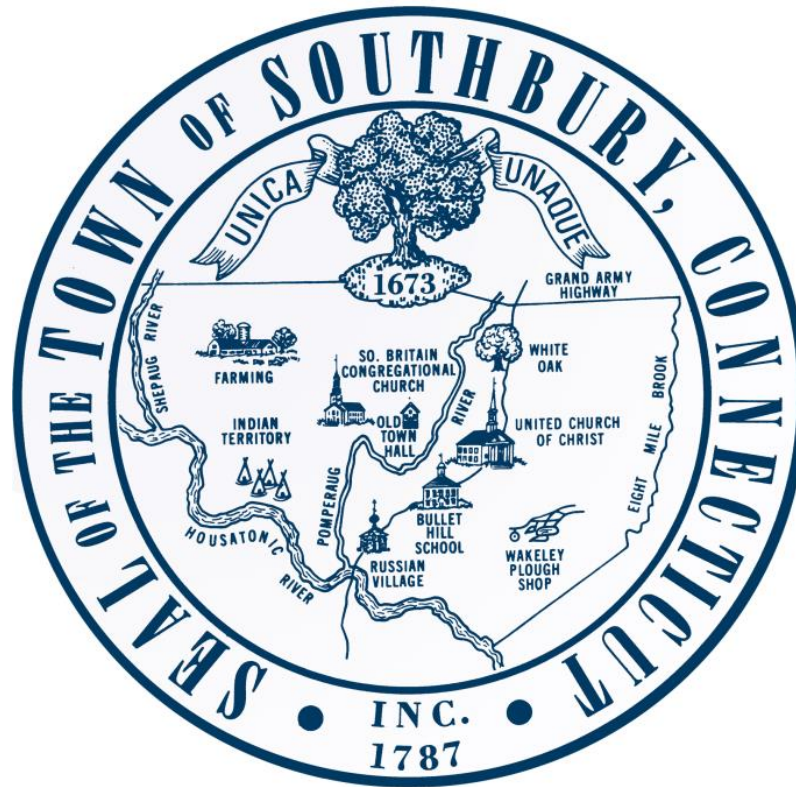


Strategic Planning Task Force

Presentation March 22, 2018
Southbury, Connecticut 06488



Simple Three Step Strategic Planning Process

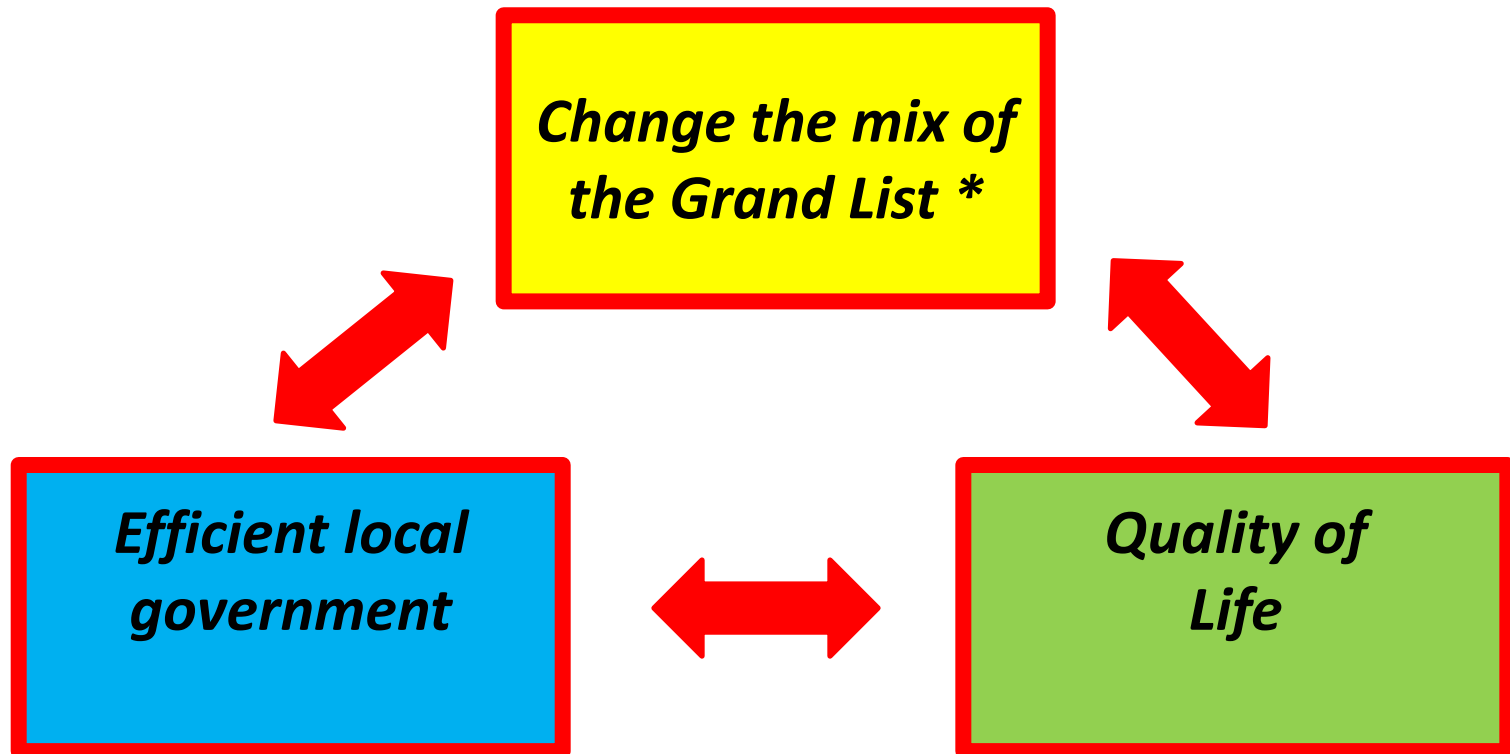


Strategic Planning Task Force

Phases 1-6

Strategic Planning Task Force

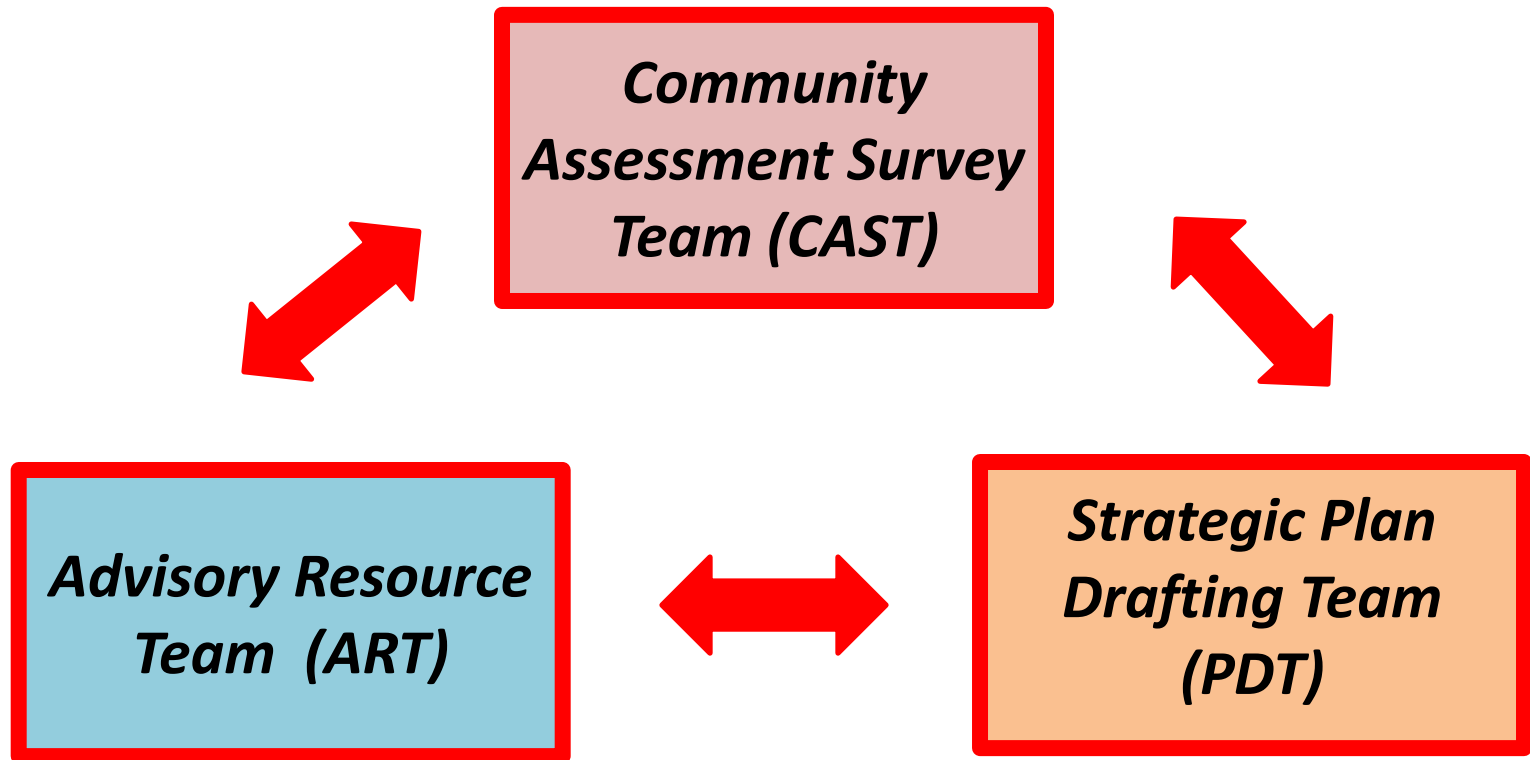
PHASE ONE – ORGANIZATION & RESEARCH



- Currently, the Grand List is comprised of
83 % Residential – 17 % Commercial

Strategic Planning Task Force

PHASE TWO



Strategic Planning Task Force
Community
Assessment
Survey

Southbury Strategic Planning Task Force

Community Assessment Survey

Criteria for Community Assessment Survey

- 1. Design the Survey (CRPP)** The Center for Research and Public Policy
- 2. Advertise the Survey to the Community**
- 3. Conduct the Survey (March 21 – April 20)**
- 4. Compile the Results**
- 5. Present the Results to the Task Force (May 10)**
- 6. Draft the Findings into a Presentation**
- 7. Conduct a Public Meeting – Get Additional Input**
- 8. Deliver a Final Report**
- 9. Incorporate Survey Results into Strategic Plan**

Southbury Strategic Planning Task Force

Community Assessment Survey

Post Card Mailings



Southbury by Choice, Not Chance

We need your help. Complete the Strategic Planning Community Assessment.

Remember: Don't miss the **April 20, 2018** deadline. Make sure we hear your opinions!

Instructions on reverse.

William Resident
122 Main Street
Southbury, CT 06488

Southbury Strategic Planning Task Force

Community Assessment Survey

Post Card Mailings



Town of
Southbury
Connecticut

Southbury by Choice, Not Chance

WE NEED YOUR HELP!

Complete the Strategic Planning Community Assessment.
