



What does Mulmur's Future Look Like?
Public Meeting for Mulmur Residents

Township Office of Mulmur
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What is Strategic Planning

- A **process** used to determine municipality's/community's long-term **vision** and **collective** goals and develop **action plans** for achieving those **measurable** goals
- **Engages community/residents**, requires doing your homework - information and data collection; knowing the lay of the land and creative, visionary minds
- **Development and Implementation** take time
- A **vehicle** for council and senior management to communicate **strategic priorities** to residents and staff
- Completion of a **strategic plan** is not the end of something it **is the beginning**
- A **guideline/document/plan** that looks to the future, clearly setting out the municipality's vision, strategic goals, initiatives and priorities

Assessing the Need For Strategic Planning

Why do it?

- Municipality is operating very smoothly but wonders if it will continue to do so in five years
- Community engagement and appeal is struggling to maintain viability
- Community is facing unemployment, population decrease, restructuring or a changing economic base
- Municipality wants to retain it's local economy and quality of life/natural environs but is concerned about future impacts
- Newly elected council wants direction from the community to develop policies

**If you don't have a plan
everything looks like an
opportunity?**

The Benefits Of Strategic Planning

- Influence rather than be influenced
- Deal positively with the inevitable change
- Address critical issues you are facing
- Find innovative ways to achieve goals
- Decrease crisis management
- Give continuity during changing times or when there is new leadership
- Use resources efficiently and effectively
- Decisions, both popular and unpopular, are more easily made when seen in the context of your municipality's broader, long-term strategy
- Anticipate issues and develop policies to meet future needs

The Benefits Of Strategic Planning

- ❑ Gain commitment and bring together the community to work on common goals
- ❑ Useful information at budget time to help drive funding decisions
- ❑ Catalyze the municipal organization, bringing together the public, staff and management in the development of a common vision, direction and goals
- ❑ Have a competitive advantage when applying for funding to funding agencies – shows you have done your homework; a defined direction and wish list of priority projects and needs
- ❑ Provide direction for internal operations to align their services with the priorities

Forward Moving

Town of Marathon – current *population 4,000*

- faced with a number of economic and social challenges- people retention, jobs losses, industry downsizing and closure

“Strategic planning was a cornerstone concept to enhance our ability to manage positive and progressive change, improve our quality of life, and ensure our community remains healthy and viable into the future.”



Shaping Tomorrow Today

- Prince Edward County - population of 25,000 but sees many tourists over the summer months
- Prince Edward County asked the question of how to grow it's economic base – attracting manufacturing was going to be too difficult and capital infrastructure costs associated with new industrial builds, water and waste management was challenging
- Discussions began early in 2002 and then in 2004 community visioning sessions, called Conversations with Council, identified 14 strategic elements, which were reflected in Council's 2007 Strategic Plan





**Thank You
for your time today.**

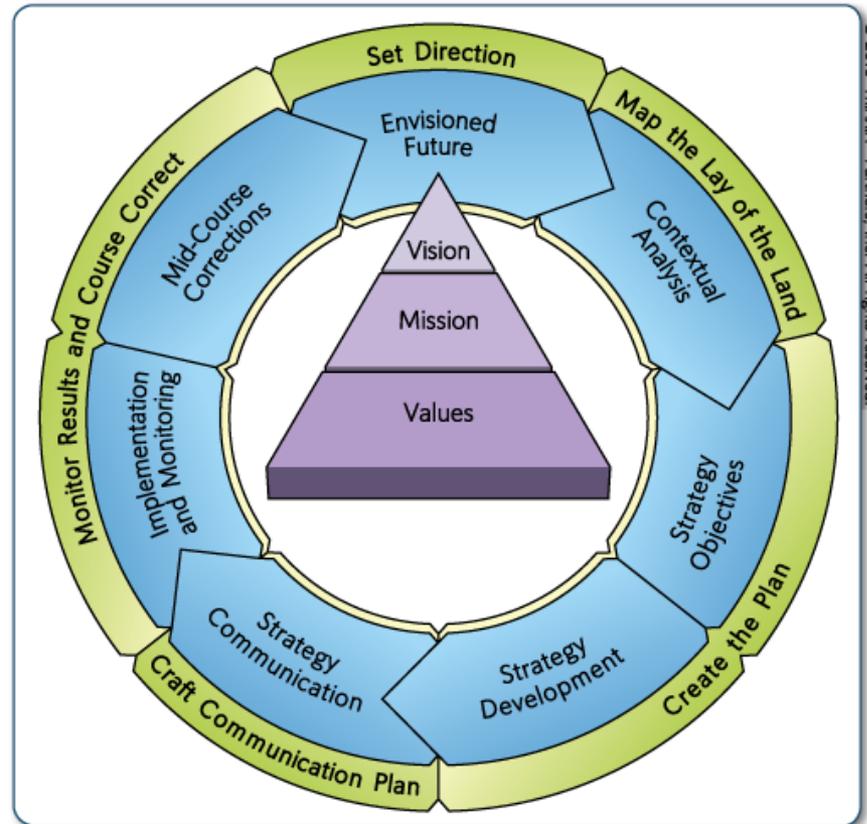
*Mulmur
is truly a gem
with a bright future*

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Snap Shot of Strategic Planning Process

- ✓ Begins with a desire by Municipal Council/Staff to undertake plan and engage the community
- ✓ SWOT Analysis - Inclusive engagement (citizens and staff) – focused discussion to identify strengths, weakness/gaps, opportunities and external threats
- ✓ Residents input – issue survey questions or town hall meeting; info sessions; follow-up reporting of results; communication planning of next steps
- ✓ Further analysis if required; drafting of strategic goals; identifying measurable-actions; action planning and prioritizing
- ✓ Share draft plan and action work plan; communicate; obtain feedback; build capacity assign leadership
- ✓ Final Strategic Plan & implementation plan approved; community engaged; monitoring results in place; Final Strategic Plan released
- ✓ Implementation and monitoring with Strat Plan review every 6 months



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