

Strategic Priority	Immediate Action	Who (Responsible)	Planned Start Date
Prosperous City	Undertake a student retention—high school and post-secondary—audit to better understand housing requirements, lifestyle needs and employment goals.	Community and Business Development Coordinator	2027
	Implement 3–5 employer engagement sessions, with a focus on young families and workers, to identify shared economic prosperity interests and correlate initiatives to advance shared goals.	Community and Business Development Coordinator	2026
Green and Resilient City	Follow through on previous city council approval (January 2020) for funding to hire a permanent, full-time climate change coordinator.	Director of Public Works and Engineering (Supervisor of Environmental Services)	2026
	Develop a series of plain-language public education primers, outlining clear actions community stakeholders can take to contribute to a more resilient city.	Climate Change Coordinator	2026
	Work closely with existing climate action experts and advocates at the Owen Sound Climate Action Team and begin to implement 3–5 priority actions from the Climate Action Strategy.	Manager of Corporate Services	2025
Celebrating and Embracing Culture	Engage leaders and knowledge keepers of the Saugeen Ojibway Nation to identify 2–3 Indigenous-led and Indigenous-focused initiatives that uplift their cultural expressions and contributions.	Community and Business Development Coordinator	2027
	Amplify and celebrate cultural artists, animators and producers of all identities on the City's website, and collaborate with this stakeholder group to identify 2–3 resource development initiatives for supporting their work.	Director TTAG	2026
	Conduct and communicate a high-level economic impact analysis to assess the City's current contributions and revenue capture of tourist events.	Director TTAG	2026
	Collaborate with informal and settlement sector programs welcoming new Owen Sound residents, and cover the nominal refreshment fee (on a monthly basis) for current gatherings.	Community and Business Development Coordinator	2026
City Building	Consider infrastructure priorities identified by community stakeholders across all strategic priorities, and identify 2–3 public-private partnerships (P3s).	Manager of Corporate Services	2027
	Update the City's urban design guidelines based on community stakeholder priorities.	Manager of Planning and Heritage	2025
	Identify three ways the City can leverage municipal lands and scope of influence to meaningfully contribute to addressing the local housing crisis.	Director of Community Services	2026

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A City that Moves	Provide a public update on the status of actions from the Route Optimization Study 2001 and Transportation Master Plan 2010—specifically highlighting those related to active transportation and pedestrian infrastructure—including actions which are complete, in progress and unfinished.	Supervisor of Environmental Services	2026
	In close collaboration with local active and public transportation advocates, conduct an active and public transportation audit as part of the upcoming 2026 Transportation Master Plan update.	Director of Public Works and Engineering	2026
	Review public campaigns focused on active transportation and develop 3–5 plain-language education resources.	Director of Public Works and Engineering	2027
Safe City	In collaboration with social service organizations, leverage the City’s communications platforms to publish and promote a listing of local agencies and organizations best suited to address non-crime-related issues.	Community and Business Development Coordinator	2027
	In collaboration with the social service sector, launch a public education campaign and engagements that both amplify facts about and destigmatize survival and mental health based safety issues.	Community and Business Development Coordinator	2027
	In close consultation with business owners, develop and/or move existing programming to animate the downtown—a positive community buzz versus surveillance approach.	River District Coordinator	2026
	When updating City plans and policies, consider how various community stakeholder groups’ safety may be compromised—whether vulnerable road users or historically marginalized groups—by conventional policies and design approaches.	Manager of Legislated Services	2026
Fostering Mutually Beneficial and Respectful Relationships	Identify the top five recent productive collaborations between the City and external partners and translate them to a Collaboration and Partnership Policy that includes a framework for principles, roles/responsibilities, etc. to guide future partnerships.	Community and Business Development Coordinator	2026
	Create a web page clearly indicating 5–7 ways community stakeholders can communicate with City staff outside of a formal deputation or complaints process.	Communications Advisor	2026
	Establish “community hours” for City staff and elected officials, which will enable community stakeholders to interact with them in a friendly and informal manner.	City Manager	2026