

Southwest Michigan Regional Prosperity Initiative

Prosperity Committee September 3, 2015

2:30 - 4:30 p.m.

New Start Time

Agenda

2:30 p.m. Opening and welcome (Ben Damerow, Chair)

Action Items

- 1. Adopt minutes from August 6 meeting
- 2. Adopt recommended Infrastructure project areas as presented at August 6 Committee meeting (lacked quorum)

Information Item

1. Update on proposed *BusinessU* software (John Egelhaaf)

Discussion Items

- 2. Updates on state projects with RPI requirements (All)
- 3. Formal subcommittee structure and guidelines/criteria for project selection and funding (Lee Adams)

3:00 p.m. Action Items

- 4. Approve for funding the *Community Development* and *Education* projects as recommended by the respective subcommittees (Lee Adams and John Egelhaaf)
- 5. Adopt all updated RPI goals and opportunities

3:40 p.m. Discussion Items

- 6. Review first draft of Prosperity Plan Volume 2 (Becky Harvey)
- 7. Review draft of RPI dashboard (John Egelhaaf)

4:25 p.m. Next Steps

• October 1: Adopt the Prosperity Plan - Volume 2

4:30 p.m. Adjourn (Ben Damerow, Chair)

Highest Priority areas as Determined by the Infrastructure Subcommittee

Top Tier

- Region-wide recycling
 - Create a region-wide solid waste master plan and/or a region-wide recycling plan
 - This project could also include coordination of recycling strategies and programs among communities in SW MI.
- Regional Trail Support
 - This project idea was mostly focused on the KRVT but could also include trails that tie into or expand our regional trail system (KRVT, Kal-Haven, Van Buren Trail, etc).
 - o This was indented as simple monetary support for shovel ready projects.

Second Tier

- Telecommunication (mostly broadband)
 - o Identify telecommunication gaps and help to fill them
 - This could empower many to pursue higher levels of education or employment opportunities. It could also enable telemedicine.
- Encourage funding for the expansion of I-94
 - Evaluate the economic impact of the current capacity of I-94 and contrast that with the economic impact of an expanded I-94.
 - Lobby local, state, and federal officials and legislator for funding.
- Map the water and sewer systems in SW MI
 - o Create a digital inventory of the sewer and water systems in SW MI.
 - Potentially include capacity in the maps.

Community Development Proposals

Org Link

Sprout Urban Farms
Portage Senior Center
Portage Senior Center
Fair Food Matters
SWMPC
Albion Community Foundation
SMPC/Upjohn Institute

https://drive.google.com/file/d/0B-M5suW-nUaebnptZEwxS1hiZWs/view?usp=sharing
https://drive.google.com/file/d/0B-M5suW-nUaebE8tek9GV1pUb2c/view?usp=sharing
https://drive.google.com/file/d/0B-M5suW-nUaeZjNvektmaEpJZG8/view?usp=sharing
https://drive.google.com/file/d/0B-M5suW-nUaeWFI4UWw2VmJ5Z1E/view?usp=sharing
https://drive.google.com/file/d/0B-M5suW-nUaeTFpPX19tYS1lc3c/view?usp=sharing

Education Proposals

Org Link

Kalamazoo Literacy Council Curious Kids' Museum Portage ESL https://drive.google.com/file/d/0B-M5suW-nUaeeVRmeHB1NGIxVnM/view?usp=sharing https://drive.google.com/file/d/0B-M5suW-nUaeNEcwc3VFd3lkTHM/view?usp=sharing https://drive.google.com/file/d/0B-M5suW-nUaeaktENjB6N2xYa3M/view?usp=sharing

Project Selection Criteria and Weighting

Points Criteria

- 25 Geographic Scope (Subset of a County=0 points,1 County=3, 2=6, 3=10, 4=15, 6=20, 7=25)
- 20 How well does the project accomplish the area of focus selected by the Committee?
- 15 Potential for early success to build momentum. Does the project link to a larger effort?
- 10 Supports Regional Collaboration (the number and geography of the project partners)
- 10 How significant could the impact of the project be (ROI)?
- 10 Does the project represent **innovation** in scope or efficiency?
- 5 Access to funding. Are enough funding sources available to complete the project?
- 5 Organizational Capacity

