

REVIEWER INSTRUCTIONS

Reviewers are asked to use “Comments” for capturing suggested changes/edits/additions to this file or “Track Changes” so that we preserve the history of what was changed in case anyone has a question.

- Review each action for completeness, accuracy, clarity, and relevance to the goal.
Will it make sense to someone not familiar with the community? Does it make a compelling case for funding? Will people know who to contact and why? Does it support the goal it is listed under?
- Ensure each action has a lead - confirm with them ideally!
- Spell out acronyms.
- Clarify whether resources, groups, etc. exist or need to be created.
- For groups (e.g., landowners, businesses), add specific names if known.
- List people with full names.
- Just because something is listed doesn't mean it belongs.
- If something is missing, it is not intentional. Please add it.
- It is important that the narrative reflect language consistent with your community's identity (e.g., downtown v. town center).
- More actions may be added from those brainstormed previously in the planning process. If you add an action, copy and paste the action template below and complete the details.

ACTION 0.0 – Action statement

What this is. Why it is important. Who benefits?	This is typically a narrative of complete sentences describing what the action is about. This is a critical part to clarify what exactly is happening and why it's important.
Initial Steps and Deadlines	List first key steps that need to happen. Key milestones or desired completion (# months/years)
Measures of success	List the measures of success, quantitative and/or qualitative
Lead /Catalytic Roles	Who will be the primary champion? (Full name and affiliation) If a current lead is not known, who will be the catalytic person to follow up and initiate this action and find a lead champion.
Supporting cast	Who wants to or needs to lend support / be involved? (Entity and specific point of contact if known). Please spell out all acronyms.
Needed resources and possible sources	What is needed to complete this action (e.g., capacity, money)? Where might funds exist already or be acquired? Indicate existing/available funds. Be as specific as possible. Rough estimates of costs that may be incurred are fine.

COMMUNITY ACTION PLAN

The action planning process during the Recreation Economy for Rural Communities workshop in Johnson consisted of a few phases of work. Following a series of group exercises designed to surface needs, participants were asked to write down potential actions to help advance one or more goals. The next phase was a prioritization exercise, where participants were given a set number of dots to use to vote on which actions either were most important or needed attention sooner than later. In the third phase, small working groups assessed the voting results and fleshed out the details of the top two to five actions for each goal, such as importance, timeframe, lead role, resources required, etc. In the final phase, each small working group reported back its progress to the entire workshop audience and shared any questions encountered. The tables that follow provide additional background information and detail for each goal and action. At the end of the detailed actions are the list of all ideas generated by participants. Some of these are part of drafted detailed actions. Some of these may have details that could help clarify and explain detailed actions. Some of these may need to be elevated to a detailed action. Some may just need to wait for the future.

ACTION PLAN SUMMARY

Goal 1 – Create safe, convenient connections between the Lamoille River, the Lamoille Valley Rail Trail, Long Trail, and Main Street.

- Action 1.1 – Make Railroad Street safer and more inviting for cyclists.
- Action 1.2 – Explore opportunities for Sterling Market property to connect to the bridge on Railroad Street and the Lamoille Valley Rail Trail.
- Action 1.3 – Conduct a bike/pedestrian safety audit and create a prioritized action plan for improvements.

Goal 2 – Foster a vibrant, walkable downtown that improves everyday life for residents and attracts visitor spending.

- Action 2.1 – Introduce 1–2 information and welcome centers with public restrooms for the community and visitors.
- Action 2.2 – Improve Johnson’s sidewalks and crosswalks.
- Action 2.3 – Create and pursue redevelopment vision for downtown area including FEMA buyout spaces.

Goal 3 – Increase awareness of Johnson’s recreation activities and assets for residents and visitors alike.

- Action 3.1 – Develop a marketing and communications strategy with a distinct brand for Johnson.
- Action 3.2 – Develop a signage and wayfinding plan with specific visual historical maps.
- Action 3.3 – Create and maintain a community calendar and town communications.
- Action 3.4 – Identify amenities to support itinerary development.

