

# Strategic Plan 2020-2023

Making Connections



# Strategic Planning Process

- Different approach that includes connections with community and staff
- Council to determine 'what' is to be done
- Staff outline 'how' it will be done
- Clear plan for the next four years with success indicators

# Timeline

**May 28**



**September**



**December**

**January 2020**



# Strategic Planning Session #1

- SWOT
- Priorities – what do you want to accomplish in the next 4 years?
- Vision
- Mission
- Values



# The Strategic Plan

- What will we do in the next four years to move us closer to our vision
- Short and long-term initiatives
- Balance the needs and wants
- Must be achievable

# Vision

**Naturally beautiful, offering an  
exceptional lifestyle**

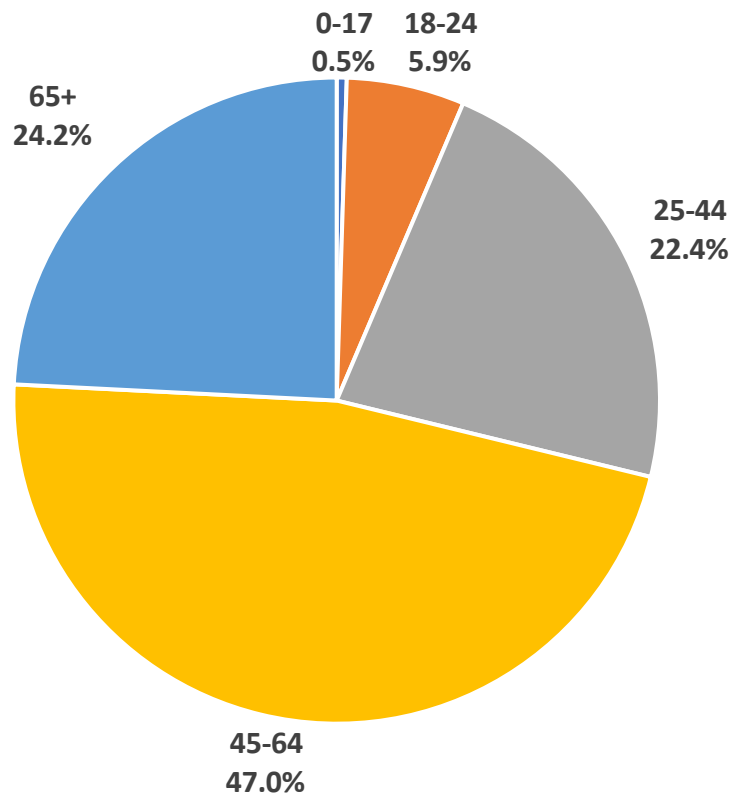
# Engagement

- Gathering information from public, stakeholders and staff
- How do you see Kawartha Lakes in 10-20 years?
- What should our priorities be?
- What would you like to see accomplished in the next four years?

# Strategic Plan Survey

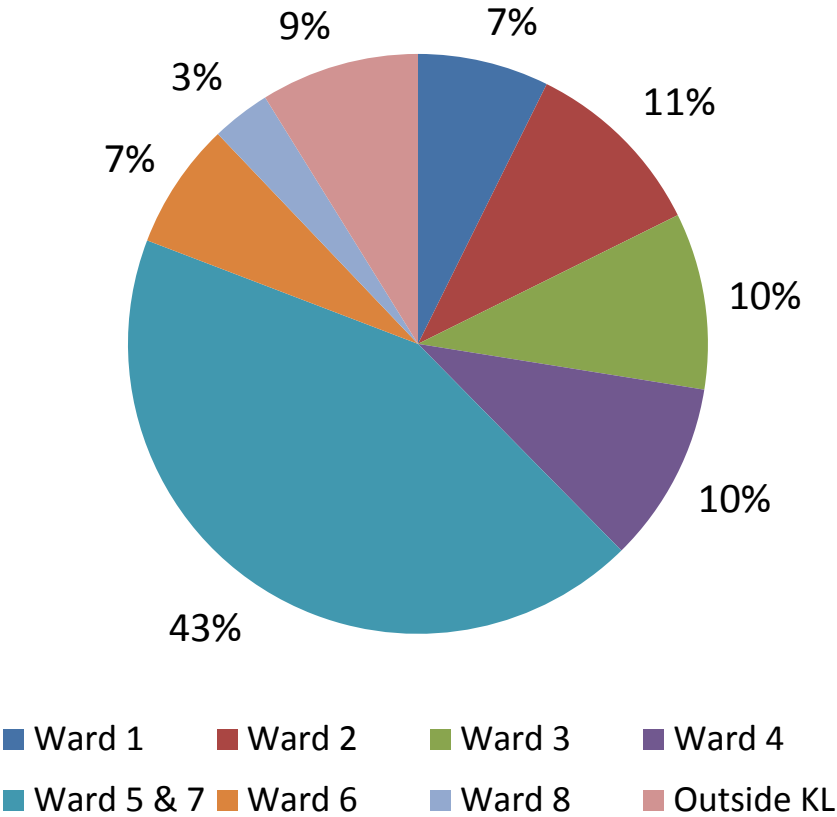
- Survey on Jump In, Kawartha Lakes from June 17 to August 1
- 219 responses