100



SOUTHWEST MICHIGAN REGIONAL PROSPERITY INITIATIVE

Prosperity Committee

September ____, 2015

We of the Southwest Michigan Prosperity Region 8 – RPI Collaborative are pleased to offer forth Volume 2 of our 5-Year Prosperity Plan. Volume 2 is the byproduct of continued collaboration among the partners of Region 8, and is our platform for demonstrating our efforts in collaborative decision-making in 2015. Volume 2 articulates action strategies developed to drive economic prosperity within our Region and announces the regionally-significant projects selected for funding by the RPI in 2015.

The Regional Prosperity Initiative (RPI) grant offered us a unique opportunity to work together as a 7-county region to identify our strengths and to lay out a course to promote prosperity in southwest Michigan. In our second year as a Collaborative, the partners of Region 8 were determined to continue on the path to building trust and familiarity, aligning shared assets, and establishing the foundation for a long-term working relationship. The feather in our cap is certainly the progress made in the allocation of funds toward action focused on the prosperity of Region 8.

Our successes this year in gaining participation in the process by an expanded partnership and working as a region to both select and fund projects that are important to the success of the region . . can be attributed to the hard work of the Collaborative in Year 1 to meet the objectives of a new and evolving initiative . . and the persistence in Year 2 to 'keep the ball rolling'.

The Collaborative believes in the premise of empowering locals to drive economic investment. We also believe that this investment will lead to greater quality of place and increase business and talent attraction. We understand that when leaders in the business development, talent development and infrastructure development communities unite, a comprehensive economic development strategy can be realized.

The Region 8 – RPI Collaborative commits to continuing our work of regional collaboration to ensure that available resources are targeted where they will have the greatest impact possible for job creators and residents.

Respectfully,

Ben Damerow, Chair Region 8 – RPI Collaborative

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Michigan is
an economic
success story
that would not
be possible without
collaboration by public,
private and nonprofit
sectors. Our shared
accomplishments during
the past two years underscore

the need to work in partnership toward a common vision of economic prosperity. That is the goal of Governor Rick Snyder's Regional Prosperity Initiative.

[—] Regional Prosperity Initiative Website

There are many anecdotal examples from around the nation (and the world) where university and community college partnerships were critical to the successes of regional economic development projects.... (including relationships with workforce development entities and knowledge-based businesses)

The biggest challenge for regions is to get all of the stakeholders to the table and talking with each other on a monthly basis....

Regional Reinvention in Michigan, Planning & Zoning News

2014 REGIONAL PROSPERITY INITIATIVE

- ... signed into law as part of the FY 2014 budget (59 PA 2013)
- ... a voluntary competitive grant process offered to existing State Designated Planning Regions and Metropolitan Planning Organizations
- . . . designed to encourage local private, public and non-profit partners to create vibrant regional economies

2014 Region 8 qualified and received funding as a Regional Prosperity Collaborative and successfully met the Tier 1 requirements of the RPI

- ... Must include regional representatives from adult education, workforce development, economic development, transportation, and higher education organizations.
- . . . Must develop a 5-Year Regional Prosperity Plan - - and adopt the Plan by a 2/3 vote of the Collaborative.
- . . . Must develop a performance dashboard and annual measurable goals.
- . . . Must meet standard accountability and transparency requirements.

Additional 2014 Achievements:

- ... Timeliness: Completed the Tier 1 requirements by the grant established deadline
- ... Accountability/Transparency: wellattended and documented monthly meetings by the Collaborative
- ... Collaboration: a significant and tangible move from January through December toward thinking and acting as a single entity
- . . . **Energy:** unanimous support of the 5-Year Prosperity Plan and a Year 2 plan of action

RPI 2014 & 2015

2015 - Region 8 qualified and received funding to continue as a Regional Prosperity Collaborative for a second year. Having already met the Tier 1 requirements for both 2014 and 2015, the following Year 2 work plan was initiated:

- . . . Expand participation in the Collaborative;
- . . . Formalize the structure of the Collaborative for decision-making;
- . . . Provide greater detail to adopted regional goals/ opportunities;
- . . . Adopt action strategies and select/fund specific projects for each Plan goal;
- . . . Expand the regional asset inventory;
- . . . Upgrade the regional dashboard in alignment with recently established parameters.