Goal 4 – Improve communication and coordination between the Town and key development partners.

- Action 4.1 – Revive the ski hill at Vermont State University – Johnson Campus

- Action 4.2 – Provide free after school youth and summer programming at Lamoille County district schools to youth (8 –18 yrs).
- Action 4.3 – Explore creating a hotel or visitor hostel and workforce housing options on the Vermont State University – Johnson campus.
- Action 4.4 – Develop and communicate the economic benefits of the outdoor recreation initiatives and others in this plan.

Goal 1 – Create safe, convenient connections between the Lamoille River, the Lamoille Valley Rail Trail, Long Trail, and Main Street.

Participants: Diana Osborn, Carl Rogers, Keagan Tierney, Casey Romero, Claire Polfus, Jackie Dias, Paul Warden, Steph Stroud, Doug Molde, and Joe Fox (Facilitator)

Action 1.1 – Make Railroad Street safer and more inviting for cyclists

What is this? Why is it important? Who benefits?	• Safety – no bike lane • Damaged pavement, storm drains • Negative perceptions of road use cause cyclists to go elsewhere • Disrepair of curbs
Initial next steps and deadlines (Present >24 mos.)	• Arrange meeting between town and village to discuss options for Railroad St • Explore funding options
Measures of success	• A plan in place for making Railroad Street safer - The town and village are working collaboratively to implement a plan• (By Sept 2027) - Plan between Village & Town created
Lead Partners	Paul Warden
Supporting cast	• Lamoille Valley Rail Trail (LVRT) Trail Committee • VTrans (Jackie Cassino) • Village and Select Board • Local Motion • Recreation Economy Opportunity Task Force (Kathy Black, Diana Osborn)
Potential needs and resources	• Engineering cost estimate for storm drains • Class 2 road paving program

Action 1.2 – Explore opportunities for Sterling Market property to connect to the bridge on Railroad Street and the Lamoille Valley Rail Trail

What is this? Why is it important? Who benefits?	Could create a safe and scenic alternative to Railroad Street and possibly a new park at the FEMA buyout site.
Initial next steps and deadlines (Present >24 mos.)	• Assess buyout review study • Create master plan for Sterling Market property • Approach private landowner for a right of way • Determine what is feasible/allowed

	• Contact Victoria Arthur, Vermont Emergency Management
Measures of success	Town has the information needed to make informed decisions about the reactivation of the property.
Lead Partner	
Supporting cast	
Potential needs and resources	

Action 1.3 – Conduct a bike/pedestrian safety audit and create a prioritized action plan for improvements.

What is this? Why is it important? Who benefits?	There are significant safety concerns for cyclists and pedestrians at strategic locations in town.
Initial next steps and deadlines (Present >24 mos.)	• Contact Local Motion • Review previous plans • Contact Lamoille County Sheriff's Dept. • Contact VTrans • Lamoille County Planning Commission (LCPC) • Review Village Sidewalk Plan
Measures of success	• Audit complete and cross-referenced with other plans • Actionable plan created with prioritized funding source identified
Lead Partners	Lamoille County Planning Commission (LCPC)
Supporting cast	• Vermont Association of Snow Travelers (VAST) • Green Mountain Club (GMC) • Lamoille Valley Rail Trail (LVRT) • Velomont • Lamoille County Planning Commission (LCPC) • Vermont All-Terrain Vehicles Sportsman's Association (VASA) / Sterling Snow Riders
Potential needs and resources	• Local Motion • Whatever Jericho got • Safe Routes to School • Northern Border Regional Commission (NBRC) • People for Bikes • American Association of Retired Persons (AARP)

Goal 2 - Create a vibrant, walkable downtown that improves everyday life for residents and attracts visitor spending

Participants: Aimee Storm (Facilitator)

Action 2.1 – Introduce 1–2 information and welcome centers with public restrooms for the community and visitors.