# Demographics - Age



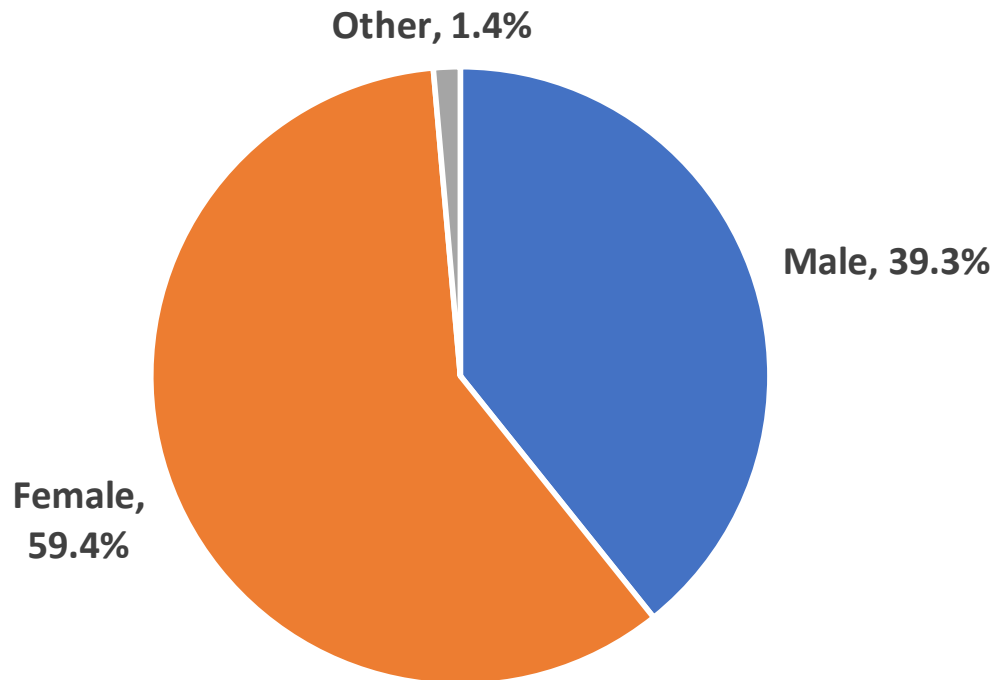
Age	%
0-17	0.5%
18-24	5.9%
25-44	22.4%
45-64	47.0%
65+	24.2%

# Demographics - Location



Ward	%
Ward 1	7%
Ward 2	10%
Ward 3	10%
Ward 4	10%
Wards 5&7	43%
Ward 6	7%
Ward 8	3%
Outside KL	9%

