Northeast Michigan Integrated Assessment

Prioritizing Potential Policy Actions and Themes
January 23, 2006

How much chocolate do you consume in a year?

1. Less than 1 lb.
2. 1-5 lbs.
3. 6-10 lbs.
4. 10-15 lbs.
5. 15-20 lbs.
6. 25-30 lbs.
7. More than 30 lbs.

![Bar chart showing chocolate consumption frequency]
Which geographic area do you represent today?

1. Presque Isle County
2. Alpena County
3. Alcona County
4. NE Michigan
5. State
6. Federal

What is your role today?

1. City official
2. Township official
3. County official
4. State official
5. Federal official
8. Interested citizen
9. Other
Two questions for each action

1. How relatively important is this action in terms of impacts we could achieve?
2. How relatively achievable or realistic is it for us to attempt to carry out this action?

Theme 1: Government coordination and communication

1. Enhance vertical governmental partnerships regionally by coordinating local advisory councils in order to share resources
2. Enhance horizontal governmental partnerships regionally by developing a regional master plan
3. Enhance horizontal governmental regionally by coordinating existing and future economic development and tourism initiatives across counties
Theme 1: Government coordination and communication

4. Fully implement community master plans and coordinate ordinances with neighboring jurisdictions
5. Develop a regionally coordinated strategy to identify governmental, corporate and foundation funding opportunities

Theme 1: Government coordination and communication

1. Develop local advisory councils
2. Develop regional master plan
3. Coordinate economic devel. & tourism
4. Implement master plans and ordinances
5. Develop regional funding strategy
How important?
1. Develop local advisory councils
   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very

How important?
2. Develop regional master plan
   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very
How important?
3. Coordinate economic devel. & tourism

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?
4. Implement master plans and ordinances

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?
5. Develop regional funding strategy

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?
1. Develop local advisory councils

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

2. Develop regional master plan

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

3. Coordinate economic devel. & tourism

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

4. Implement master plans and ordinances

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

5. Develop regional funding strategy

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
Theme 2: Growing an entrepreneurial community and attracting business interests

1. Enhance cooperation between the public and private sectors to promote business location in NE MI (i.e., the Chamber of Commerce draws new businesses)
2. Educate local government officials about how their actions can encourage or inhibit growth and opportunities
3. Recruit coastal businesses such as diving outfitters, marinas, restaurants, and equipment rental and guide services by providing education on how to launch and/or expand a business
Theme 2: Growing an entrepreneurial community and attracting business interests

4. Partner with Alpena Community College to develop marketing strategies
5. Support service industry needs by assisting with business management plans for coastal businesses
6. Develop restaurants and shops around the commercial fishery
7. Develop entrepreneurial lessons in middle school curriculums

8. Establish a regional inventor and entrepreneur club for networking and educational purposes
9. Establish funding and resources to carry out additional research for future economic decision-making including a study on where users are coming from, regional transportation trends, and a continued cultural assessment
Theme 2: Growing an entrepreneurial community and attracting business interests

1. Enhance public/private coordination
2. Educate local officials
3. Launch/expand business education
4. Partner with Alpena Com. College
5. Assist with business marketing plans
6. Develop around commercial fishery
7. Entrepreneurial lessons in middle school
8. Develop Regional entrepreneur club
9. Additional research for economic decision-making

How important?

1. Enhance public/private coordination

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?
2. Educate local officials
1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?
3. Launch/expand business education
1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?
4. Partner with Alpena Com. College

1. Not at all
2. …
3. …
4. …
5. …
6. …
7. …
8. Very, very

How important?
5. Assist with business marketing plans

1. Not at all
2. …
3. …
4. …
5. …
6. …
7. …
8. Very, very
How important?

6. Develop around commercial fishery

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?

7. Entrepreneurial lessons in middle school

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?

8. Develop Regional entrepreneur club

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?

9. Additional research for economic decision-making

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

1. Enhance public/private coordination
   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very

How achievable?