What is this? Why is it important? Who benefits?	• Have lost community bulletin board at Sterling Market • Bathrooms an essential • Multi-use connecting space • People are getting info, meeting, welcoming + good experience Welcome center + bathrooms Ideas: • Ted Alex welcome ctr. — has a bathroom • Old Town Hall • Porta potty w/auto lock • 2 (1 downtown, 1 near trail) • Logan field has porta potty
Initial next steps and deadlines (Present >24 mos.)	1a) ID stakeholders/resources 1b) ID potential locations 2) Evaluate / choose location 3) ID partners / stakeholders 4) Develop maintenance plan 5) ID contents of centers (e.g. bulletin board)
Measures of success	• Centers operational w/clean, working bathrooms • People have a good experience (via customer survey?)
Lead Partners	Hire a town concierge (or volunteer organization)
Supporting cast	Green Mountain Club
Potential needs and resources	

Action 2.2 – Improve Johnson’s sidewalks and crosswalks.

What is this? Why is it important? Who benefits?	Safety, traffic calming and brings foot traffic to businesses
Initial next steps and deadlines (Present >24 mos.)	• Create a plan — what and where to add/improve sidewalks and crosswalks • Put in request with the state, town, and village with Vermont Agency of Transportation (VTrans)
Measures of success	• More, visibly intact sidewalks • New sidewalk is created • New crosswalks added

	• More residents seen walking outside
Lead Partners	Kylie Hill — village resident, local champion (Morna to reach out to them)
Supporting cast	• Village Trustees • Vermont Agency of Transportation (permitting) • Lamoille County Planning Commission (grant application and management assistance)
Potential needs and resources	• Lamoille County Planning Commission (LCPC) — train people to do traffic counting

Action 2.3 – Create and pursue redevelopment vision for downtown area including FEMA buyout spaces.

What is this? Why is it important? Who benefits?	• Preserve walkable downtown spaces • Incentivize businesses and lodging options • Offset loss of commercial space from Federal Emergency Management Agency buyouts
Initial next steps and deadlines (Present >24 mos.)	1) Engage with regional development corporation 2) Create draft community vision 3) Convene community for feedback 4) Community votes for vision
Measures of success	Vision finalized
Lead Partners	Discover Johnson (Morna and Charles Flaum)
Supporting cast	• Lamoille County Planning Commission • Selectboard • Federal Emergency Management Agency • Vermont Emergency Management • Environmental Protection Agency Brownfields
Potential needs and resources	• Environmental Protection Agency (EPA) Brownfields • Lamoille County Planning Commission (LCPC) • National Park Service Rivers, Trails, and Conservation Assistance Program • Technical / planning assistance • VT American Society of Landscape Architects • Federal Emergency Management Agency • Vermont Emergency Management

Goal 3 - Increase awareness of Johnson's recreation activities and assets for residents and visitors alike

Participants: Elise Simons (Facilitator)

Action 3.1 – Develop a marketing and communications strategy with a distinct brand for Johnson.	
What is this? Why is it important? Who benefits?	Without strong marketing no one will know about Johnson's amazing recreation opportunities. What makes Johnson unique and amazing amongst other Vermont towns?
Initial next steps and deadlines (Present >24 mos.)	• Identify, organize, utilize existing marketing/promotional assets • Recruit people who will support this idea • Explore "Johnson Works" (a new business alliance) • Create a timeline: who are stakeholders and marketing audiences? • Get buy-in from local trustees / selectboard / village board • Put Johnson on the map with Johnson Arts & River Festival or other large events • Identify peer communities to figure out how they got their funding (e.g., Poultney, Marshfield, St. Johnsbury)
Measures of success	• NY Times writes an article • People stay longer in Johnson and spend more money • Seven Days advertising (like Saint Johnsbury) • Increase participation at events • Increased visitation
Lead Partners	Discover Johnson (Charles and Morna Flaum)
Supporting cast	• Village of Johnson • Town of Johnson • Business community • Small Business Development Center (SBDC) • Historical society • Interns to support social media • Local/regional development corporation • Johnson Woolen Mills (Gene)
Potential needs and resources	• Grant writing capacity • Northern Border Regional Commission grants • USDA Rural Business Development Grant • VOREC grant for promotion strategy • VT Health • ACCD • VT DHCD (municipal planning grants)

Action 3.2 – Develop a signage and wayfinding plan with specific visual historical maps.

