



COUNCIL REPORT

Meeting Date: May 6, 2024
Department: Chief Administrative Officer
Report No.: CAO-2024-10
Submitted by: Trisha McKibbin, Chief Administrative Officer
Approved by: Trisha McKibbin, Chief Administrative Officer
SUBJECT: **Council’s Strategic Plan – Options for Revised Vision, Mission and Value Statements**

RECOMMENDATION: THAT: Council receive Report CAO-2024-10 titled “Council’s Strategic Plan – Options for Revised Vision, Mission and Value Statements” for information, and further;
THAT: Council select Option #_____ (or other as stated) for its Vision Statement, and further;
THAT: Council select Option #_____ (or other as stated) for its Mission Statement, and further;
THAT: Council select Option #_____ (or other as stated) for its Service Value Statement, and further;
THAT: Council select Option #_____ (or other as stated) for its Teamwork Value Statement, and further;
THAT: Council select Option #_____ (or other as stated) for its Respect Value Statement, and further;
THAT: Council select Option #_____ (or other as stated) for its Integrity Value Statement, and further;
THAT: Council select Option #_____ (or other as stated) for its Progress Value Statement, and further;
THAT: Council select Option #_____ (or other as stated) for its Compassion Value Statement, and further;
THAT: the endorsed statements be forwarded for inclusion in the final draft of Council’s Strategic Plan.

BACKGROUND:

At the April 11, 2024 Special Meeting of Council regarding the 2024-2029 Strategic Plan Project, Members requested a review of the wording of the vision, mission statements, and values as presented at that time.

COMMENTS:

The Municipality's consultants on this project, Municipal Strategic Planning Associates (MSPA), have provided a number of options for Council's consideration (attached).

Council may choose to implement one or multiple recommended options, or may choose to retain any of the current statements. Options that are selected will be forwarded for inclusion in the final draft of Council's Strategic Plan, which will be reviewed at the May 21, 2024 Regular Council Meeting.

CONSULTATION:

- Municipal Strategic Planning Associates

FINANCIAL IMPLICATIONS:

None

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

- 1) **Customer Service:** The municipality offers seamless, responsive service and an exceptional experience for every customer.
- 2) **Community Wellbeing:** Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

ATTACHMENTS:

STRATHROY-CARADOC – OPTIONS FOR REVISED VISION, MISSION AND VALUE STATEMENT
(APRIL 24, 2024)