

AD 460 STRATEGIC PLANNING POLICY
Originating Document – CP-86-2007
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1. Principle:

The County of Prince Edward recognizes that a Strategic Plan is an important element in guiding the actions and decisions of council and staff over the life of the Plan. The Strategic Plan will build on the County's common vision, including previous plans and strategies, and chart the course for the County's successful progression into the latter half of this decade.

2. Plan Development:

2.1 The preparation of a Strategic Plan will be a team approach that blends the perspectives of all members of council with those of senior staff, key stakeholders and the public at large.

2.2 The process will commence with a minimum two-day Strategic Planning Session attended by all members of Council, the Chief Administrative Officer, Commissioners and the Clerk, and any other member of staff as determined by the Chief Administrative Officer.

2.3 This Session shall include, but is not limited to:

- Assessing internal and external environments
- Developing/updating the municipal vision and mission statement.
- Clarifying organizational values
- Stakeholder analysis
- Identifying the strategic issues facing the municipality
- Setting of priorities in the strategic issues identified
- Formulating strategies and plans to manage issues
- Adopting the strategies and plans
- Developing an effective implementation process

2.4 Council shall determine the term of the plan –5 to 10 years. The first five years will be detailed, with the following years being more general in nature.

2.5 The Plan will involve public consultation and input and take into consideration the public input received through the Vision 2009 exercise and any other public consultation that may be available to Council. The consultation process will occur throughout the plan's preparation and allow those with an interest to provide input at the formative stages of the plan's preparation followed by the review of drafts and the provision of follow-up comments.

2.6 The Plan will be developed with the assistance of external expertise.

3. Plan Content:

The content of the Plan will be determined but may include the following components:

- Vision and Mission statement– a statement of what residents value the most about the municipality and wish to retain in the future.
- Goals – qualitative statements that highlight the key issues raised during the strategic planning process and add depth to the vision statement.
- Objectives – measurable steps that lead to achieving the goals.
- Implementation Strategy – specific tasks with timeframes and assigned responsibilities that must be undertaken in order to achieve the objectives.
- Implementation – how the Plan will be adopted and used by County Council and staff.

4. **Plan Review:**

- 4.1 Council shall annually review the Plan to evaluate the strategies, measure the progress of implementation and make any adjustments necessary.
- 4.2 Council shall report annually to the public, in a format to be determined, on the progress made in the achievement of goals and any substantive adjustments made to the Plan.
- 4.3 The first year in the term of each Council a detailed review of the plan will take place, in order to educate the new Council and re-evaluate the plan, making adjustments as determined to be necessary.