2. Educate local officials
   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very
How achievable?

3. Launch/expand business education

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

4. Partner with Alpena Com. College

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

5. Assist with business marketing plans

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

6. Develop around commercial fishery

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

7. Entrepreneurial lessons in middle school

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

8. Develop Regional entrepreneur club

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?
9. Additional research for economic decision-making

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
Theme 3: Incorporation of modern technologies

1. Increase visibility of the area's resources to non-residents by marketing regional tourism opportunities via the web, providing itineraries for various types of tourism
2. Market entrepreneurial opportunities via the web
3. Utilize GIS technology to visualize economic and tourism-related trends

Theme 3: Incorporation of modern technologies

1. Market regional tourism opportunities
2. Market entrepreneurial opportunities
3. Use GIS technology for visualization
How important?
1. Market regional tourism opportunities

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

2. Market entrepreneurial opportunities

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?

3. Use GIS technology for visualization

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

1. Market regional tourism opportunities

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?
2. Market entrepreneurial opportunities

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?
3. Use GIS technology for visualization

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
Theme 4: Natural, cultural, and maritime heritage resources tourism

1. Diversify the tourism portfolio by increasing non-traditional tourism opportunities with viable options for tourism throughout the year
2. Balance the tourism portfolio by maintaining traditional tourism opportunities and connecting natural resources, cultural resources, and maritime heritage
3. Develop coastal access points such as camping, boating, and picnicking facilities in order to increase harbor usage
Theme 4: Natural, cultural, and maritime heritage resources tourism

4. Enhance marina access by working with the State Waterways Commission to change seasonal and transient boat slip policies
5. Provide interpretive opportunities for greenways and blueways including increased signage and self-guided tours
6. Offer guided educational access on the coast

Theme 4: Natural, cultural, and maritime heritage resources tourism

7. Coordinate cross-marketing partnerships between natural, cultural, and maritime heritage sites (e.g., TBNMS interprets cultural and maritime heritage resources at state park lands)
8. Market NE MI as a maritime heritage and nature-based tourism destination
9. Capitalize on the presence of the Marine Sanctuary to build complimentary enterprises
Theme 4: Natural, cultural, and maritime heritage resources tourism

10. Utilize TBNMS as a gateway visitor center for regional opportunities
11. Develop advisory groups for state and federal planning processes that affect local natural, cultural, and maritime heritage resources (e.g., an advisory council for state parks on the model of the Marine Sanctuary advisory council)
12. Network state lands through the state parks planning process

Theme 4: Natural, cultural, and maritime heritage resources tourism

1. Increase non-traditional tourism
2. Maintain traditional tourism
3. Develop coastal access points
4. Change boat slip policies
5. Provide interpretive opportunities
6. Provide guided educational access
7. Coordinate cross-marketing
8. Market as heritage & nature destination
9. Capitalize on Maritime Sanctuary
10. Utilize TBNMS as gateway visitor center
11. Develop advisory group for planning
12. Network state lands
How important?
1. Increase non-traditional tourism
   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very

How important?
2. Maintain traditional tourism
   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very
How important?
3. Develop coastal access points

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?
4. Change boat slip policies

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?
5. Provide interpretive opportunities

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?
6. Provide guided educational access

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?
7. Coordinate cross-marketing

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?
8. Market as heritage & nature destination

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
9. Capitalize on Maritime Sanctuary

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

10. Utilize TBNMS as gateway visitor center

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?
11. Develop advisory group for planning
1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?
12. Network state lands
1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

1. Increase non-traditional tourism

   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very

   - Bar chart showing percentages for each level of achievability.

How achievable?

