
Strategic Planning Progress Report

THANK YOU

Dear valued community member,

It is with great pleasure that we present to you our progress report, a brief update on the status of our strategic plan. Your active involvement in our open houses and survey has been instrumental in shaping this report. Through your valuable contributions, we have been able to gather crucial community feedback toward our strategic planning process.

This report not only outlines the progress made thus far but also provides an overview of the strategic planning process itself, highlighting the various stages we have navigated and where we currently stand in this journey.

Your insights, feedback, and ideas have played a pivotal role in refining our goals and strategies, ensuring that they align with the needs and aspirations of our community. We are excited to share the milestones we have achieved and the direction we are heading, all of which have been shaped by your invaluable input. Thank you for your continued support and collaboration as we work together to realize our shared vision.

Warm regards,

Town Hall Consulting + East Zorra-Tavistock Staff & Council

COMMUNITY ENGAGEMENT

ONLINE SURVEY

As part of our public engagement, an online survey was conducted over six weeks. The aim of our survey was to engage with residents, to better understand and appreciate your views and experiences, while developing a shared strategic vision for the future of East Zorra-Tavistock.

The wording is great - action is what matters.

Mission, Vision, Values

The survey provided us with invaluable information and validation, crucial for the creation of a solid plan. Notably, 73% of respondents agreed with the **mission, vision, and values** of the strategic plan. An additional 23% of participants agreed positively with the mission, vision, and values, but had further additional feedback to provide.

This strong endorsement reinforces our direction and commitment, and the feedback will help us refine and enhance our strategic priorities. Thank you to everyone who participated and shared their insights.

73%



responded positively to the Community Mission, Vision, and Values.

COMMUNITY ENGAGEMENT

ONLINE SURVEY

Strategic Priorities

As part of the survey, we also asked participants to rank each of the strategic priorities from most to least important to them. The results provided us with the overall ranking below.



KEY FINDINGS

The feedback received from our community members has been truly invaluable. Below, we have outlined the main takeaways that were consistently highlighted as crucial by community members during the online survey. These key findings represent the collective voice of our community and have been instrumental in shaping the priorities and focus areas of our Strategic Plan.

01

Financial Sustainability

Participants expressed that the Financial Sustainability Priority and continued fiscal responsibility was most important to them. Through the Draft Strategic Plan this would see the development of a 5 Year Budget, the Maintenance of a Competitive Tax Rate and Reserve Levels, and Responsible Tax Management and Rate Payer Relations.

02

Good Governance

The second highest priority for survey participants was Good Governance. Participants value transparency, communication and community engagement. Through the Draft Strategic Plan, this would see Fostering Proactive and Strong Community Engagement, Strong Planning, Increased and Stabilized Staff Retention, Increase/Sustaining Staff Levels and a Unified Team, and Further Succession Planning.

03

Infrastructure

Participants also endorsed that Infrastructure is important to them. Through the Draft Strategic Plan this would see the Maintenance an 80% Road Rating, Rehabilitating Bridges, Investing in Improved Hickson Fire infrastructure, Planning for Growth Impacts on Infrastructure, and Maintaining an Asset Management Plan.

COMMUNITY ENGAGEMENT

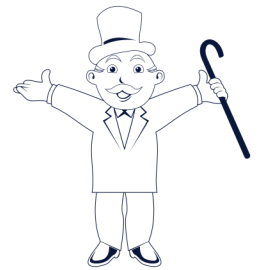
OPEN HOUSES - MONOPOLY NIGHT



As part of our community engagement, we also hosted two public open houses with a Monopoly night theme, encouraging input and involvement from residents across our different areas.

Session 1: Tuesday March 26, 2024
at the Innerkip Community Centre

Session 2: Wednesday March 27, 2024
at the Tavistock Memorial Hall



At each open house, participants were each given \$5 million dollars in EZT Bucks to spend on the objectives that they felt were most important to them. Through the open house, participants learned more about the 7 Strategic Priorities, the 29 draft objectives, and were able to have conversations and ask questions with staff, Council and the project team.