2015 REGIONAL PROSPERITY INITIATIVE

- . . . a boilerplate section was added by the legislature to 252 PA 2014 to guide the Regional Prosperity Initiative into the future
- . . . Section 890 largely maintains the requirements of the program, with updated requirements for previous grant recipients
- . . . authorizes the DTMB to implement an application process and method for grant distribution





Before the ink was dry on Volume 1 2015 of the 5-Year Prosperity Plan, Region 8 had established an agenda for 2015 that Time Line would expand the Collaborative; involve more regional partners in the decision-making process; put regionally significant projects on the table; and, move our regional economic strategies forward.



Expansion of RPI Collaborative

The Collaborative Committee was active in the partnership expansion effort and fully supported the Subcommittee's role in the decision-making process.

EXISTING SERVICE SECTORS

Adult Education Economic Development Higher Education Transportation Workforce Development

EXPANDED SERVICE SECTORS

Air Transportation Career and Technical Education **Emergency Manager** Foundations Health Care K-12 Education

Logistics (Freight)

Local Government

Private Business

Rail Transportation

Regional Planning Agency

Committee

SERVICE SECTOR	NAME	ORGANIZATION	
Adult Education	Michael Evans Lynn Johnson Juanita Miller	Kalamazoo Literacy Council Bangor Adult Education Centreville Public Schools	
Economic Development	Jill Bland Jan Frantz Vicki Pratt	Southwest Michigan First Battle Creek Unlimited Cornerstone Alliance	
Higher Education	Barbara Craig Luann Harden Jan Karazim	Bertrand Crossing Campus, Lake Michigan College WMU Southwest Kellogg Community College	
Transportation	Dennis Berkebile Christopher Bolt Roberta Welke	Kalamazoo County Road Commission St. Joseph County/Cass County Road Commissions Michigan Department of Transportation – Southwest Region	
Workforce Development	Ben Damerow Todd Gustafson	Kalamazoo-St. Joseph Michigan Works! Berrien-Cass-Van Buren Michigan Works!/Kinexus	
MPO	Pat Karr Jon Start	Battle Creek Area Transportation Study Kalamazoo Area Transportation Study	
SMPC	Ron Reid	SMPC Board	
SWMPC	Richard Remus	SWMPC Board	

Subcommittee

COMMUNITY DEVELOPMENT	EDUCATION	INFRASTRUCTURE	RPI STRATEGIES
Juanita M	Michael E	Lynn J	Corey Carolla
Barbara C	Luann H	Jan K	Barbara Craig
Greg	Jill B	Jan F	Luann Harden
Jason L	Ben D	Dennis B	Jason Latham
Todd/Corey	Kim Bell	Pat K	Richard Remus
Jon S	Becky Rocho	Ron R	
Rich R	Linda Snyder		
	Dave Campbell		
	Pam Kingery		
	Mike Hoffner		
	Barb C		
	Jan K		
	Jennifer Searls		

RPI Goal Development **Project Area Project Area Definitions** Prioritization and Refinement **RPI SECTOR** PROSPERITY COMMITTEE **PROSPERITY PARTNERS** COMMITTEE Develops RPI Goals Suggest potential and Opportunities Determines final priorities project areas Community Development Education Infrastructure **RPI** Strategies RPI SUBCOMMITTEES **RPI SUBCOMMITTEES** Develop project area priority Refine goals and opportunities recommendations Southwest Michigan is recognized as a region where successful, thriving, and innovative people, businesses, and communities prosper through sustainable practices and collaborative development.

