

# Strategic Plan

2021 - 2026



**DELTA**  
TOWNSHIP



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Supervisor

“ Leadership is the capacity to  
translate vision into reality. ”

- Warren Bennis  
Leadership Scholar



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Trustee



# INTRODUCTION

As the Township's highest level planning document, the Strategic Plan articulates three strategic goals that provide focus in providing exceptional services, improving Delta's quality of life, and enhancing the uniqueness of the Delta community. Each strategic goal is supported by actionable objectives that support Delta's current and future identity. The Strategic Plan will be anchored by tasks developed by the Board of Trustees and Township staff to work towards achieving each of the plan's three defined goals. The Township is determined to make significant, measurable improvements in each priority area, and share those points of pride with the community to help champion positive and sustainable growth.

## OVERVIEW

Strategic planning is a comprehensive and systematic management tool designed to help organizations assess the current environment, anticipate, and respond appropriately to changes in the environment, envision the future, increase effectiveness, and achieve consensus on goals and objectives.

On May 14 and 15, 2021, the Board of Trustees and Manager of Delta Charter Township embarked on the development of the Townships FY2021-FY2025 Strategic Plan. The group discussed the strengths and weaknesses of the Township and the opportunities and threats facing the Township. The Board discussion then moved to a shared five-year vision for the community. Appointed Department Heads then joined the discussions to help create the major goal areas, key objectives, and one-year tasks that needed to be completed in order to realize the five-year vision.



## KEY FOCUS AREAS

Delta's Strategic Plan outlines three high level goals over the next five years to provide a solid foundation on which the Township will continue to build an intentional and prosperous future for Delta Township. No prioritization is implied by the order in which these goals are listed.

### Community Vitality

Delta Township will maintain and improve strong connections with community partners, residents, and employees and provide a clean, healthy community environment where people are safe and enjoy access to amenities that support a high quality of life by delivering efficient and effective services to all populations in Delta.

### Community Connectiveness

Delta Township will encourage a diverse, inclusive, and vibrant environment, helping to make and keep our community a great place to live, work and play.

### Infrastructure

Delta Township will deliver high quality municipal services with the greatest value for its residents, businesses, and visitors by creating a healthy, sustainable community, and by maintaining and improving the Township's infrastructure.

# COMMUNITY VITALITY

A healthy community includes better access to services and amenities from quality health services to a strong network of parks and pathways. Delta will create an inviting and thriving environment for all residents, businesses, and visitors by maintaining and enhancing the quality of life in the community via on-going assessment, public and private partnerships, and by leveraging resources to meet objectives.

## KEY OBJECTIVES

### Encourage Diverse Population

- Full Range of Housing
  - Provide to the Board annual data and website dashboard on housing info including:
    - Apartment rents and occupancy rate
    - Charting all licensed rentals on a map
    - Housing sales and new housing starts
    - Ask for rental rates from single family rentals (upon rental license)
  - Continue focused code enforcement
- Support Senior Living
  - Continue to assess and enhance senior programming and amenities

### Beautify Saginaw Corridor

- Improve Saginaw Corridor
  - Review past studies including:
    - Delta Township Town Center Feasibility Study (2007)
    - Delta Township Saginaw Highway Corridor Market analysis and market strategy (2012)
    - Delta Township's Placemaking Strategy Development Workshop findings (2014)
  - Work with the CIA on a Comprehensive Corridor Improvement Study
    - Include beautification and visual enhancement identified in corridor study
    - Implementation of the CIA utility projects
    - Research burying utilities

### Economic Development

- Thriving Businesses
  - Review of sign ordinance
  - Increase funding for façade grant program
    - Expand program area
    - Incentivize aging part of Saginaw at a higher level
  - Continue to highlight businesses
  - Continue to proactively work with businesses
    - Build accurate business database
    - Build on events to utilize the Mall area
    - Build a helpful resources inventory for business visits to identify where Township can help or facilitate help from other organizations
    - Work with appropriate businesses for preplanning for public safety

### Public Health

- Continue dialogue with health department
  - Look for possible collaboration
  - Share important public health information
  - Participate in community risk reduction programs





# COMMUNITY CONNECTIVENESS

By building stronger community connections, Delta can become a healthier, more resilient community. The Township has the responsibility to create and maintain an environment that engages and empowers every Delta resident regardless of age, ethnicity, ability, income, or neighborhood so that we can remain a vibrant place to live, work, and play.

