



Corporation of the Township of Puslinch

**Community Based Strategic Plan
—PSWG Session #2**

September 29, 2015

Whitesell & Company

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CONTENTS

Project Update & October 23 Agenda 1

Puslinch Vision & Council Input..... 1

Final Thoughts 1

Puslinch Mission — Draft 2

Puslinch Strategic Issues 3

Township of Puslinch—Strategic Opportunity Grid..... 5

Strategic Workshop #2—Presentation Deck, *September 29, 2015* 6

Forms: 7

 Issue Rating

 Issue Ranking

PROJECT UPDATE & OCTOBER 23 AGENDA

Our second session with the Puslinch Strategy Work Group (PSWG) of 11 people on September 29 resulted in two major accomplishments by completing the 1) Mission Statement and 2) Strategic Priorities. The new mission statement was a blending of ideas based on the work of two breakout groups during our session. The following is the final version (you can find the draft submissions later in this document):

PUSLINCH MISSION

Progressing Together to provide sustainable services while we protect resources and respect our heritage. We promote a safe, fun & prosperous rural community.

The Strategic Priorities were determined through a technique called comparative ranking that is based on a concept called, *choice architecture*. This approach helps to negate systematic bias and voting pressure while retaining individual liberty of choice. When the individual results were tallied to reflect the choices of all 11 members of the PSWG, the Strategic Opportunity Grid was highly reflective of our previous, open-ended discussions and debates, especially with unanimous agreement that Finance (B) is a clear strength.

There is one Issue that I would like you to consider again and that is Puslinch Identity (J). It may need to be “promoted” from a non-issue — low performance and low value — to an opportunity. Many of the issues such as Water (D) and the Morriston Bypass (L) are going to impact surrounding municipalities and in the future, the perception of Puslinch will be in play in the media and in the minds of all Township stakeholders. In fact, the October 10 edition of the Wellington Advertiser (as reported by PuslinchToday.ca) ran an article on “Puslinch Water taking...” with members of Council quoted in the article. Therefore, it is in the best interest of the Township to be proactive and strategic about how Puslinch is perceived and that those issues that are within your power to influence as a Township will be consistent with your Mission, Vision and Strategic Priorities.

I will be meeting with the staff project team on October 23 to discuss the Strategic Priorities and to develop a 3-year Vision Statement for the Township. The third item on our agenda is to discuss what elements of the three major plans — Fire, CIP and Recreation and Parks — fit into the Strategic Priorities. We have two hours allocated for the meeting but we *may* need an additional hour (09:00-12:00).

PUSLINCH VISION & COUNCIL INPUT

In preparation for the October 23 meeting, I would appreciate it if Council members could submit your thoughts about what a 3-year Vision for Puslinch should include. You can send me bullets, prose, poetry, examples or even a draft vision for consideration.

Please email your submissions to me by the end of day on October 20 john@whitesellcompany.com. I will consolidate Council's input for our staff meeting.

FINAL THOUGHTS

The September 29 session was highly productive and I especially appreciated the focus that you demonstrated while maintaining the “fun” that truly reflects your approach to discussion and problem-solving.

Please note that at the end of this project, we will assemble all of the documents on a USB stick for the staff to keep on file for future reference.

The staff meeting on October 23 will conclude the formal group work for this project and thank you everyone for making this a truly enjoyable and productive experience.

Sincerely,



John A. Whitesell, PhD
Managing Director

PUSLINCH MISSION — DRAFT

GROUP

1

Progressing Together to provide excellent sustainable services that create a safe, fun & prosperous rural community.

GROUP

2

Puslinch strives to provide a safe environment with responsible growth while maintaining sustainable services.
We protect resources and respect our heritage through community involvement as we progress together.



FINAL

Progressing Together to provide sustainable services while we protect resources and respect our heritage.
We promote a safe, fun & prosperous rural community.

