

## **STRATEGIC PLANNING COMMITTEE - JANUARY 19, 2010**

### **2010 STRATEGIC PLAN PROCESS**

#### **Recommendation**

The Senior Manager of Strategic Planning in consultation with the City Manager and Director Corporate Communications recommends:

That Attachment 1 - 2010 Strategic Plan Communications Strategy be approved.

#### **Contribution to Sustainability**

N/A

#### **Economic Impact**

There is no economic impact.

#### **Communications Plan**

Communications strategy is attached.

#### **Purpose**

To review the key steps in the Vaughan Vision 2020 strategic plan process for 2010.

#### **Background - Analysis and Options**

This report outlines some key steps in the strategic plan process for 2010 which is the final year in the current term of Council. Thus, it is important to report back to stakeholders on key successes in implementing the Vaughan Vision 2020 strategic plan. As can be seen in Attachment 1 the key steps include continuing meetings with community groups, staff, as well as developing the 2009 Successes Report. Below is a more detailed description of each step.

#### **Staff Consultation**

The December 3, 2009 SMT-Directors Workshop focused on the new Corporate values of Respect, Accountability, and Dedication which were approved by Council on September 21, 2009. The City Manager provided an overview at the beginning of the meeting as to the importance of buy-in and reflecting the values in everyday delivery of service to the community. Roundtable discussions focused on 'Vaughan' specific examples of behaviour which do not demonstrate the values. As well, ideas were brought forward on barriers to implementing change and what steps can be taken to move forward.

In consultation with Corporate Communications and Human Resources an action plan for engaging staff in embracing the values and how they relate to their everyday work will be developed by Q1/10.

#### **Community Reporting Back**

A meeting with the Chamber of Commerce is scheduled for February 23, 2010. The focus is to update the Chamber on key strategic initiatives which have been implemented to date and communicate those initiatives which are ongoing and will be implemented in 2010. Also, the members of the Chamber's Board of Directors will be given an opportunity to provide feedback on the Vaughan Vision 2020 and what they see as some of the key issues in the future. Additional meetings with community groups such as seniors and youth will be organized this year.

The City will conduct a random telephone citizen survey of residents regarding their input on the delivery of City services, key issues impacting the community, tax rates and funding for infrastructure improvement. The results plan to be presented to Council and senior management.

#### Annual Report

The 'Celebrating our Successes: Vaughan at Work' 2009 annual report will be distributed to all households in June 2010. This document highlights the key strategic and operational successes over the past year and a new edition will be developed for distribution to all households by the end of June 2010. The draft document is planned to be tabled at the March 8<sup>th</sup> Strategic Planning Committee meeting for review. Further, all City departments will complete their business plans along with their operating budgets in the fall of 2010.

#### Relationship to Vaughan Vision 2020/Strategic Plan

This report details the steps in the strategic plan process for 2010 to ensure the development of a 'living' Vaughan Vision 2020 strategic plan.

#### Regional Implications

N/A

#### Conclusion

It is appropriate and timely to discuss the next steps in the Vaughan Vision 2020 strategic plan process.

#### Attachments

1. Attachment 1- 2010 Strategic Plan Communications Strategy

#### Report prepared by:

Thomas Plant MBA, MPA  
Senior Manager of Strategic Planning

Respectfully submitted,

---

Thomas Plant MBA, MPA  
Senior Manager of Strategic Planning

## **2010 STRATEGIC PLAN COMMUNICATIONS STRATEGY**

**JANUARY 2010**

### **OBJECTIVES**

1. Communicate Vaughan Vision 2020 successes to City staff and the general public
2. Develop a communications plan to ensure the Vaughan Vision 2020 remains a 'living document' for stakeholders
3. Generate media coverage of Vaughan Vision 2020 activities

### **TARGET AUDIENCES**

#### **Internal**

Council  
All staff

#### **External**

Residents  
Ratepayers' Associations  
Community Groups  
Business Community/Chamber of Commerce  
Media

### **MESSAGES**

1. The strategic plan provides a blueprint for the City's future to 2020
2. Communication with stakeholders is key
3. Vaughan is successfully implementing the key strategic initiatives outlined in the Vaughan Vision 2020 strategic plan

4. **ACTION STEPS**

ACTIVITY	RESOURCE	DUE DATE
Stakeholder events: <ul style="list-style-type: none"> <li>• Chamber of Commerce meeting- February 23</li> <li>• Seniors meeting- Q1/10</li> <li>• Youth/School councils - TBD</li> </ul>	Corp. Comm. Strategic Planning	January-June
External Communications: <ul style="list-style-type: none"> <li>• Media Advisory for stakeholder events</li> <li>• Email blast regarding publication of 2009 Success Report and stakeholder events</li> <li>• News stories on Vaughan Vision 2020 implementation developments</li> <li>• Use e-newsletters, newspaper columns, media coverage, and City website</li> </ul>	Corp. Comm. Strategic Planning	January-June
2009 Successes Report <ul style="list-style-type: none"> <li>• Story development &amp; layout design – Q1/10</li> <li>• Strategic Planning Committee review of draft – March 8</li> <li>• Final design and mailing to households- June</li> </ul>	Corp. Comm. Strategic Planning	June
Website development <ul style="list-style-type: none"> <li>• Update current content on VV2020 section of City's website</li> <li>• Produce and post Successes Report and other presentations</li> <li>• Utilize on-line survey option to gather citizen feedback</li> </ul>	Corp. Comm. Strategic Planning	January-June
Other Opportunities: <ul style="list-style-type: none"> <li>• Citizen Random Telephone Survey – Q1/10</li> <li>• Communication action plan for Corporate Values rollout- Q1/10</li> <li>• Investigate social media technology to engage stakeholders - TBD</li> </ul>	Corp. Comm. Strategic Planning	January-December