What is this? Why is it important? Who benefits?	• Develop specific signs with distances/steps to destinations (e.g., Danville) • Create visual codes with historical significance and local old business materials • Need to use high traffic / recreational assets (e.g. Rail Trail, Skate Park) to promote lower traffic assets • Share the history of the town
Initial next steps and deadlines (Present >24 mos.)	• Find out what other communities are doing; what is effective? • Check w/ state — where are signs allowed beyond rail trail? • Who decides where signs are allowed? • Identify businesses that make signs/markers • Explore how to align town/village/Discover Johnson website information
Measures of success	• Observation of increased traffic to areas that are lower traffic • Website visits increase
Lead Partners	• Discuss with Town Community Economic Development Coordinator • Can Vermont State University (VSU) students support this?
Supporting cast	• Historic Preservation / Historical Society (Lois) monthly meeting to pitch historical signage/history walk • Does Vermont State University (VSU) have a draft history plan?
Potential needs and resources	• Lamoille County Planning Commission (LCPC) • Graphic designer • Grants for signage / historical markers • National Park Service – RTCA technical assistance • What can local businesses contribute?

Action 3.3 – Create and maintain a community calendar and town communications.

What is this? Why is it important? Who benefits?	Options for achieving this action include Front Porch Forum, a list-serv, social media, and a community bulletin board. Start with events to publicize and grow from there. People need to be kept up to date on Johnson activities and visitor need to know what there is to do here. Local committees need to be aware of what others are doing.
Initial next steps and deadlines (Present >24 mos.)	• Explore establishing a community trust (e.g., Elmore, Belvedere, Wolcott) • Coordinate committee • Meet or email monthly • Determine focus of content (e.g., outdoor recreation, events, local business promotion, info on recreation assets, not events) • Identify social media influencers and invite them to come visit Johnson
Measures of success	• Website visitation data • Picked up by social media influencers
Lead Partners	Town of Johnson (Carl Rogers, Community Economic Development Coordinator)
Supporting cast	• Vermont State University students • Town committees and Town Administrator

Potential needs and resources	Need an organization like Johnson Works – a business membership organization, not a town committee
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Action 3.4 – Identify amenities to support itinerary development

What is this? Why is it important? Who benefits?	This would become an inventory of things to do in Johnson and their cost ranges, so people know there is a reason to come here.
Initial next steps and deadlines (Present >24 mos.)	• Gather information • Select platform(s) for sharing information
Measures of success	• Increased traffic in town • Visitor surveys • Website data
Lead Partners	Town of Johnson
Supporting cast	• Lodges • Eateries • Recreational businesses
Potential needs and resources	• Marketing graduate student presentation • Cross-marketing opportunities with Jeffersonville? Stowe? Via the rail trail connection? (e.g., discount vouchers/coupons for places along the route)

Goal 4 - Improve communication and coordination between the Town and key development partners.

