

## Staff Report

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**Report To:** Strategic Planning Ad Hoc Committee

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

**Meeting Date:** April 30, 2025

**Report Code:** CM-25-010

**Subject:** Vision 2050 – Engagement Summary

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### Recommendations:

THAT in consideration of Staff Report CM-25-010 respecting Vision 2050 – Engagement Summary, 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-24-006 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](#)

[CM-25-008 Vision 2050 – February 2025 Update](#)

## **Background:**

Throughout Phase 1 – Tell Us Your Vision and Phase 2 – Shape the Vision, there have been various opportunities for community members to engage in the process at different stages and through different means. This included identifying opportunities and challenges, providing initial comments on priorities, learning from community experts, brainstorming strategic actions and more. Additionally, efforts were made to reach specific groups such as individuals who are recipients of social services, children/youth and the local business community, with modifications made to tailor engagement activities to these groups. Overall, engagement activities reached a broad cross-section of the community, including groups often underrepresented in traditional engagement.

The survey report was presented to the Strategic Planning Ad Hoc Committee in November 2024 (CM-24-040). The Engagement Summary report (Attachment 1) is intended to provide an overview of the engagement processes, methodology, and key findings from the multiple community and municipal engagement activities conducted for the development of the Future Owen Sound—Vision 2050 Strategic Plan.

## **Analysis:**

A critical component of the development of the Vision 2050 was to undertake community engagement far beyond what has traditionally been utilized. Each initiative was chosen to seek out information and feedback or to co-create actions at different stages of the process, depending on what inputs were

needed at that time. The initiatives were designed to flow into each other, supporting the next stage of the process with critical community and City staff input.

The Future Owen Sound—Vision 2050 planning process included the following five primary community engagement initiatives, which are detailed within the engagement summary report:

1. Strategic Plan Survey
2. Business Engagement Workshop
3. Community Capacity-Building Workshops (City Staff, 10 Local Municipalities and Community Stakeholders)
4. Strategic Planning Sessions
5. Campaign Community Photoshoot

Additionally, because the approach is predicated on equity, creativity and capacity-building, additional community engagement initiatives (outlined within the report) include, but are not limited to, the following:

- Coordinating and co-hosting (in collaboration with Trish Meekins) an informal lunch with leaders and knowledge keepers of the Saugeen Ojibway Nation, primarily Chippewas of Nawash, as members of the Saugeen First Nation were unavailable.
- Reaching out to local non-profit organizations and their leadership to set up conversations and meetings to brief them on the project and upcoming engagement process to receive feedback and learn about how they may want to be involved.

The engagement summary report tangibly demonstrates how we engaged with a broad range of community stakeholders for transparency and accountability purposes.

The feedback from these engagement activities will form the basis of a draft Future Owen Sound—Vision 2050 Strategic Plan, which will be delivered to the City of Owen Sound in May 2025.

### **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 continues to serve as the location for all information related to this initiative, and regular media releases have been issued as we progress through this initiative.

## **Consultation:**

This report was developed in collaboration with Jay Pitter Placemaking.

## **Attachments:**

Engagement Summary – Future Owen Sound – Vision 2050

## **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](mailto:mpalmer@owensound.ca) or 519-376-4440 ext. 1246.