

TOWN OF FOUNTAIN HILLS CITIZEN-DRIVEN STRATEGIC PLANNING PROCESS



January – December, 2005



BACKGROUND

- Two workshops for general public held in September and October, 2004
- Formation of Technical Advisory Committee (TAC – local residents with strategic planning backgrounds)

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SIX PURPOSES FOR THIS PRESENTATION:

- 1. Strategic planning: why it is important**
- 2. Strategic planning process**
- 3. Strategic planning schedule**
- 4. Mailing list sign-up**
- 5. Written questions on sign-up sheets**
- 6. Answers will come later in Town Hall and other public information**



WHAT IS STRATEGIC PLANNING?

- Building on past successes
- Creating a roadmap for the future
- Identifying Key Strategic Issues
- Achieving consensus on vision, values and priorities

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POTENTIAL CHALLENGES:

- Getting consensus on direction and goals
- Inadequate resources to complete the plan properly
- People or groups fall out of the process
- Inertia, apathy, lack of public involvement
- Having realistic expectations
- Reaching out to the greater community
- Lack of leadership commitment to implement results



WHAT IF WE DO NOTHING?

- Town makes major decisions without broad-based citizen input
- We disregard our tradition of involving volunteers
- Town may lack proper financial resources at build-out

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PROCESS MISSION STATEMENT

To ensure success, the strategic planning process will be based on four key concepts:

1. Inclusiveness (citizen-driven)
2. Simplicity
3. Financial Responsibility
4. Realistic Implementation



SCHEDULE:

JANUARY-FEBRUARY 2005

- Review existing financial situation
- Review capital improvement plans
- Give strategic position report to Council
- Do public interviews, develop common themes
- Establish a communications program
- Begin presentations to local groups



SCHEDULE:

MARCH-APRIL 2005

- **Develop community values, vision, and focus areas**
- **Newsletter #1 distributed to public**
- **Youth Visioning Institute March 17 (tent.)**
- **Fountain Hills Town Hall April 15-16**
- **Continue Speakers' Bureau presentations**



SCHEDULE:

MAY 2005

- Newsletter #2 distributed to public

JUNE 2005

- Planning meeting with town staff
- Focus groups will be conducted

JULY 2005

- Presentation to Council on status
- Newsletter #3 distributed to public

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SCHEDULE:

AUGUST 2005

- Conduct Second Town Hall focused on all data collected

SEPTEMBER-OCTOBER 2005

- Conduct Community Survey

NOVEMBER 2005

- Draft Strategic Plan presented to Town Council in work session

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SCHEDULE:

DECEMBER 2005

- Town Council Review & Approval of Strategic Plan

JANUARY 2006

- Celebratory Public Open House



PUBLIC INVOLVEMENT PLAN:

- **Speakers' Bureau**
- **News Articles**
- **Public Service Announcements**
- **Newsletters**
- **Town's website/Channel 11**
- **Town Council Updates**
- **Word of mouth**

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VOLUNTEERS HAVE SIGNED-UP FOR THESE AREAS:

- **Communications committee**
- **Speakers Bureau**
- **Youth Visioning Institute committee**
- **Town Hall planning committee**
- **Focus Group participation**
- **Mailing list**

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SUMMARY

- **Proposed process is sound**
 - **Simple (K.I.S.S.)**
 - **Credible**
 - **Non-political**
 - **Involves citizen buy-in**
- **Meets Council's goal of December 2005 completion**

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COME TO THE TOWN HALL

WHERE: High School

WHEN: April 15-16

- ✓ Friday, 4/15: Spaghetti dinner kickoff
- ✓ Saturday, 4/16: 8 am-4 pm, all-day forum for citizen input

SIGN-UP: By phone or email
(details to follow)