



Strategic development plan

Definition of Strategic plan

Strategic planning is a management process designed to ensure the ongoing alignment of an organization with the internal and external circumstances that benefit it.

It is accomplished by adapting the mission, defining objectives, developing strategies, and developing a comprehensive plan that indicates how resources will be used to meet the needs of stakeholders and the demands of the environment.

Source: <https://www.mamh.gouv.qc.ca/amenagement-du-territoire/guide-la-prise-de-decision-en-urbanisme/planification/planification-strategique/>

Utility?



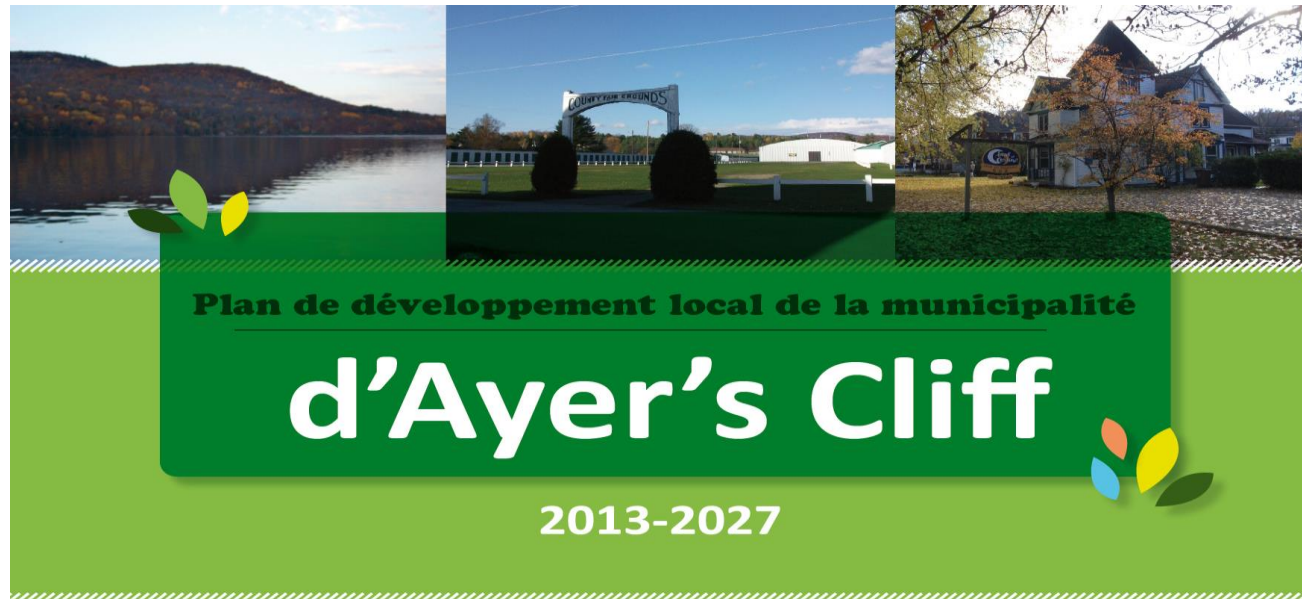
The strategic approach encourages a Municipality's elected officials to focus their efforts on directions, objectives, major issues and an action plan for the community, while keeping the community's goals in mind.

Once a vision of planning and sustainable development has been developed and shared with the population, and key targets have been identified, strategic options and a plan of action to achieve these targets can be defined.

Source: <https://www.mamh.gouv.qc.ca/amenagement-du-territoire/guide-la-prise-de-decision-en-urbanisme/planification/planification-strategique/>

Actual plan of the Municipality

- ▶ The Municipality already has a plan. The "Municipality of Ayer's Cliff Local Development Plan" was conceived in 2013 and would be valid in theory until 2027.

