



Strategic Planning Overview

Municipality of St.-Charles

Introductions



Municipal Strategic Plan Goals

1. Guide Municipality for the next 10 years.
2. Set a framework for municipal decisions to support business expansion, changing & increasing population, higher service demand, recreational opportunities, etc.
3. Identify priority areas of focus, goals and actions.
4. Establish an action plan to include resources, measurements of success, aligned with a communication strategy.



Specific Areas of Consideration

- Pending development of subdivision- residential dwellings increase 25%
- Development will impact municipal services and local business with possible additional business opportunities.
- Economic development trends relevant to workforce & business development.
- Recently expanded fiber optic network and pending natural gas expansion.



Strategic Direction

Priority areas

Goals aligned within each priority

Actions for each goal listed within the priority areas



Strategic Planning Advantages

- Connect priorities to values, mission, vision
- Establish targeted, actionable and achievable tactics
- Focuses efforts and resources
- Streamlines decision-making process
- Provides clarity
- Easily communicated to stakeholders
- Allows for metrics to monitor progress and success
- Easily managed and implemented



Example: Strategic Plan Actions

Strategic Direction Priority #1:

Goal:

Action	Timeline	Roles	Potential Partners	Metrics
Example 1	Short	Mayor & Council Staff (Department) Partner	List	Number of new initiatives established and implemented annually.



Workplan: Phase 1

1. Conduct Documentation Review
2. Undertake Best Practice Review
3. Identify stakeholders
4. Complete Phase 1 Summary Report

Complete by: November 30, 2024



Workplan: Phase 2

1. Host Steering Committee Workshop
2. Coordinate and facilitate one-on-one Interviews
3. Design & develop survey
4. Host Town Hall Meeting
5. Complete Phase 2 Summary Report

Complete by: January 31, 2025



Workplan: Phase 3

1. Develop Communications Strategy
2. Develop and Design Strategic Plan
3. Present Final Report to Council

Complete by: March 28th, 2025



Discussion



What opportunities do you see over
the next 10 years?



What challenges are you currently facing?



What does success look like to you?



Is there anything else that you think should be considered in the Strategic Planning process?



Thank you for your time.

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