PUSLINCH STRATEGIC ISSUES

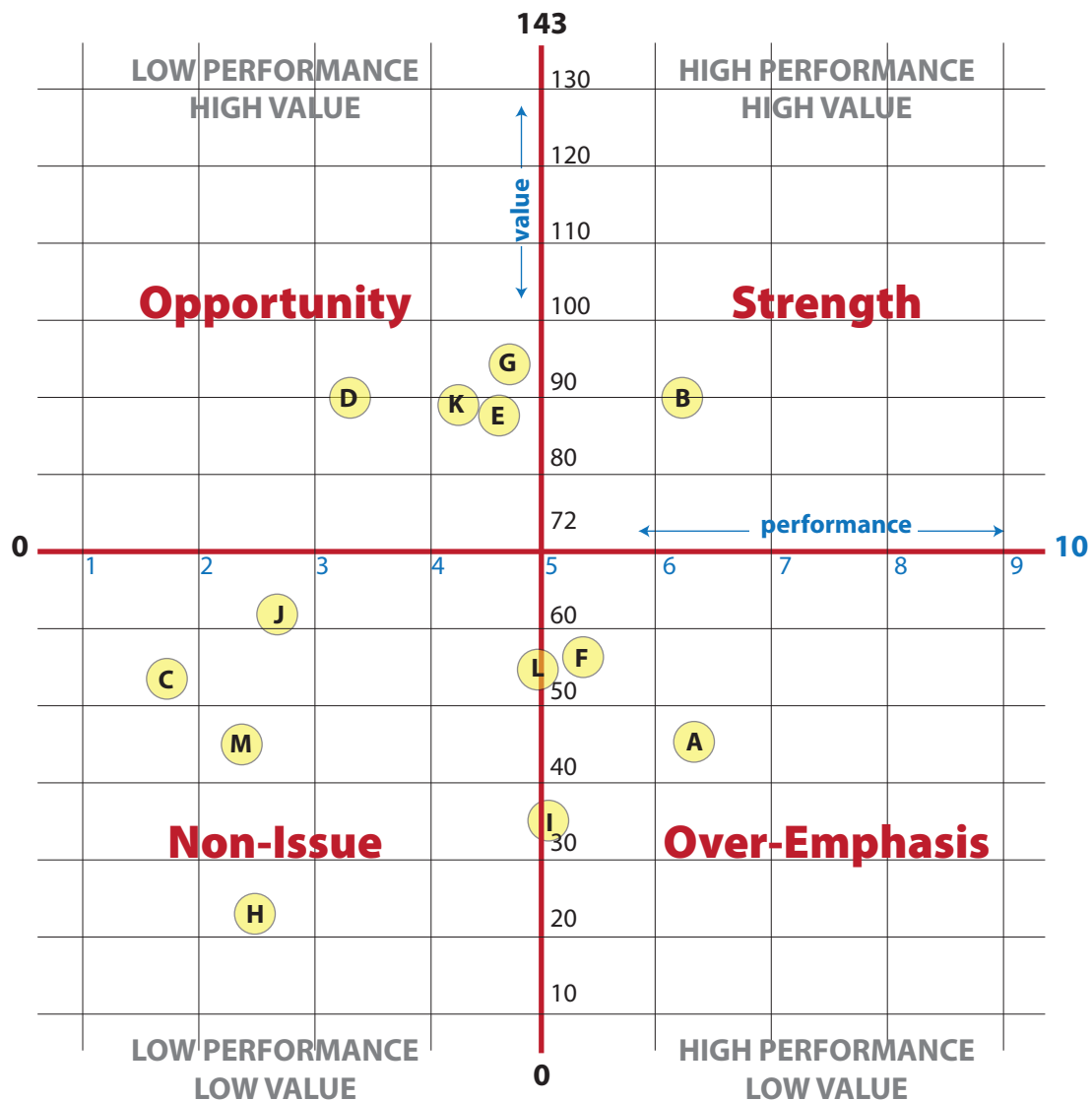
PUSLINCH ISSUE	DESCRIPTION	VALUE	PERFORMANCE
A. GOVERNMENT REGULATION & LEGISLATION	<ul style="list-style-type: none"> i. Greenbelt Act constraints ii. Planning Act: Urban boundary constraints iii. Places to Grow: water, sewer and transportation corridor iv. Aggregates Act v. Clean Water Act vi. MPAC 	41	6.3
B. FINANCE	<ul style="list-style-type: none"> i. Resourcing, e.g., grants, staff ii. Small Tax Base iii. Debt (what you incur debt for) iv. Asset Management & Capital Planning v. Fiscal Responsibility 	89	6.2
C. HOUSING AFFORDABILITY	<ul style="list-style-type: none"> i. Residential assessments ii. Youth and elderly housing — housing continuum iii. First time homebuyers iv. Garden suites v. Cost of land and residential lots 	51	1.9
D. WATER	<ul style="list-style-type: none"> i. Municipal Services — priority ii. Allocation to other municipalities iii. Permits for industrial residents iv. Optimize long history of monitoring 	89	3.8
E. SERVICE LEVELS	<ul style="list-style-type: none"> i. Define service levels ii. Resident expectations & value iii. Garbage pickup iv. Lack of accessibility for natural gas 	85	4.8
F. TRAFFIC VOLUME	<ul style="list-style-type: none"> i. Traffic coming from out of Township ii. Access iii. Cambridge to Guelph: Township roads have become commuter conduits iv. Infrastructure upgrades 	57	5.2

CONTINUED...

