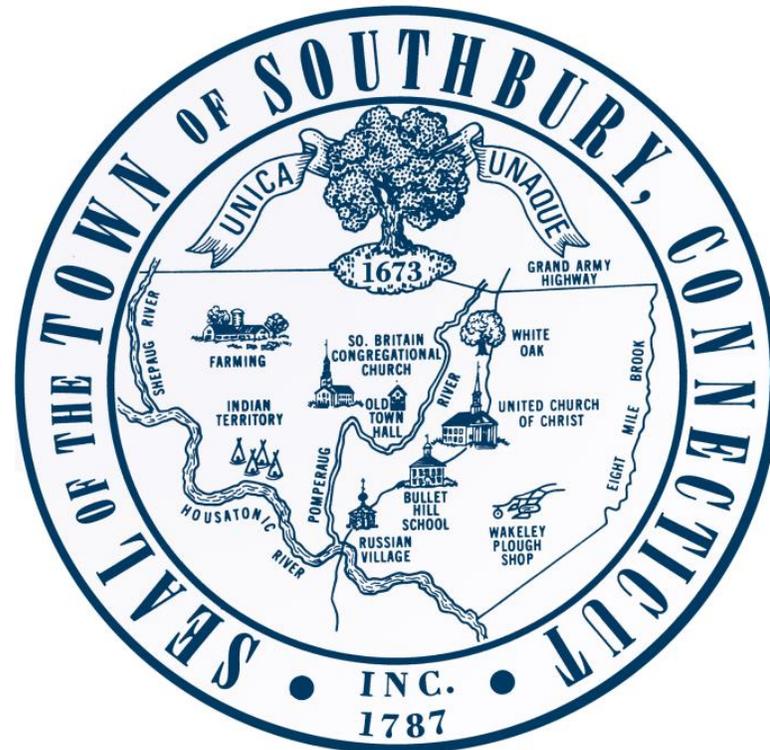


Overview – Presented to the Board of Selectmen October 18, 2018

Preparation of the first Strategic Plan for Southbury Connecticut



Content

- **Key Messages**
- **Plan Benefits**
- **Task Force Members**
- **Approach**
- **Plan Framework**
- **Approval / Implementation**

Key Messages

The Southbury Town Charter

“First Selectman is responsible for preparing and annually updating a strategic plan for the Town, such plan subject to the approval of the Board of Selectmen.”