RPI Partner / Subcommittee Process

Project RFPs

Project Selection and Implementation

RPI STAFF

Project Identification

Solicits Letters of Interest from potential vendors

RPI STAFF

Solicits RFPs

PROSPERITY COMMITTEE

Reviews recommendations and selects projects for funding and implementation

RPI **SUBCOMMITTEES**

Review proposal and recommend projects

POTENTIAL VENDORS

Letters of Interest

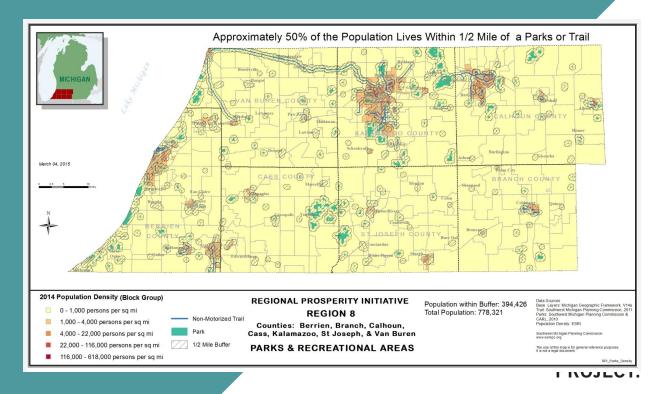
POTENTIAL VENDORS

Submit proposals



Sample Asset Maps

Representative asset maps related to Community Development, Education, and Infrastructure. (The complete Regional Asset Inventory compiled to date is set forth in the Appendix of this Plan.)



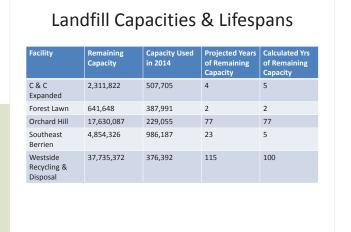
Monetary support for shovel-ready projects that are focused on the KRVT or trails that tie into our existing regional trail system.

Asset Map Project Sample

The inventory of parks and trailways within the region provided the foundation for a project proposal for regional trail support.

The inventory of solid waste disposal sites and landfill capacities drove a project proposal for region-wide recycling plan/program.





PROJECT:

Create a region-wide recycling plan . . including the coordination of recycling strategies/programs among southwest Michigan communities.



The Subcommittee provided depth and expertise in the refinement of the goals and opportunities set forth in Volume 1-Prosperity Plan

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 transitoriented
- **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
 - Region-wide Target Market Analysis (better data for that demonstrates the desires of seniors and millennials)
 - Mock real estate development
 - Education for developers and financiers (housing and demographic trends, community desires)
 - Education for community leaders (demolition, land use and zoning, code enforcement)
- 4. Support sustainable development
 - Develop infrastructure that can be sustained financially and environmentally over the long term
 - Maintain or improve environmental quality

EDUCATION

Promote talent development and retention to encourage growth and sustainability in all facets of the local economy

- 1. Promote accessibility and opportunities to participate in education and skilled training programs
 - Tailor programs to market demands
- 2. Promote the coordination, and encourage a larger number, of in internships, apprenticeships, across the region and across the continuum of learners
 - Regional clearinghouse and website that publicly houses internship/apprenticeship opportunities
 - a. MI internship/apprenticeships website (June?, 2015)
 - b. College, secondary education and under-skilled workers
 - Webpage with links to existing opportunities
 - Inventory existing opportunities
 - Connect interns to job opportunities

3. Encourage a culture of learning

- Provide opportunities for all learners
- Encourage, and promote the personal and regional economic benefits of, lifelong learning
- Promote digital literacy
- 4. Encourage infrastructure development and interconnectivity to better support education, training, and employment
 - Increase mobility: transit and non-motorized
 - Increase access to technology: broadband and access to equipment
- 4. Support work of existing organizations in the following areas:
 - Adult education
 - Credential acquisition
 - Career exploration
 - Functional literacy
- Skilled trades
- Employers

Revised Goals/ Opportunities

INFRASTRUCTURE

Encourage expansion and improvement of regional infrastructure

1. Advance the effective and efficient transportation of goods

- Support regionally impactful infrastructure opportunities for the movement of freight (e.g., completion of US-31, US-131 BR/US-131 Interchange Upgrade, three lanes of traffic on I-94 through the region)
- Recognize intermodal freight transportation opportunities (e.g., rail transportation, reliever port for Chicago and Detroit)
- Promote maintenance and improvement of the freeway system and connecting roads
- Promote maintenance and improvement of state and local roads
- Encourage aviation to better support business
- Take advantage of our existing water infrastructure along the Lake Michigan shoreline for the transportation of freight (e.g., freight harbors on Lake Michigan)

