

Grass Lake Coalition



Long Range Action Plan

Prepared by:

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Planning Process

Introduction

Long-range planning is the process of determining the future direction of the coalition and what it will take to get there. The following information is a summary of discussion points that will direct the Grass Lake Coalition in finalizing an action plan that will guide their work over the next three years.

In September and October of 2016, representatives of the Grass Lake Coalition joined representatives of all Five Healthy Towns coalitions to participate in three planning sessions. This resulted in each coalition developing a draft vision statement to establish a direction for the future of the coalition and a strategic action plan to guide the coalition's work over the next three years (including goals, objectives, strategies, actions and measurable outcomes). The planning sessions were the first of many discussions focused on priorities that will provide future strategic direction for the Grass Lake Coalition. The planning team that participated in these sessions will continue to work with coalition members to carry out the completion of the long-range action plan. Once finalized, members of the Grass Lake Coalition will share the responsibility of implementing and monitoring actions outlined in the plan.

There are several criteria relative to developing a successful long-range action plan:

- The process must be inclusive where stakeholders have an opportunity to provide input
- There must be leadership assigned to the execution of specific actions
- There must be alignment between the strategic planning process and current interventions
- Timelines, responsibilities and measurable outcomes must be built into the implementation plan
- There must be ongoing communication about the plan among coalition members and community

Beyond planning, commitment to monitoring and implementation of the plan is critical. It is important that Grass Lake Coalition members engage in:

- Monitoring goals, objectives, strategies and actions
- Establishing timing of actions
- Determining who will carry out the actions
- Specifying measures of success
- Reviewing the action plan regularly (make topics the center of coalition meetings)
- Adjusting the plan as needed to meet a changing environment

The long-range action plan is a living document. It will serve as a 'road map' for future planning, resource allocation, recruitment of coalition members and decision-making as the Coalition works to reach its vision for the future.

As part of the planning process, a draft vision statement was developed. Based on the vision statement, strategic goals were established. Regular monitoring of the progress of implementation of the plan is critical to the Coalition's continued success. Once finalized, the plan is meant to be adaptive, non-static, and subject to amendments as change or needs dictate.

Planning Terms

The following terms were used in developing elements of the action plan.

Goals - A goal is defined as a broad aim toward which your efforts are directed. It's a "what," not a "how." In other words, it tells you where you are going rather than how you will get there. Typically, goals are broad statements.

Objectives - Objectives are closely tied to goals. And the two terms are often used interchangeably—but goals and objectives are different. An objective is a specific and measureable milestone that must be achieved in order to reach a goal.

Strategies - A strategy is a plan of action designed to achieve an objective. Strategies tell you *how* you're going to get there, the overall direction you are going to take. For example,

Actions – An action is a specific step required to deliver on a strategy. Actions are what you do, and for every strategy, there are a number of actions with leadership and timing assigned to each.

Planning Team

The representatives of the Coalition who participated in the planning process will work with Coalition members to finalize the details of the draft action plan created during the planning sessions. Together, coalition members will focus on finalizing the vision, strategic goals, objectives, strategies and actions as well as determine leadership, timing and measureable outcomes .

Team Members

Jim Stormont

Michael Willis

Dawn Cuddie

Ruth Riedeman

Ben Dandrow

Summary of Strategic Planning Sessions

As an important part of the planning process, representatives of the planning team were asked to provide thoughtful answers to the following questions. These answers contributed to the development of the vision statement (sets direction of the Coalition) and strategic goals (what needs to be accomplished to meet community needs).

Questions & Responses

What does your community need?

- Eat better
 - Increase healthy eating at concessions at better
- Move more
- Avoid unhealthy substances
 - Drug and substance abuse – comprehensive list of programs offered in the community and have GLWI check-in on a regular basis
- Connect with others

What will it take for the Coalition to effectively respond to these needs?

- Eat better
 - Farmers Market: More participation, kid participation, more food vendors
 - Contact local farmers and determine what they need to be involved
 - Create meals-in-a-box produce with recipe
- Move more
 - More development for outdoor recreation
 - Wellness center – indoor recreation
 - More connectivity of trails
- Avoid unhealthy substances
 - Andy's Angels –drug abuse – publicity
 - Smoking cessation
 - Public awareness – medication drop box
- Connect with others
 - Preteens – non-sports activities
 - Wellness Center
 - Camp Teetonka – property available
 - Overall need – volunteer base/increase and train (paid volunteer leader, volunteer recognition events)
 - Too many community calendars (need central location listing all events, non-electronic options, move direct mail)

What will your community look like if your coalition is 100% successful in meeting these needs?

Vision Statement: The GLCWI seeks to create an atmosphere that fosters community support and participation to create a town with a healthy energy, a feeling of strong social connectedness and functional outdoor spaces.

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Long-Range Action Plan

Path to Achieving Vision

In working toward achieving the vision of the Grass Lake Coalition, the goals outlined in the following long-range action plan aim to guide the Coalition in its continued success in serving Grass Lake area residents.

