



2024 Strategic Plan Progress Update

April 23, 2025



The strategic plan aims to embrace the thriving rural lifestyle in Huron-Kinloss by fostering community engagement, enhancing service delivery, and preparing for inclusive growth. This summary highlights key accomplishments, reframes challenges as opportunities, and outlines how actions align with objectives.

Embrace the Thriving Rural Lifestyle

Encourage strong communications and community engagement.

Objective: Enhance communication and information sharing.

Accomplishments:

- Identified and engaged underserved audiences, including youth and young adults (20-30), through platforms like LinkedIn.
- Adopted Active Dissemination Routine Disclosure Policy.
- Created and shared the 25th Anniversary video, celebrating the amalgamation of Huron-Kinloss.
- Expanded media partnerships to increase reach and accuracy of information dissemination.
- Held the 2024 Community Meeting, featuring presentations from key departments and partners, with record attendance.

Opportunities:

- Diversify communication platforms to overcome staff capacity limitations and apathy toward municipal initiatives.
- Explore digital advertising and paid web campaigns to enhance outreach.
- Developing communication templates to ensure consistent and meaningful messaging across all audience segments.
- Alignment: Actions directly support the objective by improving audience identification, communication consistency, and community partnerships.

Building Community Capacity

Objective: Support volunteerism, community groups and prepare for changing workforce needs.

Accomplishments:

- Created a Community Organization Registry and Volunteer Opportunities page, with four opportunities posted to date.
- Adopted a Community Support Policy to outline staff support for community events and projects.
- Monitoring workforce trends and supporting local businesses.

Opportunities:

- Promote the volunteer opportunities page to increase engagement.
- Alignment: These actions strengthen relationships with community groups and encourage two-way communication.
- Develop programs, partnerships, or funding opportunities to meet workforce demands.
- Alignment: Ongoing monitoring will ensure proactive responses to workforce challenges.

Objective: Enrich Community Partnerships and Services**Accomplishments:**

- Created 18 new childcare spaces in collaboration with Bruce County and the YMCA, to increase childcare spaces to support our residents needs.
- Renovated the Ripley Medical Centre to provide additional healthcare services, including midwife, occupational therapist, and dietician services, to increase access to healthcare services for our residents.
- Expanded the Wolf Cub Day Camp program to meet community needs.

Opportunities:

- Monitor childcare needs and expand healthcare services as opportunities arise.
- Alignment: Actions directly address community needs by increasing access to essential services.

Facilitate Community Well-Being**Objective: Enhance programming.****Accomplishments:**

- Organized Back Forty Markets in Ripley and Lucknow, alternating weeks in June, July, and August, which hosted over 700 attendees.
- Printed brochures for the Secrets of the Back 40 marketing campaign.

- Supporting the growing Pickleball program.
- Implemented a new Ladies hockey program.
- Expanded the senior men's hockey program.

Opportunities:

- Evaluate and improve market events to increase vendor and participant engagement.
- Alignment: These actions promote recreation, tourism and celebrate local assets.

Objective: Augment Community Planning and Encourage Collaboration

Accomplishments:

- Conducted a tour of Lake Range Dr. and Boiler Beach Road with the Active Transportation Network Team, to identify opportunities for active transportation, trails and accessibility.
- Developed the Ice Allocation Policy to maximize and fairly distribute ice time.
- Updated trail maps and adopted the Parks and Trails Redevelopment Strategy to help guide future planning.

Opportunities:

- Address funding challenges for trail development and accessibility improvements.
- Incorporate active transportation into design for reconstruction projects where possible.
- Alignment: Actions support the development of an inclusive and connected community.

Enhance Municipal Service Delivery

Encourage citizen first delivery.

Objective: Modernize service delivery and use an innovative mindset when considering opportunities to improve.

Accomplishments:

- Invested in a camera-based inspection program in Public Works that uses Artificial Intelligence to increase public safety and access to data.
- Participated in the Municipal Innovation Council to leverage funding and collaboration opportunities, offering staff training in project management, customer service, and diversity, equity & inclusion.

