



## **MORTON TOWNSHIP STRATEGIC PLAN**

**2019**

Morton Township strives for excellence in providing quality of life, encouraging economic development and creating recreational opportunities.

# MORTON TOWNSHIP STRATEGIC PLAN

**2019**

## **Purpose**

A Strategic Plan is a tool used for managing the township. By creating a plan that identifies the township's vision, objectives, strategies and initiatives, the organization is better able to stay focused and work towards common goals. The plan charts the future of the township and is a living document that is used to improve our township. Every decision the township makes directly relates to the Strategic Plan. It is a living document that is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and why it does it, with a focus on the future.

## **Background**

As Morton Township continues to grow, it has become apparent that there is a need for a comprehensive strategic plan to guide the Township toward future goals. In February 2018 the Township Board of Trustees began to create the strategic plan for the Township.

The board met monthly to create the Plan. The board started the process by determining what our township residents' value and created a Vision Statement for the Township.

In developing the Strategic Plan, the board focused on answering the following questions:

1. What is changing in our future environment that will affect the township?
2. What do we want to achieve from a big-picture perspective?
3. Where are we now?
4. Where do we want to be in the future?
5. What are our desired outcomes?
6. How do we get to where we want to be?
7. Whose voice(s) should be involved?

## **VISION STATEMENT**

Morton Township  
strives for excellence  
in providing quality of  
life, encouraging  
economic  
development and  
creating recreational  
opportunities.

The board of trustees used the following resources in designing the strategic plan:

1. Morton Township Property Owners' Views About the Area and It's Future Report of 2014 Survey Findings
2. Morton Township Recreation Plan 2017-2022
3. Michigan Townships Association Presentation B-104 Strategic Planning for Townships Presentation
4. Input from Committee Chairpersons and Department Heads

Based on review of resources and input from key influencers, four primary goals and their objectives were established. Short-term and long-term initiatives were established for each goal as well.

## **STRATEGIC PLAN GOALS**

1. Foster a healthy, engaged and connected community.
2. Achieve excellence in governance and delivery of services.
3. Cultivate partnerships and promote collaboration.
4. Support a sustainable, balanced and investment-ready community.

### **Goal 1:**

#### **FOSTER A HEALTHY, ENGAGED AND CONNECTED COMMUNITY**

Objectives:

- a. Develop and maintain multiple forms of communication between the Township and constituents.
- b. Create a sense of identity for Morton Township.

Short-Term Initiatives (1-3 years):

- a. Township Open House – Summer 2019
- b. New Website – March 2019
- c. Community Identity – enhancing social/print media
- d. Community Education Programs – schedule ongoing education programs offered to township residents and surrounding communities

Long-Term Initiatives (3+ years):

- a. Community Festival
- b. Village Upgrades

## **Goal 2:**

### **ACHIEVE EXCELLENCE IN GOVERNANCE AND DELIVERY OF SERVICES**

#### **Objectives:**

- a. Expand township's recycling program.
- b. Improve Fire/Rescue Department Services
- c. Improve Office Efficiency
- d. Developing Business Park
- e. Develop trails within Morton Township

#### **Short-Term Initiatives (1-3 years):**

- a. Implement online tax and permit payments
- b. Implement payroll direct deposit
- c. Develop strategic plan for fire/rescue department
- d. Market properties in Morton Township Business Park
- e. Remodel secretary/trustee offices
- f. Develop trails on 40-acres in business park and on CSX Railroad properties

#### **Long-Term Initiatives (5+ years):**

- a. Develop water/sewer systems

## **Goal 3:**

### **CULTIVATE PARTNERSHIPS AND PROMOTE COLLABORATION**

#### **Objectives:**

- a. Partner with Mid-Michigan Trails Alliance to develop trails in Morton Township to connect to existing regional trail systems
- b. Continue working with Mecosta County Road Commission to improve roads in Morton Township.
- c. Participate in efforts to promote regionalism and explore collaborative solutions to better serve our residents.
- d. Partner with Michigan State Police to offer community education programs and host MSP sponsored events.
- e. Partner with Muskegon River Watershed to clean up Little Muskegon River.
- f. Partner with Mecosta County Youth Center to aid in offering community opportunities for our local youth.
- g. Partner with Mecosta County Parks to offer swimming lessons at School Section Lake County Park.

#### **Short-Term Initiatives (1-3 years):**

- a. Organize and participate in fire department community activities
- b. Schedule community education programs
- c. Partner with Mecosta County Road Commission and Sheridan, Wheatland and Martiny townships to repair 60<sup>th</sup> Avenue between 11 Mile and Thirteen Mile Roads.
- d. Partner with Mecosta County Road Commission to install bike lanes on roads in Morton Township.

- e. Participate in River-Clean Up Day through Muskegon River Watershed to clean up Little Muskegon River.
- f. Offer swimming lessons at School Section Lake County Park.

Long-Term Initiatives (3+ years):

- a. Connect bike trails to existing trail systems.

## **Goal 4:**

### **SUPPORT A SUSTAINABLE, BALANCED AND INVESTMENT-READY COMMUNITY**

Objectives:

- a. Improve marketability of Morton Township Business Park.
- b. Install water/sewer systems when/where needed.
- c. Improve Spring Clean Up Day
- d. Assist Village of Mecosta in upgrades throughout the village.
- e. Maintain partnership with Mecosta County Economic Development Corporation
- f. Develop initiatives to promote health and movement

Short-Term Initiatives (1-3 years):

- a. Market undeveloped lots in Morton Township Business Park with local real estate agencies.
- b. Expand trails within township and throughout the county.

At the beginning of each fiscal year, the Township Board will review and update the Morton Township's Strategic Plan.