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**STRATEGIC
PLAN** FOR THE
**CITY OF
LONDON**
2 0 1 5 • 2 0 1 9

SPPC | January 26, 2015





|

Tabled
December
2014

|

Decisions
February/March
2015

|

Tabled
December
2015

Process Overview



- ✓ **December 3** | Council discussion about vision, mission, values & strategic areas of focus
- ✓ **December 18** | Council sets vision, mission, values & strategic areas of focus
- ✓ **January 12** | Tabling of strategies
- ✓ **January 12-17** | Public consultation (Q: what's missing?)

Process Overview

- **January 26** | Public consultation input shared
- **January 27-February 2** | Second public consultation (Q: what is most important?)
- **February 6** | SPPC sets strategies
- **February 23** | SPPC sets Strategic Plan
- **March 10** | Council sets Strategic Plan

Today's Tasks



1. Receive feedback on the strategies
2. Receive information about next steps in public consultation process
3. Review plans for February 6 and February 23 SPPC meetings



Vision, Mission and Values

Vision Statement

Inspired. Innovative. Diverse. Connected.

Mission

At your service: A respected and inspired public service partner.

Values

Individual Responsibility

Collective Accountability



Strategic Areas of Focus

Strategic Areas of Focus



December 2014

Jan & Feb 2015

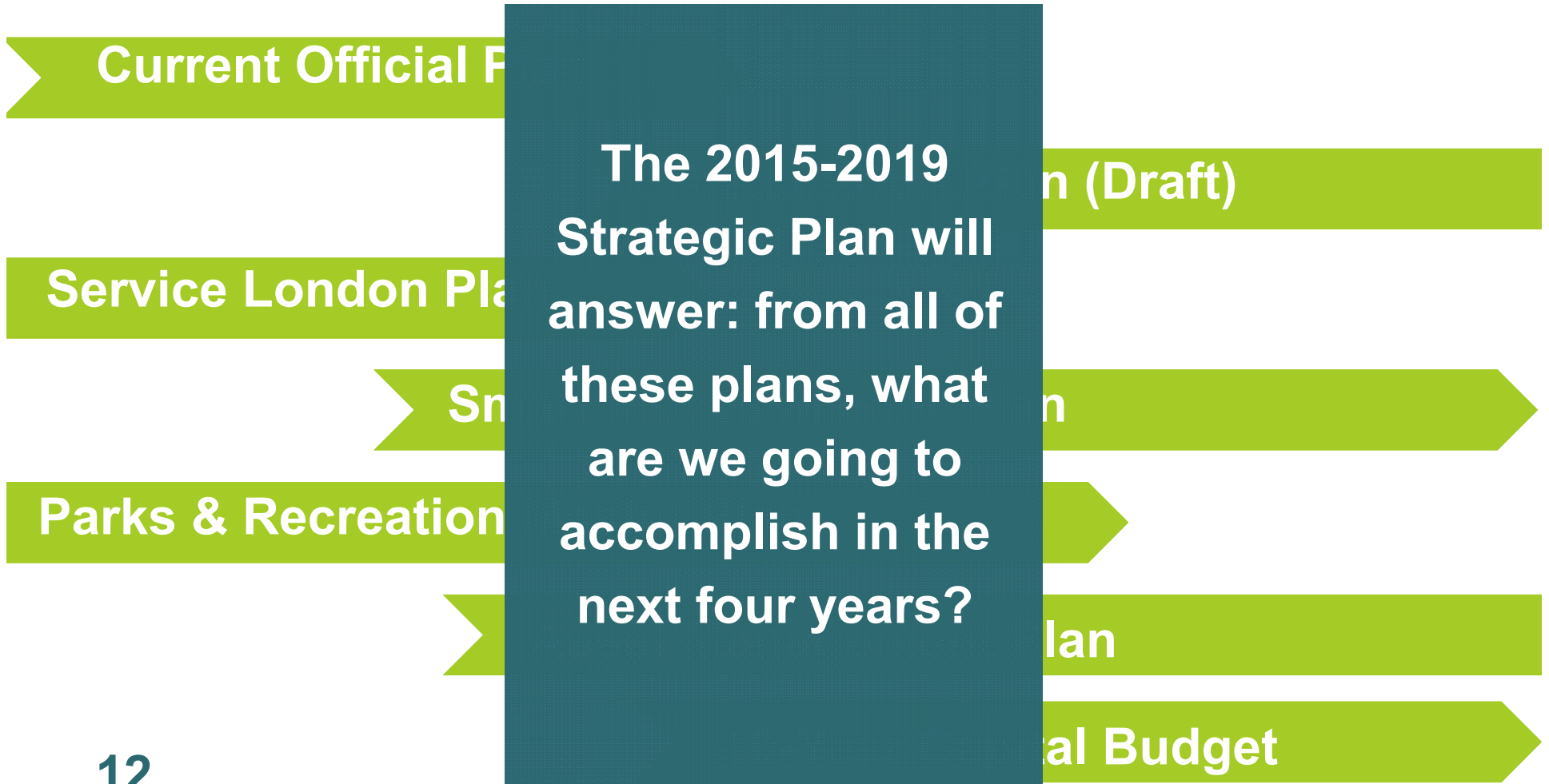


Strategic Documents



Strategic Documents

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022



Strategy Development

Inputs:

- Councillors at the door hearing what is important to Londoners
- Engagement processes on other plans
- Staff-level team
- Agencies, boards and commissions