PUSLINCH ISSUE	DESCRIPTION	VALUE	PERFORMANCE
G. GROWTH & ECONOMIC DEVELOPMENT	<ul style="list-style-type: none"> i. Residential & non-residential ii. Location, location, location iii. Problems developing future industrial areas iv. Bylaws, enforcement, Planning, e.g., home-based businesses that grow (landscapers) v. Ability to compete with urban centres vi. Ability to work with universities and other urban centres to locate resources here vii. Note: water and sewer intersects with this issue 	91	4.6
H. HIGH SPEED INTERNET ACCESS	<ul style="list-style-type: none"> i. Lack of availability ii. Terrain challenges 	23	2.6
I. PUBLIC RECREATIONAL AREAS	<ul style="list-style-type: none"> i. 1200 acres of natural land tracts ii. ii. Puslinch Lake iii. iii. GRCA 	34	5
J. PUSLINCH IDENTITY	<ul style="list-style-type: none"> i. People don't know where they live! ii. Gateway signage, post office iii. Branding iv. Volunteers declining; core group is shrinking v. CIP 	62	2.9
K. MASTER PLAN RECOMMENDATIONS	<ul style="list-style-type: none"> i. Fire, Recs, CIP ii. Political Will & Commitment 	86	4.2
L. MORRISTON BYPASS	xiii. i. Highway 6	54	5
M. ANNEXATION & AMALGAMATION	xiv. Guelph, Cambridge expanding boundaries	43	2.5

Township of Puslinch Strategic Opportunity Grid

September 29, 2015



**STRATEGIC WORKSHOP #2
—PRESENTATION DECK
SEPTEMBER 29, 2015**

1



STRATEGY WORKSHOP #2

FACILITATED BY
DR. JOHN WHITESELL

September 29, 2015



2

STRATEGY SESSION #2

SEPTEMBER 29, 2015 AGENDA

- CBSP Project Update
- Mission Statement
- Vision
- Strategic Priorities & SOG

3

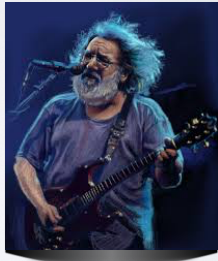


TOBIAS BEAUCHAMP (TOBI)
Director, Pawsitivity & Wellness

4

JERRY GARCIA

"Somebody has to do something and it's incredibly pathetic that it has to be us."



5

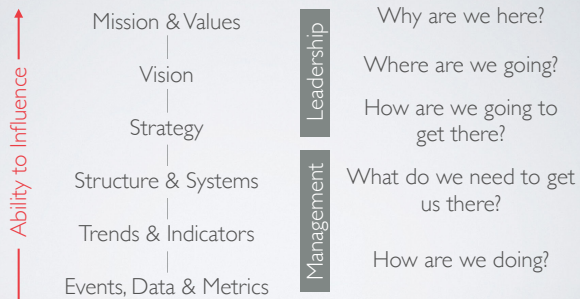
FARGO

A Lesson for the Info-Age



6

TOWNSHIP OF PUSLINCH STRATEGIC PLANNING





TOWNSHIP OF PUSLINCH STRATEGIC PLAN



Community Improvement
Plan (CIP)

Master Fire
Plan

Recreation & Parks
Plan

ALIGNMENT ARROW



MISSION STATEMENT

One sentence that describes why Puslinch exists and that statement will guide decisions about priorities, actions & responsibilities.



PFRS MISSION STATEMENT CURRENT

"We, the members of Puslinch Fire & Rescue, dedicate our efforts to provide for the safety and welfare of our residents and the public through preservation of life, property, and the environment.

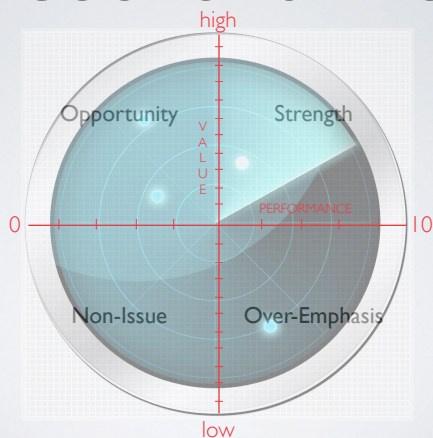
- Prevent
- Save Lives
- Protect Property"

Note: MFP draft recommends updating Mission and creating a Vision Statement.

CREATING A MISSION

- Richard Branson: "Screw it, let's do it."

STRATEGIC OPPORTUNITY GRID



13

Which "ISSUE" is more important to the future of Puslinch?

A Implement Master Fire Plan

B Morriston Bypass

14

PERFORMANCE

1. No Performance
2. Very Poor
3. Poor
4. Below Average
5. Adequate
6. Above Average
7. Good
8. Very Good
9. Exceptional Performance



15



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FORMS:
ISSUE RATING
ISSUE RANKING

Legend:

1	- No Performance
2	- Very Poor
3	- Poor
4	- Below Average
5	- Adequate
6	-Above Average
7	- Good
8	- Very Good
9	-Exceptional Performance

A –	
B –	
C –	
D –	
E –	
F –	
G –	
H –	
I –	
J –	
K –	
L –	
M –	

Which "issue" is more important to the future of Puslinch?

A

B

C

D

E

F

G

H

I

J

K

L

M