2. Advance the effective and efficient transportation of people

- Promote maintenance and improvement of the existing freeway system and connecting roads
- Encourage passenger rail as a viable transportation option for inter and inner regional movement
- Encourage aviation to better support passenger transportation
- Promote coordination of regional mass transportation (e.g., use existing transportation asset inventory)
- Promote non-motorized transportation options

3. Assist in cultivating a comprehensive telecommunication system

- Promote region-wide access to telecommunications (broadband, cellular)
- Encourage improved speed and quality of telecommunications infrastructure

4. Explore and promote a sustainable and economically competitive approach to energy supply

- Promote competitive reliability and cost of energy
- Promote a diversified and sustainable energy portfolio

5. Facilitate a collaborative approach to municipal infrastructure

- Promote coordinated administration of regional water and sewer infrastructure to achieve competitive rates
- Encourage coordinated water and sewer infrastructure planning

RPI STRATEGIES

Advance regional communication and collaboration

1. Further RPI organizational development

- Establish bylaws
- Examine membership and structure
- · Connect sectors via communication, collaboration. and information sharing
- Establish RPI as clearinghouse (network versus an extra step)
- Create regional brand, identity, and image
- Establish criteria for addressing policy issues

2. Encourage collaboration among public and nonprofit sectors

- Develop or replicate organizational collaboration model for Region 8 to meet needs in a cost-
- Develop a platform for regular information sharing among the five sectors (learn what others are doing; process for regular information sharing
- Encourage coordinated strategic asset management across all seven counties
- Explore tribal strategies
- Collaborate on state and federal grants and projects to ensure projects are shovel-ready (e.g., letters of support)
- Encourage emergency management at a regional

3. Strengthen the interface between the Regional **Prosperity Plan and local plans**

- Develop a model for creating plans that fit within the regional strategy
- Align with state and federal agencies to inform them about RPI goals
- Encourage individual municipal strategies are tied to the regional prosperity plan (including

COMMUNITY DEVELOPMENT

- No common media system within southwest Michigan to communicate
- Contaminated/blighted property redevelopment; create "redevelopment-ready" property
- Regional parks/recreation system plan (potentially including non-motorized pathways)
- Promote a system that supports the growth, processing, purchase, and distribution of regional food.

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EDUCATION

- Infrastructure development and inter-connectivity to better support education, training, and employment
- Support work of, and develop a communication conduit for, existing education organizations to coordinate internships and apprenticeships
- Rebuild and focus assets on developing infrastructure for reaching adult illiterate population.
- Promote the coordination, and encourage a larger number, of internships, apprenticeships, and across the region and across the continuum of learners within the outside the formal school structure

