



## In This Issue

1 What we're doing and why: >>

2 Where we're at: >>

3 How we're moving forward: >>

## Contact

**Robert Brindley**  
Town of St. Marys  
[rbrindley@town.stmarys.on.ca](mailto:rbrindley@town.stmarys.on.ca)  
519-284-2340 x216

## Community Based Strategic Plan

The Town of St. Marys is undertaking a Community Based Strategic Plan. The ultimate purpose of this initiative is to help shape the community's future, provide structure for mutually accepted goals and a common agenda, define the purpose of the community at large and its role in achieving stated goals and balance community goals with realistic local resources.



Town services are essential to local quality of life. Your input is important to ensure future projects, services and spending are focused on the community's areas of priority.

The steering committee appreciates you taking the time to keep abreast of our ongoing efforts.

If you have any questions regarding the Community Based Strategic Plan please contact Robert Brindley, Town of St. Marys at [rbrindley@town.stmarys.on.ca](mailto:rbrindley@town.stmarys.on.ca) or (519) 284-2340 x 216

## What we're doing and why:

- Conducting a participatory community based strategic plan to develop a clear statement of the community's vision, mission and goals.
- The community based strategic plan will focus on areas of economic development, sustainability, health, infrastructure, service provision, governance and quality of life.
- Town council and new administration recognized the need to be more strategic to meet the long term needs of the town and adapt quickly to evolving community and economic pressures.
- The community based strategic plan will help shape the community's future, provide structure for mutually accepted goals and common agenda, define the purpose of the community and balance community goals with local resources.

## Where we're at:

- A community survey was developed and deployed online, available on the town's website. Hard copies are available at community centres and the town hall.
- To date there have been 265 responses to the online survey.
- 32 stakeholder interviews have been conducted with all members of council, key staff, and community members identified by town administration. The community members were chosen to represent all aspects of the community and included business owners, social and sporting club members, community visionaries, social service providers and members from the senior and youth communities.
- The consulting team met with the project steering committee on October 6 to provide a progress update.

## How we're moving forward:

- Undertake an analysis of the stakeholder consultation (One-on-One interviews, surveys, focus group session).
- Complete the economic base analysis (key sectors and opportunities, community asset assessment and SWOT analysis).
- Develop major themes for strategic plan.
- Establish goals and objectives that will set direction for strategy.
- Meet with the Strategic Plan Leadership Team to review results and plan public consultation on draft strategic plan.