Strategy Development



Approach:

- Supporting draft vision and strategic areas of focus
- Building on the foundation of the services already provided by the City
- Not starting from scratch, recognizing many plans and strategic initiatives underway
- Action oriented statements

Strategy Development



Scope:

- Strategies reference specific plans or deliverables
- Includes strategic, directional work and enhancements to current activities

Strategy Development



- Strategies tabled for consideration on January 12, 2015 at SPPC to provide a starting point for Council
- Public asked to provide input on ‘what’s missing?’ through
 - two public workshops (January 14 & 17)
 - email
 - phone
 - social media



Summary of Public Consultation Input

What we heard (verbatim)

Strengthening our Community:

- New strategy around visible minorities
- We need to improve our 1:1 support programs in camps for kids with disabilities: improve the training opportunities for staff and increase capacity
- Execute the Great Near Neighbourhood Strategy
- We should be pushing more walking school buses and discouraging driving kids to school
- Diverse civil engagement needs to be expanded and include visible minorities
- Awesome work with implementing the Autism Police Registry. We need to keep offering training and increase capacity of officers

What we heard (verbatim)

Strengthening our Community (cont'd):

- The importance of gender is missing from the Strategic Plan, Municipalities need to see gender as a priority along with other diverse identities otherwise inequities continue. It needs to be stated and deliberate. The City needs a strategy to address gender in our city as we currently don't have one.
- I'd love to see something about engagement specifically w/ youth! They face different barriers to civic participation
- Need more affordable housing for seniors

What we heard (verbatim)

Strengthening our Community (cont'd):

- [...] pleased to see “diversity, belonging and inclusive” as words connected to the proposed focus area of Vibrant Communities. LDRRAC recommends that Civic Administration develop a formal and comprehensive community diversity and inclusion strategy with aligned resources to support this focus [...] LDRRAC offers its services to support the development and implementation of the recommended strategy.

What we heard (verbatim)

Building a Sustainable City:

- Open smaller and more spread out dog parks
- Fund a Food Policy Council
- What happened to conserving our natural heritage system
- Improve and expand community gardens program
- Develop and implement an Urban Food/Agri Strategy
- Develop a plan for local food systems
- Explore urban agriculture
- Subsidized bus pass
- Lower transit costs for low income
- Where is the budget for urban forest?

What we heard (verbatim)

Building a Sustainable City (cont'd):

- How are we going to pay for the new landfill when the existing one is full?
- Farms for food in the city
- Compost and green bins; we cannot keep pushing it off – we are decades behind Halifax
- add Million Tree Challenge into Strategic Plan

What we heard (verbatim)

Building a Sustainable City (cont'd):

- Urban Forest Strategy: I enjoy London's natural areas and I would like to see this strategy implemented
- Basic snow removal, for a start! Saw a wheelchair in full traffic
- The previous plan had Green and Growing City. It appears Green no longer appears in the proposed new Strategic Plan. This is a glaring omission. Sustainable doesn't cut it as there are more dimensions to Sustainable than there are to Green.

What we heard (verbatim)

Growing our Economy:

- Plans to attract people to London?
- We are writing to offer a suggestion to be put forward to the new council in regards to their strategic plan initiative. We feel strongly that the 401 and 402 corridors (Wellington to #4 Hwy) need to be developed. This is a pathway to an economical windfall and a financial driver for the city of London. [...] To ignore such a resource for the City of London for the next foreseeable future would not make economic sense at all.

What we heard (verbatim)

Growing our Economy (cont'd):

- Develop a strategy to attract young, educated, and skilled talent and new businesses to London. The strategy should focus on what young people are looking for in a city, for example: incentives for locating downtown and a good transportation system.
- Recognize and further develop the value that Western University and Fanshawe College bring to this city including: a strategy to welcome and retain students and a review of municipal by laws to avoid discrimination against students

What we heard (verbatim)

Leading in Public Service:

- 1 B) – great idea. Plain Language! Perhaps use those who provide the service to explain importance in simple language

What we heard (verbatim)

Other Feedback:

- Need to recognize and enhance our brand as the Forest City. We should own it and build it

Recommendation

That the summary of public input on the proposed strategies for the City of London's strategic plan, as detailed in the staff report dated January 26, 2015, **BE RECEIVED** and **BE REFERRED** to the Strategic Priorities and Policy Committee meeting to be held on February 6, 2015, for further discussion and consideration.



Public Consultation Next Steps

Public Consultation

Next stage of public consultation is to ask the public:
“what’s most important?”

Two channels for input:

- Online survey – available at london.ca/stratplan
- Ward-level engagement – through Councillor meetings, social media, or otherwise



15 STRATEGIC PLAN FOR THE CITY OF LONDON

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City Council is developing a new Strategic Plan for the City of London. This Plan will guide the work of Council and Administration over the next four years. And, we need your help.

This survey lists 105 potential strategies for inclusion in Council's Strategic Plan. The survey has four sections, identified by Council as the four focus areas over the next four years:

- Strengthening our Community
- Building a Sustainable City
- Growing our Economy
- Leading in Public Service

[Visit london.ca/stratplan](http://london.ca/stratplan)



Next Steps

Next Steps

February 6, 2015 SPPC

- Receive all public input on strategies
- Make decisions about strategies to include

February 23, 2015 SPPC

- Review all elements of plan – vision, mission, values, strategic areas of focus, and strategies
- Make decisions on Strategic Plan components



Thank you!