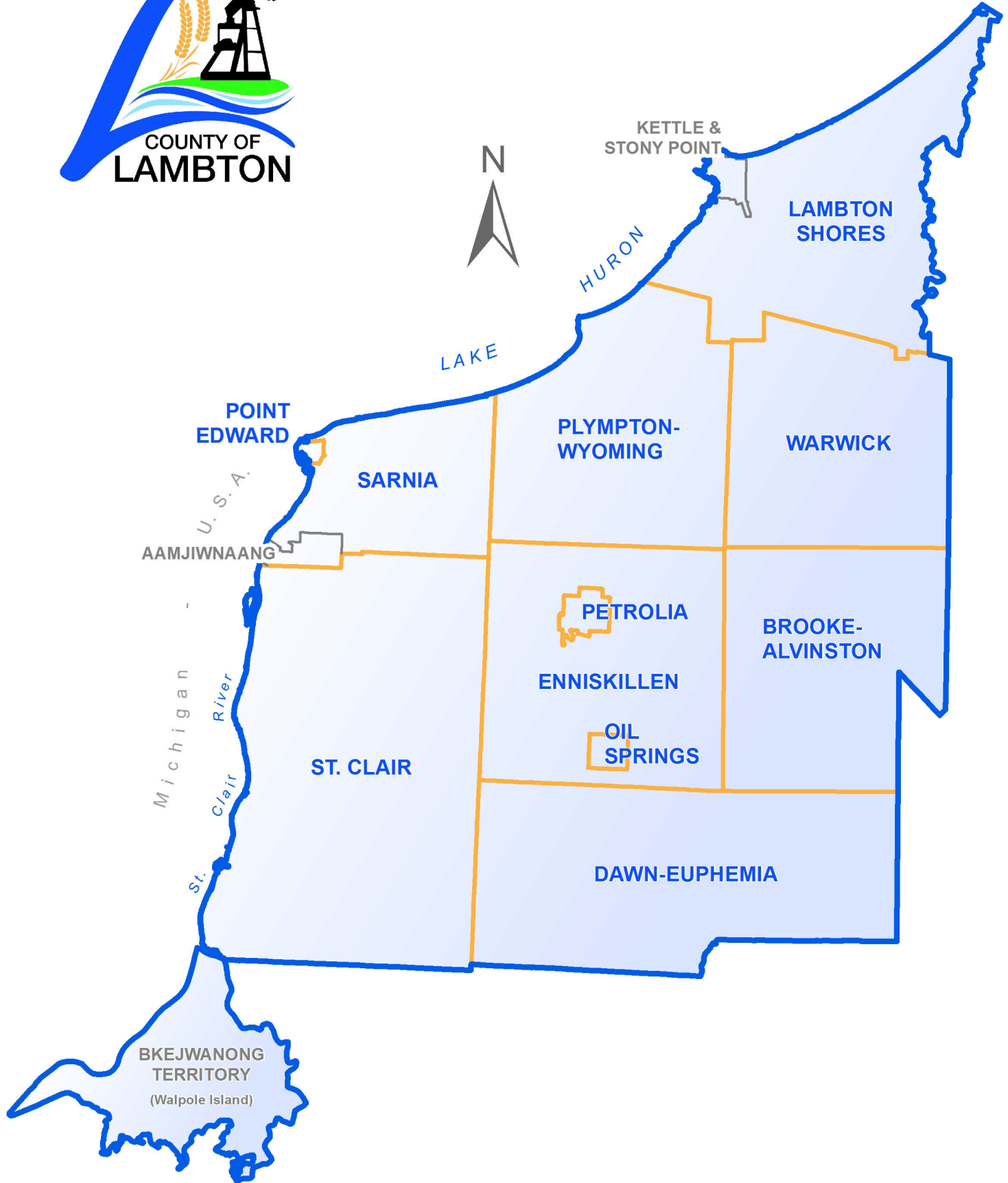


# County of Lambton Strategic Plan



Caring • Growing • Innovative



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## Introduction

The County of Lambton acknowledges the Anishinaabeg as the traditional custodians of the land on which we live and work, and with them commit to the responsible stewardship of our shared surroundings.