2. Maintain traditional tourism

   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very

   - Bar chart showing percentages for each level of achievability.
How achievable?
3. Develop coastal access points

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?
4. Change boat slip policies

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?
5. Provide interpretive opportunities

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?
6. Provide guided educational access

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

7. Coordinate cross-marketing

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

8. Market as heritage & nature destination

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

9. Capitalize on Maritime Sanctuary

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

10. Utilize TBNMS as gateway visitor center

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?
11. Develop advisory group for planning

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?
12. Network state lands

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
Theme 5: Preserving sense of place and community character

1. Increase public awareness of regional resources through education and outreach campaigns
2. Develop place-based education curriculums for K-12 students
3. Provide view-sheds along coastal highways
4. Protect and enhance the unique and diverse character of regional city and village centers through distinct shops, restaurants, and festivals
Theme 5: Preserving sense of place and community character

5. Protect quality of life by balancing local resources with economic development needs
6. Protect historic architectural resources through local ordinances
7. Enhance community and regional recreational and social opportunities by providing spaces for community interaction
8. Preserve working landscapes through tools such as conservation easements and purchase of development rights

Theme 5: Preserving sense of place and community character

1. Increase public awareness
2. Develop place-based curriculums
3. Provide view-sheds
4. Protect unique city & village centers
5. Balance local resources with economic development
6. Protect historic architectural resources
7. Provide space for community interaction
8. Preserve working landscapes
How important?

1. Increase public awareness
   
   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very

How important?

2. Develop place-based curriculums

   1. Not at all
   2. ...
   3. ...
   4. ...
   5. ...
   6. ...
   7. ...
   8. Very, very
How important?
3. Provide view-sheds
1. Not at all
2. …
3. …
4. …
5. …
6. …
7. …
8. Very, very

How important?
4. Protect unique city & village centers
1. Not at all
2. …
3. …
4. …
5. …
6. …
7. …
8. Very, very
How important?
5. Balance local resources with economic devel.

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?
6. Protect historic architectural resources

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How important?

7. Provide space for community interaction

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How important?

8. Preserve working landscapes

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?
1. Increase public awareness

1. Not at all
2. ...
3. ...
4. ...
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7. ...
8. Very, very

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How achievable?
2. Develop place-based curriculums

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

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How achievable?
3. Provide view-sheds

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?
4. Protect unique city & village centers

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?

5. Balance local resources with economic development

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?

6. Protect historic architectural resources

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
How achievable?
7. Provide space for community interaction

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very

How achievable?
8. Preserve working landscapes

1. Not at all
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. Very, very
Policy theme areas

1. Governmental coordination and communication
2. Growing an entrepreneurial community and attracting business interests
3. Incorporation of modern technologies
4. Natural, cultural, and maritime heritage resources tourism
5. Preserving sense of place and community character
Which is more critical?

1. Government coordination and communication
2. Growing an entrepreneurial community and attracting business interests

Which is more critical?

1. Government coordination and communication
2. Incorporation of modern technologies
Which is more critical?

1. Government coordination and communication
2. Natural, cultural and maritime heritage resources tourism

38% 63%

Which is more critical?

1. Government coordination and communication
2. Preserving sense of place and community character

25% 75%
Which is more critical?

1. Growing an entrepreneurial community and attracting business interests
2. Incorporation of modern technologies

Which is more critical?

1. Growing an entrepreneurial community and attracting business interests
2. Natural, cultural and maritime heritage resources tourism
Which is more critical?

1. Growing an entrepreneurial community and attracting business interests 68%
2. Preserving sense of place and community character 32%

Which is more critical?

1. Incorporation of modern technologies 76%
2. Natural, cultural and maritime heritage resources tourism 24%
Which is more critical?

1. Incorporation of modern technologies
   - 67%
2. Preserving sense of place and community character
   - 33%

Which is more critical?

1. Natural, cultural and maritime heritage resources tourism
   - 54%
2. Preserving sense of place and community character
   - 46%
Which is more critical?

- Government coordination and communication
- Growing an entrepreneurial community and attracting business interests
- Incorporation of modern technologies
- Natural, cultural and maritime heritage resources tourism
- Preserving sense of place and community character

Today’s process was …

1. A waste of time
2. …
3. …
4. …
5. …
6. …
7. …
8. Very worthwhile
I feel confident that we identified the right high priority themes and potential actions.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree