



Town of Erin Strategic Plan Project Update

The Town of Erin is pleased to announce that the second phase of the Town's Strategic Plan is underway. This plan will serve as a guiding document that will provide a framework within which Staff and Council can make informed, value-based decisions regarding services, supports, standards and priorities for the future. The following provides an overview of the process:

PHASE ONE - Open Public Consultation

February - June 2013

Two open public meetings were held to gather input

Two days of joint meetings of Council and Town Staff were held to gather input

PHASE TWO - Targeted Focus Groups and Key Informant Interviews

November - December 2013

Targeted Focus Group Interviews will be held with a select cross section of community service groups, community interest groups, social service and EMS providers, education and business leaders, youth, community policing and established ratepayer groups.

Individual Key Informant Interviews will be held with members of the Town's Senior Management Staff and members of Town Council

PHASE THREE - Data Analysis, Consolidation and Draft Plan Development

November - December 2013

Review, consolidation and situational analysis of all data including:

- a review of earlier community inputs to the Town's Official Plan and other prior and related public consultations
- integration of feedback from Focus Group Interviews and Key Informant Interviews.

Key strategic issues and considerations will be identified and a draft document will be developed providing a Municipal Vision and Values Statements, Guiding Principles and a draft framework for Staff and Town Council to use to assess priorities, align tasks with Key Strategic Priorities and identify supports and resources required.

Joanne Russell-Haas of the municipal management consulting firm The Human Factor has been retained to conduct Phase Two and Phase Three work as outlined. Questions can be directed to Kathryn Ironmonger, CAO - Town of Erin. 519-855-4407 x 222.