

Town of Algoma Strategic Planning Initiative 2022

Overview: The Town of Algoma has contracted with the University of Wisconsin Oshkosh's Center for Customized Research and Services to facilitate the preparation of a long-range (5-10 years) Strategic Plan. As Algoma continues to grow in population, the Strategic Plan will be a guide to set priorities for future investments in the Town. While the planning process is being facilitated by the staff from UWO-CCRS, guidance will be provided by Town staff and Board Members. As with the preparation and implementation of any successful Strategic Plan, resident and property owner input is critical to ensure the plan meets short and long-term needs. Throughout the next five months, residents will be given ample opportunities to provide input on the contents and the priorities laid out in the Strategic Plan. The Strategic Plan is scheduled to be completed in October with a presentation at the October 19, 2022 Town Board meeting.

Areas to be Addressed: Staffing, departments, infrastructure, services, facilities, amenities, intergovernmental agreements, future planning initiatives, and Town structure.

Strategic Plan Elements:

1. Vision Statement
2. Mission statement
3. Priority Areas/Strategic Priorities
4. Short-Term Goals in Priority Areas
5. Long-Term Goals in Priority Areas
6. Yearly Objectives for each Goal
7. *Action Plans for completion and/or implementation
8. Report outcomes (qualitative and quantitative)

*Action Plan implementation steps are contained within the Annual Budget, 3-5 Year Capital Improvement Plan, Comprehensive Land-Use Plan, Stormwater Management Plan, and Park and Open Space Plan.

Plan Development Approach:

- Background Research-review of current planning documents and past community surveys, and conduct an environmental scan.
- Launch Meeting with Town staff and board members to set roles, expectations, and identify planning priorities.
- Launch Meeting with strategic planning team and the public to share information and answer any questions the public may have.
- Establish Planning Teams to address the priority areas of the Strategic Plan with Goals, Objectives, and Action Steps.
- Preparation of draft Strategic Plan, provide opportunities for the residents to review and comment on the plan, write final plan, and Town Board approval.
- Publish Strategic Plan on Town's website with ongoing updates regarding the implementation of the plan goals and any known outcomes.

Resident Input:

- Initial Resident survey in May 2022. It is a short survey to gather information on the general operations of the Town. Deadline to complete survey is May 27, 2022.
- Mid-Point surveys in July to request feedback on draft strategic priorities of the Town. These priorities may include staffing, facilities, services, departments, future status of the Town, etc.
- Regional Engagement to follow-up on the Goal areas and review strategic priorities.