



Town Strategic Planning - Checklist

✓ Strategic Planning for Towns in 2025 – Master Checklist

LAYING THE FOUNDATION

- Review existing strategic plan ☐
- Identify outdated goals or irrelevant data ☐
- Draft or revisit your town's vision and mission statements ☐
- Assign a project team or steering committee ☐
- Define roles, responsibilities, and timeline for the update ☐

UNDERSTANDING YOUR 2025 CONTEXT

- Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis ☐
- Perform an environmental scan (political, economic, social, tech, legal, climate) ☐
- Gather updated demographic and economic data ☐
- Identify post-pandemic impacts and trends ☐
- Map current and potential external influences (state, federal, private sector) ☐

DEFINING PRIORITY FOCUS AREAS

- Audit existing infrastructure and services ☐
- Identify urgent community needs and gaps ☐
- Prioritize economic development opportunities ☐
- Integrate sustainability and climate resilience goals ☐
- Identify areas for digital innovation and inclusion ☐

COMMUNITY ENGAGEMENT

- Identify all key stakeholders (residents, staff, businesses, orgs) ☐
- Plan and schedule town halls, surveys, and interviews ☐
- Ensure engagement is inclusive and accessible ☐
- Use multiple channels (in-person, digital, social media) ☐
- Document all feedback and insights ☐

GOALS, METRICS & ACCOUNTABILITY

- Draft SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) ☐
- Assign responsible departments or champions for each goal ☐
- Develop key performance indicators (KPIs) ☐
- Set review timelines and milestones ☐
- Create a tracking and reporting system (dashboard, scorecard, etc.) ☐



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IMPLEMENTATION PLANNING

- Align strategic goals with annual budget and resources ☐
- Create a 1-year, 3-year, and 5-year action plan ☐
- Establish interdepartmental collaboration processes ☐
- Outline contingency plans for risk management ☐
- Finalize and publish the updated strategic plan ☐



MONITORING & REVIEW

- Schedule regular strategy review sessions (quarterly or annually) ☐
- Collect performance data and compare with KPIs ☐
- Update stakeholders on progress transparently ☐
- Adjust goals and tactics as needed ☐
- Maintain the plan as a “living document” that evolves with the town ☐



FINAL DOCUMENTS TO COMPLETE

- Updated Strategic Plan Document (PDF and print format) ☐
- Community Needs Assessment Summary Report ☐
- Stakeholder Engagement Log ☐
- SMART Goals Sheet ☐
- KPI Dashboard ☐
- Annual Implementation Calendar ☐
- Communications Plan ☐
- Strategic Plan Review Schedule ☐