



**Town of Fountain Hills
Strategic Planning Process**

Action Plan

Task	Responsibility	Plan Start	Plan End	Actual End
1. Refine for Town Council acceptance the project mission and process work plan				
1.1. Strategic Plan Technical Advisory Committee	Town Manager TAC	Nov. 1 2004	Dec. 16 2004	Dec. 16 2004
1.2. Public Involvement Plan (PIP)	TAC	Dec. 1 2004	Dec. 16 2004	Dec. 16 2004
1.3 Council Approval	TAC Town Council	Dec. 16 2004	Dec. 16 2004	Dec. 16 2004
1.4. Public Involvement Database	Town Staff	Dec. 1 2004	Dec. 31 2004	Feb. 9
2. Establish a project identity and conduct analysis of the existing situation and projections				
2.1. Project Identity		Jan. 21	Feb. 16	
2.1.1. Contract with communications co. (RFP process)	Town Staff Project Manager	Jan. 21	Feb. 8	Feb 25
2.1.2. Draft identity alternatives	Communications. co.	Feb. 8	Feb. 15	
2.1.3. TAC reviews recommendations	Communications. co. TAC	Feb. 15	Feb. 15	
2.1.4. Finalize identity	Communications. co.	Feb. 16	Feb. 22	
2.2. Strategic Planning Kick-Off Event		Jan. 20	Jan. 29	
2.2.1. Write, issue press release, invitations, letter from Mayor, etc.	TAC Town Staff	Jan. 20	Jan. 20	Jan. 20
2.2.2. Develop agenda	TAC Project Manager Project Facilitator Town Staff	Jan. 24	Jan. 27	Jan. 27
2.2.3. Draft Action Plan	Project Manager Town Staff	Jan. 22	Jan. 25	Jan.25
2.2.4. TAC Reviews Action Plan	TAC	Jan 25	Jan. 25	Jan. 25
2.2.5. Revise Action Plan	Project Manager	Jan. 26	Jan. 31	
2.2.4. TAC Approves Action Plan	TAC	Feb. 1, 8	Feb. 1, 8	
2.2.5. Develop project web site	Project Manager	Feb. 15	Feb. 25	
2.2.6. Conduct event	Project Facilitator Project Manager	Jan. 29	Jan. 29	Jan. 29

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2.2.7. Recruit volunteers for citizen committees at the Kick-Off event	Project Facilitator Project Manager Community citizens	Jan. 29	Jan. 29	Jan. 29
2.3. Development of Regional and Local Analysis		Feb. 2	Feb. 14	
2.3.1. Review staff data	Town Staff Town EcDev. Staff Project Manager	Feb. 2	Feb. 7	Feb. 10
2.3.2. Assemble additional data if needed	Project Manager	Feb. 7	Feb. 10	
2.3.3. Organize data and analyses	Project Manager	Feb. 10	Feb. 14	
2.4. Public Interviews		Feb. 7	Feb. 23	
2.4.1. Invite key informant subjects	Project Manager	Feb. 7	Feb. 11	Feb. 11
2.4.2. Develop interview guide	TAC Project Facilitator	Jan. 24	Feb. 4	Feb. 1
2.4.3. Conduct anonymous interviews	TAC	Feb. 14	Feb. 22	
2.4.4. Analyze interview data	Project Manager	Feb. 22	Feb. 24	
2.5. Strategic Position Report		Feb. 23	Mar. 22	
2.5.1. Draft report	Project Manager	Feb. 23	Feb. 28	
2.5.2. Review by TAC	TAC	Feb. 28	Mar. 1	
2.5.3. Revise draft report	Project Manager	Mar. 2	Mar. 7	
2.5.4. Review by TAC	TAC	Mar. 8	Mar. 8	
2.5.5. Design & galley revised draft	Communication s co.	Mar. 9	Mar. 14	
2.5.6. Approve by TAC	TAC	Mar. 15	Mar. 15	
2.5.7. Present <i>Strategic Position Report</i> to Town Council	TAC Project Manager	Mar. 17	Mar. 17	
2.5.8. Print & distribute <i>Strategic Position Report</i>	Communications co. Town staff	Mar 18	Mar 23	
2.6. Technical Advisory Comm.		Jan. 25	Dec. 28	
2.6.1. Regular weekly Tuesday project planning and review meetings (as needed)	TAC Project Manager Project Facilitator	Jan. 25	Dec. 6	Weekly
2.7. Project Newsletter #1		Mar. 2	Mar. 15	
2.7.1. Develop content	Project Manager Communications. co.	Mar. 2	Mar. 7	
2.7.2. TAC approve newsletter content	TAC Communications co.	Mar. 8	Mar. 8	
2.7.2. Design & lay out newsletter	Communications. co.	Mar. 9.	Mar. 11	
2.7.3. Print and distribute newsletter	Communications. co.	Mar. 11	Mar. 16	