44 Participants



7 Priorities



29 Objectives



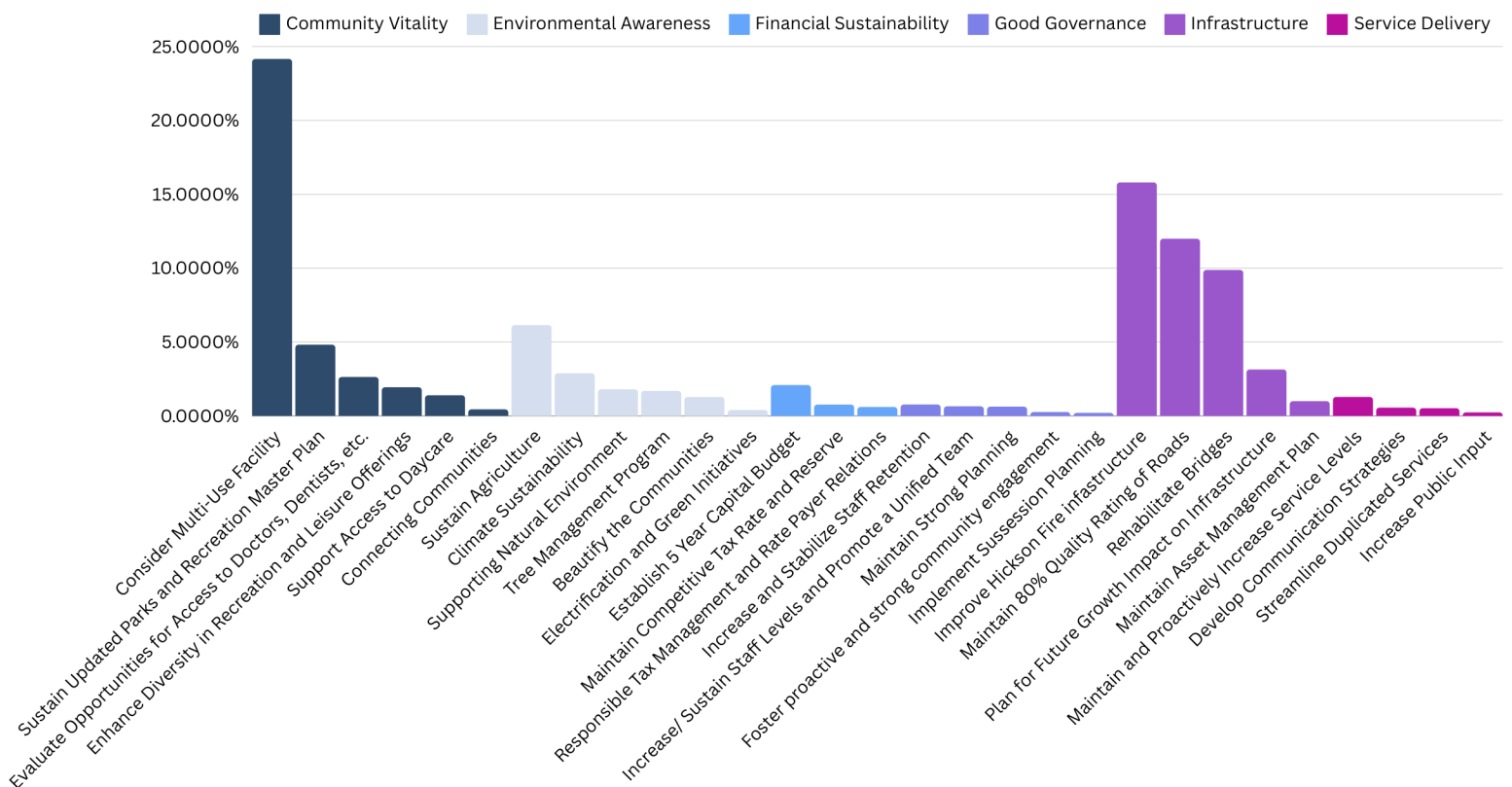
\$220,000,000 in
EZT Bucks

COMMUNITY ENGAGEMENT

OPEN HOUSES - MONOPOLY NIGHT

Through Monopoly Night, we were able to capture the diverse voices and perspectives of each participant, shaping our ongoing initiatives and strategic planning. All of the 29 Objectives banks were then tallied and weighted based on the total cost of each objective and the available funds to be spent.

As a result, the bar graph below shows the total percentage of available funds spent towards each objective.

