



3 Year Strategic Plan (2022 – 2025)

NEIGHBORHOOD SAFETY

1. Work with local law enforcement to increase feelings of safety in neighborhoods and 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 strategies to improve 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, non-profits involved in healthcare, etc.)
2. Partner with local agencies to bring health education classes for prevention to the community
3. Enhance communication strategies and develop communication plan with partner organizations to increase awareness/utilization of nutrition, physical activity, and community health programs and services
4. Support and advocate for maternal and infant health (pregnancy support, breastfeeding, healthy lifestyles, postpartum support)

PHYSICAL ACTIVITY

1. Improve physical activity infrastructure and amenities through park facility upgrades (bathrooms, ADA accessibility, lighting, fields, outdoor workout equipment) and more walkable, bikeable community (wayfinding signs, Safe Routes to Schools/Parks, improved sidewalks, etc.)
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 community centers and City budget for parks and recreation staff
4. Facilitate open use and joint use agreements with schools and other recreational facilities

HEALTHY EATING

1. Partner to support and expand community, urban, and home gardening classes/opportunities (gardening basics, garden support, canning, cooking)
2. Work to increase access to fresh produce through expansion and implementation of pop-up produce stands and farmers markets throughout the city and in alternative retail settings (convenience stores, pop up markets, mobile food services)
3. Support the expansion, education, and promotion of Double Up Food Bucks, WIC, SNAP benefits, and local CSA programs
4. Advocate for increased accessibility to healthy food for seniors (support mobile food service delivery, fresh produce, healthy vending machines in senior centers, etc.)

ADDITIONAL STRATEGIES

1. Work with Pontiac School District on implementing Local Wellness Policy (nutrition, physical activity, overall student wellness, guidelines for school-based foods/beverages)
2. Address transportation needs of the community to access physical activity and healthy eating opportunities
3. Implement equitable and strategic data sharing and collection agreement
4. Identify and support “Community Health Champions” in council districts, neighborhood organizations or groups
5. Work with existing groups (i.e. GPCC, City Council, etc.) to get community leaders and members involved in ongoing HPWC! work