



Ottawa County

Administrator's Office

January 21, 2019

Alan G. Vanderberg
County Administrator

John E. Shay
Deputy County Administrator

Ken Bergwerff, Township Supervisor
Jamestown Charter Township
2380 Riley Street
Hudsonville, MI 49426

Dear Mr. Bergwerff,

Please find enclosed the results of the consensus ranking exercise and SWOT that Jamestown Township completed during the strategic planning session of January 5, 2019.

We recommend that Jamestown Township develop a work plan that lists each objective and the steps necessary to achieve the objective along with responsible parties and timelines. You can view [Ottawa County's Strategic and Business Plan](#) on miOttawa.org as an example. We also recommend periodic reporting on the status of objectives, perhaps on a quarterly basis in order to make sure that the Township Board and staff stay aware and accountable to objective achievement. We believe that there is great value in conducting a process similar to the strategic planning session each year so that completed items are celebrated and dropped off the list and consensus is developed anew among Township Board members for the following year. We've included blank forms that can be used for the business plan portion of the strategic/business plan and the quarterly reporting. Feel free to use them if you wish.

Finally, we recommend inviting Mr. Ryan Kilpatrick, Executive Director of Housing Next to speak on affordable housing to your township board and planning commission. His presentation is exciting and can change the negative perception that most people have in their minds when they think of what affordable housing looks like.

We appreciated the opportunity to work with you, the Township Board members and Planning Commission members. We were impressed with the robust discussion, comradery and engagement that the Township had with the process. Please let us know if you have any follow-up questions.

Best Regards,

Al Vanderberg
County Administrator

John Shay
Deputy County Administrator

The members of Jamestown Township examined the strengths, weaknesses, opportunities, and threats affecting the township as a whole. The items in each category are not ranked by importance, nor is this intended to be an all-inclusive list. In addition, the items identified provide a view of potential issues that may impact the environment in which the township provides services in the near- or long-term future.

STRENGTHS

- Good schools
- Good people
- Low taxes
- Rural character
- Conservative
- Low crime
- Growing community
- Bike paths
- Good hunting
- Supportive community
- Good churches
- Library
- Four cemeteries
- Proactive
- Good water and sewer systems
- Agriculture
- Good freeway access
- Approachable government
- Supportive county government
- High voter turnout
- Meijer store

- More pathways
- Roads
- Community involvement
- Gossip—respectful disagreements
- Lack of industrial development
- No pizza place
- Not enough parks
- Lack of affordable housing
- Lack of retirement facilities
- Crowded schools

WEAKNESSES

OPPORTUNITIES

- Managing growth well
- Additional parks/pathways
- Expand industrial
- Expand recreational opportunities for all ages
- Encourage community involvement
- Improve library
- Pave more roads

- Public perception of growth—runaway growth
- Meijer
- Social media
- Millennials—boomers—strife
- Subdivision road maintenance
- Real growth
- State funding
- Schools/churches—growth—tax base

THREATS

Jamestown Township
Strategic Planning Session January 5, 2019
Category Ranking

Broad Category	Rank	Objective	Rank	Votes
Community Development	22	Preservation of farmland south of Byron Road	46	6
		Create branding strategy	45	4
		Complete Master Plan Update (effective/understandable)	42	4
		Evaluate Township-owned land	25	4
		Complete plan to develop a diverse industrial base	20	4
		Maintain rural atmosphere	15	3
		Village streetscape plan	13	2
		Become known as a premium place to live	13	2
		Elder care housing options	8	2
		Lower speed limits	0	0
		New Township Hall	0	0
Public Works	19	Water & Sewer expansion plan	31	5
		Develop road plan	31	4
		Expansion of natural gas south of Byron Road	30	4
		Improve broadband options/access	29	4
		48th Ave. freeway access	20	3
		Acquire land for future water tower(s)	6	3
		Sewer expansion to NE area of Township	5	1
		Township-wide emergency siren	0	0
Parks & Recreation	17	Develop action items for rec plan	41	6
		Improve Pathways (and benches)	18	2
		AYSO Soccer Fields	0	0
		Expand Parks	0	0
Communication	16	Develop communication strategy	26	2
		Expand Township website	4	2
		Plan for enhanced community involvement	0	0
Governance/ Staffing Needs Plan	16	Law Enforcement & Fire department staff >Staffing Analysis	31	4
		Expand library hours	19	3
		Digitize Township records	13	2
		Full time DPW	12	1
		Maintain Township facilities	3	1

Jamestown Township
Strategic Planning Session January 5, 2019
Objective Ranking

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AYSO Soccer fields	0	0
Expand Parks	0	0
Plan for enhanced community involvement	0	0