

Saline Leadership Notes from Shared Vision session on Jan 14, 2016

Following is the result of the SWOT created by the Group.

Strengths (# dots represents priority)

- School System (10 dots)
- Public Services – Police, Fire, Library, Utilities etc. (7 dots)
- Frequency and variety of community events (5 dots)
- Strong community involvement and support – volunteerism (2 dots)
- Close to Ann Arbor’s culture, infrastructure, healthcare, employment (2 dots)
- Size of Saline (1 dot)
- Close Knit (1 dot)
- Increasing residential development in the city (1 dot)
- Positive Perception
- Community Education/Rec Center
- Best dressed Mayor
- Pride/heritage/legacy/tradition
- Household wealth and income
- Recognition and awards
- Skilled and educated workforce
- Availability of public transportation

Weaknesses (# dots represents priorities)

- Loss of hospital (6 dots)
- More farms used for development = less “farm to table” (3 dots)
- Decline in families having kids – waiting longer, don’t want them, not as big / less than 5 kids (2 dots)
- Vacancy of commercial properties (1 dot)
- Transportation outside from Saline (1 dot)
- Space for growth – homes and properties (1 dot)
- Leaving Saline for jobs (1 dot)
- Saline downtown – tough to compete with Ann Arbor downtown (1 dot)
- Diversity (1 dot)
- Proximity to Ann Arbor – shopping, new companies, work (1 dot)
- Cost for starter home are not low – taxes are not low (1 dot)
- Lost and return on investment
- No development outside of downtown – need to focus on outside areas
- Draw young professionals – no night life
- US12

- Reaching generations

Opportunities (# dots represents priorities)

- Improvements in park areas – walkable pathways (7 dots)
- “Brand” Community (6 dots)
- Vacant useful land (4 dots)
- City can get bigger – bigger tax base (3 dots)
- Energy efficiency as a community – Bold (2 dots)
- Business growth – pull in from Ann Arbor / name recognition (1 dot)
- Build diversity to attract Millennials (1 dot)
- Re-promote Saline Downtown – increase awareness (1 dot)
- Leverage connections with higher education – U of M, MSU, EMU, Concordia
- Leverage connections with HC systems – UMMC, SJMH, HFH etc.

Threats (# dots represents priorities)

- Michigan Ave disrupts patterns that may not rebound (8 dots)
- Cost of living (6 dots)
- Lack economic diversity such as retail option (4 dots)
- Lack of parking (2 dots)
- Change in consumer habits (2 dots)
- Infrastructure/roads that may not be in local control (1 dot)
- Off the beaten path (1 dot)
- Lack identity – competes with Ann Arbor for hometown
- Changing demographics as resident’s age and new people move in
- Young people moving away
- Proximity to Fermi
- Elitist perception
- Growing too fast / not sustainable

Shared Vision

Following the creation of a Shared Vision for the Saline Area Community, the group identified the following four Areas of Focus that were of interest and a priority for them.

Non-motorized pathways

Identify why this is an important priority for you.

- Promotes wellness in the community.
- Promotes foot traffic.
- Promotes bringing people into town.
- Improves quality of life.
- Raises property values.

Identify any questions you have about your priority.

- What is the current plan?
- What is the time plan?
- Who is in charge?
- Are there limiting factors?
- Where will the path go?

Identify actions that could be considered.

- Public campaign for awareness and fundraising.
- Can it be connected to border – border trail. Intercommunity trail?
- Millage or method of finance.

Identify any people you know working on this initiative.

- City Council
- Jeff Fordice

Technical Education Program for skilled trades

Identify why this is an important priority for you.

- Pittsfield wants to offer free training and subsequent certification (at 18 years old) for Fire, EMT etc.
- Current shortage of skilled trade workforce.
- Offer alternative ways for people to set goals to be successful – other than a 4 year degree.
- Reduce the debt of a generation.
- Increasing self-sufficiency.

Identify any questions you have about your priority.

- What is currently being done?
- What is the plan for the future?
- Is there a current facility that could be used to expand the program?
- Who will teach and what are the required qualifications? Technologies?
- Can local trade unions and industry organizations be utilized as resources?
- How will 2nd career participants' program be funded?

Identify actions that could be considered.

- Identify potential partners/partnerships.
- Educate and encourage students to follow paths to fill needs.
- Include second career opportunities.
- Identify potential grants/funding opportunities.

Identify any people you know working on this initiative.

- South & West Washtenaw Consortium (SWWC)
- Pittsfield Fire Department
- Building & Remodelers Association of Greater Ann Arbor (BRAGAA)
- Washtenaw Community College (WCC) – potential
- Partnerships with private business – potential
 - Internships
 - Apprenticeships
 - On the Job Training (OJT)
- Michigan Association of Home Builders (MAHB)

Expansion and Development of Downtown Saline

Identify why this is an important priority for you.

- Convenient.
- Creates feeling of community.
- Creates a meeting place.
- Destination.
- Creates diversity.
- Revenue \$\$ for city and small business.

Identify any questions you have about your priority.

- What retail stores could sustain?
- What entertainment could pull in steady foot traffic?
- How could we strategically expand without destroying historical sites?
- What discussions have taken place to connect Henne Field to Downtown?

Identify actions that could be considered.

- Create a master plan for re-zoning.
- Survey the community to determine what businesses are wanted/needed.
- Discuss possible expansion/connection between downtown and west side.

Identify any people you know working on this initiative.

- Task force formed to handle connection between Henne Field and downtown.
- City Council.
 - Current plan taking place to create pathway between downtown and Curtiss Park.
- Saline Main Street
 - Surveys have been taken on desired businesses. They need to be reviewed!

Minimize disruption to Businesses during US 12 Construction

Identify why this is an important priority for you.

- Important to retain current businesses for their viability and for attracting future businesses.

Identify any questions you have about your priority.

- What construction signage will direct traffic around downtown and parking areas?
- How will road closures be updated to the public – Internet/Facebook?
- Who will be updating?

Identify actions that could be considered.

- Major re-opening/completion campaign to promote awareness that we are done.
- Advertise all Saline has to offer.
- Increase business back up from decrease during construction – help retain businesses.
- Informational material to give “vision” of what we will have when project is complete.
 - Give people a reason to move, buy or rent, in Saline or Saline Area.
 - Give current residents a way to navigate the construction plus have a “positive vision” of the future of Saline.

Identify any people you know working on this initiative.

- Todd Campbell
- Brian Marl
- Saline Main Street
- MDot Rep