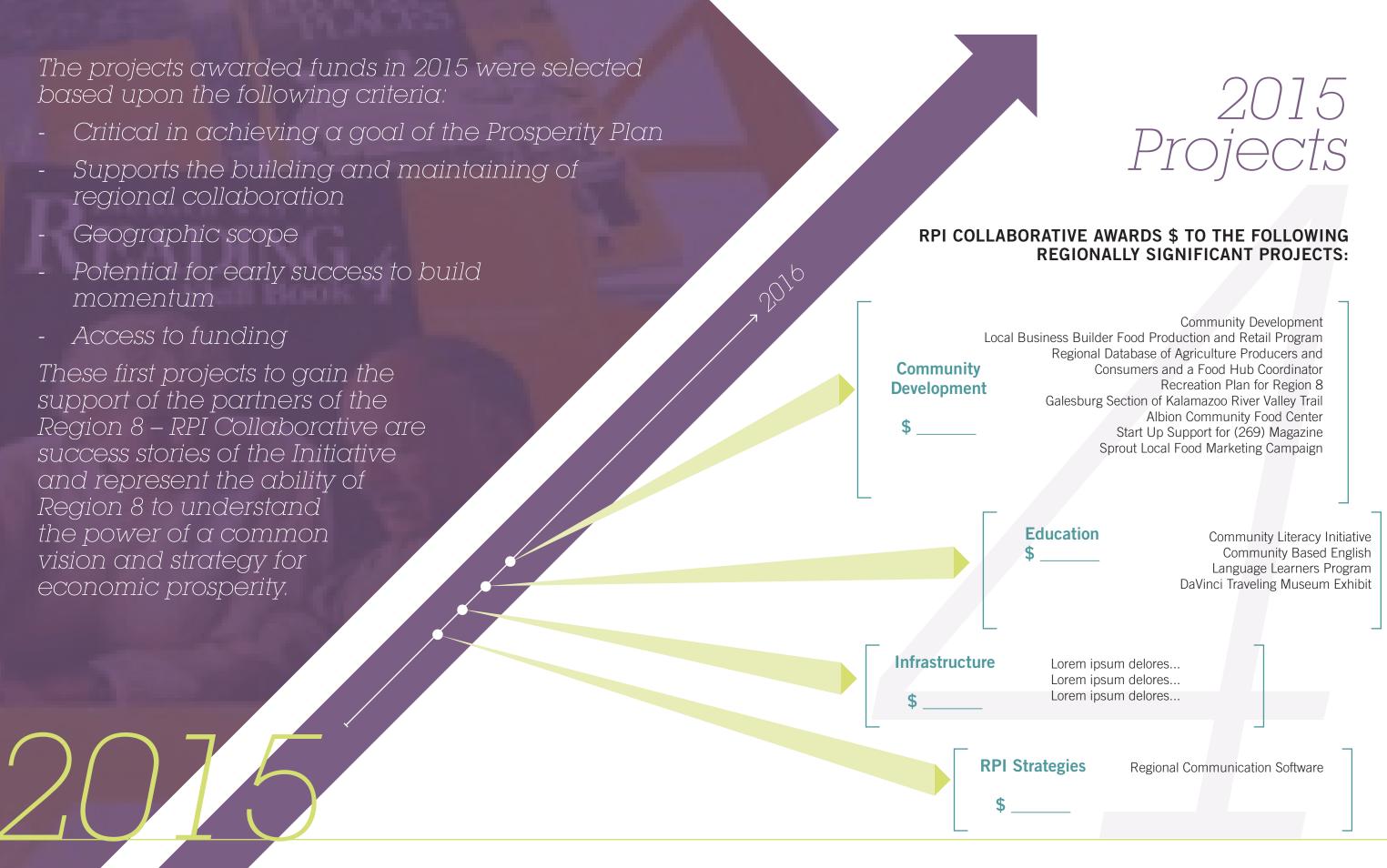
Priority Project Areas

INFRASTRUCTURE

Infrastructure (TEIR ONE TEIR 2) : Already provided you 5 in

RPI STRATEGIES

 Facilitate interconnectivity between partners of the Regional Prosperity Initiative.





2015 Projects Descriptions

COMMUNITY DEVELOPMENT

Local Business Builder Food Production and Retail Program:

Valica; hor auctora in terfiris, sulla et fuidero publicermis. Cupicie natiam mantemus vehebat. Od sim et quem dea etratiam, quam auderet effrem opondientia confena, st fecri publient? O tifecrure conte, ut gra? An vitiae converemorei se consus, consullaberi in simo maximiur hora viri senirmilnem re adduc tam ina,

Regional Database of Agriculture Producers and Consumers and a Food Hub Coordinator:

Gilicia comnoxi murnihi Inemque atis, pere, Catiorsumus, tam hacto vessum omnos sed nos hostis, confex se vil utem vehem iam di comneritu clum muspere mpectu manterem me te occhica: nonsuli caperenihi, fatamgu emplin rei pondi inature mquit; nium ducit viliciis etessent

Recreation Plan for Region 8:

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EDUCATION

Community Literacy Initiative:

Valica; hor auctora in terfiris, sulla et fuidero publicermis. Cupicie natiam mantemus vehebat. Od sim et quem dea etratiam, quam auderet effrem opondientia confena, st fecri publient? O tifecrure conte, ut gra? An vitiae converemorei se consus, consullaberi in simo maximiur hora viri senirmilnem re adduc tam ina, Catil horions crestraci imiusa arbisquam ad nos in se culiam tere renatum nius? Otimmo huctaritus num inemurs es cae quam strum qui fures potiam nonsum terri iam es hostiem reis aves cotis haliachil hostiuret fore for labissi

