

Community Strategic Plan Presentation

Town of Pilot Butte
Saskatchewan, Canada

Community Hall
September 9, 2017 at 2:00 p.m.



Town of Pilot Butte

Saskatchewan, Canada

COMMUNITY STRATEGIC PLAN

"Vibrant, Inclusive, Sustainable, Fiscally Responsible"



July 17, 2017



Presentation Overview

Overview of Developing the Strategic Plan

- **Summary of Approach, Activities, and Engagement**

Overview of the Strategic Plan Framework

- **Mission**
- **Vision**
- **Values**
- **Goal & Objectives**
- **Implementation**

Developing the Strategic Plan

Approach

- Opportunities for Community Engagement (Collaboration and Inclusiveness)
- Function as the over-riding guiding document for all other Town initiatives (Effectiveness)
- Realistic and achievable action plans (Balance)
- Strategic Plan as management tool
- Implementation plan & effective brand strategy

Developing the Strategic Plan

Activities and Engagement

- ▶ Background Research
 - ▶ Review various programs, policies, relevant literature, etc.
- ▶ Strategic Plan Committee
 - ▶ 4 meetings; providing updates and guidance on the process
- ▶ Engagement Strategy
 - ▶ Identifying relevant stakeholders; developing a communications plan

Developing the Strategic Plan

Activities and Engagement (Con't)

- ▶ Community Engagement
 - ▶ Community Visioning Workshop
 - ▶ Tea & Talks Events (4)
 - ▶ Stakeholder Interviews
 - ▶ Community Survey
 - ▶ Youth Engagement

Developing the Strategic Plan

► SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

Strengths

- Proximity to the City and surrounding communities
- Good Town services (e.g., snow removal)
- Small-town feel / atmosphere
- Good quality of life – many long-term residents
- Volunteers
- Dedicated community groups
- Housing is affordable
- Elementary School
- Recreation opportunities and facilities
- Friendly People
- Walkability
- Parks, trails, and green spaces

Weaknesses

- Community engagement / communication / trust
- Town signs
- Proximity to other services
- Town beautification initiatives
- Low community pride or spirit
- Coordination of community events between organizations
- Lack of policing in Town / Enforcing By-laws
- Lack of commercial services for growing population
- Moving forward and accepting change
- Deteriorating infrastructure
- "Red Tape" for new developments

Opportunities

- Continue to manage growth (residential/commercial)
- Available land for growth / alternative uses
- Attract / new businesses and services
- Work with existing community partners
- Strong financial position / new revenue stream possibilities
- Increasing recreation and leisure programming
- Collaboration with community groups
- More active transportation
- Arts/culture and heritage

Threats

- Acreage developments encroaching on Town boundary
- Town being divided between 'old' and 'new' residents
- Need to expand sewage treatment capacity (\$)
- Increasing costs for infrastructure and services
- Losing volunteer base
- Maintaining existing infrastructure and facilities
- Increasing costs to deliver services
- Increased crime
- Services and housing for seniors

Mission Statement

Our Mission

- *To promote and maintain our “small-Town atmosphere”, while enhancing the quality of life in Pilot Butte through measured growth, as well as providing excellent fiscal responsibility, community-focused, and environmentally sustainable services that residents value.*

Vision Statement

Our Vision

- *Pilot Butte is a safe, inclusive and caring community of choice that is focused on supporting families, youth, and seniors*
- *Pilot Butte has a vibrant and diverse economy that supports its community's needs*
- *Pilot Butte is a sustainable community focused on maintaining, protecting, and enhancing its natural environmental, parks, and green spaces*
- *Pilot Butte is fiscally responsible and accountable in delivering a high quality of community services and maintaining infrastructure for now and in the future*

Values Statements

- A safe, progressive, caring, inclusive, and respectful community
- Community-focused and 'neighbourly'; broad community outreach to engage with residents, partners, businesses, visitors, newcomers, and organizations.
- Recognition and encouragement of volunteerism
- Well managed and maintained public spaces, infrastructure, and services
- Recreation, arts, culture, and leisure opportunities that are accessible for everyone
- Open, transparent, proactive, accountable, fiscally responsible, ethical and accessible governance
- Manage growth that is environmentally responsible and complimentary of the natural surroundings
- Fostering and leveraging partnerships to work towards a common and sustainable future



Goals

- **GOAL 1: PROVIDING A SAFE, HEALTHY, VIBRANT, AND INCLUSIVE COMMUNITY**
- **GOAL 2: SUPPORTING ECONOMIC DIVERSITY AND GROWTH FOR THE COMMUNITY'S NEEDS**
- **GOAL 3: CREATING AND SUSTAINING COMMUNITY INFRASTRUCTURE, PARKS, AND NATURAL SPACES**
- **GOAL 4: FOSTERING AN EFFECTIVE AND EFFICIENT CORPORATION**



Goal 1 & Objectives

GOAL 1: PROVIDING A SAFE, HEALTHY, VIBRANT, AND INCLUSIVE COMMUNITY

- **Objective 1.1:** Develop, support, and promote recreational and leisure programs and infrastructure to meet the needs of the community
- **Objective 1.2:** Effectively and efficiently deliver amenities and services that meet the needs of the residents
- **Objective 1.3:** Continue to develop and promote safety and active transportation (walking, biking, etc.) options to get around Town
- **Objective 1.4:** Creating community pride and continue to support and promote arts, culture, and heritage
- **Objective 1.5:** Continue to support and encourage active volunteers and community organizations
- **Objective 1.6:** Continue to support development options and growth that fits the community's needs and vision



Goal 2 & Objectives

GOAL 2: SUPPORTING ECONOMIC DIVERSITY AND GROWTH FOR THE COMMUNITY'S NEEDS

- **Objective 2.1:** Continue to support local businesses and strengthen Pilot Butte's economy
- **Objective 2.2:** Create local economic partnerships and opportunities
- **Objective 2.3:** Maximize tourism potential
- **Objective 2.4:** Promote and showcase Pilot Butte as a place to live, work, and play



Goal 3 & Objectives

GOAL 3: CREATING AND SUSTAINING COMMUNITY INFRASTRUCTURE, PARKS, AND NATURAL SPACES

- **Objective 3.1:** Protecting, preserving, and enhancing parks and natural spaces
- **Objective 3.2:** Planning, development, and maintenance of infrastructure and services for a growing community

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Goal 4 & Objectives

GOAL 4: FOSTERING AN EFFECTIVE AND EFFICIENT CORPORATION

- **Objective 4.1:** Improving community engagement, transparency, and communications
- **Objective 4.2:** Maintaining long-term financial sustainability

Developing the Strategic Plan

Identifying an Effective Brand Strategy

- The Strategic Plan is good starting; concentrate on the Vision and Actions that community members have identified and raised in the strategic planning process
- Need to identify what is unique and/or special about Pilot Butte that can be harnessed to create a niche image (the brand)
- Try to identify a perception or feeling you want residents and visitors to have – something that can become synonymous when people think about Pilot Butte
- Concentrate on (changing?) what people are thinking and saying about you, not what you are thinking and saying you are
- Important – a slogan is generally not a brand, but rather a marketing message to support the overall brand

Implementation Strategy

Overview of Implementation Strategy Recommendations

- Integrate the Strategic Plan into Day-to-Day Operations of the Town of Pilot Butte
- Maintain and Enhance Internal and External Partnerships
- Continuing to Build Community and Council Support
- Monitoring and Reporting
- Ongoing community engagement and input

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Thank You!

► Questions or Comments?



Thank you!