

Community Vision	Transformation Strategy	Outcome Measurements	Draft Deadline	DDA Board Presentation	Revision Deadline	Rollout
Branding	Create a brand that respects ER's history and heritage, but also welcoming and inclusive.	Generation of a brand identity that accomplishes our strategy, as well as embraces our mission	End of December 2019	January 2020 DDA Board Meeting	End of January 2020	Beginning of February 2020
Developer Walking Tour	Create a walking tour of vacant properties that highlights the potential of the property and provides info on available incentives, and owner/realtor information	Reduction of vacant properties, increased traffic in showings	End of January 2020	February 2020 DDA Board Meeting	End of February 2020	Mid-April 2020
"Main Street" 2025	Create a Junior Main Street Program that promotes volunteerism and engaging youth programming.	Junior Main Street members on committees, creation of youth programming, opening of youth oriented businesses	Post Winter Break 2019-2020	Pre-Spring Break 2020		Summer 2020
Traffic Calming 25 by 25	Create strategies we can present to MDOT for solutions that calm traffic, increase walkability, and average vehicles travel at 25 miles per hour or slower through the downtown district.	Traffic speeds lowered to 25, average traffic speed 25 mph or less, increased pedestrian crossings, zero pedestrian/cyclist accidents by 2025.	End of February 2020	March 2020 DDA Board Meeting	End of April 2020	Present to City Council/Manager and MDOT by Summer 2020
Wayfinding	Develop wayfinding for points of interest from Main St.	Increased usage of parking spaces behind the Main St. Buildings	End of Winter 2020	Spring 2020		Summer 2020