

CASE STUDY: CITY OF CAMBRIDGE STRATEGIC PLAN DEVELOPMENT

Client: City of Cambridge, Ontario, Canada

OVERVIEW

In 2015, the City of Cambridge identified the need to develop a strategic framework that set the stage for decision-making, priority setting and ongoing performance management throughout the remainder of the current term of Council (2016 - 2019).



SERVICES

Lura was retained by the City to facilitate and advise on their strategic planning process. Lura worked with City staff to design and implement a comprehensive engagement program, designed to achieve a level of civic participation never-before-seen in Cambridge. This included a mix of tools such as pop-ups at community events, public workshops, staff workshops, online surveys, social media, and open houses. Lura also provided expert engagement analysis and reporting services for the City. Building on the input received, Lura worked closely with a staff and Council project team to develop the draft strategic plan and its key elements, including the vision, mission, values, goals and objectives.

RESULTS

The strategic plan was developed through extensive engagement with approximately 1,500 people, and in January 2016, Council approved *Cambridge Connected: Our Voice*. The plan provides a new foundation for decision-making, priority setting and ongoing performance management at the City. Each year moving forward, staff will prepare a business plan for Council's approval, outlining the actions that will be taken in support of the strategic plan's vision, mission, goals, and objectives. Lura has been retained for further work with the City to assist with ongoing performance measurement, progress reporting, and communications.