

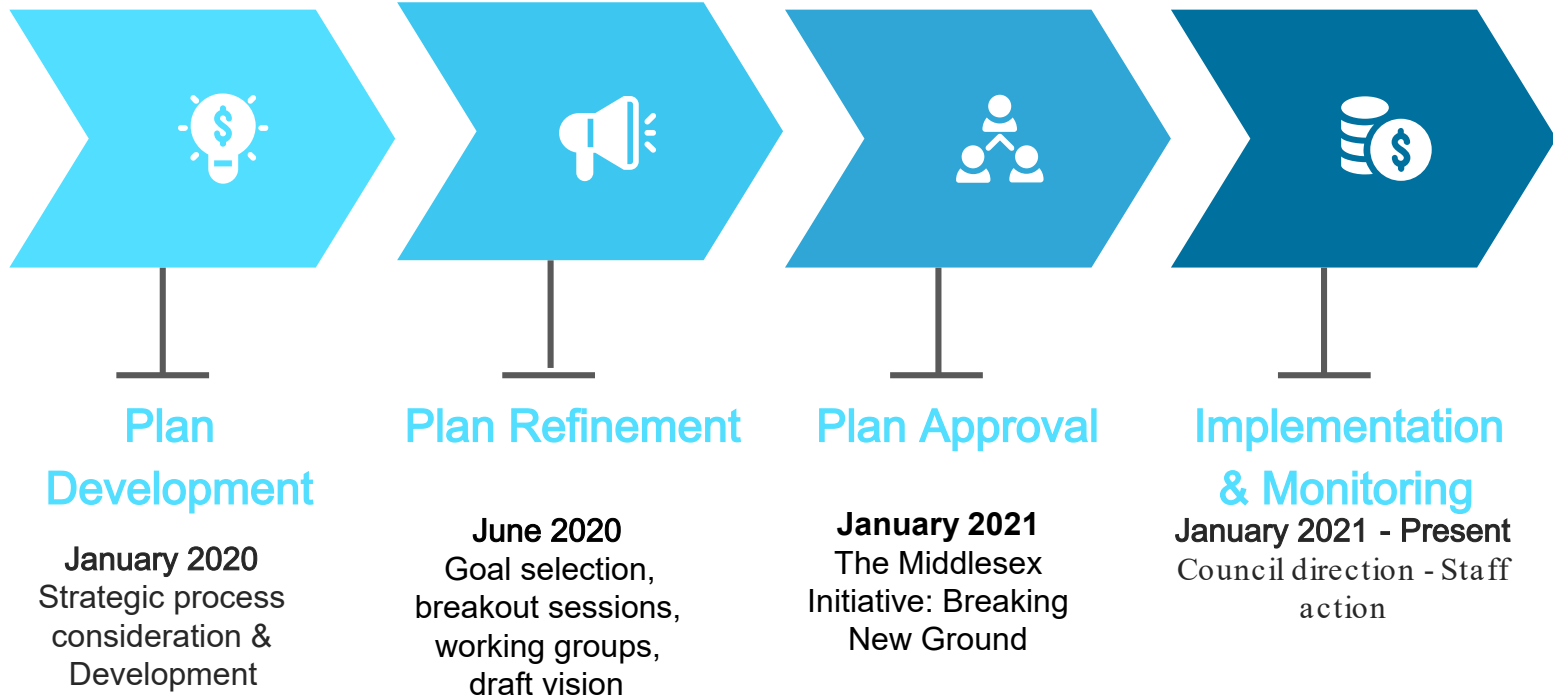


2021 - 2024 STRATEGIC PLAN

What is a Strategic Plan?

- **A tool to articulate a vision for the future of the County, based on a shared understanding of the County's values, aspirations, and priorities.**
- **Defines clear, actionable goals and objectives that align with the vision.**
- **Guides the allocation of resources, assisting Council to prioritize investments and initiatives that will have the greatest positive impact on the County.**
- **A framework for developing and implementing County policies and procedures.**
- **Provides a basis for measuring performance and progress towards goals, fostering accountability among municipal leaders and transparency to the public.**
- **Encourages a long-term view, promoting sustainable decision-making that balances current needs with the future wellbeing of the County.**

The Process



Guiding Principles

Balancing the rural-urban
qualities of the County

Building relationships and
working in a collaborative
and supportive way

Leading through
innovation, evaluation,
and continuous
improvement

Being flexible and
responsive



Recognizing the
uniqueness of our local
municipal partners

Maintaining financial
sustainability

Focusing on diversity and
inclusion

Strategic Focus

Cultivating Community Vitality

Advance a diverse, healthy, and engaged community across Middlesex County.



