

# Seguin Township Strategic Plan 2019 - 2022

## Frequently Asked Questions (FAQ)

### 1. What is a Strategic Plan? What is the purpose of a Strategic Plan?

Strategic Planning is a process of discovery, reflection, discussion, community building and setting priorities. It is the process that Seguin Township will use to define its overarching direction and strategy, set goals and develop the steps necessary to achieve those goals. It will allow Council to develop its agreed-upon priorities for action and it will allow those priorities to be informed by staff, permanent and seasonal residents, organized stakeholders, key partners and clients.

The Strategic Plan that will emerge from the process will be Seguin Township's blueprint for the next four years. It will clearly define the priorities that Council will focus on together for this term of Council and it will set strategic priorities for the 2019-2022 period. The Strategic Plan will be the lens through which Council and staff address priorities.

A new Strategic Plan for Seguin Township will help the Township to:

- Identify a clear and agreed-upon set of goals
- Streamline and focus decision making
- Allocate human and fiscal resources in alignment with key Council-defined priorities
- Develop a forward-looking and forward-thinking vision for Seguin Township
- Promote continuous improvement and service excellence.

### 2. Why Is Seguin Township developing a new Strategic Plan?

Strategic Plans are living documents. Strategic Plans should be reviewed and updated to ensure they accurately reflect current and emerging priorities. Seguin Township is developing a Council-driven Strategic Plan. The Strategic Plan will be developed by Council and will be informed by input from staff, residents, organized stakeholders, key partners and clients.

Seguin Township's current Strategic Plan was updated in 2018 but the format and general structure of the document dates back to the original Plan that was developed in 2005. Much has changed since the original Plan was developed. New policies, new guidelines, new demands for services, new pressures and last but certainly not least, a change in government. A new forward thinking Strategic Plan is needed in order for Seguin Township to capitalize on the next era of opportunity.

### 3. What is the timeframe for developing the updated Strategic Plan? When will it be finalized? What happens once it is approved by Council?

The strategic planning process is expected to take four months. The process has just started and based on a four month timeline, it is expected that the new Strategic Plan will be approved by Council in the summer of 2019.

The Strategic Plan, once developed, will be used to make informed decisions. It will be used by members of Council to make decisions about identified priorities, and it will be used by staff as a tool to focus resources – staff and fiscal resources - in alignment with those priorities.

**4. Will members of the public have an opportunity to share their thoughts with Council? How can I get involved? How can I share my ideas with Council?**

There will be many opportunities to become involved in the development of the new Seguin Township Strategic Plan 2019-2022.

- You can write to us and share your ideas  
You are welcome to share your thoughts with Council about the priorities that are top of mind for you via email. Your thoughts, suggestions and observations may be sent to [strategicplan@seguin.ca](mailto:strategicplan@seguin.ca).
- You can attend the Community Information & Listening Session  
On June 15<sup>th</sup>, we will be convening meetings with community members and stakeholders. Information about the Community Information & Listening Session follows:

<ul style="list-style-type: none"> <li>• <b>Community Information &amp; Listening Session</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Date: Saturday, June 15<sup>th</sup>, 2019</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Time: 9:00 am – 11:30</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Location: Rosseau Memorial Hall, 2 Victoria Street West, Rosseau</b></li> </ul>

- You can monitor the Township website to follow along on the progress of developing the Strategic Plan and subscribe to our mailing list to receive regular Newsletters and updates.
- You can, at any point in time, share your ideas with Council.
- You are welcome to contact Mayor MacDiarmid or Chris Madej, CAO anytime if you have any questions about the strategic planning process.

**5. Will a draft of the updated Strategic Plan be shared with the community?**

A draft of the new Strategic Plan will be uploaded to the Township website and will be available in hard copy at the Township office. The draft Strategic Plan 2019-2022 will be made available to the community before it proceeds to Council for approval.

**6. I have more questions. Who can I contact?**

Information about the Seguin Township Strategic Plan 2019-2022 may be obtained by contacting Mayor Ann MacDiarmid or Chris Madej. Contact information follows:

Mayor Ann MacDiarmid	Chris Madej, CAO, Seguin Township
Phone: (705) 732-6401 (705) 346-2210	Phone: (705) 732-4300
Email: <a href="mailto:annmacdiarmid@seguin.ca">annmacdiarmid@seguin.ca</a>	Email: <a href="mailto:cmadej@seguin.ca">cmadej@seguin.ca</a>