# Demographics - Gender



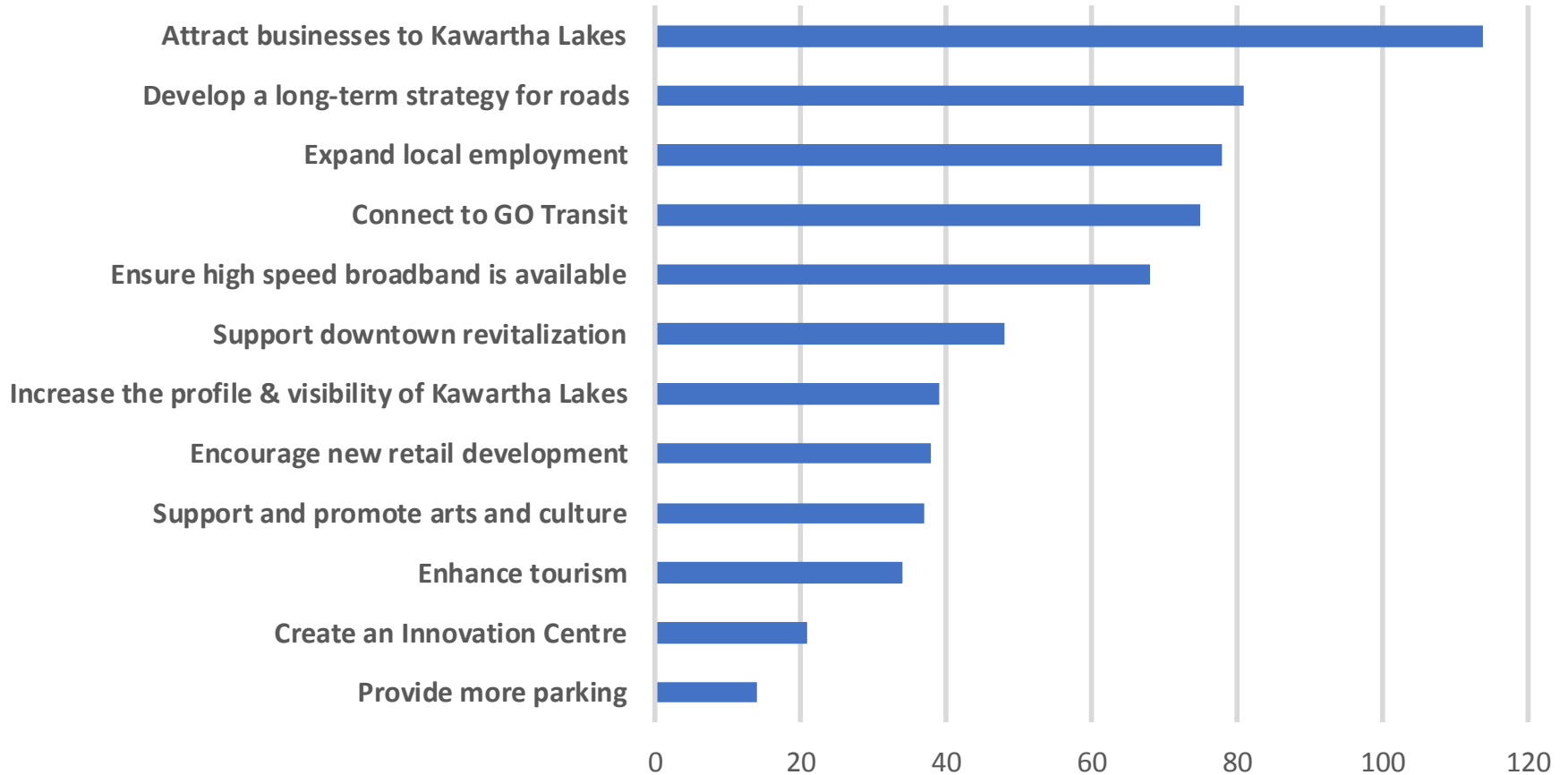
Gender	%
Male	39.3%
Female	59.4%
Other	1.4%

# What's your Vision

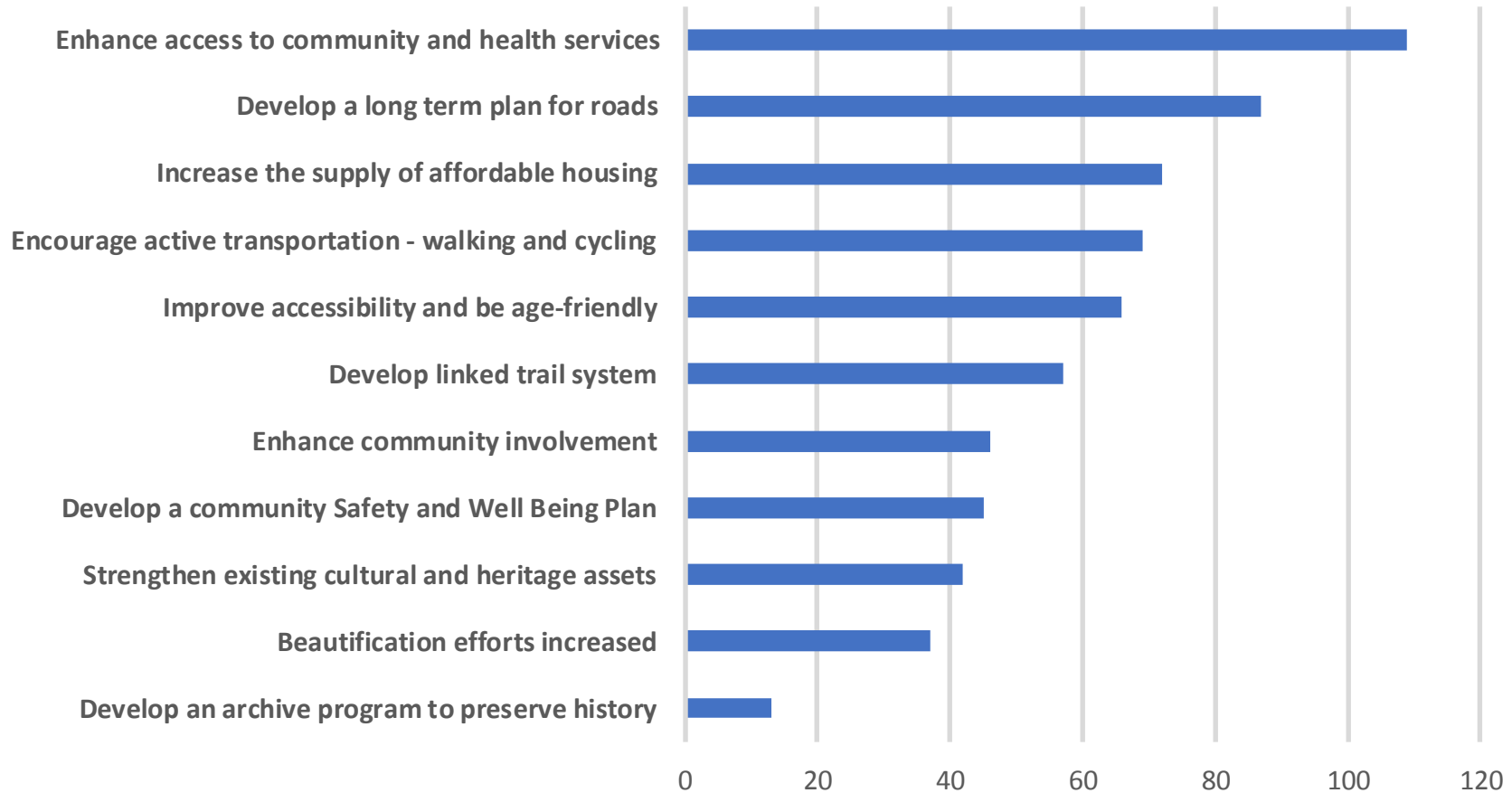
Imagine the City of Kawartha Lakes in 10 – 20 years. What does our community look like to you?



