

CASE STUDY: WHAT'S YOUR WILMOT

Client: The Township of Wilmot

OVERVIEW

Located in the Region of Waterloo, the Township of Wilmot is a rural community of approximately 19,000. Having already seen relatively rapid growth in recent years, and with the population expected to exceed 28,000 by 2029, the Township of Wilmot is a community that has and will continue to undergo relatively significant change. As such, Council and staff wanted to proactively undertake a strategic planning process designed to guide the community through its evolution and growth.

SERVICES

Lura worked closely with Township staff and members of Council to develop a practical and achievable Strategic Plan, a document that will guide and provide direction to the Township over a twenty year horizon. The contents of the Strategic Plan were largely influenced by an extensive and participatory community engagement campaign, which asked residents to consider “What’s YOUR Wilmot?” and included traditional public meetings, comment cards, an online survey, website and social media content, attendance at prominent community events, and a widely acclaimed telephone town hall meeting. Lura also undertook a comprehensive needs assessment and environmental scan on behalf of the Township, which examined the municipality’s strengths, weakness, opportunities, and threats as they relate to its cultural vibrancy, economic prosperity, environmental integrity, and social wellbeing.



RESULTS

Lura produced an action-oriented Plan for the Township that identifies 45 ongoing and 13 new actions to be implemented over the short, medium and long-term. Each action, stemming from the ideas received as a result of our community engagement efforts, was developed and refined at key project milestones with input from the Township’s senior staff. Importantly, each action moves the Township further towards achieving its new and popular vision statement – *Wilmot is a cohesive, vibrant and welcoming countryside community.*