# 2014 Strategic Plan



#### **Mission Statement**

"To provide quality services, to exceed expectations, to steward the resources entrusted to us, and to promote and protect our environment and the health, safety and welfare of all who live, work or visit Hartland Township."

#### **Vision Statement**

"Hartland Township is a place where residents, businesses and civic leaders are partners in building a unique community that is family-oriented, attractive and inviting. We are a community that proudly invests in enhancing our history, our character and our natural environment, and serves with fiscal responsibility and excellence."

#### **Core Values**

- Accountability
- Community
- Excellence

- Integrity
- Service
- Stewardship

# The Importance of Strategic Planning

Strategic planning is a tool that facilitates achieving predetermined goals through specific tasks. The process involves articulating a vision of where an organization wants to go, creating a plan for how to get there and identifying how to carry out the plan. It is a forward-looking process that produces tangible, measurable and meaningful results.

The following sections outline the planning framework, the foundation upon which the plan is based, and the strategic commitments that are the guideposts in helping to realize the community's vision and to accomplish the Township's mission.

### **Vision Tour 2018**

On November 8, 2013, the Supervisor, Clerk, Treasurer, Trustees and Township Manager responded to the question: If you were showing and describing Hartland Township to a visitor five years from now, what would you like to have on the tour (physical realities, services, programs and type of community)?

- Increased level of Public Safety
- Public infrastructure Improvements
  - o Roads and pathways
  - Pathway connections completed Village to M59
  - o Water
  - Sewer
  - o Parks
  - Enhanced M-59 Gateway at interchange
- Improved Parks and Recreations Programs
- Commercial development promotion
- Community Development
  - Commercial development built out 30%
  - Phase II of both parks
  - Village improvements
    - Special assessment
    - Grants
    - Blight mitigation
  - o Out of land owning business
  - Completed new marketing plan that promotes entry level young families
    - Housetops/density
    - Seniors
    - Diverse housing generations
  - Better roads
  - Township wide trash hauling
  - More retail development
- Greater fiscal stability
- One zip code

# **Major Goal Areas**

### I. Quality of Life

- Parks improvement to next level Phase II
- Pathways

### II. Sustainability

- Roads
- Water and sewer
- Greater fiscal stability
- Public safety increased level

### **III. Community Development**

- Commercial development built out
- Attract viable retail
- Marketing
- Attract diverse population/housing stock generationally diverse

## **Next Steps**

- 1. The Township Manager will implement the attached action plan.
- 2. On a monthly basis, the Township Board of Trustees will review some aspect of the Strategic Plan and make adjustments as necessary.
- 3. At six months after approval, the Township Board of Trustees will review the entire plan and establish two year tasks.

2014 Strategic Plan   Hartland Township   January 7, 2014														
ID	Goal / Objective / Task	Champion	Target Date											
1	Quality of Life			J	F N	I A	M	1 1	Α	s o	N	D	J F	. N
	Park Improvements	Public Works		Π	T	T	П	1	Π	1	1 1	T	一	_
	Discuss available funding for capital improvements	Board	Dec '13		-							+	+	+
	Prioritize improvements for consideration in 2014	Board	Jan '14		-							+	+	+
	Build next phase of projects	Public Works	Nov '14	Ħ		+	H					$\dashv$	+	+
	Target projects for grant & cost-sharing opportunities	Public Works	May '14	H		+						$\dashv$	+	+
	Update Parks Master Plan	Planning	Mar '15	H						-	$\vdash$	$\dashv$	+	+
		Public Works	IVIUI 15	H								$\dashv$	+	+
	Pathways Discuss available funding or SADs outside of plan/millage	Board	Jan '14									$\dashv$	+	+
	Complete Safer Roads & Pathways Plan	Task Force										$\dashv$	+	+
		Public Works	Aug '14	H								$\dashv$	+	+
	Begin implementing Safer Roads & Pathways Plan		Sep '14	H	-	-						+	+	+
	Village Plan	Planning Board	Dec '13		-	-						+	+	+
	Discuss available funding or SADs for village improvements			H						-		$\dashv$	+	+
	Complete Safer Roads & Pathways Plan	Task Force	Aug '14	H								-	+	+
	Begin implementing Safer Roads & Pathways Plan	Public Works	Sep '14	Н								-	+	+
	Community Events	Manager	4 /4 4	H			H			_		-	+	+
	Develop & implement action plan to promote volunteerism	Manager	Apr '14	H			H			_		_	+	+
	Identify strategies for improving/expanding community events	Manager	Dec '14	Ш			Ш				Ш		$\bot$	┷
2	Sustainability			1 1	_	7		-	-	<del>-</del>	1 1	_	4	
	Improved Police Protection / Patrols	Manager								_		4	4	4
	Conduct follow up citizen survey to assist decision making	Manager	May '14									4	4	4
	Analyze data, study options and present results to Board	Manager	Jul '14										4	┷
	Roads	Public Works										4	_	$\perp$
2.2.1	Complete Safer Roads & Pathways Plan	Task Force	Aug '14											_
2.2.2	Begin implementing Safer Roads & Pathways Plan	Public Works	Sep '14											
2.3	Water & Sewer	Public Works												
2.3.1	Complete development readiness study for water system	Public Works	Sep '14											
2.4	Fiscal Health	Finance												
2.4.1	Complete comprehensive update of the Boyle Model	Finance	Jan '14											
	Compile 2-Year Capital Improvement Plan (CIP) with estimates	Finance	Apr '14											
2.4.3	Adopt 2015-2016 Strategic Plan Update	Board	Sep '14											
3	Community Development													
3.1	Build Out of Commercial Developments	Planning												
3.1.1	Meet with existing major developers	Planning	Apr '14						$\Box \top$					
3.1.2	Complete new Comprehensive Plan (updated housing trends)	Planning	Mar '15											
3.2	Branding	Communications												Τ
3.2.1	Develop & implement community marketing plan	Communications	Apr '14									Ī	T	