

## Strategic Plan 2020-2025

# Why is the municipality preparing a 5-year strategic plan?

---

Council believes that – working closely with our communities and local organizations – we get more done, done better, and done more wisely, if we plan. Our residents and businesses expect vision and responsibility from us.

By looking ahead and acting accordingly, we can provide:

### Leadership

People expect leadership from their governments. Gone are the days when citizens expect their governments just to react to crises. People want to influence the future of their community.

### Engagement

People want to be consulted and heard about local issues that affect them, such as land use changes. And residents and businesses want to be engaged more broadly in charting a course for the future. Hundreds of volunteers in local boards, associations and civic organizations are already working hard to make Middlesex Centre a better place.

### Preparedness

If we know where we want to go, we have a better chance to get there! What will we have to offer? Time takes its toll on our roads and bridges. Will we act prudently to stay sustainable? If we know what we are trying to do, we have a better chance of being ready when opportunities or threats emerge.

### Vision

Our challenge is to see not just the trees but also the forest. Municipalities interact in many ways with local residents and businesses and provide many routine operations,

like road maintenance, sewage treatment, building inspections, etc. It is all too easy to lose sight of the forest through the daily trees. A strategic plan helps us all to keep bigger goals in sight and to think about our common future.

## Priorities

There is never sufficient resources to do everything that everyone would like. Inevitably, your municipal government has to do more of some things and less of others, some things first and other things later. Unless priorities are consciously established and communicated, everyone gets disappointed and disillusioned.

Strategic planning means finding that difficult balance between what might be desirable and good for the Middlesex Centre, on the one hand, and what's likely to be possible and affordable, on the other hand.

Council believes that a well-thought-out and community-based plan for the future benefits everyone.

### → *The Council Benefits*

For Council, a good strategic planning process helps it to find common ground, take wise initiative, and feel a sense of achievement. The plan puts staff "on the same page" as Council when they do their annual budgets and work plans. It often challenges Council and staff to re-think "business as usual," to find time and money for new ideas.

### → *The Community Benefits*

For the community, the strategic plan process is another opportunity to be heard and help Council to steer the ship of local government. The strategic plan also declares what Council is trying to achieve, and invites residents, businesses, community organizations, and other agencies to get on board, and help Council to achieve its objectives. Beyond the basic ongoing services, it tells people where Council believes municipal time and money would be wisely invested.

Finally, it helps citizens to hold their Council and staff accountable. Have they been effective at doing the things they set out to do?

From March to August 2020, with the help of experienced facilitators, Middlesex Centre will be looking to the future and generating momentum for 2025. We need your help.

Please stay informed about the planning process we are following and how you can get involved!