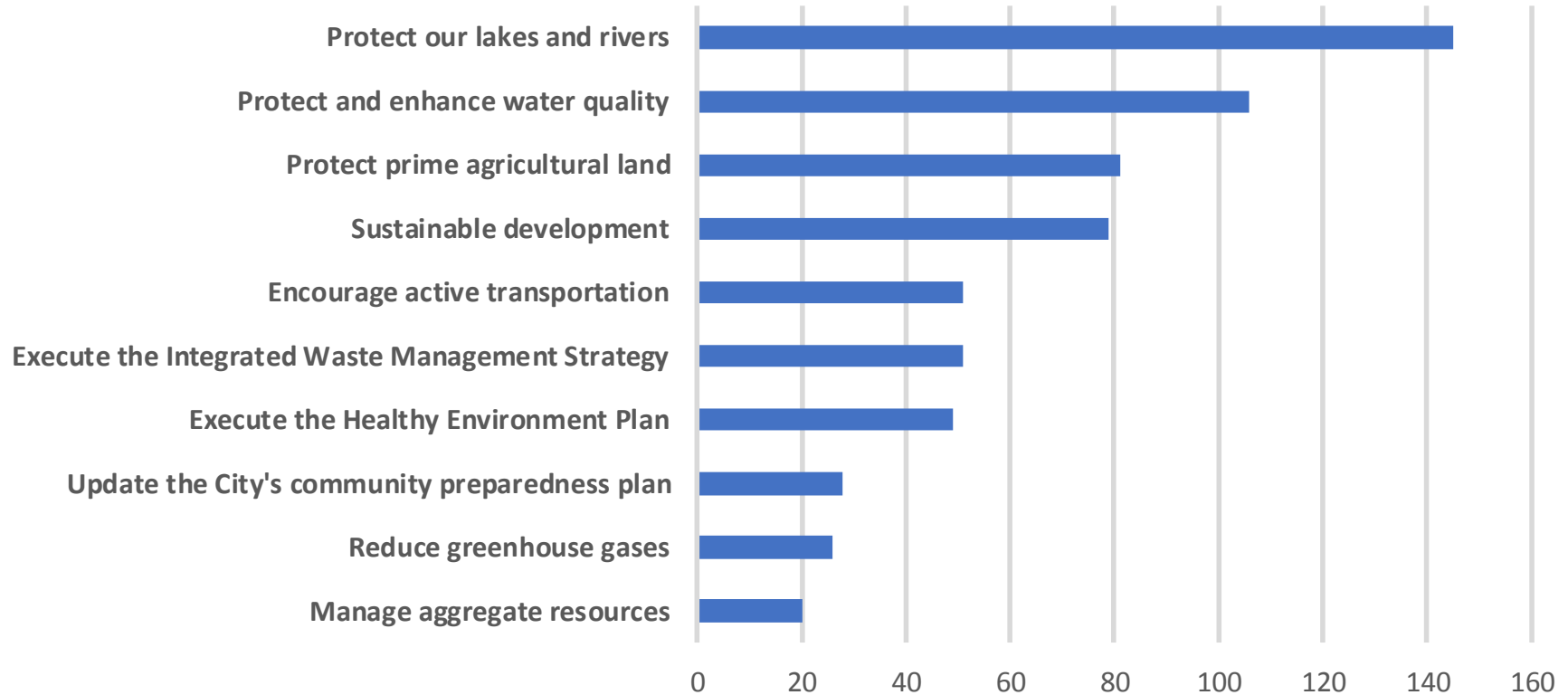
# A Vibrant and Growing Economy



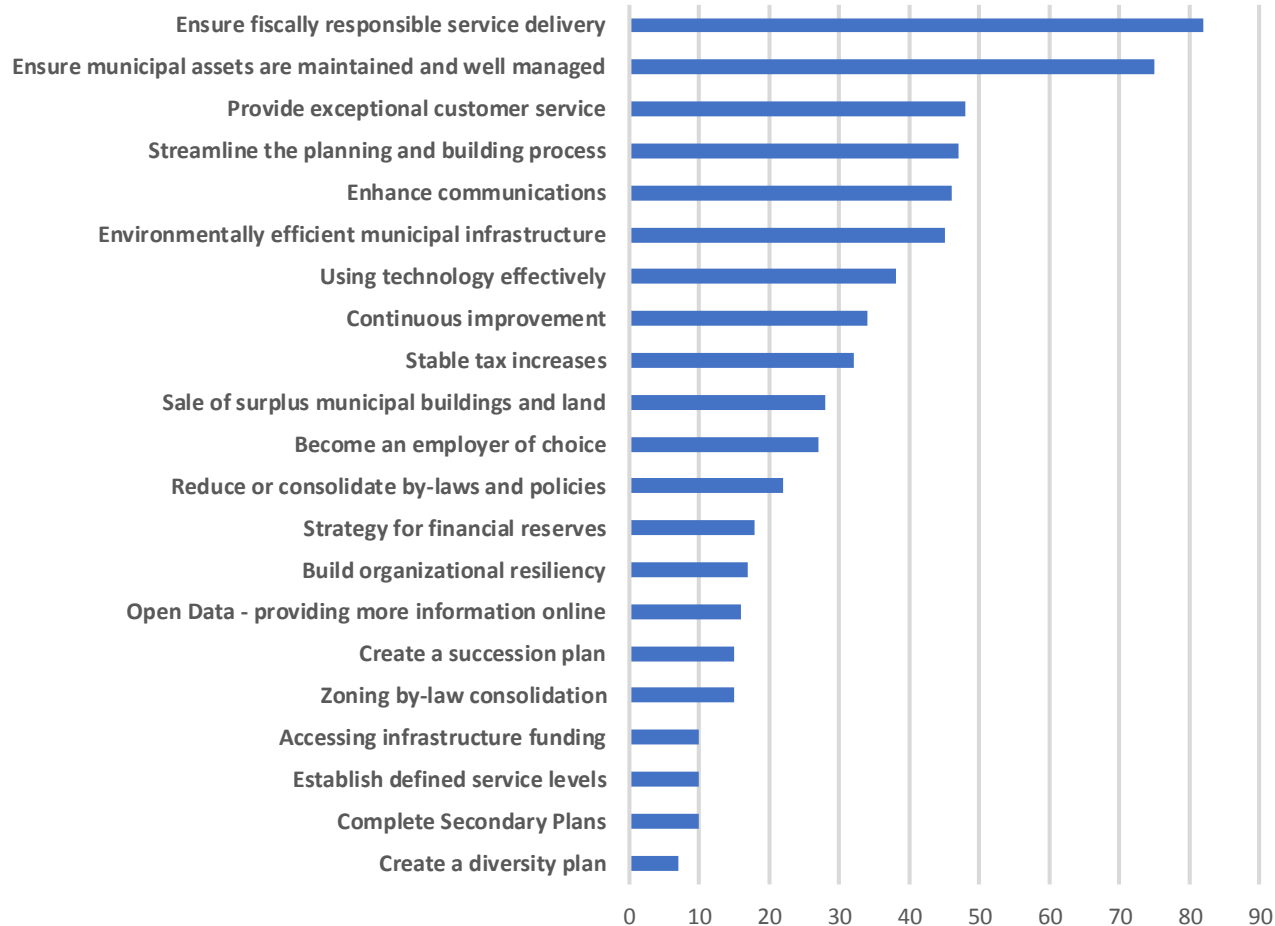
# An Exceptional Quality of