

Strategic Plan Template

A strategic plan is a comprehensive document that outlines the City's long-term vision, goals, and actions needed to guide development and improve the quality of life for its residents. Below is a basic template to develop a strategic plan:

1. Executive Summary

- **Overview of the City:** Brief description of the city, including its history, population, geographical context, and key characteristics.
 - **Purpose of the Strategic Plan:** Explanation of the reason for creating the plan (e.g., growth, sustainability, economic development, improved governance).
 - **Key Goals and Priorities:** Summary of the main objectives and focus areas of the plan.
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2. Vision Statement

- **Long-Term Vision:** A concise description of the desired future state of the city (5-10 years).
 - Example: "To be a sustainable, innovative, and inclusive city where all residents thrive and the environment is protected."
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3. Mission Statement

- **Purpose of the City:** Clear explanation of the city's core mission or purpose.
 - Example: "To provide high-quality services, promote economic growth, enhance public safety, and foster a livable and connected community."
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4. Core Values or Focus Areas

- **List of Core Values:** Key principles that guide decision-making and actions within the city.
 - Example: Equity, Sustainability, Innovation, Collaboration, Integrity, Accountability.
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5. Situational Analysis

- **SWOT Analysis:** Strengths, Weaknesses, Opportunities, and Threats facing the city.
- **Key Challenges:** Description of significant issues (e.g., infrastructure, affordability, environmental sustainability).
- **Current Trends:** Overview of relevant trends impacting the city (e.g., population growth, technology, climate change).
- **Stakeholder Input:** Summary of community input, including consultations, surveys, and feedback from key stakeholders.

6. Strategic Goals, Objectives and Key Performance Indicators (KPIs)

EXAMPLES:

- **Goal 1: Economic Growth & Development**
 - Objective 1.1: Support local businesses and attract new industries.
 - Objective 1.2: Increase employment opportunities and workforce development.
 - KPI: Jobs created, business growth rate, investment levels.
 - **Goal 2: Sustainability & Environmental Stewardship**
 - Objective 2.1: Promote energy efficiency and renewable energy.
 - Objective 2.2: Improve waste management and water conservation.
 - KPI: Reduction in carbon emissions, recycling rates, green space development.
 - **Goal 3: Infrastructure & Transportation**
 - Objective 3.1: Enhance transportation networks to reduce congestion.
 - Objective 3.2: Upgrade critical infrastructure (e.g., roads, water, utilities).
 - KPI: Pavement condition, water quality, traffic accident reduction.
 - **Goal 4: Quality of Life & Community Engagement**
 - Objective 4.1: Improve public parks and recreational spaces.
 - Objective 4.2: Foster inclusive community engagement and civic participation.
 - KPI: Participation rates in surveys, public meetings, volunteer efforts.
 - **Goal 5: Public Safety & Health**
 - Objective 5.1: Strengthen emergency response systems.
 - Objective 5.2: Promote mental and physical health programs.
 - KPI: Crime rates, response time, hospital visitations for public health.
 - **Goal 6: Education**
 - Objective 6.1: Ensure educational opportunities
 - KPI: Percentage of students graduating, attendance, average test scores
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7. Action and Implementation Plans

- **Specific Initiatives:** List of prioritized projects and programs for each goal.
 - **Timeline:** Short-term (1-3 years), medium-term (3-5 years), long-term (5-10 years) action timeline.
 - **Responsible Parties:** Assign departments or entities responsible for each initiative.
 - **Resources Needed:** Budgetary requirements, human resources, and other resources.
 - **Monitoring and Evaluation:** How will progress be tracked, reviewed and adjusted over time
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8. Communication Plan

- **Public Awareness:** Methods for informing citizens and stakeholders about the strategic plan and progress (e.g., newsletters, social media, public meetings).
 - **Transparency:** Ensuring open communication throughout the process.
 - **Engagement:** How the city will involve residents in the implementation of the plan.
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9. Conclusion

- **Commitment to Success:** Reaffirmation of the city's dedication to achieving its strategic vision.
- **Future Outlook:** Encouraging optimism and commitment to long-term development and sustainability.

Network Enterprises – An Information Age Solution to Enduring Problems - [0bc21532-9ffe-4236-b742-e666dc7b7a01_Local+Government+Fragmentation-Network+EnterprisesNov2020.pdf](#)

Rethinking Strategic Planning - [a30db947-0333-4688-9ffa-9aae6ef978be_Rethinking+Strategic+Planning_R2.pdf](#)

GFOA Best Practice – Strategic Planning [Strategic Planning](#)

South Windsor CT Strategic Plan - [South Windsor-CT_Strategic Plan_053123 \[Read-Only\]](#)