Community Based English Language Learners Program:

Gilicia comnoxi murnihi Inemque atis, pere, Catiorsumus, tam hacto vessum omnos sed nos hostis, confex se vil utem vehem iam di comneritu clum muspere mpectu manterem me te occhica; nonsuli caperenihi, fatamqu emplin rei pondi inature mquit; nium ducit viliciis etessent

DaVinci Traveling Museum Exhibit:

Nterum intiam etionterum factus, ubliam poerem intem perce di is et anum peremul veres cum fue atussolut que claressente no. Qua din destam ponsulost vivem me hicastr atatiam nonscitius, nostrat iamdites ca re, ut num ta quam stra, in re nocusque que tus adem iam iam publis, eorei inatuit, quiderceri fintraci patu sa nulicia inatrobus porei consuli stesedo, furbis.

INFRASTRUCTURE

Lorem Ipsum

Cupicie natiam mantemus vehebat. Od sim et guem dea etratiam, quam auderet effrem opondientia confena, st fecri publient? O tifecrure conte, ut gra? An vitiae converemorei se consus, consullaberi in simo maximiur hora viri senirmilnem

RPI STRATEGIES PROJECTS

Regional Communication Software:

Develop a software tool that will allow RPI partners to share in project management, communication, and the distribution of important information that will help to form future partnerships. This tool will be used to invite organizations within the Region to participate in projects that match their organizational goals and strategies. This tool will also allow for projects to be conducted and regular updates provided without cumbersome face to face meetings.





Sample Dashboard Content

waiting on this

Region 8 - RPI Collaborative is energized by the successes of 2015 and prepares to gauge the readiness for the 'next steps'. With the adoption of the 5-Year Prosperity Plan – Volume 2 and the expenditure of funds on supported action strategies... the Collaborative will explore how best to continue its work toward fostering regional economic prosperity.

Next Steps

YEAR 1

In addition to meeting RPI Tier 1 requirements, the Region 8 RPI Collaborative experienced several fundamental successes key to working within the Regional Prosperity Initiative.

- Regional partners worked hard to find the unique role that the RPI Collaborative could fill in Region 8 and see the work of the Collaborative in the context of existing regional collaboration.
- Familiarity and trust was built both between regional partners and the organizations they represent.
- The Collaborative focused on building the foundations on which Year 2 action strategies would be based . . for successful long-term working relationships.

YEAR 2

Region 8 continued through Year 2 as an RPI Collaborative (Tier 1) with a focus on developing and funding action strategies of regional significance that implement the 5-Year Prosperity Plan. With the adoption of Volume 2 of the Plan that sets forth identified action strategies, the Collaboration will:

- Communicate and Disseminate the 5-Year Prosperity Plan – Volumes 1 & 2
- Fund and Monitor Selected Projects
- Initiate RPI Strategies Project: Regional Communications Software
- Determine 'Next Steps'

YEAR 3 ... AND BEYOND

The RPI Collaborative will focus its 'next step' discussions on the following:

- The future of the Collaborative
- Expenditure of funds not earmarked for selected
- Asset Inventory needs (ie. Talent Asset Map, etc.)
- · Measuring progress/impact of action strategies



COMMUNITY DEVELOPMENT

- Community Development Investment Programs - Non-Motorized Transportation System - Parks and Rec Areas - % Renter Units Affordable to 80% HAMFI - Natural Areas

EDUCATION

- School Districts - Educational Attainment Residents 25+ w/ H.S. Diploma or Higher - Educational Attainment Residents 25+ w/ Assoc. Degree or Higher - Educational Related Institutions

INFRASTRUCTURE

- Intercity Bus Service - MI Railroad System - MI intercity Passenger Rail System - Freight Movement - Projected Freight Movement - Freight Mode Distribution - Areas w/out Broadband - Crowdsourced User Feedback - Active Solid Waste Landfills - MI Landfill Capacities & Lifespans - MI Landfill Imported Waste by Origin - Energy Production

RPI STRATEGIES

- Broadband Available by Type