Life



# A Healthy Environment



# Good Government

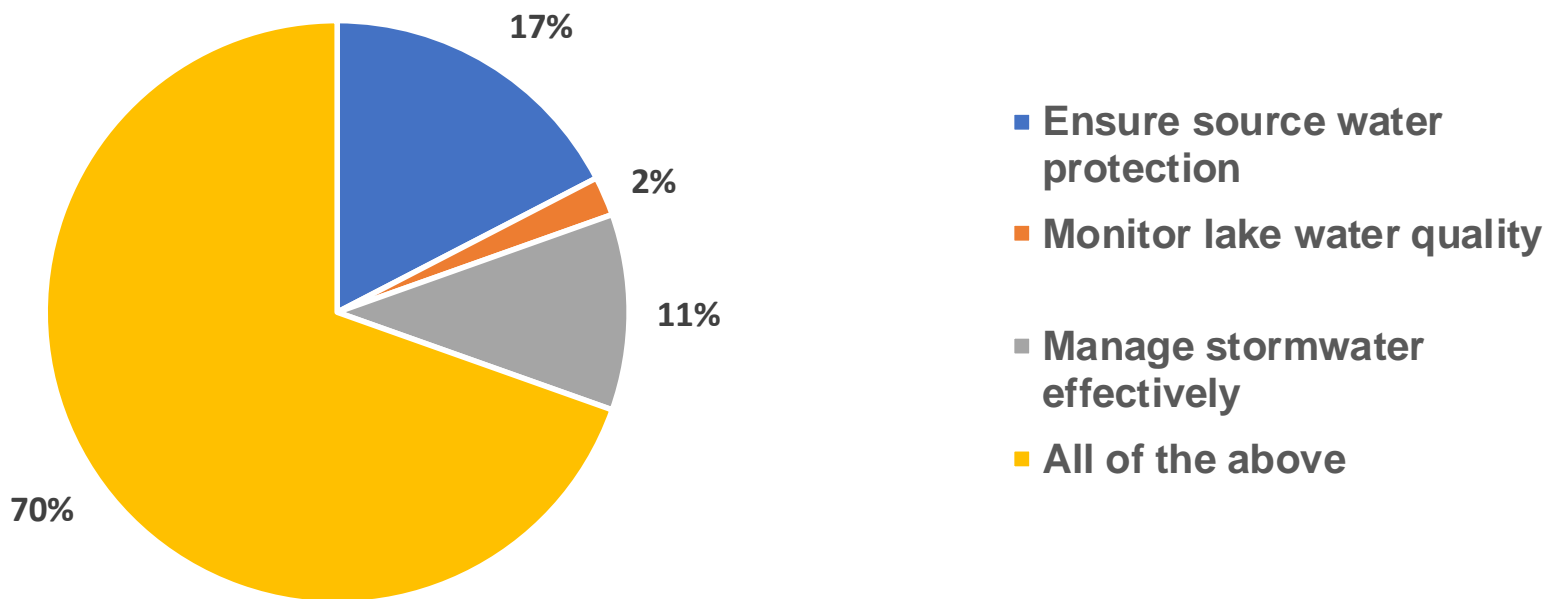


# Getting more information

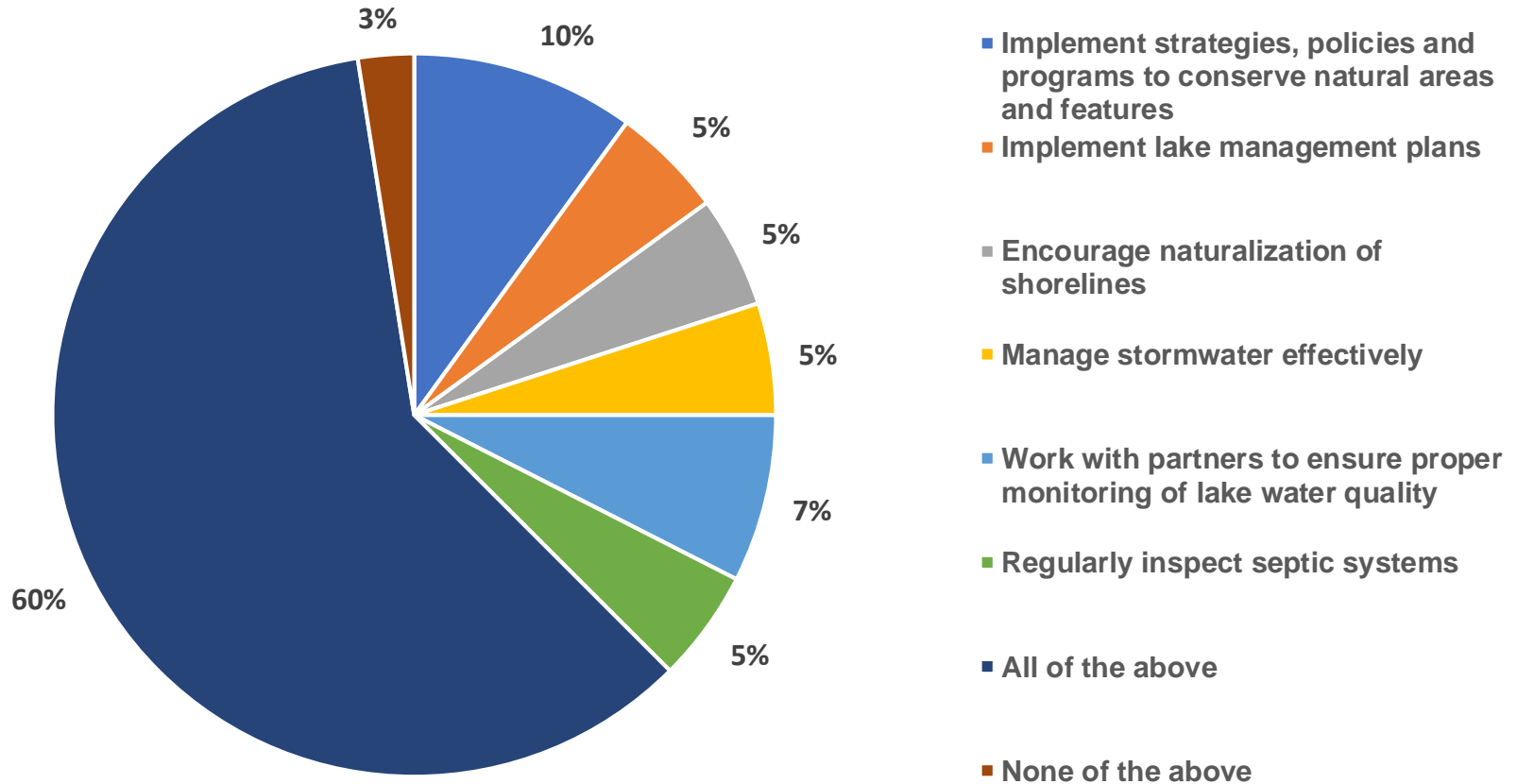
- Some of the action items were quite broad
- Developed 5 Quick Poll questions to collect more information
- Answers as of September 2

