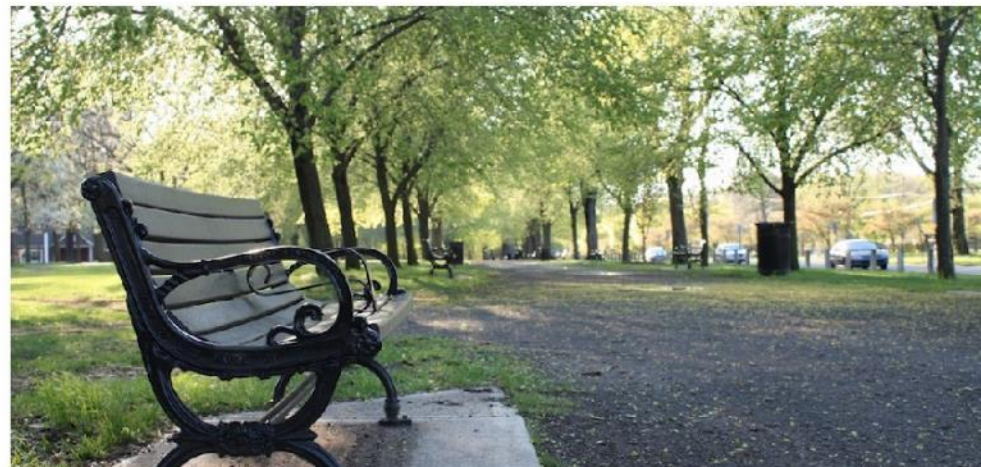




giffels
webster



city of
CHARLOTTE
Michigan

Vision 2025 Overview

April 30, 2020



VISION 2025

Overview of Presentation

- Background
- Seven Elements of Healthy Communities
- Plan Approach
- Plan Highlights
- Next Steps



VISION 2025 - BACKGROUND

The City and several partnering community organizations are seeking achievable ways to improve the quality of life for all residents in the form of a five-year strategic plan.

- The strategic plan looks at what's working and what needs work in the community.
- It identifies specific improvement actions that the community has the resources (or a plan to obtain resources) to achieve within the identified time period.
- The strategic plan recognizes the resources that other agencies and community groups can offer.
- Vision 2025 led by Steering Committee comprised of community partners and representatives from the City.

SEVEN ELEMENTS OF HEALTHY COMMUNITIES

The plan is organized around the “Seven Elements of a Healthy Community,” which have been introduced to the community over the past several years and include:

- Arts and Culture
- Basic Needs of Residents
- Strong and Connected Neighborhoods and Communities
- Vibrant and Diversified Economy
- Quality Education and Learning Opportunities for All Ages
- Natural Environment
- Health and Wellness

SEVEN ELEMENTS OF HEALTHY COMMUNITIES

Arts & Culture

What is it?

- Visual and performing arts instruction and performance
- History

Why is it important?

- Contributes to the identity and vitality of the community
- Provides social and emotional benefits for children, adults, families and seniors
- Contributes to the economy
- Brings people together



SEVEN ELEMENTS OF HEALTHY COMMUNITIES

Basic Needs

What is it?

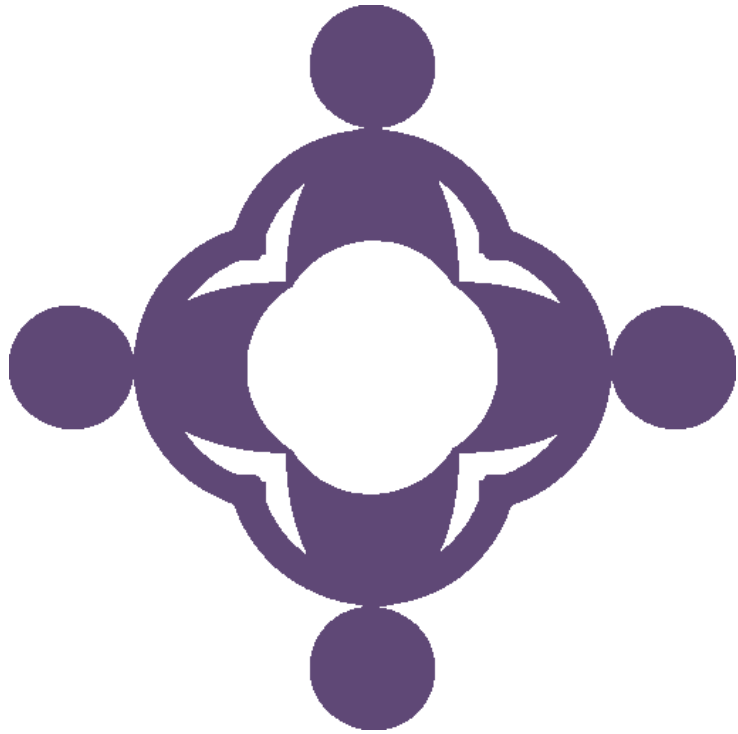
- Access to healthy food, housing, transportation and technology