Participants: Kate H., Morna, Kathy B., David, Eric, Keagan, Peter, Holly Fowler (Facilitator)

Action 4.1 – Revive the ski hill at Vermont State University – Johnson Campus

What is this? Why is it important? Who benefits?	The ski hill at the campus has been dormant many years. Reviving the hill would be a great opportunity for the school and town to work together to provide an affordable winter recreation option to community members. More activity would support the sustainability of the campus and in turn that of the village, as the campus relies on the village for electric, water and sewer. Once reactivated, the ski hill is envisioned to become a centerpiece of the community again, attracting groups and traffic to town. Programming and rentals could be managed by the town's recreation coordinator in collaboration with Vermont State University Athletics staff.
Initial next steps and deadlines (Present >24 mos.)	• Gather interested parties • Host a clean-up day • Engage landscaper • Engage electrician to fix the lights • Install rope tow • Complete <i>inspection</i>

Measures of success	Open winter 2027–28
Lead Partners	• Vermont State University (Kate Harvey, Senior Woman Administrator/Head Athletic Trainer) • Town of Johnson (Isabelle Sullivan, Recreation Coordinator)
Supporting cast	• Other VTSU campuses; Randolph has a rope tow and four others have walkable ski hills • Johnson Elementary (Trevor) • VTSU Facilities • Alumni • Volunteers (clean up day) • Cochran's Ski Hill
Potential needs and resources	• Have some funding through Ski and Ride Club, but will need more • Healthy Lamoille Coalition (Department of Health funding for prevention) • BG3 community grant • Green Mountain Coffee • Cabot Cheese • Ben & Jerry's • Butternut Mountain (reference)

Action 4.2 –Provide free after school youth and summer programming at Lamoille County district schools to youth (8 –18 yrs)

What is this? Why is it important? Who benefits?	• Honor Alfred Johnson, Former Head Coach • Lack of current options • Affordability (\$0/cheap) • College students get work study hours (maybe even credit!) • Existing program model is Youth Philadelphia that is open 5 days a week — providing a safe venue for youth activity • Win-win (great for partnerships) • expandable
Initial next steps and deadlines (Present >24 mos.)	Wanted to start it for Fall 26/27 so Spring SY 26/27 would be great
Measures of success	• Student leadership experience • Student job experience • Student wages • Exposure to role models • Healthier physical activity • Childcare solution for families • # of participants/families
Lead Partners	David Ellerbee, Head Basketball Coach at Vermont State University – Johnson Campus and Lamoille County Deputy Sheriff
Supporting cast	• Vermont legislature • Vermont Afterschool Program (Nicole Miller) • Lamoille County Sheriff Department (Roger Marcoux, Sheriff) • Vermont Department of Health • Town of Johnson (Isabelle Sullivan, Recreation Coordinator)

	- Vermont State University – Johnson Campus student athletes - Promotional partners (e.g., radio station, newspapers)
Potential needs and resources	~ \$100k annual operating budget required - Liability insurance (can use institutions' insurance) - Student wages - Background checks for student instructors Potential funding \$35k grant - VOREC funding - Corporate sponsors (National Life)

Action 4.3 – Explore creating a hotel or visitor hostel and workforce housing options on the Vermont State University – Johnson campus.

What is this? Why is it important? Who benefits?	- Green Mountain Club staff on the Long Trail currently have to stay/live in Burlington or Waterbury - Dorms are perfect – hostel ready - Gateway for shorter visitor stays - Generates visitation to campus services (e.g., café) - Creates jobs on campus - Expands general utility use for Johnson Village - Offers travelers diverse lodging options
Initial next steps and deadlines (Present >24 mos.)	1) Understand hotel chain or operator interest. 2) Discussion w/ President about outdoor education (Lyndon campus) and hospitality curriculum integrations (Castleton / Killington campuses)
Measures of success	- Year-round employment housing (summer trails crew, winter skiing staff, spring sugaring workers) - Occupancy rates - Village experiences consistent utility demand - Vermont State University – Johnson Campus attracts more visitation
Lead Partners	- Vermont State University – Johnson Campus (Residence Director) - Art Klugo (managing transitions of campus buildings)
Supporting cast	- Rail Trail Shuttle (Yva Rose) - Greenway Institute (leased workforce housing model in Montpelier) - VT Huts and Trails
Potential needs and resources	- Transportation up the hill - Cleaning staff / maintenance

Action 4.4 – Develop and communicate the economic benefits of the outdoor recreation initiatives and others in this plan.