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3. Develop Community Values, Vision and Focus Areas				
3.1. Conduct Youth Visioning Institute		Feb. 4	Mar. 11	
3.1.1. Work with schools for envisioning exercises	Project Manager	Feb. 4	Mar. 7	
3.1.2. Recruit participants	Project Manager	Feb. 9	Mar. 10	
3.1.3. Develop Youth Visioning Institute agenda	Project Facilitator Project Manager	Mar. 1	Mar. 4	
3.1.4. TAC review & approve agenda	TAC	Mar. 8	Mar. 8	
3.1.5. Facilitate event	Project Facilitator Outside facilitators Volunteer assistants	Mar. 16	Mar. 16	
3.2. Conduct Fountain Hills Town Hall		Feb. 16	Apr. 16	
3.2.1. Develop marketing plan	Communications co.	Feb. 16	Feb. 22	
3.2.2. Market Town Hall event	Communications co.	Feb. 23	Apr. 14	
3.2.3. Send <i>Strategic Position Report</i> to citizen registrants	Town Staff	Mar. 24	Apr. 14	
3.2.4. Develop Town Hall agenda	Project Facilitator Project Manager	Mar. 9	Mar. 15	
3.2.5. TAC review & approve agenda	TAC	Mar. 15	Mar. 15	
3.2.6. Train TAC Facilitators for small group sessions	TAC Project Facilitator	Apr. 8	Apr. 8	
3.2.7. Evening dinner session	Project Facilitator Project Manager TAC Community citizens	Apr. 15	Apr. 15	
3.2.8. Day-long Town Hall event	Project Facilitator Project Manager TAC Community citizens	Apr. 16	Apr. 16	
3.2.9. Recruit volunteers for citizen committees at the Town Hall event	Project Facilitator Project Manager Community citizens	Apr. 16	Apr. 16	
3.3. Community Values, Vision and Focus Areas – Fountain Hills Strategic Framework		Apr. 18	May 11	
3.3.1. Draft <i>Strategic Framework</i> report	Project Manager	Apr. 18	Apr. 25	
3.3.2. TAC review <i>Strategic Framework</i> report	TAC	Apr. 26	Apr. 26	

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3.3.3. Finalize <i>Strategic Framework</i> report	Project Manager Communications. co.	Apr. 27	Apr. 28	
3.3.4. Design & lay out <i>Strategic Framework</i>	Communications co.	Apr. 28	May 2	
3.3.5. TAC approve report	TAC	May 3	May 3	
3.3.6 Present <i>Strategic Framework</i> report to Town Council	TAC Town Council Project Manager	May 5	May 5	
3.3.7. Print and distribute report	Communications. co.	May 6	May 11	
3.4. Project Newsletter #2		Apr. 13	May 4	
3.4.1. Develop content	Project Manager Communications. co.	Apr. 13	Apr. 18	
3.4.2. TAC approve newsletter content	TAC	Apr. 19	Apr. 19	
3.4.3. Design & lay out newsletter	Communications. co.	Apr. 20	Apr. 28	
3.4.4. Print and distribute newsletter	Communications. co.	Apr. 29	May 4	
4. Develop Fountain Hills Strategic Plan				
4.1. Conduct full-day Planning Retreat		Apr. 5	May 14	
4.1.2. Develop agenda	Project Facilitator Project Manager	May 31	June 6	
4.1.3. TAC approve agenda	TAC	Jun. 7	Jun. 7	
4.1.4. Facilitate retreat	Project Facilitator Project Manager	Jun. 10	Jun. 10	
4.2. Town Council presentation	TAC Project Manager	June 16	June 16	
4.3. Focus Groups (4)		May 16	Jul. 5	
4.3.1. Recruit participants	Opinion research co.	May 23	Jun. 10	
4.3.2. Develop focus group guide	Opinion research co. Project Facilitator Project Manager	Jun. 6	Jun. 20	
4.3.3. Conduct focus groups	Opinion research co.	Jun. 22	Jun. 23	
4.3.4. Brief TAC	Opinion research co.	Jun. 28	Jun. 28	
4.3.5. Write focus groups analysis report	Opinion research co.	Jun. 24	Jul. 8	
4.3.6. TAC review focus groups report	TAC	Jul. 12	Jul. 12	
4.3.7. Draft <i>Town Hall Discussion Paper</i>	Project Manager	Jun. 29	Jul. 5	
4.3.8. TAC reviews draft <i>Town Hall Discussion Paper</i>	TAC	Jul. 5	Jul. 5	
4.3.9. Finalize <i>Town Hall Discussion Paper</i>	Project Manager	Jul. 6	Jul. 11	

