



Strategic Plan Survey Information Circular

The newly elected Mayor and Council of the Town of Placentia are developing a new Strategic Plan to guide it in assessing the priorities that, you, the residents, and business owners would like them to address during their term of office.

The priorities will be reassessed on a yearly basis over Council's term of office and include the steps required to accomplish them. Your input is vital to the development and success of the Strategic Plan.

Council has engaged LW Consulting to assist them with the public consultation and development of the Strategic Plan.

Attached as Appendix 1 is the Strategic Plan Survey for you to complete. Thank you for completing this survey. It is an important part of the development of the Town of Placentia's Strategic Plan which will guide it in addressing your priority issues over Council's term of office.

Mayor Pearson and Council values and appreciates your participation in the Strategic Planning process. As a token of their appreciation, everyone who completes the attached survey will have their names included in a draw for a \$100.00 Visa Gift Card.

Everyone will have another opportunity to participate in the development of the Strategic Plan at a Public Meeting at the Arts Centre on **December 14, 2021, at 6:00 PM**. An overview provided by LW Consulting will give the priorities you identified in the survey for Council to address during its term of office. You will have an opportunity at this meeting to add any additional comments you feel are relevant. This will provide Council with the priorities you would like Council to address during its term of office. This is important to Council so that they will be aware of your expectations. The draw for the \$100.00 Visa Gift Card will take place at this meeting.

Upon completion of the Strategic Planning Process there will be another Public Meeting to present everyone with the Town's new Strategic Plan. The Town will provide information on the place and time of this meeting.

At a Public Meeting prior to the end of 2022, a Report Card will outline Council's accomplishments of the identified priorities included in the Strategic Plan.

Please complete and return the following Survey to lewis.gerard@bellaliant.net on or before 4:00 PM, December 11, 2021.

Appendix 1

2021 Town of Placentia Strategic Plan Public Survey

Please indicate the specific priorities you want Council to address during the next four years in order. Include them in the order of importance to you with number 1 being your main priority.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Please indicate the timeframe (immediately, months or years) in which you would like these priorities to be addressed.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Part of the Strategic Planning process is to identify the Strengths, Weaknesses, Opportunities, and Threats for the Town of Placentia. The Strengths and Weaknesses are the internal characteristics of the Town. One example of a Strength may be the knowledge of employees and one of a Weakness may be the time it takes to obtain a particular service. The Opportunities and Threats are the external characteristics of the Town. One example of an Opportunity may be the Port of Argentia and one example of a Threat may be the condition of the highway from Argentia to the TCH.

List any Strengths you believe the Town of Placentia has:

1. _____

2. _____

3. _____

List any Weakness you believe the Town of Placentia has:

1. _____

2. _____

3. _____

List any Opportunities you believe the Town of Placentia has:

1. _____

2. _____

3. _____

List any Threats you believe the Town of Placentia has:

1. _____

2. _____

3. _____

Thank you for your participation.

Please provide your name and telephone for the draw of a \$100.00 Visa Gift Card:

Name

Telephone Number