

Suggestions for Burlington's Strategic Plan Process

Burlington  Green
citizens for a greener community



- We support a “mission-driven” strategic plan created with meaningful input from the people of Burlington.
- BG would like to see a vision for Burlington that includes a balance of environmental, social and economic components required to support a quality of life and sustainable future for all.
- To be effective, Council & staff must commit to its purpose and integrate the vision, mission and goals into your daily activities, planning efforts, reporting and decision making.
- It should include longterm goals and short-term areas of focus and should establish specific measures for each goal to guide progress and track accomplishments.



- Tracking outcomes should be shared with the broader community more often and effectively to avoid “surprises” and to support opportunities for new input as necessary.

Engagement Process:

- **Timing is key:** provide opportunity for meaningful input early in the process
- **Effectively communicate process objectives to support participant buy-in** (strategic planning= proactive vs reactive)
- **Capturing viewpoints:** Each phase of communications should demonstrate how the viewpoints of the participants have been captured in the planning process.



- **Inclusivity:** invite all sectors, citizens, groups in Burlington to participate to ensure the voices at the table are diverse and the outcomes reflect the spectrum of Burlington's perspectives and needs.
- Reach out to all sectors **effectively**. Use appropriate language for all communication strategies and throughout the process. I.e. Replace "Strategic Planning Public Information Centre" with "Come share your viewpoints on the future vision for Burlington"
- Provide a variety of opportunities to gather meaningful and substantial input (community town hall meetings, web surveys, social media avenues, stakeholder input submissions etc)



- Include prioritization of community needs in the process to help shape future budget allocation decision making.
- Include a focus on specific areas that will impact the vision (transportation, intensification, community services, lakeshore and escarpment preservation etc.)

Thank you for providing this opportunity for us to share our input.