Connecting Through Infrastructure

Ensure communities are built on a sustainable foundation that is connected and thriving.



Strengthening Our Economy

Encourage a diverse and robust economic base throughout the County.



Promoting Service Excellence

Innovate and transform municipal service delivery.



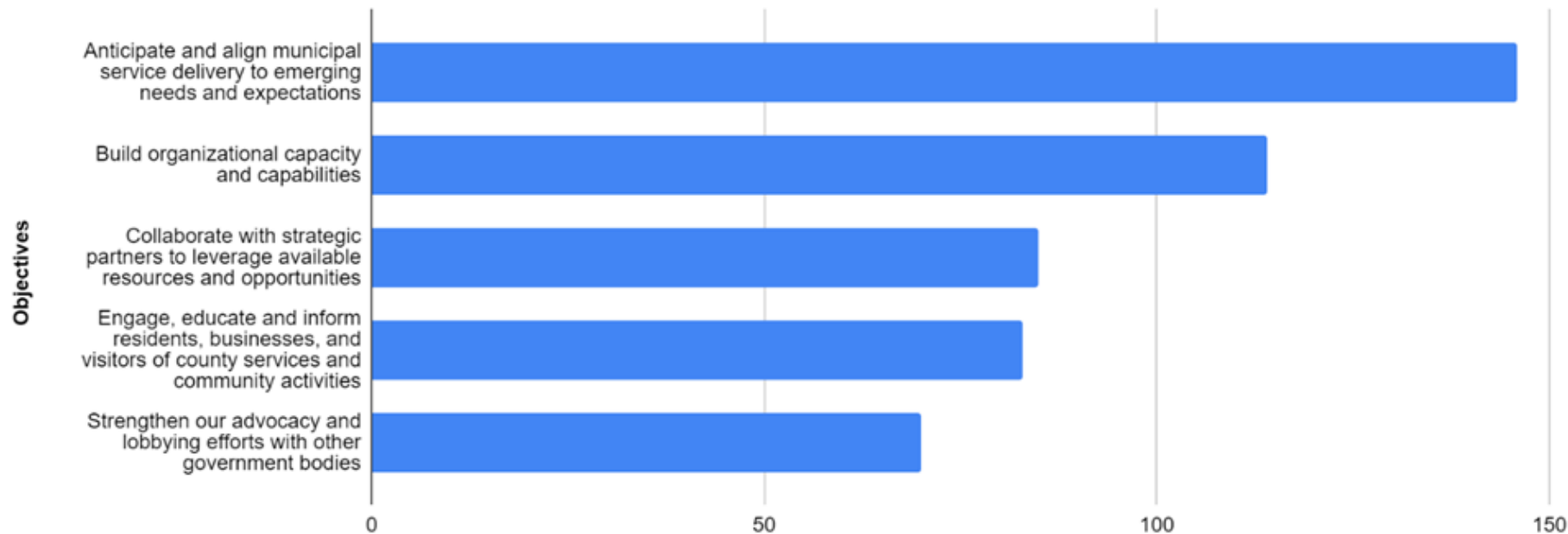
Strategic Focus Assessment

An analysis of the Middlesex Initiative through staff report strategic alignment assessment is as follows:

Promoting Service Excellence	498
Cultivating Community Vitality	193
Strengthening Our Economy	188
Connecting Through Infrastructure	174
Total	1053

