

APPENDIX D



Town of Oakville Strategic Business Plan Framework

May 17, 2023

Deloitte.

Strategic Business Plan Framework



Vision

A thriving community for all

OR

A vibrant community for all



Mission

We serve the community with a focus on responsible and inclusive service delivery.

OR

Serving the community in a responsible, inclusive way, dedicated to building economic, social, and environmental sustainability.



Guiding principles

Leadership: Striving to innovate and set a positive example

Inclusivity: Creating a welcoming and inclusive community

Excellence: Delivering high quality public services to residents and business

Sustainability: Acting on environmental sustainability and natural spaces

Quality of life: Providing vibrant culture, heritage and community amenities for all stages of life

Fiscal responsibility: Making decisions driven by economic sustainability



Strategic priorities

Strategic priorities are based on the vision, purpose and guiding principles, designed to connect vision with action. They guide specific deliverables and performance metrics, and are enacted through municipal policy and departmental plans.

The collective aspirations of Town of Oakville's Council, leadership, residents, businesses, and stakeholders are reflected in these four strategic priorities:

- **Managing growth** for a vibrant local economy, meeting infrastructure needs and ensuring efficient mobility across the town
- Enhancing **community belonging** to ensure all residents are provided opportunities to engage in a fulfilling community life that supports wellbeing
- Ensuring **environmental sustainability** to meet current and future needs related to greenspaces, natural areas and climate change considerations
- Providing **accountable government** for excellence in service delivery and responsible management of resources



Strategic objectives



GROWTH MANAGEMENT

ECONOMIC DEVELOPMENT

Promote employment growth and the long-term vibrancy of the local economy

INFRASTRUCTURE

Ensuring infrastructure meets the needs of the growing community

TRANSPORTATION

Balancing safety, mobility, and environmental goals



COMMUNITY BELONGING

ENGAGING RESIDENTS

Provide programming and opportunities for all residents to participate and engage in community life

COMPLETE COMMUNITIES

Design of community satisfies daily living needs for safe, connected communities, attainable for all



ENVIRONMENTAL SUSTAINABILITY

GREENSPACE, PARKS, TRAILS

Integrate greenspaces and parks throughout our community and conserving and enhancing our natural areas

CLIMATE CHANGE MITIGATION AND ADAPTATION

Reduce GHG emissions and manage environmental risks



ACCOUNTABLE GOVERNMENT

FINANCIAL MANAGEMENT

Ensure long-term fiscal sustainability of the town

PEOPLE MANAGEMENT

Develop a diverse, talented, engaged, and appropriately resourced municipal workforce

SERVICE EXCELLENCE

Review and continuously improve service delivery

Next steps



Project methodology at-a-glance