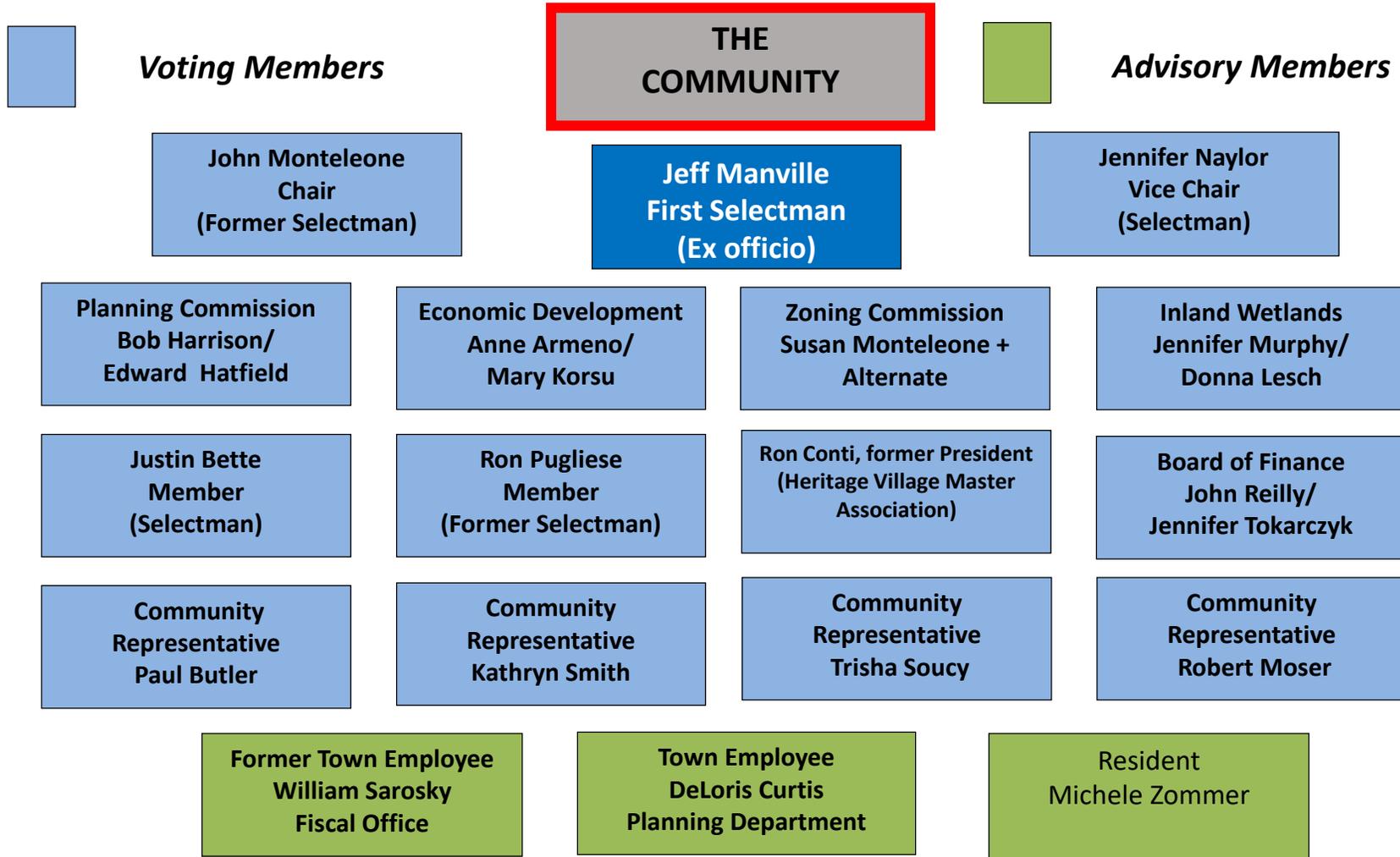
- In March 2017, formation of the Strategic Planning Task Force engaging town leaders, commissioners, employees, business owners and residents to prepare this Strategic Plan for the Town.
- This plan would set the priorities for town governance as well as responsible and sustainable town growth for the future.
- Became a “real-time” working process as important needs were addressed along the way.

Benefits: The Plan will assist town officials in

- Promoting desired economic growth, while preserving our natural resources and environment
- Providing cost-effective high-quality town services
- Enhancing the quality of life of Southbury residents
- Assessing and adjusting direction in response to a changing environment

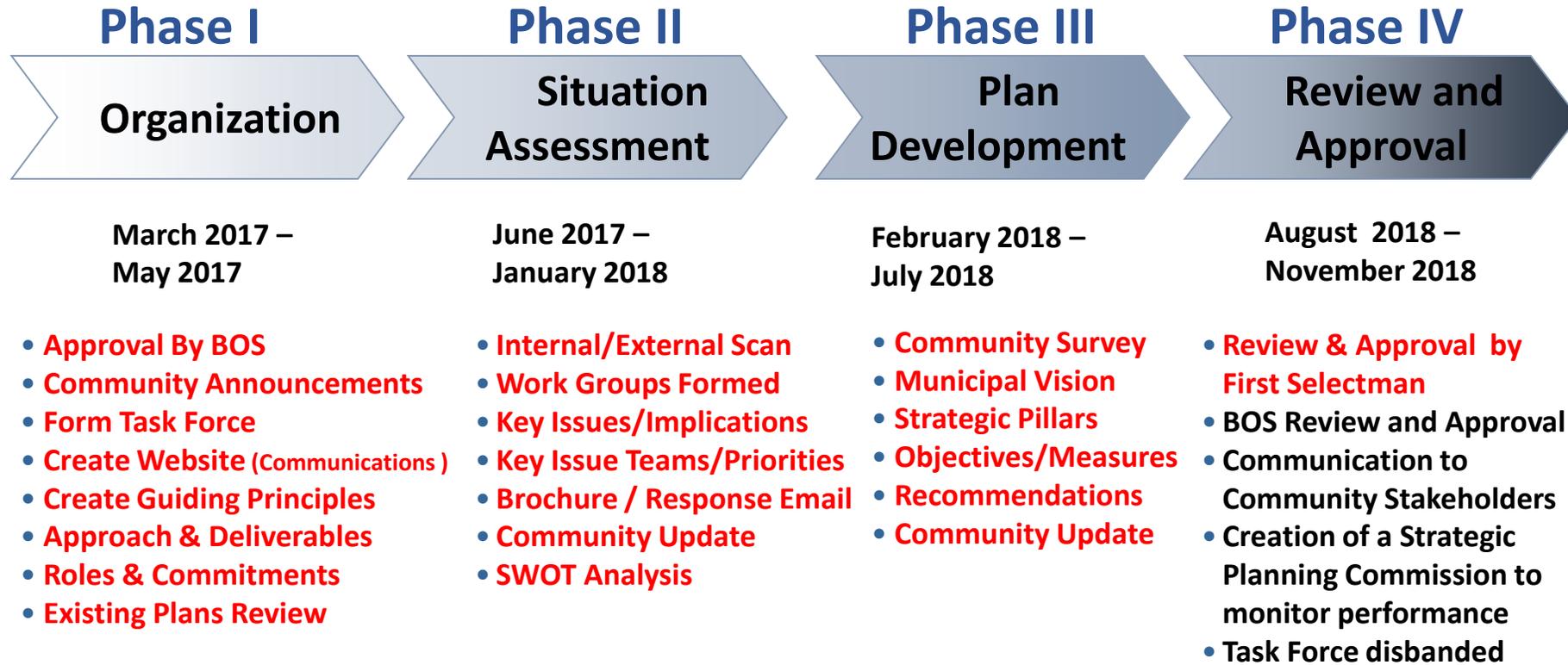
Transparency --- Collaboration ---- Alignment

