



3 Year Strategic Plan (2022 – 2025)

NEIGHBORHOOD SAFETY

1. Work with local law enforcement to increase feelings of safety in neighborhoods recreational areas (ex: policies on loose dogs)
2. Advocate for community beautification efforts in neighborhoods and parks (clean up sidewalks/parks, reduce blight, “Pick Up Pontiac” campaign to remove litter/blight)
3. Advocate for improved feelings of safety in parks and public spaces (i.e. lights, cameras, reduction of blight, staffing)

ACCESS TO HEALTHCARE

1. Help develop collective map/lists of key locations to access healthcare (List of Health Clinics, FQHC’s, Hospitals, Provider Offices, Community Clinics, Health Department Services, and non-profits that are involved in healthcare)
2. Partner with local organizations to bring health education classes for prevention in the community
3. Enhance communication strategies and develop communication plan to increase awareness/utilization of nutrition, physical activity, and community health programs

PHYSICAL ACTIVITY

1. Improve park infrastructure/park facility upgrades (bathrooms, ADA accessibility, lighting, fields, outdoor workout equipment)
2. Support and promote diverse physical activities in the city (recreation, free fitness classes, walking clubs, yoga, weekly bike rides, bike events, walking/running group)
3. Advocate for updated renovated community centers

HEALTHY EATING

1. Support the expansion and implementation of pop-up produce stands and farmers markets throughout the city
2. Partner to support and expand community, urban, and home gardening classes/opportunities (gardening basics, garden support, canning, cooking)
3. Work to increase access to fresh produce in alternative retail settings (convenience stores, pop up markets, mobile food services)

ADDITIONAL STRATEGIES

1. Develop comprehensive communication plan with partner organizations and individuals to increase awareness of opportunities in the community
2. Work with Pontiac School District on implementing Local Wellness Policy (nutrition, physical activity, overall student wellness, guidelines for school-based foods/beverages)
3. Address transportation needs of the community to access physical activity and healthy eating opportunities