

Staff Report

Report To: Strategic Planning Ad Hoc Committee

Report From: Michelle Palmer, Senior Manager, Strategic Initiatives and Operational Effectiveness

Meeting Date: February 12, 2025

Report Code: CM-25-008

Subject: Vision 2050 – February 2025 Update

Recommendations:

THAT in consideration of Staff Report CM-25-008 respecting Vision 2050 – February 2025 Update, the Strategic Planning Ad Hoc Committee recommends that City Council receive the report for information purposes.

Highlights:

- A long-term Strategic Plan aligns the City's entire workforce to the identified priorities.
- The seven strategic pillars identified are: Fostering Mutually Beneficial and Respectful Relationships, Celebrating and Embracing Culture, Safe City, Prosperous City, Green and Resilient City, A City That Moves and City Building.
- This report supports the creation of a new Strategic Plan with actions and goes further as the work includes developing a new long-term vision for the City to proactively plan for the future.

Strategic Plan Alignment:

[Strategic Plan](#) Priority: Clear Direction.

Climate and Environmental Implications:

There are no anticipated climate or environmental impacts.

Previous Report/Authority:

[CM-23-020 Long-Term Strategic Plan Introduction](#)

[CM-24-004 Proposed Community Engagement Plan for the Development of the Strategic Plan](#)

[CM-24-008 Vision 2050 – Lessons Learned to Date March 2024](#)

[CM-24-017 Vision 2050 – Work Plan and May 2024 Update](#)

[CM-24-033 Vision 2050 – Phase 1 Update](#)

[CM-24-040 Vision 2050 – November 2024 Update](#)

Background:

In November 2024, report CM-24-040 Vision 2050— November 2024 Update provided a report on the community survey findings, an overview of the capacity-building community engagement workshops that were held, and provided an overview of the community strategic planning sessions centred around the seven priorities Fostering Mutually Beneficial and Respectful Relationships and Celebrating and Embracing Culture, Safe City, Prosperous City, Green and Resilient City, A City That Moves and City Building.

This report is intended to provide an update on the revised timeline for completing the action-oriented and deeply collaborative Future Owen Sound—Vision 2050 Strategic Plan.

Analysis:

Phase 2 – Shape the Vision was completed with the seven community visioning sessions, one for each of the strategic priorities. This strategic planning process is centred on acknowledging local insights and collective learning. To achieve this goal, Ms. Pitter's practice developed information briefs related to each priority including evidence-based information, key facts and considerations focused on Owen Sound's local context, and precedents from other communities. This information was used to support thoughtful and productive conversations. The sessions, which were co-facilitated by community members and supported by students from the University of Toronto Urban Studies Program, were very productive, with positive feedback received from attendees through the post-session evaluations.

Phase 3 – Development of the Vision, which began following those visioning sessions, is well underway with the engagement report in progress.

The purpose of the Engagement Report is to succinctly summarize the steps taken to arrive at the final Vision 2050 Plan's priority areas and actions, so the city can cross-reference the final Vision 2050 Plan with what was heard during the process. The Engagement Report will tangibly demonstrate how we engaged with a broad range of community stakeholders for transparency and accountability purposes.

Included in the Engagement Report will be a summary of the community engagement initiatives undertaken, including the public survey, business leadership engagement, community capacity building workshops, and community priority action workshops. The report will also explain the inclusive methods used within those initiatives to ensure we heard from a broad range of stakeholders, allowing for multiple touchpoints from online to in-person engagement. Finally, a summary of what we heard during those initiatives will be included to showcase the range of feedback and community expertise during the process.

Next steps include analyzing the large amount of community input to identify key actions for the Vision 2050 Plan that will move each of the seven priorities forward, while respecting municipal capacity to ensure the plan is both visionary and realistic.

Specific next steps include:

- Analyze community input from the survey and workshops to identify key priority actions for each of the seven priorities.
- Work with municipal staff to identify already in-progress or planned work that may overlap with community identify priority actions.
- Liaise with municipal staff to ensure priority actions both stretch the municipality and are achievable.

This phase, originally planned to be completed in March, is now planned to be completed in May to ensure the plan is community-responsive, feasible for the city, and highly actionable.

Financial Implications:

The approved capital budget for developing the Vision 2050 strategic plan is \$100,000, and the project remains within budget.

Communication Strategy:

The OurCity platform will continue to serve as the location for all information related to this initiative and will be updated with the revised project timeline.

Consultation:

This report was developed in collaboration with Jay Pitter Placemaking.

Attachments:

None

Recommended by:

Michelle Palmer, Senior Manager, Strategic Initiatives and Operational Effectiveness

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Michelle Palmer, Senior Manager, Strategic Initiatives and Operational Effectiveness, at mpalmer@owensound.ca or 519-376-4440 ext. 1246.