Southbury Strategic Planning Task Force



Note: Advisors are Non-Voting Members
Alternates attend if a designated member is not available to attend

Strategic Plan Approach & Timing



Outcomes

- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none"> • Task Force Members Recruited • Task Force launched & Working • Communications in Place | <ul style="list-style-type: none"> • Key Issues Vetted • SWOT Completed • Begin Drafting Priorities | <ul style="list-style-type: none"> • Select Third Party to help develop Survey Questions • Plan drafted for final review | <ul style="list-style-type: none"> • Implement Plan • Monitor changes • Revise Plan as Necessary |
|--|--|--|---|

More on the Process

- Initial Kick-off Meeting: March 2017
 - Three areas of focus (Growing the Grand List / Efficient Local Government / Quality of Life)
 - Monthly Task Force Meetings: 23
 - Focus Team working sessions
 - Drafting Team working sessions
 - Editors / Proofers finalizing
 - People Hours: 1,000+
 - Cups of coffee: too many to count
- Plan Submitted for Approval to the Board of Selectmen in October 2018

The Task Force Prepared the Plan with Comprehensive Community Input

- ✓ Residents
- ✓ Businesses
- ✓ Elected officials
- ✓ Town staff
- ✓ Boards and Commissions
- ✓ Existing Plan review ex: POCD
- ✓ Website / Resources / Presentations

- ✓ Dedicated Community Input email
- ✓ Department head questionnaire
- ✓ Multiple Workshops
- ✓ Public Meetings
- ✓ Arts and Culture Forum
- ✓ A Business Summit
- ✓ Community-Survey (1,177 responses)

Transparency --- Collaboration ---- Alignment

Framework (Handouts)

**Vision
Mission
Values**

Vision: Southbury is Known For
Mission: Purpose / Role of Town Government
Values: What we as citizens Value

