



May 27, 2025  
General Committee

# Charting our Future: Welland Strategic Plan 2023 - 2026



# Strategic Plan Update

# Vision to Action



In June 2023, Council established a bold vision for a future-ready Welland.

## Vision

To inspire and promote an active, resilient, and sustainable community delivering the best quality of life possible for all.

## Mission

We will trailblaze a path toward a future-ready city founded on good governance, exceptional public service, and trustworthy public safety.

# Strategic Framework



- Staff have been aligning actions and resources to deliver on that vision
- The Strategic Plan now guides decision-making, investment, and operational priorities across departments.

# Strategic Priorities

## **Economic Growth**

Creating a diverse economy through partnerships and emerging markets to ensure sustainable growth and quality employment

## **Health & Well-being**

Promoting personal health and well-being by offering an abundance of activities that meet the diverse needs and interests all while, advocating for improved health care throughout the city, and supporting the need for safety and security.

## **Environmental Stewardship**

Protecting the ecosystem through a responsible approach to minimize the impact on the environment through supportive decision-making, professional processes, incentives, policies, and operational practices.

## **Livability**

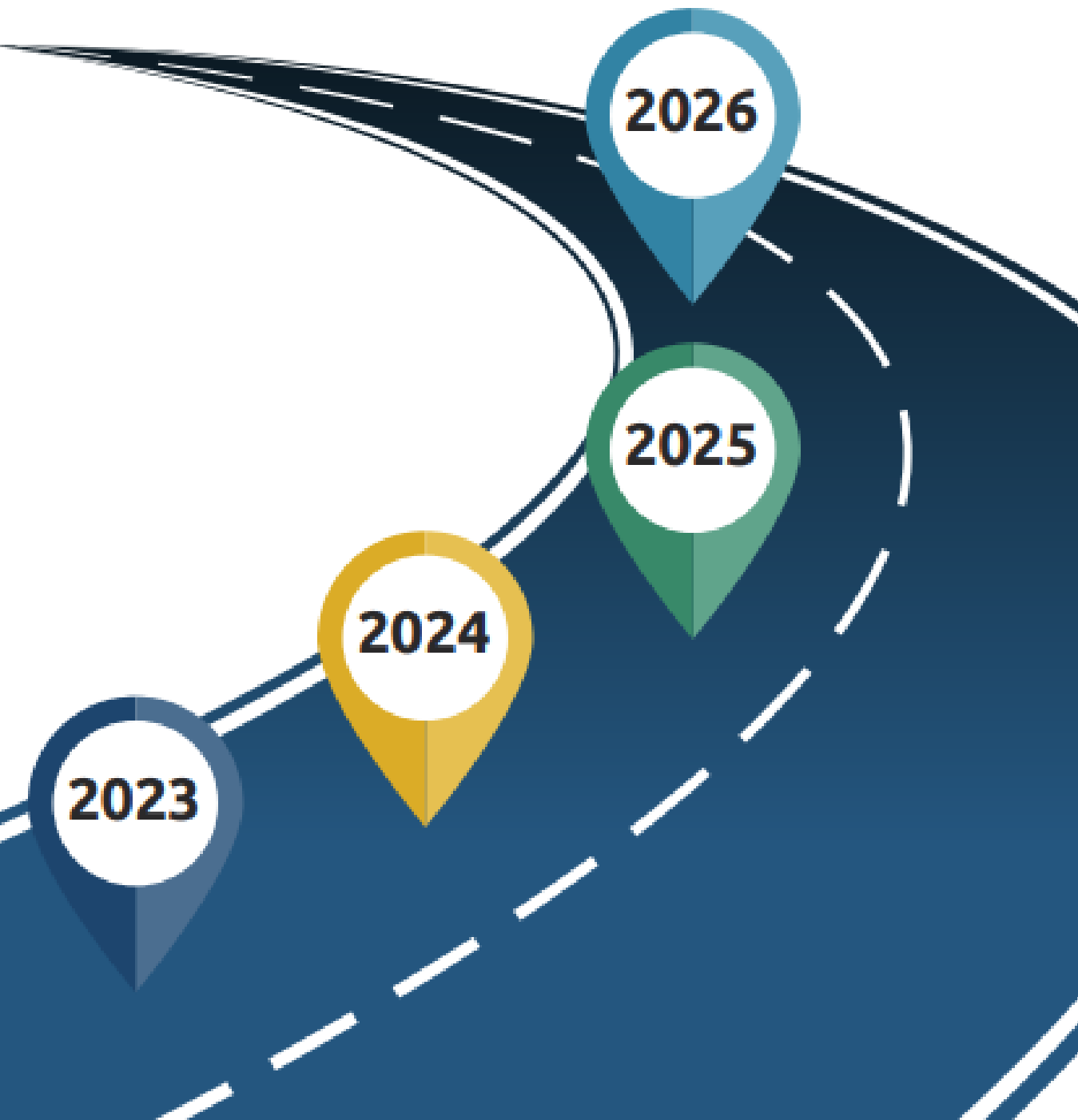
Creating a sense of belonging while enhancing mobility by improving access to recreation and community events, ensuring adequate housing options, encouraging job growth, and improving ways to efficiently move people throughout the city



# From Strategy to Action

- Staff worked across all departments to build action plans tied to each objective
- Each department participated in three dedicated workshops
- Plans include measurable actions, timelines, and assigned leads
- This ensures alignment, accountability, and progress tracking





# Implementation Timeline

- Fall 2024: Kick-off and planning
- Jan–Mar 2025: Departmental action planning
- May 2025: Staff training and system configuration.
- June 2025: Public Dashboard: Go Live.



# Why the action plan matters

- Moves us from “what” and “why” to “how”
- Ensures resourced, accountable delivery of Council’s vision
- Creates a living, adaptive plan—not a document that sits on a shelf
- Enables real-time tracking and public reporting





# Staff Commitment

- Staff across the organization are actively contributing to implementation
- Strategic alignment is becoming embedded in decision-making
- Cross-departmental collaboration is improving service delivery and responsiveness.





# Looking Ahead

- Ongoing quarterly updates to track progress
- Public dashboard launch in June 2025 to show results in real time
- Continuous improvement as we adapt and refine based on feedback
- Develop Key Performance Indicators (KPI's) in 2026.



# Thank You

Thank you, Council, for your vision and leadership in adopting this plan

We look forward to continuing to work with you to bring the Strategic Plan to life—with visible, measurable impact for the residents of Welland.