Why is it important?

- Supports residents in a safe and compassionate environment



SEVEN ELEMENTS OF HEALTHY COMMUNITIES



Community

What is it?

- A sense of belonging and civic engagement.

Why is it important?

- Supports equal opportunities to participate in decision-making
- Enhances diversity, promoting a sense of pride and shared purpose
- Provides support system for residents

SEVEN ELEMENTS OF HEALTHY COMMUNITIES

Economic Opportunity

What is it?

- Diverse and healthy local economic conditions

Why is it important?

- Supports growth of existing businesses
- Attracts new businesses
- Supports entrepreneurship
- Grows the local workforce



SEVEN ELEMENTS OF HEALTHY COMMUNITIES



Education

What is it?

- Lifelong learning for the acquisition of new skills and ideas

Why is it important?

- Supports advancement of community members
- Provides stability for local families
- Helps people achieve their own goals

SEVEN ELEMENTS OF HEALTHY COMMUNITIES

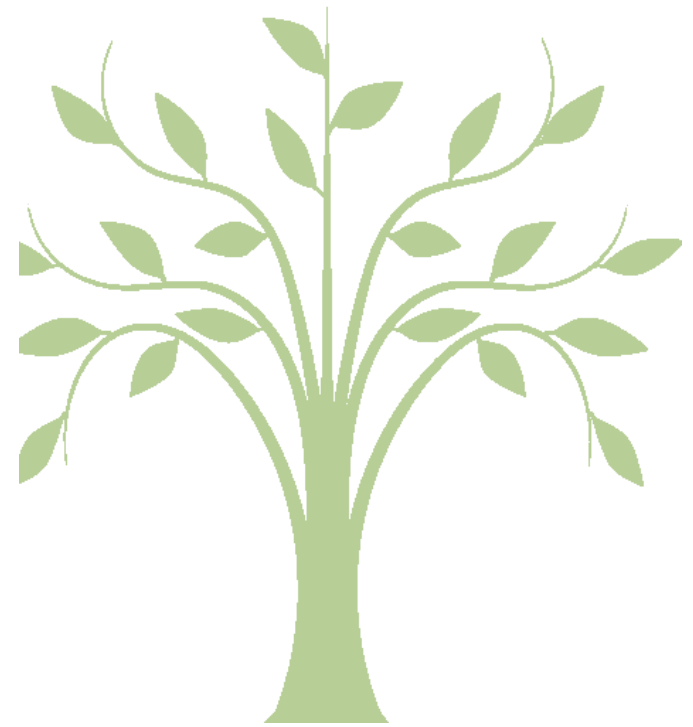
Environment

What is it?

- Natural features and habitats

Why is it important?

- Provides healthy ecosystems for people, plants and animals
- Provides recreational opportunities



SEVEN ELEMENTS OF HEALTHY COMMUNITIES



Health & Wellness

What is it?

- An environment that supports community health and provides health services

Why is it important?

- Keeps people healthy so they can lead longer and more productive lives.

PLAN APPROACH












- Steering Committee led the process and served as the conduit to the community
 - There are some strategies that specific organizations are better equipped to implement.
 - Organizations may wish to assess areas where services overlap to more effectively and efficiently provide services.
 - Mission statement matrix illustrates areas of service and potential partnerships.

PLAN APPROACH

Community organizations
identified by Steering
Committee

Mission Statement
(or summary)

Icons note which of the Seven Elements
the organization's mission reflects. There
may be more than one.