What is this? Why is it important? Who benefits?	Provides town and village officials with solid base to take action. Supports impact and economic benefit information for Village and Vermont State University - Johnson Campus.
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Initial next steps and deadlines (Present >24 mos.)	Look at VT CORE Toolkit to see what it offers
Measures of success	We have credible data to share
Lead Partners	Selectboard could take lead or joint venture
Supporting cast	• Lamoille County Economic Development Corporation (LCEDC) • Town of Johnson • Johnson Village • Johnson Recreation • Vermont State University -Johnson Campus • Peer community benchmarks • Northeast Slopes (East Corinth)
Potential needs and resources	• VT Tourism resource page • VT CORE toolkit

All Brainstormed Actions

Goal 1

Signage / Crosswalks / Safety / Traffic Calming:

- Solve the ATV issues — solve the ATV issues by creating dedicated pathways — safety concerns — open pathways
- Open Town Roads to ATV & Snowmobile YES!
- Create a dedicated bike lane along main street that is separate from road and well-marked!
- Create safe paths / sidewalks trails between east & west end of Rt 15 and main town center
- Paint More Crosswalks In Fun colors!
- Paint Turning Lanes at end of 100C — one for Left, one for Right
- Safety improvements: Install Crosswalks & Flashing lights
- Install Flashing Light at Railroad St / Main St (Rt 15) to see pedestrian crossing safely at night
- Install visible / flashing crosswalks along Main Street
- Widen Rt. 15 for bike & walk paths
- Apply to VTRANS Transportation Alternatives Program to fund town-wide connectivity improvements in New Town Plan
- Mandate sidewalk / side path access for all residents & including hazard areas / places
- Reduce speed limit and enforce 30 mph limit crossing through town (from Rt 15)
- Create a section of trail that connects VTSU to downtown

Bridge / River / Trail Connections:

- Create new route / walkway between Main St. through buyout property to rail trail
- Use the buyout properties on the east side of Railroad St to create a path and bridge over River to create safe pedestrian crossing as possible.
- Build a gentle grade path between college and village and LVRT
- Build bridge (connection) enjoy LVRT and RT 15 for all users: bike, walking, strollers, wheelchairs, atv, etc.
- Build bridge near Gihon River
- Build trail from Union Bank parking to the Arboretum including foot bridge over creek.
- Build a bridge from Old Mill / LVRT to South Park / East side of town
- Allow/encourage access to LVRT at more locations
- Find funding to build bridge to connect Old Mill Park (East side) to Sterling Market area.

Railroad Street / Pedestrian Paths:

- Fix Railroad St to make road safe for bikes
- Create one way loop / traffic on main street
- Relocate West Railroad station
- Fix Railroad St. Train or Relocate Street to help bike traffic
- Get Village & Town to cooperate on safety!
- Install bike storage!
- Beautify Railroad Street in partnership w/ town — widen street or take out some lawn on one side to make it pedestrian friendly
- Pave Railroad Street end to end w/ walkway for whole street

- Widen Railroad St. or convert to one way to make way for pedestrian traffic, add lighting hard surfaces for stroller & push cart
- Study connecting LVRT & Main Street
- Railroad St — reveal historic pathway from LVRT to Gihon River Park — entrance near bank

Goal 2

General Town Maintenance & Infrastructure:

- Collaborate & coordinate to fix up / beautify the Old Fire Station & Sterling properties
- Combine the mowing of Johnson under one contract! Village + Town separated isn't working! Beautify!
- Stop spending \$ on mowers for 1–2 hrs. per season — put funds towards mowers!
- Improve / clean public spaces and downtown to improve the image of town
- Improve curb appeal of downtown buildings
- Continue to encourage home / landowners in downtown to "beautify" properties with grants / resources to help with projects, matching, & recognizing overall efforts
- Weed sidewalks / vacant lots / planted area

Recreation Storage / Equipment:

