

STRATEGIC PLANNING COMMITTEE JUNE 19, 2007

VAUGHAN VISION 2020 PUBLIC/STAFF FEEDBACK PROCESS

Recommendation

The City Manager in consultation with the Chair of the Strategic Planning Committee recommends:

1. That Attachment 1 – Vaughan Vision 2020 Public/Staff Feedback Process be approved

Economic Impact

There will be an economic impact to cover the cost of a consultant to assist in the design and facilitation of the public participation process. The funds are already included in the 2007 operating budget.

Communications Plan

In order to promote civic engagement and advocacy we will hold meetings with the public to gather feedback on the draft Vaughan Vision 2020 vision, mission, goals, objectives and strategic initiatives will be scheduled for early fall 2007. Citizens will be selected for the focus groups from the pool of residents who responded to the April 2007 "Have Your say" citizen survey as well as randomly. Information regarding the public meetings is to be posted on the City website as well as in local newspapers. Also, information regarding the draft Vaughan Vision 2020 will also be made available on the City website for comment.

To promote public awareness of the process a media strategy will be created in conjunction with Corporate Communications department to plan for a press conference to publicize the "Have Your Say" survey results and to engage the public in the Vaughan Vision review process.

Purpose

At the January 23, 2007 Strategic Planning Committee a public consultation process for the Vaughan vision review was approved. This report provides further detail on the focus group and public meeting process as well as staff meetings to gather feedback on the draft Vaughan Vision 2020 strategic goals and objectives which have been formulated by Council and Senior Management.

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 was presented at the January 23, 2007 meeting of the Strategic Planning Committee for approval. Based on this approved process, the following three methods will take place in early fall 2007:

1. The first civic stakeholder engagement method is to conduct 5 or 6 focus group meetings with citizens. It is proposed that 3 meetings be arranged with selected citizen survey respondents and 3 meetings be arranged through a random selection of citizens. Each meeting will have approximately 10-15 citizens and will be scheduled at different times of the day, including both day and evening, to accommodate selected citizens. The meeting will be approximately 2-3 hours in duration and will include a brief presentation on the draft Vaughan Vision 2020 strategic map followed by a facilitated meeting asking participants for their feedback to validate and improve the model.

2. The second stakeholder engagement method is to conduct an open public meeting. The open public meeting would solicit participation from the community through newspaper, website advertisements and written invitation. It is proposed that one open public meeting be scheduled at the Civic Centre following the completion of the focus group meetings. The first part of the meeting will be a brief presentation on the draft Vaughan Vision 2020 followed by an opportunity for participants to provide written feedback through the submission of feedback forms provided at the meeting.
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 feedback based on information provided on the City website.

In addition to allowing for public feedback on the Draft Vaughan Vision 2020, the process approved at the January 23, 2007 meeting of the Strategic Planning Committee allowed for staff feedback. Based on the approved process, half day sessions with each Commissioner and their directors and managers will be facilitated by the City Manager's Office to allow for feedback on the Vaughan Vision 2020 strategic goals, objectives and initiatives.

Feedback on the Vaughan Vision 2020 strategic goals, objectives and initiatives received from the public and staff will be incorporated into the draft Vaughan Vision 2020 strategic plan scheduled to be published at the end of 2007.

Relationship to Vaughan Vision 2007

The public and staff feedback process is a critical component of the Vaughan Vision 2020 review and soliciting feedback from these groups will strengthen the final strategic plan document. Further, this process demonstrates leadership and effective governance through civic engagement and facilitates the achievement of the strategic goal, 'Management Excellence'.

Conclusion

The Vaughan Vision 2020 public/staff feedback process is being presented to the Strategic Planning Committee for approval in order to proceed with the proposed methods for public and staff consultation.

Attachments

1. Attachment 1 - Vaughan Vision 2020 Public/Staff Feedback Process

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Respectfully submitted,

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City Manager

Vaughan Vision 2020 Public/Staff Feedback Process

Focus Groups

3 focus groups to be held with selected citizen survey respondents. 3 to be held with randomly selected citizens. Sessions to have 10-15 participants and will include presentation and facilitated discussion focused on Vaughan Vision 2020 strategic review and direction

Public Meetings

A public meeting to be held at City Hall with advertisement in the paper. Meetings to include presentation focused on strategic Vaughan Vision 2020 review and direction with opportunity for written feedback

Staff Sessions

Half day Draft Vaughan Vision 2020 feedback sessions to be facilitated by City Managers Office with each Commissioner and their Directors and Managers

City Website

Draft Vaughan Vision 2020 vision, mission, goals, objectives and initiatives to be posted on City website to allow for written feedback

October, 2007

Strategic Planning Committee meeting to review feedback received at focus groups and public meetings

Revised Vaughan Vision 2020 goals, objectives and strategic initiatives

November 6th, 2007

Strategic Planning Committee meeting to review draft Vaughan Vision 2020 strategic plan

Draft Vaughan Vision 2020 strategic plan

December, 2007

Council to approve Vaughan Vision 2020 strategic plan