# Quick Polls

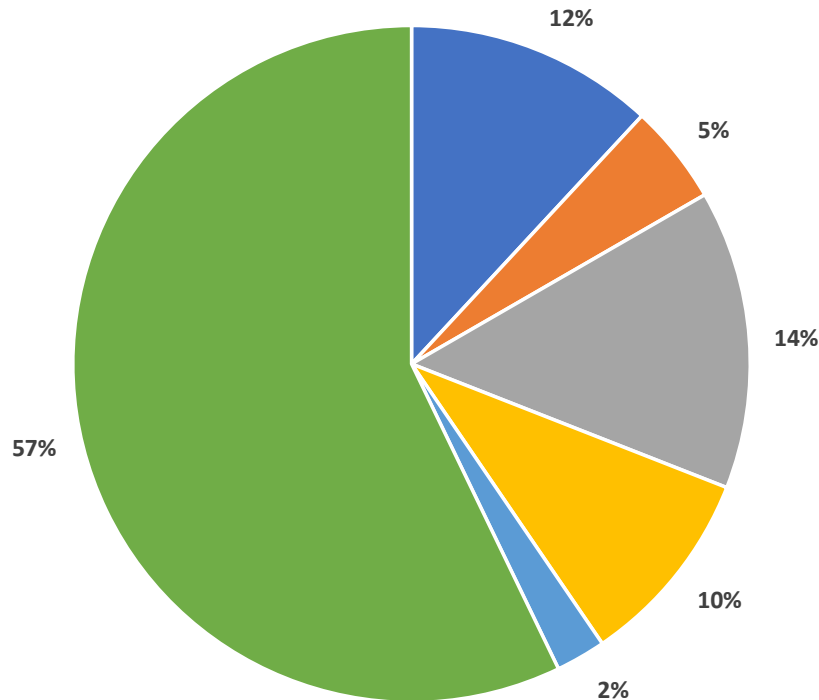
In order to protect and enhance water quality what should the City do?



