

Proposal for Public Access AED Deployment

Saugatuck-Douglas HeartSafe Initiative

About the Founder

My name is Tony Schippa, founder and president of the Saugatuck-Douglas HeartSafe Initiative, a 501(c)(3) nonprofit organization established in 2025. I founded this organization after dedicating 35 years to Emergency Medical Services and 45 years as an American Heart Association CPR Instructor.

My EMS career began with the Saugatuck Fire District, where I served 20 years as a Firefighter and Medical First Responder, including 18 years overseeing the Medical First Responder program. I also spent 20 years with the local ALS ambulance service, serving the last 15 years as the lead paramedic.

Throughout my career, I witnessed firsthand how quickly lives can be lost when CPR and defibrillation are delayed. Those experiences inspired me to establish the Saugatuck-Douglas HeartSafe Initiative with a single mission: to improve survival from cardiac arrest by making AEDs accessible 24 hours a day and by training residents, employees, and visitors in Hands-Only CPR and AED use.

Why This Matters

Every minute without CPR and defibrillation decreases survival by approximately 10%.

Medical First Responders in our area average 6 minutes and 49 seconds to arrive after a 911 call. Those first few minutes often determine whether someone survives.

Nationally:

- About 70% of cardiac arrests occur at home
- Approximately 15% occur in public places
- Public AED use before EMS arrival remains extremely low despite dramatically improving survival

By placing AEDs where residents and visitors can reach them immediately, we can significantly improve survival until emergency responders arrive.

Our Mission

The Saugatuck-Douglas HeartSafe Initiative exists to:

- Install publicly accessible AEDs throughout Saugatuck
- Train residents, employees, and visitors in Hands-Only CPR
- Maintain every AED to ensure readiness 24 hours a day

What We Are Requesting

We respectfully request approval to:

- Install Aivia outdoor AED cabinets at approved public and private locations within the Historic District
- Allow one Historic District permit for the initial deployment plan
- Allow additional approved locations to be added under the same permit with Commission notification
- Waive Historic District permit fees for this nonprofit public safety initiative

Installation Standards

Every installation will:

- Meet Historic District requirements
- Be professionally installed by our licensed electrician
- Meet all ADA requirements
- Be visually compatible with surrounding historic structures
- Require only minimal electrical service (approximately \$5 per month)

Whenever possible, cabinets will utilize existing internet service for monitoring while maintaining cellular emergency communication.

Maintenance

The HeartSafe Initiative- not the City or business owners- will assume responsibility for:

- AED Inspections
- Battery Replacement
- Pad Replacement

- Readiness Monitoring
- Emergency Notifications
- Long-Term Maintenance

This ensures every AED remains operational and compliant

Liability

Michigan's Good Samaritan protections provide liability protection for municipalities and property owners who make AEDs available for emergency use.

HeartSafe will oversee ongoing maintenance, inspections, and compliance to ensure all units remain ready for public use.

Community Benefits

This program will:

- Improve cardiac arrest survival
- Supports public safety in the busiest parts of our community
- Protect residents, visitors, and seasonal employees
- Demonstrates Saugatuck's commitment to protecting the people who live, work, and visit here

Our Commitment

HeartSafe is committed to working closely with City staff, the Historic District Commission, business owners, and City Council throughout every phase of this project.

Our goal is not simply to install AEDs- it is to build a community where lifesaving equipment is readily available whenever and wherever it is needed while respecting the unique character of Saugatuck.

We appreciate your consideration and respectfully request your support.

Thank you,

Tony Schippa, President
Saugatuck-Douglas HeartSafe Initiative

Strategic Public-Access AED Deployment Plan

Proposed Deployment Plan, Approved Installations & Future Expansion Opportunities

Metric	Count	Status Category
Approved Projects	2	Approved Installation
Phase 1 Locations	7	Proposed Deployment
Phase 2 Opportunities	9	Future Expansion
Phase 3 Opportunities	5	Residential Expansion
Phase 4 Partnerships	5	Partnership Opportunity

Visual Guide	Meaning
Green	Approved installation or project currently moving forward
Blue	Proposed deployment location or priority
Red	Future expansion opportunity
Gold / Purple	Residential and institutional partnership opportunities