Lambton County was founded in the mid-19th century. It is a community that is both urban and rural in nature and is home to over 126,000 residents.

Today, Lambton County is recognized as a “smart community” that uses information and communications technology to create inclusive prosperity, tackle social governance challenges, and enrich its residents’ quality of life. Lambton has evolved from its roots in agriculture, tourism, and petrochemicals to a position of leadership in the fields of research, innovation, and the new bio-economy.

With nearly 1,200 employees, The Corporation of the County of Lambton (the County) is responsible for programs and services that care for its residents and allow our community to flourish. The County is governed by County Council, which consists of 17 representatives from the 11 local municipalities that make up its federation.

The purpose of the County’s Strategic Plan is to align priorities, provide fresh direction to staff, and to guide the Corporation in its continued evolution.

Kettle & Stony Point Pow Wow  
Lou Sprenger & Tourism Sarnia-Lambton

# Vision

Lambton County is a caring, growing, and innovative community.

**Caring:** a community of people working together, volunteering and supporting one another. Lambton County is a place where people practice an authentic concern for the well-being of their neighbours and their environment, both now and for the future.

**Growing:** striving for economic expansion and the diversification of Lambton's economic base while modelling environmental sustainability. A community that fosters the creation of employment opportunities for people from all walks of life while cultivating prospects relevant to youth and new residents.

**Innovative:** creatively working together and piloting new ideas in order to meet the current and future needs, aspirations, and values of Lambton County residents.



Pinery Provincial Park  
Mike MacDermid



## Mission Statement

The mission of the County of Lambton is the promotion of economic growth, environmental stewardship, and an enhanced quality of life through the **provision of responsive and efficient services**. Such promotion is accomplished by **working with municipal and community partners**.

## OUTCOMES

**Economic Growth:** using and developing skills and assets to achieve positive economic growth that is capable of providing the employment and economic activity necessary to allow our community to thrive.

**Environmental Stewardship:** practicing sound environmental principles that are transferable from one generation to the next and that promote and protect local waterways, shorelines, marshes, agricultural lands and other components of the natural environment.

**Enhanced Quality of Life:** building a community where residents volunteer, are safe, can raise a family, feel a sense of pride and purpose, and care for one another.

# Principles and Values

The County of Lambton believes in a healthy community, positive organizational culture, leadership and accountability, a shared community of interest, and the value of a learning organization.

**Healthy Community:** providing a host of cultural and lifestyle services while understanding and respecting the environment. A place where residents care for one another and share resources, encouraging each other to be active members who contribute to the community's well-being and future.

**Organizational Culture:** encouraging innovation and staff growth through training, recognizing and valuing the contributions of staff, and working together to practice open dialogue.

**Leadership and Accountability:** developing a County perspective that employs reasonable and sound decision-making, is accountable to stakeholders, works with partners, and champions community-based initiatives.

**Shared Community of Interest:** equipping the County and its municipal partners to respond effectively to the need for economic growth and the long-term well-being of the community.

**Learning Organization:** embracing and planning for change while learning from the world around us; flexible and innovative; taking reasonable risks for the betterment of the whole community; continuously improving services, communications, and partnerships.



# Areas of Effort

The County of Lambton is committed to the following Areas of Effort:

## 1. Economic Development

Working with bodies such as the Sarnia-Lambton Economic Partnership, Tourism Sarnia-Lambton, and the Western Sarnia-Lambton Research Park to develop public-private partnerships that build a balanced and sustainable economic future for Lambton County by:

- Building a consensus amongst all partners for the County's vision based on clearly defined roles and responsibilities for economic renewal and long-term sustainability strategies that include employment growth and choices, a balanced population demographic, and economic diversification targets.
- Supporting agriculture and agri-business incubation, diversification, and growth.
- Creating and pursuing educational and entrepreneurial opportunities that bolster economic, leadership, and skills capacities within the workforce while attracting new community members.
- Building on the success of community branding while executing an evolving, multi-faceted marketing plan that strengthens awareness of the benefits of the Lambton area.
- Highlighting the cultural and recreational capacities of Lambton.
- Supporting enhanced advocacy leading to the attraction of increased senior government supports and private sector investment.
- Actively pursuing the development of vibrant communities through programs that encourage retention and population growth.



