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## FOR MORE INFORMATION

### CITY OF TROTWOOD'S ORGANIZATIONAL STRATEGIC PLAN FOR THE FUTURE

The City of Trotwood launched its organizational strategic planning project at its scenario-based Think-Tank on June 22, 2019. Approximately 60 community members and stakeholders attended the five-and a half hour Think-Tank. The Think-Tank was intended to build coherency around a strategic vision framework that will guide the community over the next five years and beyond. The scenario narratives and descriptions were developed by the participants, and the axis reflects the themes generated through research and the Think-Tank Survey.

Additional engagement with the community will take place in August 2019, and the ongoing Trotwood 2030 Vision Survey will continue to collect input through September.

Get involved! Please attend one of the focus group sessions listed below, and please take the Trotwood 2030 Vision Survey at this link: <https://www.research.net/r/TrotwoodVisionCommunity>

There will be six focus group sessions open to the public. They will take place August 27-28. The focus group focus areas have been derived from the Think-Tank participant input and surveys.

- |   |  |
|---|--|
| 1. Build educational excellence                                     | 4. Foster community leadership and inclusiveness |
| 2. Expand business and economic development initiatives             | 5. Strengthen regional and local connectivity    |
| 3. Adopt a future oriented approach to Trotwood's Built Environment | 6. Create high quality community assets          |

**For more information on the City of Trotwood and Trotwood's organizational strategic planning project, please contact:**

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**To get involved, please go to <https://lab.future-iq.com/city-of-trotwood-strategic-planning-project/> and follow this project.**

## ABOUT THE PROJECT – TROTWOOD'S ORGANIZATIONAL STRATEGIC PLAN

Trotwood's organizational strategic plan initiative is a large-scale community visioning and planning initiative that will ultimately create a 5-year organizational strategic plan for the City. Central to the initiative is in-depth community engagement including scenario planning in the form of the Trotwood Think-Tank, focus groups, and a community Vision Survey. There is a strong emphasis on transparency, diversity and inclusivity. This is also a data-driven process, with all community engagement backed up by the data produced through all of the sessions. This data will be displayed on the project portal in the form of a data visualization platform.

The strategic planning process aims at a minimum to include the following:

- Identification of high leverage strategic goals
- Equitable inclusion of all strategic planning participants
- Facilitation of conversations with participants
- Support of strategic planning participants by facilitating the internal and external environmental assessments
- Communicating the work of the strategic planning participants and the results of their work
- Process that is on track, time and budget
- Ensuring the implementation and evaluation of the plan contains realistic and measurable indicators and metrics
- Framework for renewal of the vision, mission and core values

Trotwood's organizational strategic planning process is enabling stakeholders and community members to come together to plan for the future of Trotwood. This will lead to the clarification of priorities and actions that will define a clear roadmap to the future.





SCENARIO A – MAYBERRY

This scenario forecasts a future where life in the community is idyllic and accepting and people take care of each other. A cost-conscious investment orientation supports traditional residential services and amenities without a lot of extras. Leadership works hard to keep the community connected on a regional basis and the community places high value on green spaces and traditional parks and trails. Initially, people are drawn to live in the community. Lack of funding for new development and infrastructure restricts housing options and new business opportunities. Failure to adopt new technologies and modernize traditional infrastructure limits growth and job opportunities. The younger cohort is eventually forced to look elsewhere for employment and modern amenities, and the City becomes outdated.

