

# RPI REGION 8 COMMUNITY DEVELOPMENT SUBCOMMITTEE

January 18, 2017

9:00 A.M.

W.E. Upjohn Institute  
300 South Westnedge Ave  
Kalamazoo, MI 49007

## AGENDA

1. Meeting Purpose
2. 2017 Meeting Trajectory
3. Review of Prosperity Plan Goals and Opportunities
  - a. Discussion & Clarification
4. Review RPI Strategic Planning/Action Item
5. Existing or Potential Regional Synergies
  - a. What work is being done currently on goals/opportunities?
  - b. What organizations are engaged in the work?
  - c. Are there opportunities to align the existing efforts?
6. Goal/Opportunity Prioritization Exercise (Time Permitting)
7. Summary





**RPI Region 8 2017 Prosperity Committee Work**

Assign designated manager (possibly an intern)													
Develop RPI brand (based on Strategy Statement, Mission, and Vision)													
Assist in the creation of the RPI identity													
Project(s) selected													
Execute contract(s) to fund project(s)													
Establish workflow for 2018													
Develop 2018 RPI application													

Subcommittee Meetings  
RPI Committee Meetings

## **Community Development**

*Improve the livability of our region's communities to attract and retain talented workers*

### **1. Create a more diversified transportation system**

- Create walkable neighborhoods
- Encourage new transportation patterns that support efficient multi-model transportation options
- Support community development that is transit-oriented

### **2. Encourage development of additional recreational opportunities and amenities**

- Encourage the development of additional public spaces in urban, suburban, and rural environments
- Promote existing and support development of new trails and natural areas (e.g., parks, recreation areas, rivers, and lakes)

### **3. Encourage increased access to housing options regarding density, cost, style and location**

- Facilitate a region-wide Target Market Analysis to gain better data to support 'missing middle' housing development
- Support education of developers and financiers regarding housing and demographic trends and community objectives
- Support education of community leaders regarding redevelopment programs, land use and zoning techniques, and enforcement options to maintain housing stock

### **4. Support sustainable development**

- Develop infrastructure that can be sustained financially and environmentally over the long term
- Maintain or improve environmental quality

## **ACTION ITEMS MOVING FORWARD**

### **Develop RPI Identity**

**Strategy Statement:** The RPI is an organization that convenes and aligns groups around dashboard priorities (streamline process)

#### **COMMITTEE ACTIONS:**

- **Develop dashboard priorities**
- Develop the ability to deputize work of other organizations
- Deep dive learning in each priority area (Community Development, Education, Infrastructure, RPI Strategies)
- Capitalize on Talent Match work

#### **KEY QUESTIONS:**

- How is the RPI perceived by planning partners and the public?
- How does planning function as part of the mission?
- Does the RPI do the work or coordinate it?

#### **INTERNAL PLANNING ORGANIZATION ACTION:**

- Create an MOU (Southcentral, Southwest, RPI)

#### **KEY QUESTION:**

- What does this mean for the planning organizations?

### **Cultivate Project Opportunities**

#### **COMMITTEE ACTIONS:**

- Identify priority for 2017 (Complete process for exploration, identification, and RFP)
  - Q1 Establish Highest Priority Goal
  - Q2 Build the Partnership Cross Section that is Essential to Understanding that Goal
  - Q3 Map out the Route to Accomplish the Goal/Opportunity & Identify the Gaps – Fund Project(s) that fill the Gaps
- Measure process of **previous, current, and prospective projects** (dashboard)
- Communicate past accomplishments
- Define how RPI can assist partners

#### **KEY QUESTIONS:**

- Are we seeking projects that align with our plan or are we seeking to align our plan with projects (CEO or social worker)?
- What are opportunities for short-term success?
- What can be replicated as part of our process?

### **Develop Communication Platform – Potential Project Opportunity**

#### **COMMITTEE ACTIONS:**

- Develop RPI brand (based on Strategy Statement, Mission, and Vision)
- Assist in the creation of the RPI identity
- Develop Criteria for Communication Platform
  - High level of participation
  - Predictable timing
  - Relevant (create filters)
  - Financially sustainable
  - Archives and searchable
- Create benchmarks to justify time and money

- Assign Adams and Egelhaaf to drive the process in their management roles for RPI

**INTERNAL PLANNING ORGANIZATION ACTION:**

- Assign designated manager (possibly an intern)