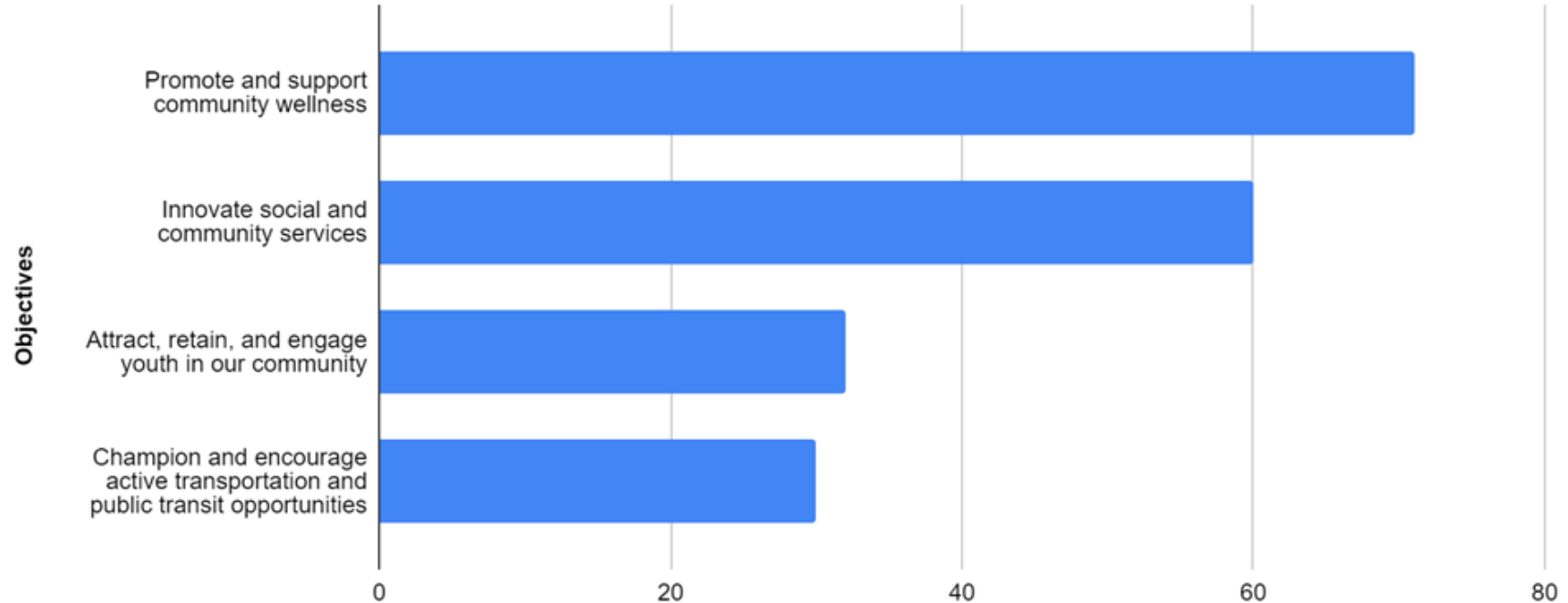
Promoting Service Excellence

Innovate and transform municipal service delivery



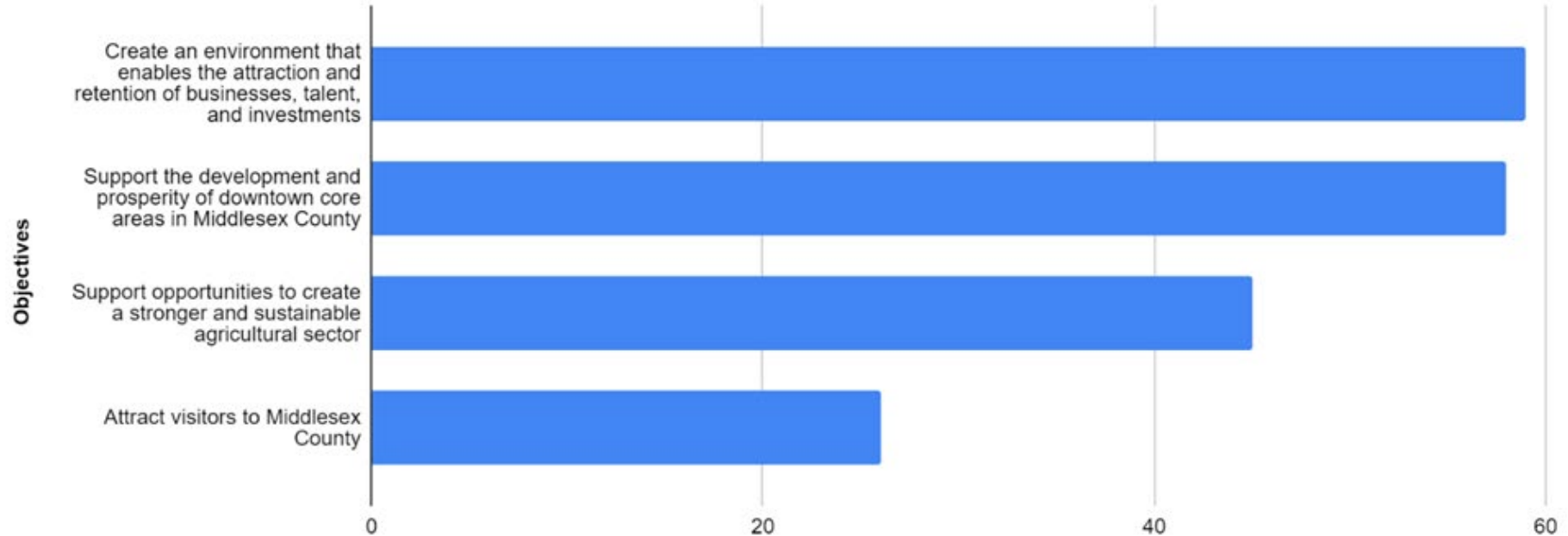
Cultivating Community Vitality

Advance a diverse, healthy, and engaged community across Middlesex County



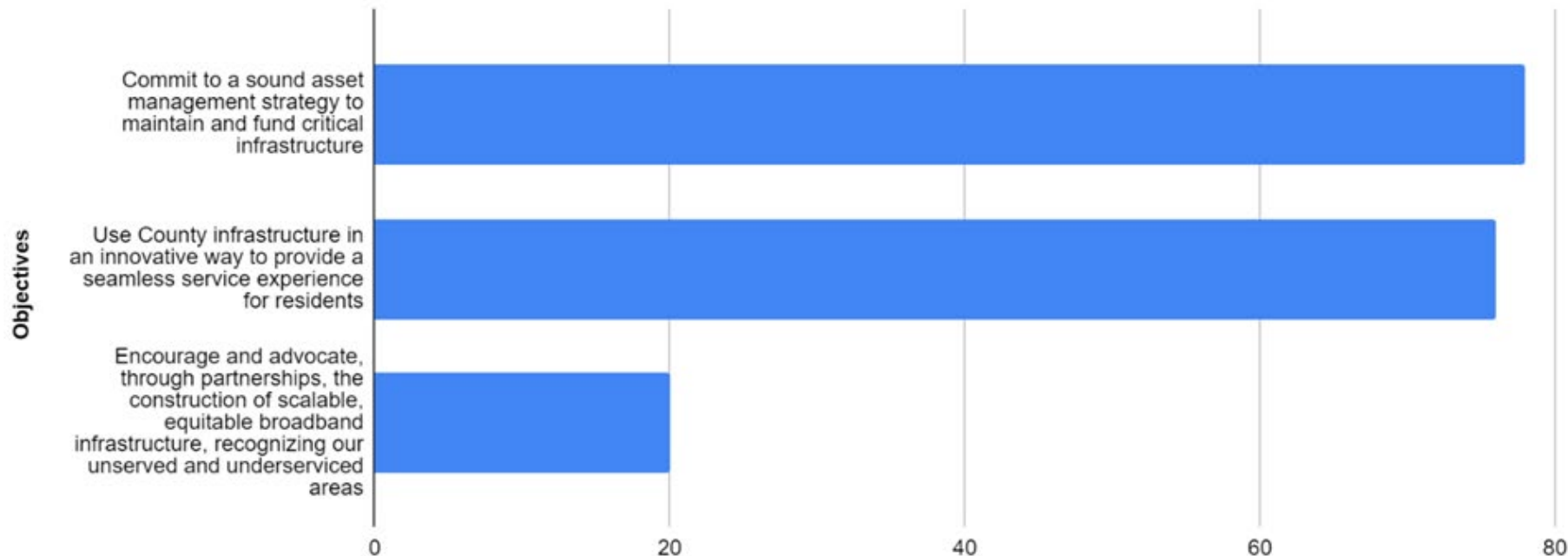
Strengthening Our Economy

Encourage a diverse and robust economic base throughout the County



Connecting Through Infrastructure

Ensure communities are built on a sustainable foundation that is connected and thriving



Strategic Plan Status Update Summary

Analysis

With over 1,053 strategic action items completed, Middlesex County, with vision and leadership, continues to innovate, modernize, collaborate, and be responsive and resilient toward investments in core legislated service areas



Assessment

As identified in the Middlesex Initiative, 2021-2024 is the time for Middlesex County to lead into the future. Growth and opportunity are at the heart of the County's future.

Continuous Improvement

Through staff reports, the budget and Council direction, continued alignment with The Middlesex Initiative Strategic Plan will propel Middlesex County into the future, respond to challenges and capitalize on future opportunities that arise.

Questions



2021 - 2024

THE MIDDLESEX
INITIATIVE

BREAKING
NEW GROUND