GOAL 1: Increase community participation in 5H and GLCWI activities	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS
<p>Objective 1: More people aware and informed of GLCWI.</p> <p>Strategies</p> <ol style="list-style-type: none"> 1. Assess barriers to participation in interventions 2. Create a calendar app for GLCWI events 3. Develop additional signage for the Grass Lake Farmers Market 4. Utilize the school app Remind.com 5. Create promotional materials to raise awareness of GLCWI and associated initiatives 	<p><u>Strategy 1-Actions:</u> Survey/ask people. Survey distributed through the October 2017 mailing of <i>Connected</i>.</p> <p><u>Strategy 2 - Actions:</u> Contracting a developer to create a user friendly calendar app. The app will be updated by coalition members</p> <p><u>Strategy 3 – Actions:</u> Create the sign/ location. Temporary yard signs on Mount Hope Road</p>	<p>S1.Doug Moeckel with support from 5HF and supporting interventions.</p> <p>S2.Michael Willis is the lead for strategy 2</p> <p>S3.Sabrina Edgar is the lead for strategy 3</p>	<p>S1.Fall 2017</p> <p>S2.Spring 2017 for the app. Ongoing maintenance.</p> <p>S3.Signage completed in April 2017.</p> <p>S4.February 2017 for remind.com</p> <p>S5. Spring 2017 to</p>	<ol style="list-style-type: none"> 1. Minimum 25% response rate of distributed surveys. 2. 150 application downloads by the end of 2017. 3. Increase attendance at the Farmers Market by 10% each year for the next three years. 4. 20% of the school age population

<p>6. Continue to increase awareness of GLCWI through sponsorship events</p>	<p><u>Strategy 4 – Actions:</u> Be part of Remind.com</p> <p><u>Strategy 5 – Actions:</u> Create a handout on GLCWI to be used at the Business Expo, as an insert in the GL Times, and other promotional events</p>	<p>S4.Ruth R. will provide instruction for how to post on remind.com/ looking for lead</p> <p>S5. 5HF staff with input from coalition members</p>	<p>create the handout, spring 2018 to evaluate effectiveness</p>	<p>signs up for Remind.com</p> <p>5. Increased attendance of 10% across GLCWI events</p>
<p>GOAL 2: Increase connectivity of non-motorized trails to the Village of Grass Lake</p>	<p>ACTIONS</p>	<p>LEAD</p>	<p>TIMING</p>	<p>MEASURES OF SUCCESS</p>
<p>Objective 1: obtain land in Grass Lake to create trails and use for public recreation</p> <p>Strategies</p> <p>1. Purchase/ lease land</p>	<p><u>Strategy 1 – Actions</u> Pursue a MDNR acquisition grant to obtain the stretch of property between the village and Grass Lake Sports and Trails Park</p>	<p>Jim Stormont is the lead for this intervention. Support from Grass Lake Charter Township and Matt Pegouskie</p>	<p>Grant will be submitted for 2018 deadline</p>	<p>The addition of roughly 10 acres of land for public recreation.</p>

GOAL 3: Ensure Grass Lake residents have availability/access to healthy eating opportunities in the community	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS
<p>Objective Engage multiple locations to promote healthy eating in the community</p> <p>Strategies</p> <ol style="list-style-type: none"> 1. Work with school and Township to provide healthier options at the concession stands 2. Explore the idea of incorporating healthy food truck/vending machine options with the Township for events 3. Work with Frank's Shop Rite to create healthy meal kits 4. Partner with local restaurants to incorporate or identify a 	<p><u>Strategy 1a- Actions.</u> Contact groups that supply concessions to the school and Warrior Club to find ways to offer healthier food, snack and drink choices. Provide support for the purchase of healthier ingredients.</p> <p><u>Strategy 1b - Actions</u> Contact groups that supply concessions to the Sports and Trails Recreation Park and Summer Youth League to find ways to offer healthier food, snack and drink choices. Provide support for the purchase of healthier ingredients.</p> <p><u>Strategy 2- Actions</u></p>	<p>S1a. Looking for lead</p> <p>S1b. Looking for lead</p> <p>S2. Looking for lead</p> <p>S3. Looking for lead. Sabrina Edgar is willing to provide support in the following ways: 1) suggest Bgreen in A2 to purchase boxes</p>	<p>Strategy 1a - Beginning of school year in 2017.</p> <p>Strategy 1b - Discussion will begin in Spring 2017. Follow up will occur based on those discussions</p> <p>Strategy 2. Discussion will begin in Spring 2017. Follow up will occur</p>	<ol style="list-style-type: none"> 1. Increase healthier options by two additional choices. Sales numbers will be tracked. 2. Installation of two healthy vending options and/or a healthy food truck. Sales of the vending/food truck options will be tracked. A successful baseline will be established after examination of normal sales rates.

<p>healthy food option on their menu</p>	<p>contact local food trucks/caterer/vending company and Grass Lake Summer Youth League to find ways to provide healthier vending machine/ food truck options at Grass Lake Township Park; community events.</p> <p><u>Strategy 3 –Actions</u> Create meal kits (boxed meals) for Franks Shop Rite for lunch and after work pickups.</p> <p><u>Strategy 4 –</u> Contact Clear Lake Grill, Lovin’ Spoonful, Brass Stagg, Barney’s, Frank’s Shop Rite and Roaming Goat to get a copy of menus to identify healthy menu option/see if they would be willing to incorporate a healthy option. Possibly a percentage of the sales of the identified item</p>	<p>from</p> <p>2) provide a list of in season produce available week to week as growers provide to farmers market.</p> <p>3) make available each week meal kits for the deli that if possible feature local produce</p> <p>S4. Dawn Cuddie will be the lead contact with local restaurants in and around Grass Lake. Doug Moeckel</p>	<p>based on those discussions.</p> <p>Strategy 3 – First quarter 2019.</p> <p>Strategy 4 – Implement February 2018.</p>	<p>3. Selling 20 boxed kits per week at Franks Shop Rite.</p> <p>4. A minimum of three restaurants agree to partner with GLCWI to support the program. Sales numbers will be determined once the menu item and partner is identified.</p>
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	would be donated to a determined coalition sponsored event or program?	and 5HF staff will help support program.		
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