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4.3.10. TAC reviews <i>Town Hall Discussion Paper</i>	TAC	Jul. 12	Jul. 12	
4.3.11. Comm. co. designs, lays out <i>Town Hall Discussion Paper</i>	Communications co. Project Manager	Jul. 13	Jul. 18	
4.3.12. TAC approves <i>Town Hall Discussion Paper</i>	TAC	Jul. 19	Jul. 19	
4.3.13. Print & distribute <i>Town Hall Discussion Paper</i>	Communications co.	Jul. 20	Jul. 25	
4.4. Project Newsletter #3		Jul. 6	Jul. 31	
4.4.1. Develop content	Project Manager Communications. co.	Jul. 13	Jul. 18	
4.4.2. TAC approves content	TAC	Jul. 19	Jul. 19	
4.4.3. Design & lay out newsletter	Communications. co.	Jul. 20	Jul. 22	
4.4.4. Print and distribute newsletter	Communications. co.	Jul. 22	Jul. 27	
4.5. Conduct second Town Hall		Jul. 6	Aug. 20	
4.5.1. Create marketing plan for Town Hall event	Communications co.	Jul. 6	Jul. 11	
4.5.2. TAC approves marketing plan	TAC	Jul. 12	Jul. 12	
4.5.3. Market Town Hall event	Communications. co.	Jul. 13	Aug. 11	
4.5.4. Send <i>Town Hall Discussion Paper</i> to citizen registrants	Town Staff	Jul. 26	Aug. 11	
4.5.5. Develop Town Hall agenda	Project Facilitator Project Manager	Aug. 3	Aug. 8	
4.5.6. TAC approves agenda	TAC	Aug. 9	Aug. 9	
4.5.7. Train TAC Facilitators for small group sessions	TAC Project Facilitator	Aug. 11	Aug. 11	
4.5.8. Evening dinner session	Project Facilitator Project Manager TAC Community citizens	Aug. 12	Aug. 12	
4.5.9. Day-long Town Hall event	Project Facilitator Project Manager TAC Community citizens	Aug. 13	Aug. 13	
4.6. Conduct Community Survey		Jun. 6	Oct. 28	
4.6.1. Procure survey firm (RFP Process)	Town Staff Project Manager	Jun. 6	Jul. 15	
4.6.2. Design survey process	Survey Firm	Jul. 25	Aug. 8	
4.6.3. Develop survey instrument	Survey Firm Project Manager	Aug. 1	Aug. 8	
4.6.4. TAC reviews survey instrument	TAC	Aug. 9	Aug. 9	
4.6.5. Revise survey instrument	Survey Firm	Aug. 10	Aug. 15	
4.6.6. TAC approve survey instrument	TAC	Aug. 16	Aug. 16	

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4.6.3. Identify population	Survey Firm Project Manager	Aug. 15	Aug. 26	
4.6.5. Select random sample	Survey Firm	Aug. 29	Sep. 9	
4.6.6. Administer survey to random sample	Survey Firm	Sep. 12	Oct. 7	
4.6.7. Analyze results of random sample survey	Survey Firm	Oct. 11	Oct. 21	
4.7. Draft Fntn Hills Strategic Plan		Oct. 24	Dec. 16	
4.7.1. Draft 1 <i>Strategic Plan</i>	Project Manager	Oct. 24	Oct. 31	
4.7.2. TAC reviews draft 1 <i>Strategic Plan</i>	TAC	Nov. 1	Nov. 1	
4.7.3. Draft 2 <i>Strategic Plan</i>	Project Manager	Nov. 2	Nov. 7	
4.7.4. TAC reviews draft 2 <i>Strategic Plan</i>	TAC	Nov. 8	Nov. 8	
4.7.5. Finalize <i>Strategic Plan</i>	Project Manager	Nov. 9	Nov. 14	
4.7.6. TAC approves final <i>Strategic Plan</i> content	TAC	Nov. 15	Nov. 15	
4.7.7. Design and lay out <i>Strategic Plan</i>	Communications co.	Nov. 16	Nov. 21	
4.7.8. TAC reviews <i>Strategic Plan</i> layout	TAC	Nov. 22	Nov. 22	
4.7.9. Print & distribute <i>Strategic Plan</i>	Communications co.	Dec. 2	Dec. 16	
4.8. Town Council Approval		Nov. 22	Dec. 1	
4.8.1. Present <i>Strategic Plan</i> to Town Council	TAC Project Manager	Nov. 22	Nov. 23	
4.8.2. Town Council votes approval	Town Council	Dec. 1	Dec. 1	
4.9. Celebratory Public Open House		Nov. 16	Jan. 17, 2006	
4.9.1. Create marketing plan for Celebratory Open House	Communications co.	Nov. 16	Nov. 23	
4.9.2. TAC reviews marketing plan	TAC	Nov. 29	Nov. 29	
4.9.3. Market Open House to public	Communications co	Dec. 16	Jan. 11	
4.9.4. Develop plan, agenda for open house event	Project Facilitator Project Manager	Dec. 6	Dec. 12	
4.9.5. TAC reviews Open House agenda	TAC	Dec. 13	Dec. 13	
4.9.6. Conduct Open House event	Project Facilitator TAC Town Council Town Staff Citizen Participants	Jan. 12, 2006	Jan. 12, 2006	
4.9.7. Evaluate Open House event	TAC	Jan. 17, 2006	Jan. 17, 2006	