- Partnered with the County of Bruce to source potential funding for EV charging stations.

Opportunities:

- Standardizing the guidelines for staff to deal with general inquiries.
- Continue digital modernization efforts.
- Alignment: These actions streamline services and improve user experience.

Strive for continuous improvement and increased efficiency.

Objective: Improve service delivery across the Corporation

Accomplishments:

- Expanded on the By-law Enforcement weekend patrols.
- Strengthening the internal Lean program to increase efficiency.

Opportunities

- Continuing the internal Lean efficiency.
- Standardizing customer service across the departments.

Support employee recruitment and retention.

Objective: Create a supportive work environment that attracts and retains quality employees.

Accomplishments:

- Engaged employees to determine the need for flexible work arrangements and implemented a Work From Home policy pilot program.
- Updated the format of the job postings on the Careers webpage to attract talent.
- Reviewed the student wages and added the Leader in Training program to enhance our student employment opportunities.

Opportunities:

- Working through a Staffing Plan Development strategy, to be completed in 2025.

Prepare for Inclusive Growth

Ensure Municipal systems and infrastructure support future growth.

Objective: Implement recommendations from Growth and Servicing Master Plan and review current infrastructure to anticipate needs of a growing community.

Accomplishments:

- Created a draft Water and Wastewater Allocation Policy for consideration.
- Conducted a detailed survey of the Huron Landfill to confirm closure dates.
- Adopted an updated Development Charges Background study.

Opportunities:

- Implement the Water and Wastewater Allocation Policy once approved.
- Develop a waste management plan for post-closure disposal.
- Investigate funding and site selection for a North Lakeshore Water Tower.
- Alignment: Actions ensure infrastructure readiness for growth.

Encouraging Economic Vitality

Objective: Support sustainable housing growth, business recruitment and retention and increase investment in commercial and industrial areas.

Accomplishments:

- Installed a billboard at the Industrial Park to promote potential development.
- Worked with the nuclear sector and industry partners through partnership with the Nuclear Innovation Institute and support for Bruce 'C'.
- Participated in Investment Attraction training offered by the County of Bruce.
- Engaged the community in Ripley Downtown Development envisioning.
- Adopted an updated Community Improvement Plan (CIP) with new funding programs.

Opportunities:

- Conduct a Retail Gap Analysis and source new investment opportunities.
- Work with interested developers and current property and business owners to implement downtown revitalization projects.
- Alignment: Actions promote economic development and investment.

Protect, preserve and restore the natural environment.

Objective: Implement and promote environmental protection measures.

Accomplishments:

- Developed the Point Clark Drainage master plan with input from the community.
- Planted 200 shrubs and trees along Boiler Beach Road.
- Informed lakeshore residents of shoreline best practices.
- Updated the Hazard flood plain mapping and added online resources for the lakeshore flood plains.
- Hosted the 2024 Climate Action Working Group meeting to review activities and outcomes connected to the Township's Climate Change and Energy Plan.

Opportunities:

- Finalize a stormwater drainage master plan for Point Clark.
- Update Hazard flood mapping for the Maitland Watershed.
- Alignment: Actions contribute to sustainable environmental practices.

Ensuring Financial Stability

Manage assets and maintain infrastructure.

Objective: Asset Management

Accomplishments:

- Adopted 2025 Water and Wastewater Rates and Fees.
- Updated the asset inventory with 2023 data.
- Conducted a fees comparison to keep fees in line with other Municipalities.
- Initiated the Asset Management Plan updates to meet the Ontario regulation 588/17 Asset Management Planning for Municipal Infrastructure.

Opportunities:

- Review and update replacement costs and condition assessments for assets.
- Alignment: Actions ensure financial health and sustainability.

The strategic plan has achieved significant milestones across all focus areas, from enhancing community engagement to preparing for growth. By reframing challenges as opportunities, the Township is well-positioned to continue building a thriving, inclusive,

and sustainable rural community. Ongoing efforts will focus on addressing identified opportunities and ensuring alignment with long-term objectives.