

# Natick 360

Honoring Our Past. Planning Our Future.



## Town of Natick Strategic Plan 2008-2012

### Overview

*Natick 360* is the Town of Natick's strategic planning process. It is sponsored by five of the Town's boards and committees: Board of Selectmen, Conservation Commission, Finance Committee, Planning Board and School Committee. *Natick 360* was authorized by Town Meeting in spring 2006. Each of the sponsoring boards and committees designated a representative to the Strategic Planning Oversight Committee (SPOC), which then selected four additional members at large, to oversee the strategic planning process through four phases:

- *Phase 1. Our Community Yesterday and Today:* The Metropolitan Area Planning Council researched and published a study of Natick, its history, its characteristics, strategic advantages and disadvantages, and resources.
- *Phase 2. Our Shared Values and Vision:* Based on a summary of citizen input at the October 2006 "Vision for the Future" meeting of Natick residents, the five sponsoring boards and committees developed and adopted a set of values that are widely shared throughout the community, and statements describing a shared vision of the Town's aspirations.
- *Phase 3. Our Strategic Options:* In a series of joint meetings among members of the five sponsoring boards and committees; a gathering of members of the public; a meeting of "key informants," who are leaders in government, not-for-profit and business sectors throughout the region, potential solutions to key issues facing the Town were identified. The Town staff helped identify cost categories for these strategic options.
- *Phase 4. Our Strategic Choices:* In the June 2007 "Strategic Choice" meeting, citizens narrowed and prioritized the list of options. A scientific random sample survey solicited residents' opinions. The sponsoring boards and committees narrowed the list further, added their own input, and developed 12 goal statements focusing on the results they want the Town to achieve. Each board and committee then identified actions it could take that would advance the 12 goals.

Strategic planning consultants Blackerby Associates of Phoenix managed the project and provided independent facilitators for the meetings, under the SPOC's oversight.

The five sponsoring boards and committees considered five primary sources in developing the strategic goals for 2008-2012:

- *Our Community Yesterday and Today*, the report of the Metropolitan Area Planning Council on Natick characteristics;
- *Natick Value and Vision Statements*, developed through the "Vision for the Future" meetings October 27-29, 2006, and workshops for members of the sponsoring boards and committees;
- *The results of the "Strategic Choices" workshops* held June 8-10, 2007, and facilitated meetings of the sponsoring boards and committees;
- *The results of the scientific random sample survey of Natick residents*, conducted in July and early August 2007 by independent survey firm ETC Institute of Olathe, Kansas; and,
- The priorities and suggested action items of the individual sponsoring boards and committees.