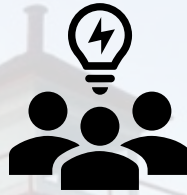


Case Study – Municipal Strategy Development Overview



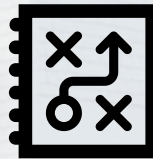
In mid-2020, *the Municipality of Northern Bruce Peninsula* sought to update their corporate strategic plan. Due to the impacts of COVID-19 and changing nature of the community, the Municipality wanted a more comprehensive and engaging process than those for previous plans.

Canvas led the strategic planning process, designing and running a comprehensive public engagement process. The result was a more thorough plan adopted by council as well as a foundation for the municipality in all future consultations



400+

residents engaged through focus groups, surveys, and other online forums, representing a substantial increase over previous initiatives



~50

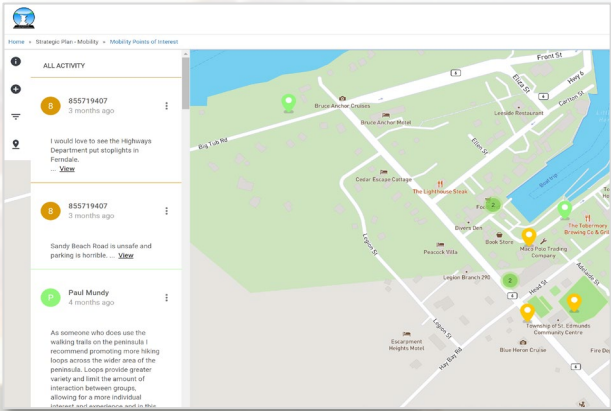
new initiatives organized into four strategic priorities, each with clearly defined ownership, workplans, timelines, objectives, and workplans

Case Study – Municipal Strategy Development

Sample Deliverables



DEEP ENGAGEMENT
using new digital tools that are now embedded in the municipality's processes



STRATEGIC CLARITY
through resonant themes and analytical measures to communicate performance

Strategic Priority #2 Transparent and responsible government			
WHAT DOES IT MEAN?	WHY IS IT A PRIORITY?	HOW WILL WE ACHIEVE IT?	HOW WILL WE MEASURE?
We are proactive, comprehensive, & creative in how we ask for community input	Ensures that we receive input from all corners of the community	<ul style="list-style-type: none">Execute on the new Communications StrategyTest new digital engagement platform for use in public consultations ("Bang the Table")Launch specific consultations focused at target groups (e.g., youth, new full-time residents)	Resident engagement (e.g., # of survey responses, consultation attendees, depositions)
We make decisions that are well-supported, clearly communicated, and easy to access	Allows for more regular feedback on the choices we make	<ul style="list-style-type: none">Continue regular reporting through peninsula press, website and mail, but test new mechanisms for sharing council's work (e.g., email newsletters)Increase staff training on communications tools (e.g., social media) and incorporate into their plans	
We allocate resources carefully and ensure that we always receive good value for money	Helps us make the most of the resources that we have available	<ul style="list-style-type: none">Introduce a business case / plan requirement for all new spending initiativesEvaluate and enhance existing financial management / budget process	Financial stability (e.g., annual operating budget surplus / deficit, % change in reserve fund)
We regularly review, update, enhance and proactively address our strategies & plans	Ensures that responsibilities are not passed on to the future	<ul style="list-style-type: none">Update and execute on all infrastructure master plans for the municipality (see priority #3)Conduct update and review of zoning bylawsContinue to maintain and update other municipal plans (e.g., emergency management)	Planning quality (e.g., % of municipal strategies updated in the last X years)

THOROUGH PLANNING
to ensure strategy launched immediately & effectively with clear ownership

Implementation – Strategy Workplan			
Much of the work is frontloaded, in many cases focused on developing these Master Plan			
	2021	2022	2023+
Strong & resilient economy	<ul style="list-style-type: none">Remote workers strategyImplement tourism advisory group recommendations	<ul style="list-style-type: none">Business sentiment survey & red tape reductionBusiness concierge modelCommunity events series	<ul style="list-style-type: none">Economic Development Strategy RefreshFuture Skills Centre Business Case & ProposalSector-specific attraction strategies (TBO)
Transparent & responsible government	<ul style="list-style-type: none">Launch new digital engagement tools (e.g., Bang the Table)	<ul style="list-style-type: none">New spending initiative business case requirementsBudget 2022 Financial Process Enhancements	
Sustainable environment & infrastructure		<ul style="list-style-type: none">Protest safety studyComplete Roads Needs Study	<ul style="list-style-type: none">Waste & Water Management PlansUpdate the Asset Management Plan
Safe & vibrant communities	<ul style="list-style-type: none">New STA bylaws	<ul style="list-style-type: none">Rec facilities master planReport on partnership opportunities for community poolEvaluate options to increase police presenceImprove recreation comm.	<ul style="list-style-type: none">Upgrades to cycling infrastructure

See the attached workplan for additional details on initiatives

For further details on the project, see the final project documents [here](#) and [here](#)