- Build or Rent storage space that has proper ventilation
- Position loaner bikes from a center — gear library, etc.
- Lay down / install concrete pad + bike rack on Logan Field
- Rent / ownership in process regarding bikes + space for this — already checked for 7/24 grant

Historic Preservation / FEMA / Buyout Properties:

- Save the Old Scott House
- Hire consultant to do FEMA Buyout & Downtown Green Space Planning
- Find out form for development of Sterling Market + adjacent FEMA property
- Convert the old Union Bank location to parking
- Host all season farmers market in Sterling Market property
- Traffic down Clay Hill will impact residents
- Hire town / village liaison

Visitor / Welcome Center:

- Create Welcome Center
- Create a Community / Visitor Welcome + Info Center on Sterling Market site. Link trail to other downtown sites on Railroad St, Rt 15, + other sites.
- Develop a park at buyout site is the link to all eyes / facilities
- Create a Community / Visitor Welcome + Info Center on former Sterling Market site. The central welcome center structure: flood-proof (raised, long-term) has online + paper info
- Locate and open a temporary visitor center (who's got rented, telling people what we are), maybe write at rail trail cut down to trail with sign at trail pointing to it

Public Restrooms:

- Establish public facilities (restrooms) for downtown
- Provide clean public restrooms near rail trail, downtown — Arboretum
- Build amenities required by visitors (toilets, campground) and make it clear where they are
- Provide incentives for overnight stay in businesses

Events / Sports:

- Triathlon: institute grand race incorporating Lamoille (Raft or Raft), Long Trail (Run or Walk), Bike
- Organize bike races

Lodging:

- Find resources to support individuals to develop lodging on town land
- Provide incentives for overnight stays in businesses

Dog Park:

- Build a dog park
- Enforce leash laws and dog waste clean-up

Parking/Zoning

- Create parking at Sterling Market
- Growth zone — downtown

Food / Restaurants:

- Provide incentives for diners / restaurants to open in Johnson Center

Designation / Concept "Main St.":

- Develop a Main St. concept for all of Rte 15, not just Village section
- Obtain a Johnson Downtown Designation
- Create a business network

Sculpture Park:

- Create a sculpture walk

Public Seating / Sidewalks / Accessibility:

- Public Seating — Provide benches near rail trail and downtown Johnson
- Create a public park on Sterling Market site
- Buy, fix up old/abandoned property on corner of RR / Main St. and convert into shop on bottom floor / housing top
- Prioritize Accessible entrance + seating for Lamoille to allow all to enjoy their music, bulletin board, lectures, food
- Sidewalks!

- Complete all sidewalks to a logically possible physical destination
- Extend sidewalk on Rt 15 west from town to West Johnson / Old Fire Station & to Select Shop property & to Vermont Electric Co-op

Goal 3

Marketing / Comms Plan:

- Marketing — Develop a comprehensive and consistent marketing plan
- Support Discover Johnson
- Create sustainable communication plan — e.g. monthly newsletter, updated/maintained calendar
- Publish monthly brochure on events / activities (printed / digital / social media / mobile app / bulletin board)

Website / Online:

- Build a top quality, user-friendly website w/ rich menu of descriptions, location of the month & links to support businesses
- Create a user friendly, up to date website that is easy to navigate
- Create a webpage on Chamber & Town & Village highlighting events & activities
- Website: Increase access to info re: existing walking/hiking trails — e.g. town park, town forest, river
- Create app or site with interactive map — hours of operation, history, wheelchair access, equipment rentals, link QR code
- Create linked itineraries with strategic partners (e.g. to increase in Johnson connectivity — short adventure or day trip)
- Start a group, get them on app w/ weekly or bi-weekly listings

Signage & Wayfinding:

- Establish & maintain visual signage on Rail Trail for town center
- Place sign to identify public locations like Town House, Library
- Place Community board + map on Rail Trail
- Install sign to the Arboretum on Rt. 15, Johnson
- Make sure town is visible approaching town @ roundabouts
- A 3-in-1 Map, Wayfinding & Historical marker in Village & Town to connect in-town
- Cost-effective signage: Use high-visibility signs — "Welcome to Johnson", "Entering Historic Village", "Rail Trail Entrance"
- Improve Signage: From town to trail & trail to town, calls of Interest, points of interest

Itineraries / Amenities:

- Publicize itinerary planner for all visitors + especially riders & trail users fairly with consistent... to smaller local sites
- Options for all abilities + contact lists + map/route options in appropriate directions (printed flyer/flyer on web/app...) (is family friendly)
- Create trail mapping / app in trail maps / QR codes on a trail map that show time / distance / elevation / hours + amenities
- Create a high quality recreation map

- Utilize existing maps + organization publications (e.g. Town Guide to town, Lamoille County Collaboration) to pull information to town...
- Create lodging list + bulletin board + lodging options + create tour packages (hiking/biking/paddling) + "The works"
- Install trail counters to establish baseline use of trails

Newsletter:

- Publish a weekly or monthly town newsletter in print and online

Goal 4**Campus – VTSU – Johnson**

- Install a tow rope on ski hill
- Re-work + improve the University trail system
- Create an art or nature walk on trail
- Look to form recreation club

Youth

- Involve kids up for Kids Night Out!
- Involve youth & young adults in town and rec planning processes
- Run sports clinics for Johnson youth
- Host sports summer camps at Johnson (Day camps)
- Provide structured activities for youth — walk-outs with college teams
- Create Youth Group Programs to raise awareness

Seniors w/ disabilities

- Create a partnership w/ VTSU outdoor education (e.g., science program to foster engagement of students + residents)
- Do our own version of "Super Senior" panel that honors high school seniors as well as senior citizens
- Meet / communicate monthly between Rec + VTSU Johnson/Rec Center/Rec Mgmt
- Senior housing on campus — allows senior/mult. gen. living

Funding / Assessment

- Implement a community assessment: what are the barriers to accessing recreation
- Increase swim lesson availability
- Reduce barriers to access/transportation for low-income/youth
- Attract more outdoor recreation entrepreneurs to Johnson — create an "opportunity zone" book that highlights specific outdoor recreation opportunities

Art Community

- Work w/ VT STUDIOS! Plan an annual ARTS / RIVER FEST

General Coordination

- Partner with other groups to have shared trail network system
- Create a group or position (paid or volunteer) that manages the other groups + various resources so they all work together towards a common goal
- Set up regular meeting / list of different sectors and collaborative projects
- Support/increase collaborations between user groups (Ex: VAST + VMC)
- Increase town staff CEDS' hours for more grant money

Universal Accessibility / Community

- Events for seniors + disabled persons
- Community mentors to gain senior-to-senior links

Events & Plans w/ Partners

- Invite RDC, Lamoille & other economic development organizations to establish funding
- Utilize regional partners (ex. American Whitewater, Trout Unlimited, etc.) for education + family events
- Design entry-level/low-barrier rec challenges (Junior to Exec. River Paddle + Trail Paddles) that connect with suggested American Whitewater events

Town / Village

- Create a group to Move Johnson Forward to unite via a merge (referendum to have village + town become one)
- Relieve Town govt. of managing rec activities and achieving rec. development
- Make a business / policy map and property owner engagement so they know what town/village can offer/support
- Town and Village plan! WORK POSITIVELY TOGETHER — CRITICAL

Neutral Cooperation

- Create a new/neutral Community Center in lower Lecture Hall — 3rd space, non-govt., non-affiliated, open to all
- Adopt an attitude and encourage town-footprint of optimism and possibility, standard transition and "no-lies"

Health Partners

- Connect with health partners who have same targets to promote well-being (Lamoille Health Partners, restorative centers, schools, rec/recovery/treatments, Copley Hospital)

Alumni

- Conduct outreach to alumni of outdoor education & wilderness management programs to build interest in VTSU Rec