Western Sarnia-Lambton Research Park | County of Lambton



# Areas of Effort

## 2. Communications

Providing progressive and effective communications that are relevant and clear and that promote opportunities for dialogue in order to improve collaboration and build relationships by:

- Identifying, sharing with, and learning from individual stakeholders including the public; municipal partners; County Councillors and staff; indigenous residents; First Nation Band Councils; senior levels of government; and the news media.
- Informing various audiences and stakeholders about the roles of the County in order to assist them in fulfilling their responsibilities.
- Prioritizing and valuing the receipt of perspectives and feedback from all stakeholders.
- Clearly, completely, and concisely articulating County decisions and initiatives.
- Supporting an atmosphere of clarity with local municipalities as to the provision of programs and services and the related contractual and partnership agreements.



# Areas of Effort

## 3. Community Development

Capitalizing on opportunities that enrich the quality of life and future prospects of the community by:

- Advocating in a manner that raises the profile of the County and its needs in order to secure improved senior government supports, funding, grants, and other resources.
- Developing programs and initiatives that address poverty reduction and promote social belonging.
- Making available cultural services that contribute to Lambton's goal of being a learning community, providing a range of leisure opportunities and enhancing Lambton's ability to attract new businesses and employment opportunities.
- Planning for and responding to the ever-changing needs of an aging population, homelessness, and retaining young people in the community while supporting their transition to being employed community members and future leaders.
- Promoting policies and strategies that protect environmental resources and support the area's quality of life and economic development potential, allowing us to pass these resources on intact to future generations.
- Actively pursuing joint opportunities with community partners that contribute to the long-term growth and well-being of the Lambton community.
- Implementing and strengthening of the County's sustainability plan.
- Developing policies and practices that bolster and safeguard municipal infrastructure.
- Undertaking environmentally conscious initiatives that protect and enhance woodlots, manage the County's natural heritage features, and target waste reduction, energy conservation and reduction, and the use of sustainable technologies and processes.



Brigden Fair | Metcalfe Photography, Tourism Sarnia-Lambton

# Areas of Effort

## 4. Progressive Organizational Culture

Creating an organizational culture that is capable of supporting the County's Vision and Mission by:

- Encouraging staff participation and input through effective communication and listening.
- Providing professional development opportunities that support staff and Council roles and responsibilities, individual growth, and build leadership capacity.
- Valuing excellence and recognizing the contributions of staff, Councillors, and volunteers.
- Actively pursuing improvements, evidenced-based practices, innovation and other supports that promote a learning and progressive organization.
- Taking a proactive approach towards succession planning, talent development, and knowledge transfer.



# Areas of Effort

## 5. Partnerships

Developing stronger relationships with community partners, municipalities, and indigenous groups as a basis to build a shared community of interest by:

- Cultivating sustainable relationships that include strategies to improve communication and understanding, provide mutual assistance on projects, and fulfill Duty to Consult obligations.
- Developing policies and strategies detailing how County services can be shared with or purchased by municipal partners.
- Hosting regular seminars, forums, and other sessions that provide for information sharing with other partners.
- Exploring public-private partnerships for joint ventures aimed at benefitting the community.



# Acknowledgements

This version of the County's Strategic Plan was updated during the 2014-2018 term of Lambton County Council. Council and senior staff undertake a comprehensive review of the Strategic Plan once per term of Council.

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Petrolia's Victorian Porch Luncheon, supported by the Creative County Grant Program  
Denise Thibeault, Town of Petrolia

# Notes







Discoveries  
That Matter



Maple Syrup Festival at the A.W. Campbell Conservation Area | St. Clair Region Conservation Authority