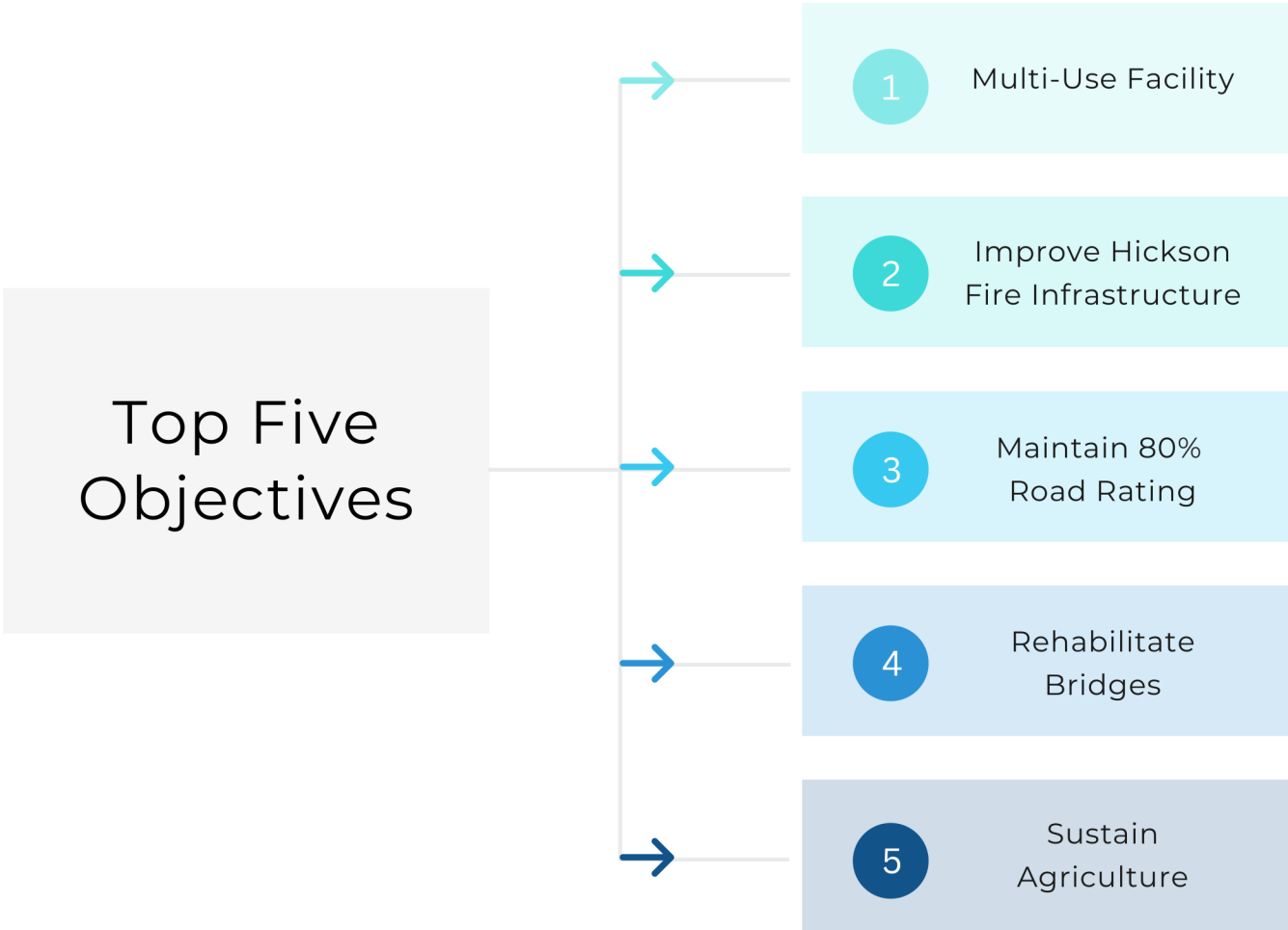


*Overall the top five objectives received **68%** of the total available EZT Bucks at the open houses.*

COMMUNITY ENGAGEMENT

OPEN HOUSES - MONOPOLY NIGHT



Based on the data collected from the Monopoly Night Open Houses, the findings presented five top objectives. Notably three of the top five objectives were from the Infrastructure Priority, with the remaining respectfully from the Community Vitality and Environmental Awareness Priorities.



NEXT STEPS

WHERE DO WE GO FROM HERE?

This Strategic Planning process is an ongoing journey - a tool for our community to monitor its progress and enhancements over time. This section outlines our strategy for continuing the good work done so far.

- 01 Understanding East Zorra-Tavistock 
- 02 Workshop #1 - Vision, Mission, Values 
- 03 Workshop #2- Strategic Priorities and Goals 
- 04 Draft Strategic Plan and Community Engagement 
- 05 Revision and Completion of Strategic Plan
In this phase, we use your valuable feedback to revise the strategic plan, ensuring it meets the community's needs and guides the future of East Zorra-Tavistock accurately. 
- 06 Implementation and Performance Tracking
- 07 6-Month Health Check

YOUR VOICE MATTERS

We thank you for your continued support in our efforts to contribute to the growth of East Zorra-Tavistock through this strategic planning process.

This document offers a small glimpse into the remarkable feedback we've received from you, our community members. Every suggestion, idea, and comment shared has been heard and is immensely valued.

QUESTIONS?

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