Lenawee County Vision Project
Create a Vision for Lenawee County
<table>
<thead>
<tr>
<th>January</th>
<th>March-May</th>
<th>June</th>
<th>July-November</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off Meetings</td>
<td>Community Forums</td>
<td>Identify Priority Areas</td>
<td>Identify 3 Goals for Each Priority Area</td>
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</tbody>
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Blissfield  
Cambridge Twp.  
Hudson  
Tecumseh  
Morenci  
Adrian  
Siena Heights  
Jackson College  
High School  
Seniors  

*Project Timeline*
Priorities

1. Placemaking
2. Communication and Collaboration
3. Workforce Development
4. Promotion and Marketing
5. Lifestyle Choices
6. Infrastructure
7. Entrepreneurship

*Priority Areas*
* Increase participation in the arts by providing exposure and access to youth and underserved populations.

* Facilitate new opportunities for artists in our community.

* Become a leading arts community in the State of Michigan.

* Placemaking: Arts and Culture Goals
Short Term
* Promote outdoor recreation destinations and parks in Lenawee County.
* Use and maintain a central location to direct volunteers interested in helping with recreation projects.

Long Term
* Connect Lenawee through bike routes, trails, non-motorized pathways, and waterways.
* Promote Ag-tourism and natural resources throughout Lenawee County.
* Consider a recreation authority with a source of support funding.
* Develop a comprehensive list of known collaborations; make it a living document and publish it. (where? TBD)
* Develop a communication plan that includes all forms of media; for example:
  * Monthly column in The Daily Telegram and weekly newspapers
  * Regular guest appearances on WLEN and WABJ
  * Social Media
  * Presentations
  * Lenawee Vision home page/Facebook
* Develop a plan for engaging communities in collaborative efforts, building from things they are already doing.
* Develop a plan for engaging people regardless of age or ethnicity.

* Communication and Collaboration
* Put information on the county website that includes businesses; efforts that enhance and identify the county’s skilled, trained workforce; trends and future needs.

* Create resource for educational outreach that outlines career pathways available in Lenawee County.

* Increase and track participation in the MI Bright Future/Align.

* Improve Communication and Outreach.

* Better utilize tech education facilities; increase apprenticeships and on-the-job training (OJT’s).

* Collect certification data and disseminate.

* Produce, disseminate, and update an asset map.

* Workforce Development
* Create a brand and/or slogan to represent Lenawee County.
* Develop marketing campaigns around other Priority Areas.
* Create a survey for the greater Lenawee County residents to see where they gather their information.
* Create a marketing campaign to determine how best to market events, attractions, parks, and recreation for residents/visitors.
* By 2023 - improve the quality of life for Lenawee County Seniors.

* By 2023 - reduce overweight and obesity incidence in Lenawee County residents.

* By 2023 - reduce opioid addiction and abuse in Lenawee County.
* Broadband and Telecommunications
  * Assist in creating partnerships between utilities and telecom providers.

* Roads
  * Develop a Cooperative Road Construction bidding program in Lenawee County. Allows County and Municipalities to obtain better bid pricing.

* Non-Motorized Transportation
  * Prepare and distribute promotional information on the benefits of a countywide or regional trail system.

* Public Transportation
  * Create a central depository of information regarding public transportation options, and develop a mechanism(s) for ensuring the populations that need these services can easily access this information.
* Water and Sanitary Sewer
  * Develop an education program for Asset Management for Water and Sewer Systems that could be utilized across the county, to include information about funding Asset Management Planning such as SAW Grants.

* Drainage and Storm Water
  * Identify regional drainage issues in the county that need multi-jurisdictional cooperation and prepare recommended funding mechanisms.

* Electricity and Natural Gas
  * Work on countywide basis to engage experts in energy conservation that could assist communities in understanding and applying for incentives.
* Build a process that assists entrepreneurs from idea to actual start-up. Would utilize existing programs like PITCH Lenawee, CEO Challenge, Red Tire, Upstart Adrian and Lenawee Angels.

* Create entrepreneur checklist

* Market pathway and entrepreneurial resources.
* Finalize Priority Goals and publish.
* Create strategies to accomplish goals.
* Add participants to Priority Area teams.
* Create milestones/checkpoints for goals.
* Communicate progress/document work.

* Lenawee County Vision Document becomes a “Living Document”

*Hard Work Now Begins*