## What should the City do to protect lakes and rivers?

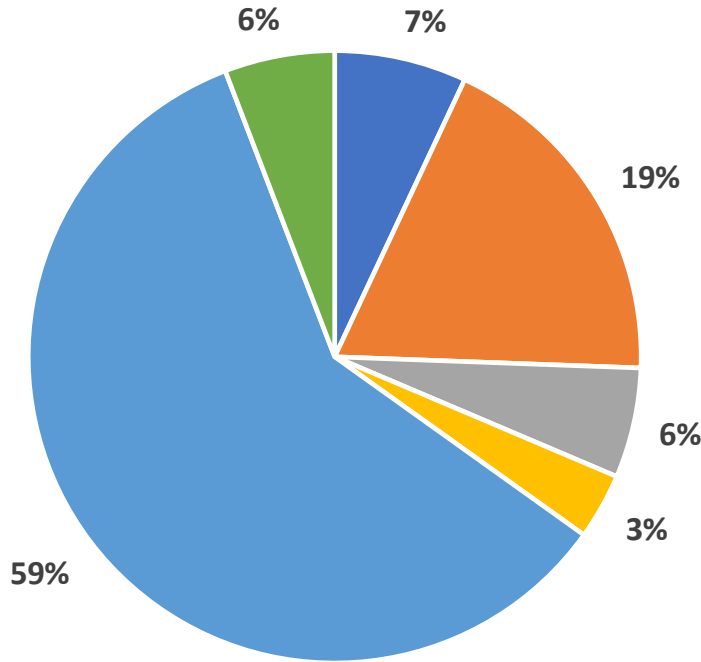


## What should the City do to enhance access to community and health services?



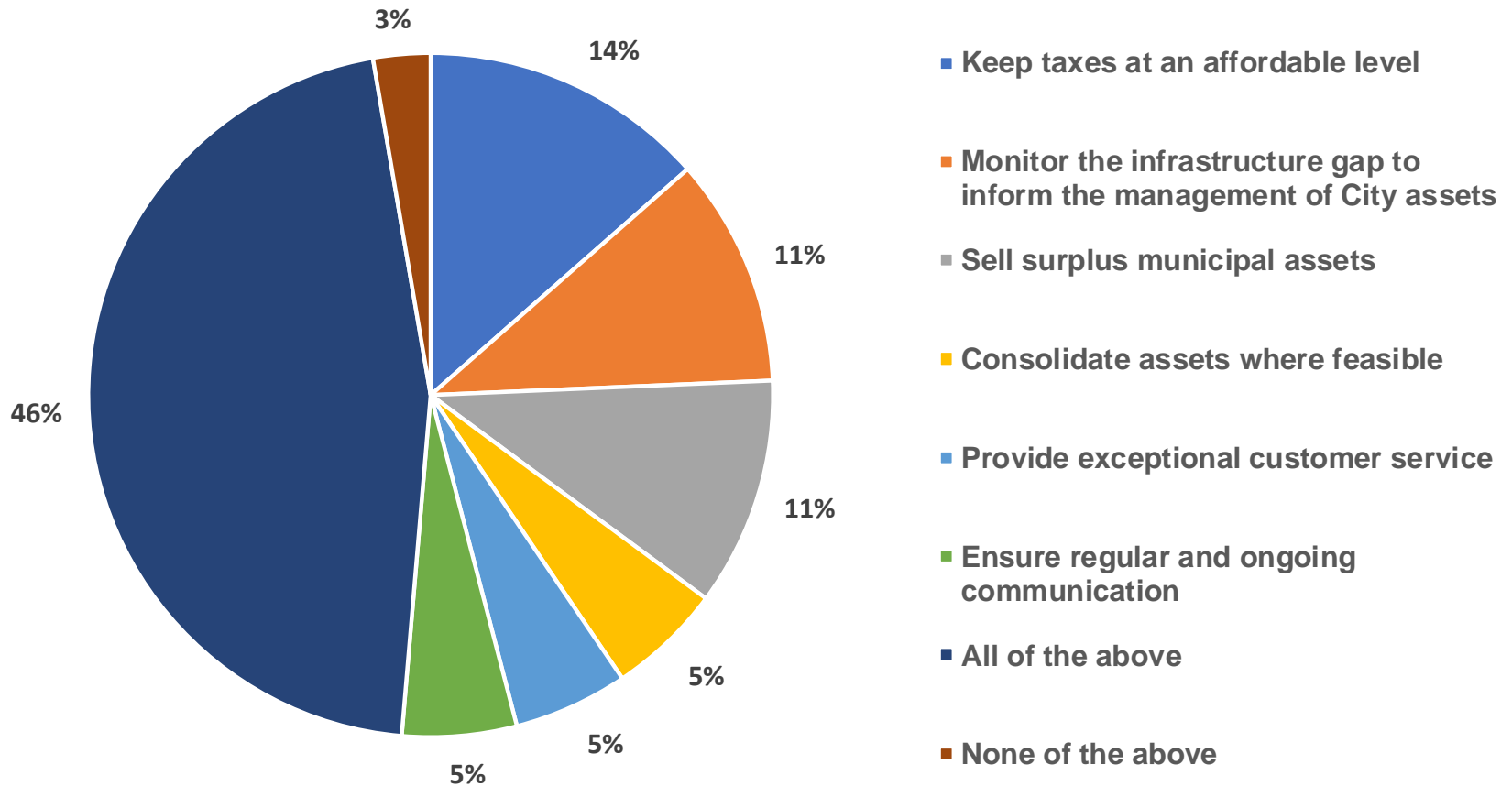
- Work collectively with community partners to improve services for children, youth, families, older adults and vulnerable populations
- Improve access to recreation, sport, and leisure opportunities
- Continue to support doctor recruitment efforts
- Maintain and expand long-term care beds in the community
- Foster a range of affordable housing options
- All of the above

## What should the City do to encourage active transportation?



- Enhance walkability of our communities
- Expand and connect trail and cycling systems city-wide
- Enhance pedestrian and cycling support infrastructure (bike racks, benches)
- Continue to enhance accessibility in public spaces
- All of the above
- None of the above

## What should the City do to ensure good government?



# What would you ask?

- What information would you like from the community?
- Opportunities through Jump In, Kawartha Lakes to receive more input

# Engagement with Staff

- Gather information from staff at all levels to inform the Strategic Plan priorities and implementation
- September, October, November
- Activities on Values, Mission, Value Stream Map

# Today's Session

- Prioritization of action items – cost and likelihood of success
- Do we lead, partner, facilitate or advocate
- If we complete this action what would it look like?
- How will we know if we are successful?

# Next Steps

- Connect with employees
- More community input
- Develop draft Strategic Plan
- Presentation of draft plan to Council in December