

STRATEGIC PLANNING COMMITTEE FEBRUARY 5, 2008

DRAFT VAUGHAN VISION 2020 ROLLOUT STRATEGY

Recommendation

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

1. That Attachment 1 – Draft Vaughan Vision 2020 Rollout Strategy be approved

Economic Impact

Funds have been included in the 2008 operating budget

Communications Plan

The Vaughan Vision 2020 communication plan was approved by Council on November 26, 2007.

Purpose

The Vaughan Vision 2020 rollout strategy outlines a process for promoting the Vaughan Vision 2020 to staff as well as communicating the strategic plan to external stakeholders. This report is tabled for approval by the Strategic Planning Committee.

Background - Analysis and Options

At the Council meeting on November 26, 2007 Council approved the Vaughan Vision 2020 communication plan. This report expands on the rollout activities which were included in the initial communication plan.

As can be seen in Attachment 1 there are two parts to the rollout strategy. The first part outlines key action steps to promote the Vaughan Vision 2020 to City staff as well as ensure that the plan becomes a 'living' document. Action items include a desk drop of the Vaughan Vision 2020 to all staff, a presentation at Council, and internal kickoff events at various City locations. As well meetings are planned with staff to communicate the Vaughan Vision 2020, and it is planned that the City Manager will briefly discuss strategic accomplishments and goals at the forthcoming staff barbeque in the Fall. Further, it is proposed that laminated prints of the Vaughan Vision 2020 strategic map be purchased and hung in all City boardrooms and posters be developed to be located at strategic points in the City facilities.

The second part of the draft rollout strategy as noted in Attachment 1 concerns initiatives to engage the media in the Vaughan Vision 2020 launch as well as communication of the strategic plan to external stakeholders. Key action steps include the organization of an external kickoff at St. Joan of Arc Catholic High School, providing availability of copies of the plan at community centres and libraries, and posting the Vaughan Vision 2020 strategic plan document on the City's website. Further, additional steps being considered are the publishing of a Vaughan Vision 2020 layout in the Toronto Star, developing news stories for local newspapers and television, the production of an annual report and organizing a Vaughan Vision 2020 information forum for citizens to communicate accomplishments in the strategic plan.

Relationship to Vaughan Vision 2020

The draft Vaughan Vision 2020 rollout strategy highlights the key action steps in the communication of the Vaughan Vision 2020 strategic plan.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

N/A

Conclusion

The draft Vaughan Vision 2020 rollout strategy is being presented to the Strategic Planning Committee for review and approval.

Attachments

1. Attachment 1 - Draft Vaughan Vision 2020 Rollout Strategy

Report prepared by:

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Respectfully submitted,

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City Manager

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

DRAFT VAUGHAN VISION 2020 ROLLOUT STRATEGY

OBJECTIVES

1. Promote Vaughan Vision 2020 to City staff
2. Develop a strategy to ensure the Vaughan Vision 2020 becomes a 'living' document for staff

KEY ACTION STEPS

1. Desk drop of Vaughan Vision 2020 strategic plan for all staff completed on January 25th. Included with a copy of the plan was a letter signed by the Mayor, Chair of Strategic Planning Committee and City Manager announcing the launch of the Vaughan Vision 2020 and thanking staff for all of their contributions in realizing the strategic vision.
2. Presentation of Vaughan Vision 2020 at Council meeting on January 28, 2008. This event provided an opportunity for the Mayor and chair of Strategic Planning Committee to discuss the Vaughan Vision 2020 and provide an overview.
3. Internal kickoff events for all staff on the Vaughan Vision 2020 are scheduled for the following locations:
 - February 4- JOC main hallway
 - February 5- Civic Centre 2nd floor foyer
 - February 11- Tigi Court - Fire department
 - February 22- MNR Engineering Boardroom

Events are scheduled to begin at 9:00 am and staff can come and enjoy a Tim Horton's coffee and donut and receive a mouse pad giveaway.

4. a) Scheduling of Vaughan Vision 2020 meetings with staff in all departments to review the Vaughan Vision 2020 and to generate discussion in identifying how their work contributes to the City's strategic vision.

b) If any of the strategic initiatives have an inter-departmental impact then a cross functional meeting of appropriate staff will be scheduled.
5. City Manager to address staff regarding major strategic goals and accomplishments at staff barbeque in the fall.
6. Investigate the opportunity to purchase laminated prints of the Vaughan Vision 2020 for all City boardrooms. Consider creating Vaughan Vision 2020 posters to be posted at various locations at the City. Approximate cost \$6,000

OBJECTIVES

1. Develop strategies to engage the media to cover the launch of the Vaughan Vision 2020
2. Communicate the Vaughan Vision 2020 to external stakeholders

KEY ACTION STEPS

1. Vaughan Vision 2020 external kickoff at St. Joan Catholic School on January 21, 2008. This event was organized to provide a forum for the external kickoff of the Vaughan Vision 2020 where the leaders of today met with the leaders of tomorrow. Also, the event was an opportunity to generate media attention for the strategic plan launch.
2. Copies of the Vaughan Vision 2020 have been provided for distribution at community centres, libraries and Civic Centre. Also, copies of the strategic plan are to be sent out to stakeholders who were invited to the Vaughan Vision information forum in October'07 as well as to City Manager's in surrounding municipalities.
3. Information has been posted on the VIBE and internet on the Vaughan Vision 2020 including a copy of the Vaughan Vision 2020 strategic plan, January 28th Council presentation, strategic initiatives document, and "Have Your Say" citizen survey results.
4. Consider the opportunity to publish a Vaughan Vision 2020 layout in the Toronto Star delivered throughout York Region providing an overview of the new strategic plan for citizens. Approximate cost \$3,000.
5. Investigate the opportunity to develop news stories in local newspapers and for television profiling the Vaughan Vision 2020.
6. Corporate Communications to produce an annual report which will include listing strategic successes over the past year.
7. Organize in the fall an annual Vaughan Vision 2020 information forum for citizens to attend and receive information on Vaughan Vision 2020 strategic accomplishments as well as future initiatives.