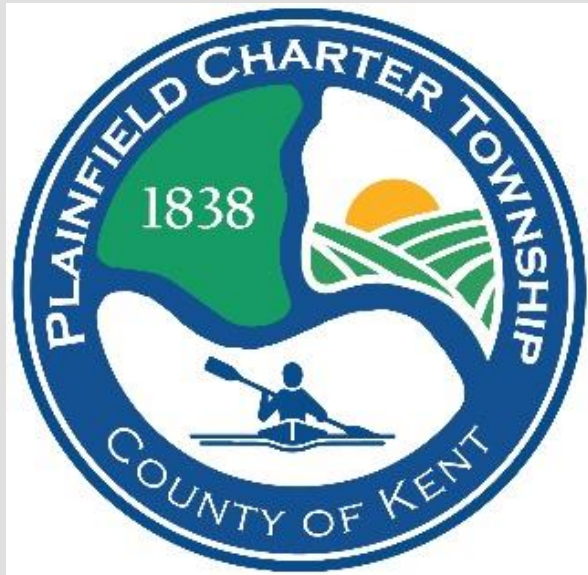


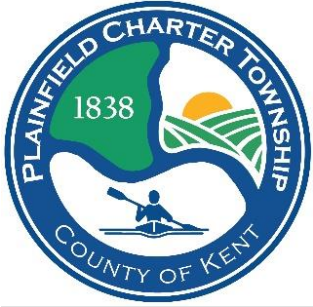
Plainfield Charter Township Strategic Plan Update

September 10, 2018



Strategic Plan Process:

- Board Discussion, Brainstorming, and SWOT Analysis
- Identification of Preliminary Township Priorities
- Development of Citizen Based Survey of Township Priorities
- Review Citizen Survey Results
- Presentation of Survey Results to Township Board
- Township Board Discussion of Preliminary Goals and Objectives
- Review and Adoption of Strategic Plan to provide direction for the 2019 Budget process



Results: Help Us Define Township Priorities

Citizen Survey Results:

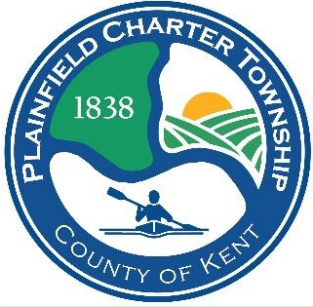
Posted Online: August 13 to September 5

- ***221 Survey Views***
- ***182 Responses***
- ***81 Additional Comments***
- ***Survey participation is equivalent to 9.1 hours of public comment***

Results: Please rank the following issues from most (1) to (9) least important:

1. *Road Repair and Maintenance*
2. *Redeveloping the Plainfield Corridor*
3. *Developing Public Parks Property*
4. *Enhancing Public Engagement*
5. *Improving the Residential Sidewalk Network*
6. *Constructing a New Senior Center*
7. *Improving Township Signage*
8. *Purchasing Homes in Flood Zones*
9. *Establishing a Plainfield Community Event or Festival*

All results and comments available as a separate document distributed to the Board and posted online.



Township Board and Community Identified Strategic Plan Goals:

Preliminary Goals:

Goal #1: Economic Development

Re-Position Plainfield Avenue as a vibrant place for business retention and attraction.

Goal #2: Infrastructure

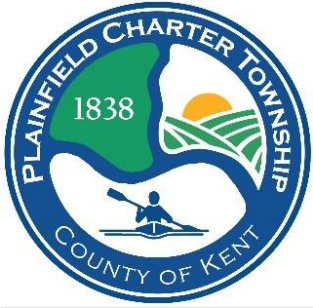
Maintain, protect, and preserve the Township's public infrastructure and natural resources.

Goal #3: Quality of Life

Improve public access to natural spaces and recreational opportunities.

Goal #4: Plainfield Identity

Enhance Plainfield's identity as a community and destination.

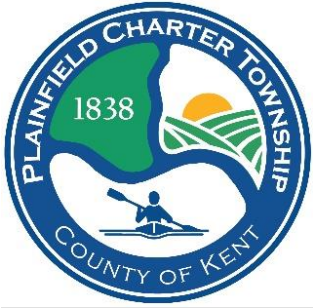


GOAL #1: Economic Development

Re-Position Plainfield Avenue as a vibrant place for business retention and attraction.

Objective #1: Develop an Economic Development Plan for the Plainfield Corridor.

In 2019, we will budget for and begin the process to develop an Economic Development plan for Plainfield Avenue from 4 Mile Road and Northland Drive. This plan will re-position the corridor as a location for business attraction and growth as well as enhance the customer and resident experience on the corridor.