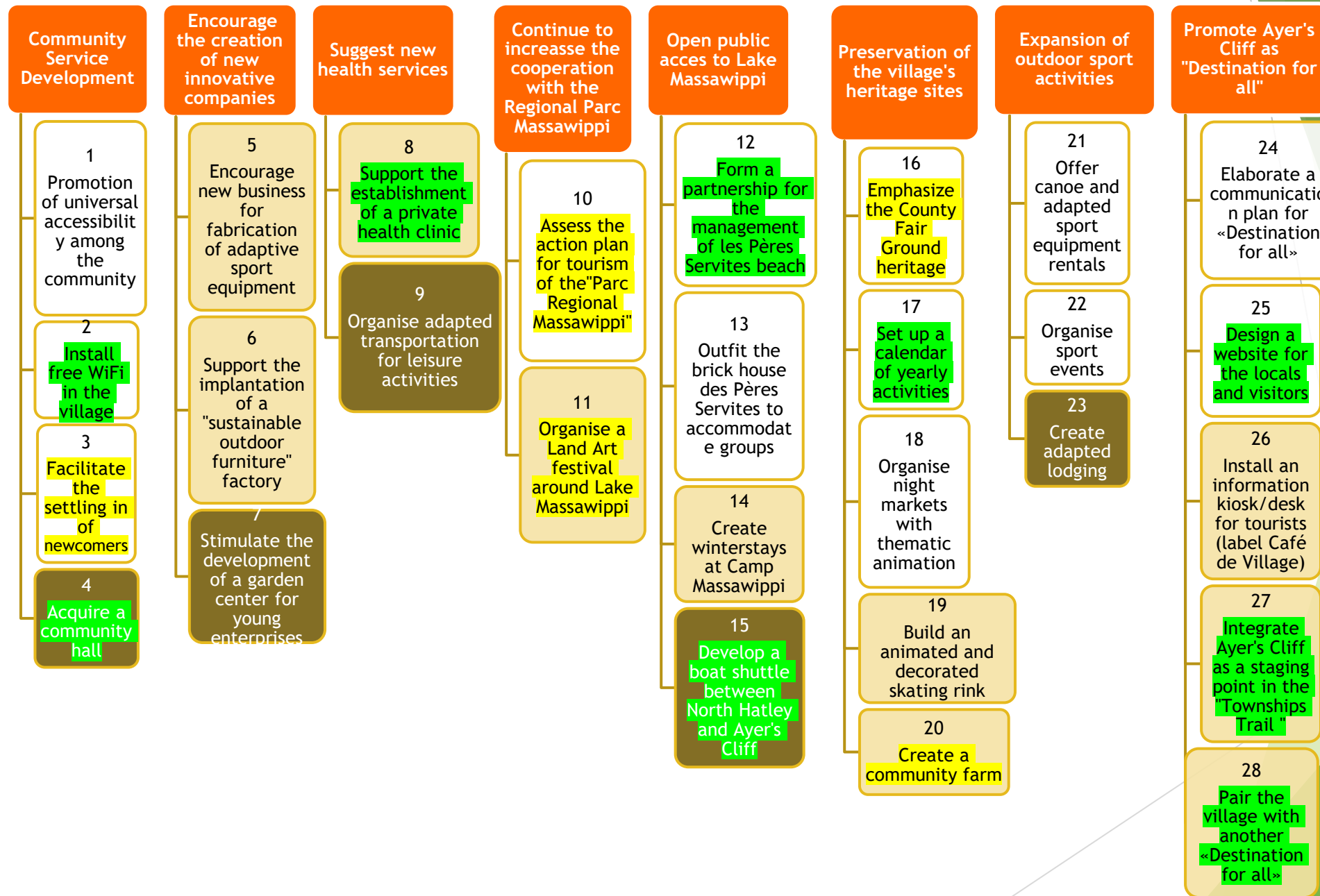


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So why we redo a plan?



- ▶ Usually, a strategic development plan for a municipality is established over a 5-year period. This allows for a review of priorities at that time as well as a reconsultation of the population as to the evolution of their needs. Since the current plan is already almost 10 years old, it should be replaced.



Planification planning steps

- 1- Analysis of the overall picture of the Municipality (analysis of the existing plan, the demographic situation, the economic portrait, etc.)
- 2- Consultations with the parties involved (citizens, businesses, community organizations, etc.)
- 3- Strategic thinking: strategic thinking is based on the elements gathered during the consultations. A funnel-like process then begins, since it is at this point that choices are made, priorities are defined and a strategic alignment of the consultation elements is carried out.
- 4- Drafting of the strategic plan based on the previous step, on the overall vision and general points
- 5- Elaboration of an action plan: the precise outcome of the strategic reflection process in order to determine concrete actions to be carried out and follow-up indicators, spread out over a determined period.

Source: <https://espacestrategies.com/theme-de-croissance/planification-strategique/planification-strategique-municipale/>

How long does this process take?

- ▶ It takes an average of 6 to 12 months in total.

Next steps before the next presentation:

- ▶ Analysis of the overall picture of the Municipality and of the former planning (internal);
- ▶ Public consultations: at all regular Council meetings, from 5:30 p.m. to 7 p.m., for the next 5-6 months approximately.
- ▶ Consultations with organizations, businesses and other institutions such as schools, churches, etc. (internal)

Thank you for
your attention!



questions or
comments?