Region of Waterloo

Region of Waterloo Strategic Focus 2019-2023
What is the Region of Waterloo’s Strategic Plan?
The Region of Waterloo engages in a strategic planning process for each term of Council. The Strategic Plan describes a future view of what the Region of Waterloo is working to achieve. It provides a common focus for Council and staff over the next several years. It helps to guide priority setting and ensures that our programs and services address the changing needs of our community. Supporting the Strategic Plan are Department and service plans for the many services and programs the Region provides.

Our Vision: (What we aspire to)
Waterloo region: an inclusive, thriving and sustainable region of connected rural and urban communities with global reach, fostering opportunities for current and future generations.

Our Mission: (What we do)
- We serve with caring and responsible public service.
- We engage by listening and responding to community needs.
- We inspire by conducting ourselves with openness to enhance public trust and confidence.

Our values: (How we work)
- Service: Satisfy and build confidence
- Integrity: Instill Trust
- Respect: Value and recognize
- Innovation: Make ideas happen
- Collaboration: Involve and engage others

Strategic Imperatives (considerations when implementing the actions):
Strategic Imperatives are high leverage and systemic considerations to apply to all the work that we do over the strategic plan cycle. The imperatives have been informed by public input and are cross-functional in nature. As we work on actions we will consider the following imperatives:

- **Climate action** – build corporate and community understanding of the climate crisis with a focus on individual and collective responsibility and action. Include reducing greenhouse gas emissions and increasing climate resiliency as key considerations in Regional decision making.

- **Equity** – pay attention to equity and deliver services that achieve equitable outcomes for marginalized groups in order to produce transformational results.

- **Partnerships** – foster trusting relationships with people and groups to provide effective and excellent responses to community priorities.

- **Balance of rural and urban communities** – recognize the uniqueness, opportunities and needs of our rural and urban communities.

- **Efficiency, effectiveness and value for money** – provide the most financially sustainable decisions and solutions that provide value for tax payer’s dollars.
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Strategic Measures *(what we hope to impact)*

Strategic measures have been developed for each of the objectives and tell us how we are progressing on our strategic objectives. They are indicators of performance and provide evidence of the intended results.

Actions *(how we will achieve the strategic objectives/measures):*

The actions identify “how” the Region will achieve the strategic objectives. To see the specific actions visit the Region of Waterloo website.

To view the detailed 2019-2023 Strategic Plan or request alternative formats, visit [www.regionofwaterloo.ca](http://www.regionofwaterloo.ca)