused on the need to involve the public and staff in the Vaughan Vision 2007 review process both prior to and after the scheduled Council/SMT strategic planning workshop in March 2007. As a result, a proposed process has been developed for discussion by the Strategic Planning Committee (Attachment 1). It outlines a recommended process including the timing of meetings with the public and staff and three possible methods for stakeholder engagement.

The proposed process involves holding the first stakeholder engagement meetings in February through March 2007. The stakeholder engagement meetings will use a selection of the following mechanisms as decided upon by the Strategic Planning Committee:

1. The first stakeholder engagement method is to conduct focus group meetings. A proposed focus group meeting format has been developed for discussion by the Strategic Planning Committee (Attachment 2). It is proposed that a series of meetings be arranged with select community representatives, scheduled at different times of the day, including both day and evening, to accommodate selected community representatives. The first part of the meeting will be a brief presentation on Vaughan Vision 2007 followed by a facilitated meeting asking participants the following questions:
 - How much progress have we made on each of the strategic goals and objectives?
 - What strategic goals should be focused on more or less in the future?
 - What strategic focus do you feel will be more important or less important in the future?
2. The second stakeholder engagement method is to conduct open public meetings. Open public meetings would solicit participation from the community through newspaper and

website advertisements. It is proposed that three open public meetings be scheduled, one in the north, east and west, following the completion of the focus group meetings. The first part of the meeting will be a brief presentation on Vaughan Vision 2007 followed by an opportunity for participants to provide written feedback through the submission of feedback forms provided at the meeting. The feedback form would utilize the following questions:

- Rate the progress to date of each Vaughan Vision 2007 goal
 - What are some important issues facing the City of Vaughan?
 - Rate what the focus for the future should be for each of the strategic priorities
3. The third method of stakeholder engagement is to give City of Vaughan residents the opportunity to participate in the strategic planning process through the submission of a feedback form made available on the City website. It is proposed that the web-based online feedback form utilize the same questions as the open public meetings.

It is proposed that feedback received from open public meetings and online feedback be used to validate the information collected at the focus group meetings.

Data collected from the February through March 2007 stakeholder engagement meetings as well as staff, SMT and Council strategic planning sessions will be consolidated to identify patterns and utilized at the Council/SMT strategic planning workshop held in March 2007.

Following the Council/SMT strategic planning workshop, the selected stakeholder engagement methods would once again be facilitated by the City Manager's Office to gather feedback on the draft Vaughan Vision 2020 strategic plan developed at the workshop. It is proposed that this process would be completed by October 2007 with the publication of a City of Vaughan strategic plan document in November 2007.

Relationship to Vaughan Vision 2007

This report details the process for involving the public and staff in the review of the Vaughan Vision 2007 and the development of a new City of Vaughan strategic plan.

Conclusion

It is appropriate and timely to review and discuss the Vaughan Strategic Planning Public/Staff Involvement Process.

Attachment

1. Attachment 1. Vaughan Strategic Planning Public/Staff Involvement Process
2. Attachment 2. Vaughan Strategic Planning Focus Group Meetings

Report prepared by:

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

Respectfully submitted

Michael DeAngelis
City Manager

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

Vaughan Vision 2020 Public/Staff Involvement Process

October '06

Half day strategic planning goals and initiatives input session to be facilitated by City Managers Office with each Commissioner and their Directors and Managers



January '07

Strategic Planning Committee meeting focused on approval of public and staff participation process

February-March '07

Public Strategic Planning Stakeholder Engagement facilitated by City Manager's Office.

Method 1: Conduct focus group meetings with selected community representatives. Sessions to include presentation as well as facilitated discussion focused on Vaughan Vision strategic review and direction

and/or

Method 2: Hold three public meetings (north, east & west) with advertisement in the paper. Meetings to include presentation focused on strategic Vaughan Vision review and direction with opportunity for written feedback

and/or

Method 3: Allow for written feedback from City of Vaughan residents through a form provided on the City's website focused on Vaughan Vision strategic review and direction

March/April '07

Council/SMT Strategic Planning Workshop



May-October '07

Public Strategic Planning Stakeholder Engagement facilitated by City Manager's Office focused on providing feedback on the draft Vaughan strategic plan developed at Council/SMT workshop



November '07

Complete and publish strategic plan

Vaughan Vision 2020 Focus Group Meetings