Tell us your vision for our town's future.

Three ways to complete the survey:

ONLINE

Visit our website at
www.southbury-ct.org
and click the survey link.

PAPER VERSION

Call 802-882-8173 to
receive your copy by
mail.

VOICE

Call 802-882-8173 to
complete the survey by
phone.

Complete the survey by **APRIL 20, 2018** for your opinions to count!



Southbury Strategic Planning Task Force

Community Assessment Survey

Local Media

Press Release - It contains a direct link to the survey.

<http://southbury-ct.org/news-feed/?FeedID=3474>

Town Website

The direct link to the survey has been posted on the home page under Town Hall Alerts. It says

"Southbury by Choice, not Chance-click to participate in Community Assessment Survey"

Southbury Strategic Planning Task Force

Community Assessment Survey

E-alert

The Town of Southbury Strategic Planning Task Force is encouraging residents and business owners to participate in a survey with a focus on the town's future.

The 10-15 minute survey consists of questions in several areas including: reasons for living in Southbury, views on quality of life, ratings of town services, input on community issues and needs, and attributes as open space, water protection and recreation.

The results of the survey may impact the upcoming Town Charter review and the next update of the Plan of Conservation and Development.

Southbury Strategic Planning Task Force

Community Assessment Survey

E-alert

The survey will remain open for input until April 20th, 2018 at 12:00pm. There are three ways to complete the survey:

Online:

Visit website at www.questionpro.com/t/AKaFnZbmQ3

Paper Version:

Call 802-882-8173 to receive your copy by mail.

Voice:

Call 802-882-8173 to complete the survey by phone.