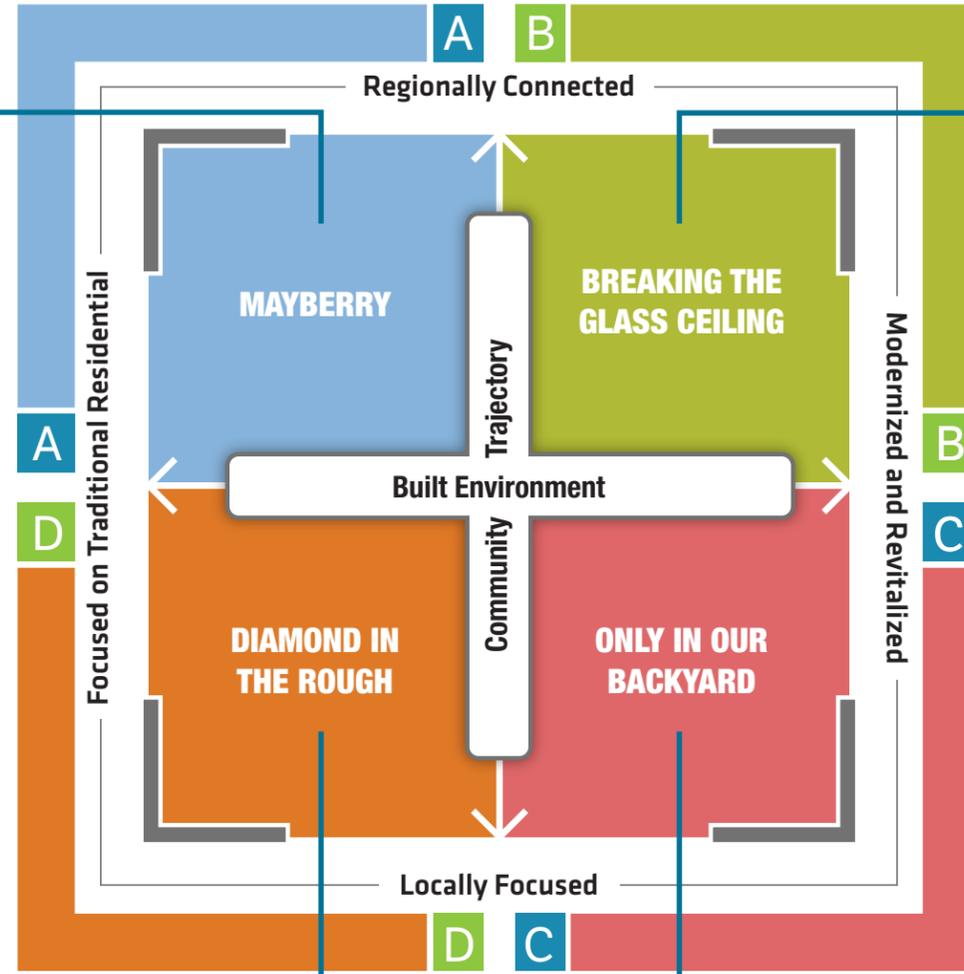
- Economy and Industry Impacts**  
Economic and industry ties are regional, but development funding is limited.
- Community and Societal Impacts**  
The community hosts an aging population that is diverse and inclusive.
- Environmental and Landscape Impacts**  
The community places high value on clean air and green spaces.



SCENARIO D – DIAMOND IN THE ROUGH

This scenario forecasts a future where the community is tightknit and insular while maintaining a cost-conscious focus on providing adequate traditional services and amenities to its members. Initially self-reliant and supportive of their own, the unwelcoming atmosphere of the community does not attract new populations. The community considers modernization 'extravagant' and has no appetite for investment in the environment, new services or amenities. A lack of resources to keep pace with changing technologies cause a declining school system and young families are forced to leave. Housing development is oriented towards an aging population and limited medical resources are strained. Without connections to the region, the local economy struggles, becomes stagnant and younger people leave the City for opportunity elsewhere. At a certain point, population in the City decreases rapidly due to older people dying, no youth, and a lack of young professionals. The community ages out and loses its identity.

- Economy and Industry Impacts**  
Cost-conscious economic solutions restrict new development and discourage industry and new businesses.
- Community and Societal Impacts**  
A locally focused community ethos supports traditional services and development but lack modern advancements.
- Environmental and Landscape Impacts**  
There is minimal funding for the environment and the community is unable to take advantage of new trends or opportunities.



SCENARIO B – BREAKING THE GLASS CEILING

This scenario forecasts a future where the community is a vibrant, growing city highly connected to the outside world and "breaking the glass ceiling" as a cutting-edge modernized Smart City. Using all the latest technologies to support new development and redevelopment, the City connects all corners of the community through its multi-modal transportation systems and Wifi for all and highlights innovative housing options using renewables and smart house technologies. The community is full of all types of hubs that support innovation, from industry-specific learning hubs to tech hubs for social interactions and start-ups. A high emphasis on ecological health places the City ahead of the curve in green building and planning and zoning codes are rewritten to protect the environment. Expanded educational programming for all ages supports a community that is diverse, educated and happy.

- Economy and Industry Impacts**  
Innovation and connectivity are encouraged as Trotwood becomes a Smart City.
- Community and Societal Impacts**  
Community goes high-tech and connected with an emphasis on developing educational options.
- Environmental and Landscape Impacts**  
A high emphasis on ecological health drives mixed use and innovative building development.



SCENARIO C – ONLY IN OUR BACKYARD

This scenario forecasts a future where the community values the positive effects of modernization but only 'tolerates' the outside world. New businesses and people are drawn to the economic opportunities in the city afforded by innovative infrastructural development and new technologies adopted in the redevelopment process. Newer residents wholeheartedly embrace and call for new entertainment, diverse restaurants and grocery stores, energy efficiency and updated medical resources. However, long-time residents begin to feel over run by the new development and become resentful at being outplaced, outpriced and outsourced. Over time, the slow pace of change and lack of regional connections causes the 'newcomers' to become disillusioned by the insular atmosphere of the community and they leave to live and work in more welcoming communities.

- Economy and Industry Impacts**  
Economic development investments support local development projects only.
- Community and Societal Impacts**  
A population attracted to new opportunities in technology creates growth and new challenges.
- Environmental and Landscape Impacts**  
Sustainability and high energy efficiency are emphasized in all development and improvements.