## KEY OBJECTIVES

### Park Development and Pathways

- Continue to implement parks and nonmotorized plan.
  - Continue to play a supporting role with Lansing Township, City of Lansing, Ingham County, and Tri-County Regional Planning on Southern Connection to Lansing River Trail.

### Community Events

- Expand events
  - Add outdoor winter event
  - Expand diverse cultural events
- Expand diverse cultural opportunities
  - Work with community partners to expand opportunities and partnerships that contribute to and enhance community events that celebrate culture and diversity in the community.

### Public Art

- Expand public Art
  - Explore partners and locations for public art installation
  - Expand displays of art
    - Include public art at Township events
    - Display art in public buildings
      - Provide opportunity for artists to display and sell their art in public buildings
  - Partner with private entities such as the Lansing Mall to bring in art displays
  - Look for opportunities to incorporate culture and diverse art into exhibits
  - Explore additional funding opportunities

### Identity and Branding

- Marketing the Township
  - Expand "I am Delta" signs on all utility poles
  - "I am Delta" on Water Tank (Willow Tank)
  - Continue highlighting "I am Delta Community Spotlight"
  - Work with CIA on marketing plan for the Saginaw Corridor
  - Identify additional locations for branding



# INFRASTRUCTURE

The Township has the responsibility to maintain and protect its resources and assets to ensure future generations will be able to enjoy Delta. Continued work toward these long-term goals requires sound financial practices on all levels and the investment in the organization's human capital and resources. Stewardship also includes maintaining current infrastructure, upgrades for efficiency or enhanced capabilities, and plan for the future infrastructure needs of the community.

## Key Objectives

### Maintaining and Improving Infrastructure

- Update and continue with implementation of water reliability study (2017)
- Continue systematic assessment and improvements in wastewater collection system
- Continue strong public education efforts for all major projects and functions of township
- Continue to address township facilities assessment (2020)
  - Identify funding for ongoing needs
- Continue to utilize and enhance GIS for data needs and decision making

### Strong Public Safety

- Continue to support strong public safety services
- Sheriff Substation
  - Complete analysis of needs and cost estimates
  - Determine funding for new or relocated substation
  - Build or relocate sheriff substation

### Key Staffing

- Continue to hire highly qualified staff
- Continue to encourage and provide professional development for all staff
- Capture institutional brain trust

### Develop a Plan for Sustainability

- Establish achievable goals
- Identify new funding and sustainable revenue

### Regionalism

- Continue dialogue with regional partners:
  - Eaton County (including ECRC, ECSD, ECDC)
  - LEAP
  - Lansing Chamber



## STRATEGIC INITIATIVES

### Already Committed to Over the Next Five Years

- Wastewater Treatment Plant Major Capital Improvements
- Carrier Creek Interceptor Repair and lining projects
- Willow Lift Station rebuild
- St. Joe Water Main
- New Sheriff Substation Replacement

### DNR Grants:

- Delta Mills Playground Restroom
- Mt. Hope Perimeter Pathway
- Mt. Hope Park North Baseball Fields
- Hunter's Park Pathway paving
- Hawk Meadow Pathway paving
- Sharp Park Renovations
- Sharp Park Parcel Acquisition
- North Canal Parcel acquisition



# IMPLEMENTATION

Implementation of this plan is carried out by staff regularly throughout the year and as a part of their day-to-day job. Implementation progress and notes are tracked and monitored by the Township Manager's Office. Additionally, resources needed to carry out some of the objectives in the plan are carefully considered and due to lack of resources or emergencies, implementation of some strategies may be temporarily put on hold.

The Township's implementation of the strategic plan will span over five years. Ensuring the strategic plan's alignment with the Township's budget process, capital improvement plan, important policy decisions, economic development initiatives, and public safety priorities will all be key measures of success.

The Strategic Plan is intended to be a living document. Reporting on the strategic plan as preferred by the Township Board will occur by the inclusion of a strategic plan section on staff reports. The Plan's goals, objectives, and tasks allow us to be transparent, focused in our efforts, and accountable for our results.

Delta strives to be a safe and healthy community for all to live, work, and play. A safe and healthy community includes well-maintained infrastructure, strong community partnerships, engaged residents and businesses, and intentional planning strategies to ensure a desirable and responsible future Delta Township community.