Goals

1

**Growing the Grand List
(Economic
Development)**

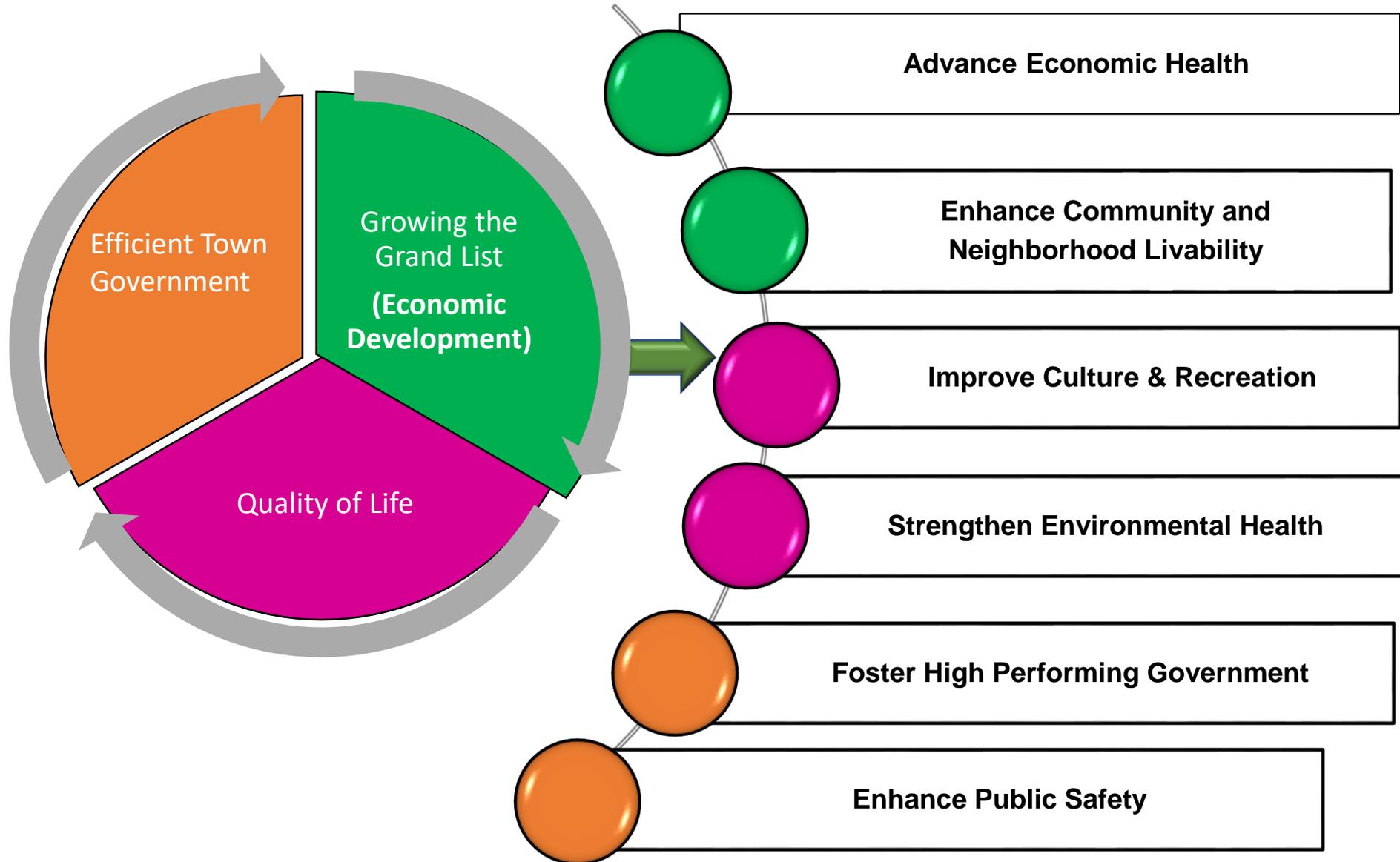
2

**Efficient Town
Government**

3

Quality of Life

Southbury's 6 Strategic Pillars



The Taskforce “Our Ask”

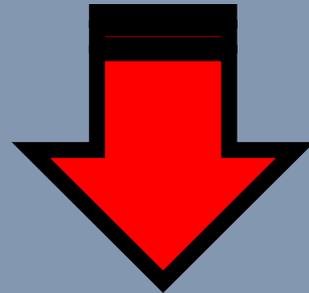
- Review the final draft
- Reach out for specific questions, etc.
- Approve and advance the plan at the November 1, 2018 Board of Selectmen meeting

Southbury Strategic Plan
Implementation – Proposed Next Steps

Strategic Planning Task Force

(18 months to create the plan)

transition to



Strategic Plan Commission

*(on-going effort to update & multi-year effort
to implement the plan)*

Southbury Strategic Plan

Role of the **Strategic Plan Commission**

Assist the elected officials, town employees, boards & commissions in providing the building blocks and coordination to move from plan to implementation

- **WHAT** is to be accomplished?
 - *Identify and Communicate Key Objectives and Actions*
 - *Collect updates/revisions and incorporate them into the plan*
- **WHO** will do it?
 - *Organization and Leadership*
- **WHY** it is necessary?
 - *Justify and Set priorities*
- **HOW** it will be accomplished?
 - *Resources & Commitment to Action*
- **WHEN** will it have to be accomplished?
 - *Realistic Timeframes*