Organization	Mission	Arts & Culture	Basic Needs	Community	Economy	Education	Environment	Health & Wellness
Can Do!	Can Do! believes that, in our community, anything is possible. Its diverse, welcoming membership creates an environment that awakens the imagination and invigorates a spirit of collaboration and generosity among community members, youth, entrepreneurs, and leaders to transform the wonder of small town possibilities into realities.				\$			
Capital Region Community Foundation	We're passionate about creating vibrant, thriving communities throughout Michigan's capital region. We do that by serving donors to meet their unique charitable goals, supporting area nonprofits with grants and coaching, and leading innovative projects that drive community growth.				\$			
Charlotte Chamber of Commerce	The mission of the Charlotte Chamber of Commerce is to provide members opportunities for growth, collaboration and education				\$			
Charlotte High School	The mission of Charlotte High School is to build partnerships of students, parents, community and staff committed to effective teaching and responsible learning							
Charlotte Library	The mission of the Charlotte Community Library is to provide materials and service, which will furnish opportunities for educational, informational, recreational and cultural needs of the community.							

PLAN APPROACH

Public engagement strategies sought input from the community through online and in-person opportunities. Online:

- **Online survey.** This short survey asked respondents to consider the best things about the Charlotte area, what could be improved, and ideas on each of the seven healthy community indicators.
- **PictureThis!** Another online opportunity asked respondents to share photos of the community - either things they liked or things that needed improvement.

PLAN APPROACH

Public engagement strategies sought input from the community through online and in-person opportunities. In-person:

- **Chalk wall.** The portable chalk wall was built by a community volunteer and moved to various community events. People of all ages were encouraged to “make their mark” and call out things they liked and things that needed improvement.
- **Meeting toolkits.** To further discussion in the community, seven focus group meetings were facilitated by stakeholder leaders from the steering committee. Each group focused on one of the healthy community elements and discussed barriers and opportunities to make improvements.

PLAN HIGHLIGHTS

Each of the seven indicators has its own chapter

- Short background on the indicator
- Measurable benchmark data – to show where the city is starting and track improvement.
 - Data sources include external sources (i.e., US Census) as well as recommends internal sources (i.e., schools)
- Public input on identification of barriers & ways to improve
- List of strategic goals and objectives

PLAN HIGHLIGHTS

Action strategies are found in the Google worksheet

- Living document for the City and Steering Committee to modify as needed to reflect current projects and track completed strategies.
- Action strategies listed with their respective goals and objectives
 - Includes the “lead” organization – who will initiate the strategy and serve as its champion?
 - Timeframe for implementation
 - The chart cross-references to the benchmark data

PLAN HIGHLIGHTS

Action strategies are found in the Google worksheet

- Example below:

Health & Wellness					
Goal 7: Improve community health and wellness		Lead Org	Timeframe	Complete	Targeted Success Indicator
Objective 7.1 Improve walking infrastructure to help people incorporate exercise into their daily lives					
1	Identify sidewalks in need of repair	City of Charlotte	3 to 6 months		G7.2 G7.3 G7.7
2	Create a sidewalk enhancement plan to improve comfort and aesthetics	City of Charlotte	6 to 12 months		G7.2 G7.3 G7.7
3	Add benches along key sidewalk routes in the city	City of Charlotte	12 to 18 months		G7.3 G7.7 G7.8
4	Identify resources for sidewalk enhancements	City of Charlotte	6 to 12 months		G7.2 G7.3 G7.7
5	Implement sidewalk enhancement plan	City of Charlotte	12 to 18 months		G7.2 G7.3 G7.7
6	Improve year-round sidewalk maintenance, including prompt snow removal	City of Charlotte	12 to 18 months		G7.3 G7.4 G7.8

NEXT STEPS

Implementation!

- City Council
 - Identify priority projects
 - Provide resources for those projects
 - Empower staff to work with the Steering Committee and community partners to begin implementation
 - Add quarterly or bi-annual reporting to Council meeting agendas

NEXT STEPS

Implementation!

- Steering committee
 - Continue to serve as clearinghouse for information and to ensure various organizations stay up to date on activities of others.
 - Regular meetings and reporting back to the community

NEXT STEPS

Implementation!

- Celebrate success
 - At the end of each year, report accomplishments and discuss next year's strategies
 - Thank community organizations and volunteers who make a difference. This may include:
 - Thank you letters
 - "Shout-outs" at community events
 - "Volunteer of the Month" – feature volunteers who go above and beyond
 - Volunteer appreciation week – give volunteers discounts at local restaurants, special outdoor concert/activity, etc.

THANK YOU!

- Q/A