Southbury Strategic Planning Task Force

Community Assessment Survey

E-alert

If residents or business owners would like background information before completing the survey, they can find them at the Strategic Planning Task Force web page at

<http://www.southbury-ct.org/SPTF>.

If you have questions for the Strategic Planning Task Force, you can send them via email to

stratplaninfo@southbury-ct.gov.

Southbury Strategic Planning Task Force

Community Assessment Survey

Town Facebook Page

Same content as e-alert

Strategic Planning Task Force

SIX PHASES

PHASE ONE

***Organization & Research
All efforts up to 1/25/18***

PHASE TWO

***Preparation
CAST / ART / SPDT
Teams***

PHASE THREE

***Community
Assessment Survey
03-21-18 to 04-20-18***

CAST = Community Assessment Survey Team

ART = Advisory Resource Team

SPDT = Strategic Plan Drafting Team

PHASE SIX

***Monitoring of Progress
by Strategic Plan
Commission***

PHASE FIVE

***Implementation by
Elected Officials***

PHASE FOUR

***Preparation & Approval
of the Strategic Plan***

Strategic Planning Task Force

BUSINESS SUMMIT

We are seeking support from two business focused organizations in Southbury.

The Southbury Economic Development Commission

Supports and fosters a strong local economy for the Town of Southbury by attracting, promoting, retaining and engaging businesses. Committed to expanding financial well-being through strategic economic development that enhances our community.

The Southbury Business Association

Supporting the businesses that support Southbury. The Southbury Business Association is the voice of Southbury's local businesses offering business to business supporting programs and camaraderie.