Strategic Objective:	Build a coordinated public-access AED network supporting residents, visitors, recreation areas, waterfront parks, public events, businesses, tourism corridors, residential communities, and institutional partners while improving rapid access to lifesaving defibrillation throughout the greater Saugatuck-Douglas coastal region.
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Approved Installation Projects

Location	Status	Strategic Benefit
48 W. Center Street - Douglas	Construction in Progress	Downtown coverage, pedestrian activity, tourism corridor
Root Beer Barrel / Woosah Art & Coffee Area	Site Planning in Progress	Tourism, pedestrian traffic, public visibility

Phase 1 - Proposed AED Deployment Locations

Location	Strategic Benefit
Wicks Park - Saugatuck	Waterfront events, recreation, tourism
Butler Street Playground / Public Restroom Area	Family activity, pedestrian corridor
Saugatuck Information Center	Tourism hub, downtown coverage
Mount Baldhead - Base	High-exertion area, delayed EMS
Mount Baldhead - Top	Remote trail access
Coghlin Park	Festivals, marina activity
Dunes View Kwik Shop / Blue Star Highway Corridor	Highway corridor, public access

Phase 2 - Recreation, Tourism, Waterfront & Regional Park Expansion

Clearbrook Golf Course - 3 AED Deployment Concept

AED Deployment Point	Coverage Area
Clubhouse / Restaurant	Primary gathering area
Front 9 Exterior AED Location	Coverage of front nine holes
Back 9 Exterior AED Location	Coverage of back nine holes

Location	Strategic Benefit
Sergeant Marina, 31 Butler St.	Boating activity, waterfront tourism, pedestrian access
Singapore Yacht Club, 48 Water St.	Waterfront recreation, boating activity, tourism
Harbor Natural Area Trailhead	Remote trails, delayed EMS
Clearbrook Golf Course (3 AED Locations)	High visitor volume, recreation, outdoor activity
Pier Cove Park, 2290 Lakeshore Dr., Fennville	Beach access, waterfront recreation, seasonal visitors
West Side County Park, 2152 Lakeshore Dr., Fennville	Public park access, beach activity, regional visitors
Shore Acres Township Park, 6602 138th Ave., Holland	Public recreation, shoreline access, seasonal visitors
Saugatuck Dunes State Park, 6575 138th Ave., Holland	Large park area, trails, beach access, delayed EMS
Laketown Beach, 6710 142nd Ave., Holland	Beach access, high-exertion stairs, seasonal tourism

Phase 3 - Residential Community AED Expansion Opportunities

Future Expansion Location	Strategic Benefit
Gated Communities (Locations to be Determined)	Large resident populations, delayed EMS access within private developments
Manufactured Housing / Mobile Home Communities (Locations to be Determined)	Higher-density residential areas, aging populations, community gathering spaces
Homeowners Associations (HOAs) (Locations to be Determined)	Community centers, clubhouses, pools, and recreational facilities
Condominium Associations (Locations to be Determined)	Concentrated residential populations and shared amenities
Senior Living & Retirement Communities (Locations to be Determined)	Elevated cardiac risk population, community gathering areas

Residential Strategy:	Develop partnerships with residential communities to expand AED access near clubhouses, common areas, recreational amenities, and areas where larger numbers of residents gather.
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Phase 4 - School & Community Institution Partnerships

Future Partnership Opportunity	Strategic Benefit
Saugatuck Public Schools (Michigan HEARTSafe School)	AED inventory coordination, PulsePoint registration verification, CPR/AED awareness
Faith-Based Organizations	Community gathering locations, public events, volunteer engagement
Community Centers	High public utilization, recreation programs, community events
Private Educational Facilities	Student, staff, and visitor safety
Nonprofit & Civic Organizations	Community outreach and emergency preparedness partnerships

Partnership Note:	Saugatuck Public Schools is a recognized Michigan HEARTSafe School and maintains AEDs throughout the school district. Future collaboration efforts will focus on AED inventory coordination, PulsePoint registration verification, CPR/AED education, and community preparedness initiatives.
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Project Status Summary: 2 Approved Installation Projects | 7 Phase 1 Proposed Locations | 9 Phase 2 Recreation, Tourism, Waterfront & Regional Park Opportunities | 5 Phase 3 Residential Community Opportunities | 5 Phase 4 School & Community Institution Partnerships