

COMMITTEE OF THE WHOLE

ADMINISTRATIVE REPORT

Topic: Hamlet Reinvestment Strategy Update

Introduction:

This report provides an overview of the input gathered during phase 1 of the public engagement plan, which consisted of a qualitative survey of a small group of community champions, organizations, and businesses. It also provides an overview of adjustments made to the project plan based on these results.

Background:

The Hamlet Reinvestment Strategy has been in development since 2018. The project team has been working through four project stages: (service level baseline, strategic framework, service standards and work plan for reinvestment). Since an internal steering committee completed a baseline of current service levels and the Community Sustainability Committee proposed a strategic framework, administration has brought on MNP LLP to develop a communications plan (including a public engagement plan) and assist with completing major project deliverables. The Public Engagement Plan has been initiated, but adjustments have been made to the project process based on the initial engagement results.

Analysis:

The following key observations were made during the qualitative survey or interview process:

- Strong sense of connection with Hamlet
- High overall satisfaction with County Services
- Lack of basic understanding of County Services
 - High awareness of Road Maintenance & snow removal
 - High importance of enforcement and emergency services
- Lack of Consensus of response
- Priorities for reinvestment:
 - Need for more businesses and services
 - Promoting entrepreneurship and home-based businesses
 - Attracting industry
 - Attracting tourism
 - Revitalizing schools and community facilities
 - Increasing recreational opportunities
 - Community-specific projects
 - Other ideas

The following adjustments have been made to the project process based on initial community response:

- Delay the quantitative survey
- Initiate communications plan
- Advance the analysis by developing service profiles

- Choose priority services for further analysis
- Conduct next phase of public engagement

Conclusion/Summary:

In conclusion, Administration recommends that the Committee support the adjustments made to the project plan based on the results from phase one of the public engagement.

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