



# Our Future Brant

[Community Engagement Summary]

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## Determining hopes, expectations and priorities

### Strategic Planning Process

The strategic planning process helps set an ambition for the County of Brant's future and determine how best to achieve it. It connects three key areas including the:

- Mission - defining the purpose
- Vision - describing what the County wants to achieve
- Plan - outlining how the County wants to achieve the ultimate goals

A strategic plan also helps to:

- Agree upon the actions that will contribute to achieving the plan
- Align resources for optimal results and prioritize financial needs
- Analyze, manage and reduce risks

### Community Engagement

Seeking input from the community about the vision, values, desires and concerns is a key component to the strategic planning process.

Feedback was solicited from the community from March 25, 2019 to April 30, 2019.

- An online survey and a hard copy survey were available to gather the community's hopes, expectations and priorities for the future of the County of Brant. A total of 651 surveys were received.
- Vision cards were submitted by children, youth, adults, seniors, business owners and two special interest groups. A total of 60 vision cards were received.
- The Open House was attended by approximately 125 people who shared their hopes, expectations, priorities and signs of success.
- The Public Information Session gathered 45 people who participated in a facilitated dialogue about the County of Brant's strengths, weaknesses, aspirations and expectations.
- The County of Brant Council engaged in a facilitated dialogue to discuss the County of Brant's strengths, weaknesses, aspirations and expectations.

# Ranking Priorities

We asked citizens to tell us what the most important priorities are for the County of Brant. The following are ranked in order of priority:

1. Well-planned infrastructure
2. Encourage smart growth principles for new residential development
3. Ensure best practices related to environmental sustainability
4. Expand access to health care services
5. Better serve people of all ages, backgrounds and abilities
6. Develop economic prosperity and ensure well-paying local jobs are available
7. Expand access to the outdoors (trails, benches, parks etc.)
8. Protect agricultural heritage
9. Protect the heritage within our communities
10. Expand access to recreation and sports
11. Expand access to art and cultural activities

These priorities were consistent themes throughout the survey, open house and the facilitated dialogue sessions.

# Top Words Describing the Vision for Brant

We asked citizens how they would describe the future vision for the County of Brant. The following were the top descriptive words:

- Vibrant, thriving, beautiful
- Safe
- Cradle to grave community; raise children, work, shop, play and retire
- Environmentally sustainable, protect green spaces and waterways
- Slow/no growth, smart growth, walkable communities
- Progressive, efficient and dynamic
- Diverse, welcoming, friendly and inclusive
- Healthy and engaged community
- Home
- Small town charm

# Next Steps

We asked, you engaged, we listened. Now it's time to get down to work. The next steps are:

1. Assess the County's external and internal environment to identify its strengths, weaknesses, opportunities, and threats.
2. Identify the strategic issues facing the organization.
3. Formulate a renewed community vision and key strategies to address the issues noted above, and develop supporting actions to achieve these strategies.
4. Finalize and adopt the community vision and key strategies which will form the new County of Brant Strategic Plan.