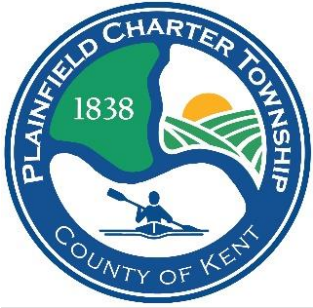


GOAL #1: Economic Development

Re-Position Plainfield Avenue as a vibrant place for business retention and attraction.

Objective #2: Utilize Economic Development Incentive programs where available and where desirable to promote the Plainfield Redevelopment Plan.

In 2019, we will research and review development incentives available to Plainfield Township and evaluate which incentives would be the most beneficial for the enhancement of the Plainfield Corridor and set these incentives in place by the end of 2020.

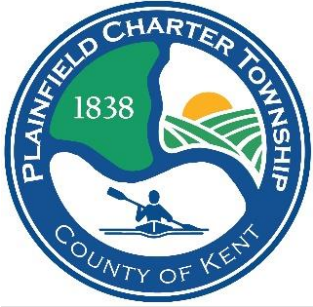


GOAL #1: Economic Development

Re-Position Plainfield Avenue as a vibrant place for business retention and attraction.

Objective #3: Implement the Economic Development Plan for the Plainfield Corridor.

Following the adoption of the Economic Development Plan for Plainfield Avenue we will begin implementation of the plan and its recommendations. This will include reviewing needed changes to zoning, new incentives for business development, traffic improvements, and other items as determined by the plan. Implementation of the plan will begin immediately upon adoption of the plan and will continue until all desired recommendations are accomplished.

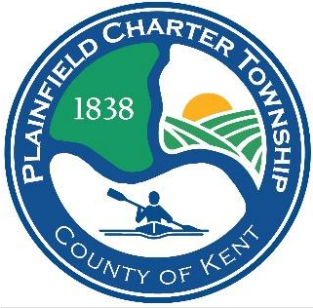


GOAL #2: Infrastructure

**Maintain, Protect, and
Preserve the Township's
Public Infrastructure
and Natural Resources.**

Objective #1: Improve the overall condition of local roads in Plainfield Township.

We will work with the Kent County Road Commission to identify the level of funding necessary to elevate __% of our local roads to a “good” or “fair” rating by 2025. We will accomplish this by increasing our General Fund contribution to road maintenance annually until the target amount is met.

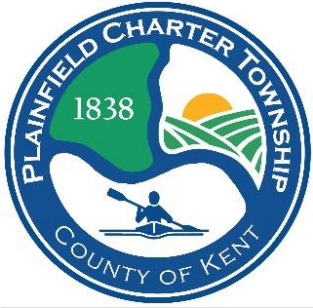


GOAL #2: Infrastructure

**Maintain, Protect, and
Preserve the Township's
Public Infrastructure
and Natural Resources.**

Objective #2: Create a Campus Master Plan to guide capital improvements and maintenance.

In 2019 we will complete structural assessments on all Township buildings and use this information to develop a campus master plan for the ongoing planned maintenance of all Township buildings. We will use this plan as the basis for capital improvement budgeting for 2020 and beyond.

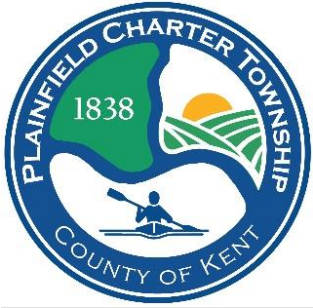


GOAL #2: Infrastructure

**Maintain, Protect, and
Preserve the Township's
Public Infrastructure
and Natural Resources.**

Objective #3: Acquire homes which are at-risk for flooding and create unnecessary costs for the operation of the sewer system.

In 2019 we will continue our work on eliminating structures in the Grand River floodplain. We will accomplish this by working with property owners who volunteer to sell their property to the Township with the intent of removing the structure from the floodplain. Funding will come through grants, sewer funds allocated for this purpose, and the General Fund.

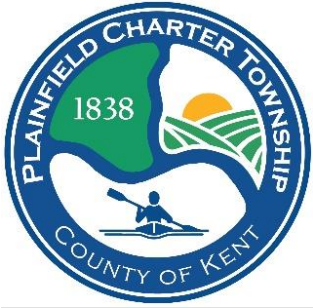


GOAL #3: Quality of Life

Improve public access
to natural spaces and
recreational
opportunities.

Objective #1: Develop and improve Township park property.

Over the next three years we will continue to improve our Township parks by preparing the former Grand Rogue campground for public access, completing the development of Premier Park with a restroom and pavilion structure, and developing soccer fields at Grand Ilse Park. We will also improve or replace playground equipment at existing parks.

