

**Strategic and Long-Term Planning  
Policy No: 1030**

**Approval: Town Council  
Effective Date: February 23, 2011**

Supersedes Policy No: none



**Policy Statement:** The Town of Hardisty Council believes that it is Important to plan for the short and long term future of our Community.

## 1. Definitions

- .1 Citizen – A resident of the Town of Hardisty
- .2 Public – The most general and inclusive term for participants of public process in the municipal context. This term includes individuals, not-for-profit, community and corporate organizations.
- .3 Involvement – The term used to cover the continuum of purposes or phases for engaging the public in municipal issues. The continuum includes sharing information, consultation to test ideas and collaborating to build solutions and active participation in decision making.
- .4 Engagement, Participation - The act of sharing in the activities of the Town.
- .5 Strategy - refers to a plan of action designed to achieve a particular goal

## 2. Responsibilities

All employees will be expected to take a strategic approach for every project undertaken:

***Standards of Practice:***

The Town of Hardisty will produce a Strategic Plan each calendar year which shall be approved by Council prior to January of each year. Strategic Plans shall be of one year, three years or five years duration and generally shall be in alignment with terms of Council.

***Citizen Engagement:***

- Council should seek input from the public prior to undertaking a Strategic or long-term plan to know the needs and desires of the citizens. This may be accomplished through discussions one on one with the public, open houses, questionnaires, surveys, etc.

### 3. Procedure

#### .1 *Process*

- a. It starts with public input on the needs and desires of the community and its citizens, Mayor, members of Council and Town staff. That's the strength of democracy – everyone can be involved.

The process is then presented by Town staff to Council, who will:

- ❖ Obtain input from different people and/or groups
- ❖ Provide priorities
- ❖ Look at options to make the priorities work
- ❖ Prepare a Strategic Plan or Long-Term plan
- ❖ Present the plan to the public for feedback and input
- ❖ Finalise the plan

Town staff will research each priority and if it is in line with Council's vision then the item becomes part of a report prepared by Town staff.

Town staff will then present all the information and provide recommendations in regards to the item to Town Council for direction and/or a decision to proceed forward.

Town Council asks the five W's in regards to the idea. Who, What, Where and Why? Once they know the answer to these questions they make a decision.

Once a decision is made then Town staff are charged with implementing Council's decision in regards to the item.

Town staff will follow up as part of their regular reporting to Council on the progress being made on each item of the plan as it progresses, complete with estimated timelines. In addition Staff will provide an yearend report identifying each item and the status of same.

#### .2 *Accessible Involvement*

- a. *Information is accessible*: Information is always provided to the citizens in the simplest form possible – in plain language or understandable graphic formats.
- b. *Facilities are accessible*: Location and physical accessibility are always considered.
- c. *Information is readily available* so the public may participate in an informed discussion. Utilize multiple means of providing information. ie: internet, website, social media, newsletter, newspaper, flyers, mailers, information signs, bulletin boards, etc.

### .3 **Citizen Involvement**

- a. *Sharing Information:* Council must share information on each plan to build awareness. Also Council may present information about issues that may affect citizens.
- b. *Consultation:* Council may test ideas or concepts to build knowledge. Collaborate with the citizens to build commitment. Provide information and receive feedback or comments. Council may choose to involve citizens in the development of solutions.
- c. *Active Participation:* Sharing decision making to build ownership. Delegating decision making to build responsibility. Partner with stakeholders in developing recommendations. This will give stakeholders the responsibility to make decisions.

### .4 **Getting Involved**

Input and involvement from residents is very important in building our Town. Hardisty Town Council encourages you as a citizen to participate in the affairs of the Town.

How can you make an impact on the Town's decision-making process:

- Tell us your concerns and make suggestions
- Give us your feedback
- Attend public consultations
- Attend Council meetings (they are always open to the public)
- Contact your Councillor or Mayor
- Write a letter to Council
- Request to meet with Council as a delegation at a Council meeting
- Serve on a board or committee

*We encourage everyone to participate.  
Let's continue to build our Town together.*

### **DECISION MAKING PROCESS**

