

Town of Oakville Strategic Business Plan Framework

**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

Phase 1: Project Initiation

#### **Initiate**

- Project charter
- Confirmation of deliverables
- Communication plan and workplan finalization

Phase 2: Where are we now?

#### **Assess**

- Organizational snapshot
- Background review
- Community profile

Phase 3: Where do we want to go?

#### **Engage**

Residents, stakeholders, internally with the Municipality, Council, and Senior Leadership.

Analyze and draw insights through:

- Community forums
- Focus groups
- Interviews
- Surveys
- Greenhouse Experience
- Queens Executive Centre

Phase 4: How do we get there?

#### **Strategize**

Consolidate key findings and priorities.

Advance Mission, Vision, Values through evidence-based strategic goals, objectives, and actions.

Phase 5: Final Plan & Implementation Measures

#### Create

Finalize strategy to reflect the revisited Vision, Mission, Values, strategic priorities, objectives, and actions.

Recommended KPIs and actionable next steps against anticipated timelines will be presented.