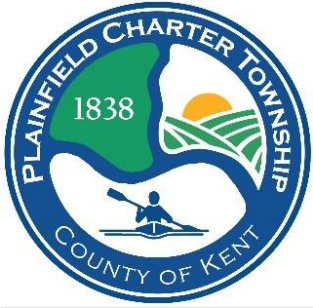


GOAL #3: Quality of Life

Improve public access
to natural spaces and
recreational
opportunities.

Objective #2: Replace the Senior Center.

In 2019 we will develop a plan to replace the existing senior center with a new or renovated structure. This plan will include a facility needs assessment, cost estimates, and financing plan. After the development of the plan we will begin implementation with a target of ground-breaking for a new facility by the end of 2021.

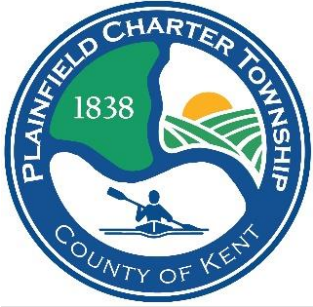


GOAL #3: Quality of Life

Improve public access
to natural spaces and
recreational
opportunities.

Objective #3: Increase sidewalk connectivity.

We will improve Plainfield Township's sidewalk network by updating the Sidewalk Master Plan and increasing General Fund allocations for sidewalk construction. Additionally, we will seek grant funding opportunities to supplement local funding.

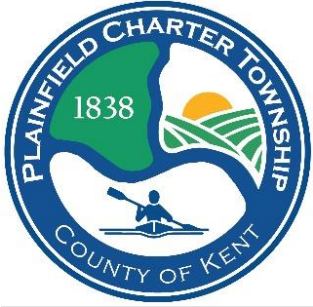


GOAL #4: Identity

Enhance Plainfield's
Identify as a Community
and Destination.

Objective #1: Continue regular communication with Township residents through various methods.

In 2019 we will continue existing methods of regularly communicating with residents including a weekly e-newsletter, spring and fall printed newsletters, and inserts in tax and utility bills. Additionally, we will use other online tools including Open Town Hall to solicit public feedback on Township initiatives.

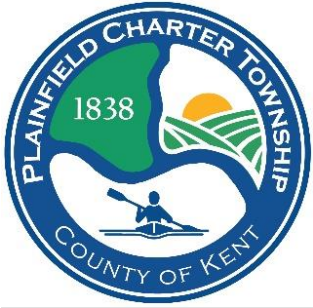


GOAL #4: Identity

Enhance Plainfield's
Identify as a Community
and Destination.

Objective #2: Improve public signage in the Township.

In the next 3 years we will budget for and implement the replacement of existing Township signs using the updated logo and branding standards. Digital signs at Township Hall and Fire Station #3 will be included to provide the ability to share messages and timely information with those passing by.



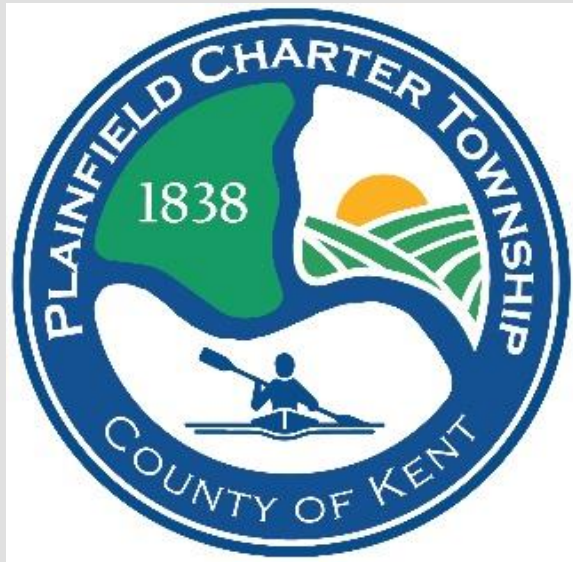
GOAL #4: Identity

Enhance Plainfield's
Identify as a Community
and Destination.

Objective #3: Establish a community-wide event or festival.

Option #1 – Align goals with public input and eliminate this objective from consideration in the strategic plan

Option #2 – Encourage the creation of a community focused non-profit organization to lead the creation and organization of a signature community event or festival.



Strategic Plan Next Steps

- Incorporate Feedback from Today's Discussion.
- Township Board Adoption of 2019-2021 Strategic Plan on September 24, 2018.
- Incorporate 2019-2021 Strategic Plan into the Proposed Budget for 2019.