



Region 8 Prosperity Committee Meeting Agenda

MEETING DATE: September 7, 2017
MEETING TIME: 2:30 pm
MEETING LOCATION: W.E. Upjohn Institute
300 South Westnedge Ave

1. **Call to Order & Introductions**
2. **Action:** Approval of the Agenda
3. **Action:** Approval of the Minutes
4. **Citizen Comments**
5. **Discussion:** Financial Report
6. **Action/Discussion:** 2017 Request for Proposals
 - a. Review and vote on 2017 RFP
7. **Action/Discussion:** Dashboard
 - a. Review of dashboard assistance proposal
8. **Action/Discussion:** Committee Membership
 - a. Discuss committee membership and related policies
9. **Committee Member Comments**
10. **Action:** Adjournment

Southwest Michigan RPI Collaborative Committee

June 1, 2017 Meeting Minutes

Committee Members Present: Jackie Bibb, Jill Bland, Vince Carahaly (phone), Michael Evans, Joanna Johnson (phone), Ken Jones (phone), Pat Karr, Shane Kissack (phone), Jason Latham, Bob Miller, Dan Peat (phone), Richard Remus, Tom Richardson, Kelly Scott (phone), Jon Start

Committee Members Absent: Kim Bell, Dennis Berkebile, Barbara Craig, Therese Cody, Ben Damerow, Grant Fletcher, Kenneth High, Lynn Johnson, Bridgette Jones, Jan Karazim, Deb Miller, David Reid, Rachel Wade

Also Present: John Egelhaaf, Lee Adams

Call to Order

Chair Evans called the meeting to order at 2:30 p.m.

Introduction of Members

Introductions of Committee members and guests were made.

Approval of Agenda

Motion by Carahaly, **supported** by Remus, to approve the agenda as presented. The motion **carried unanimously**.

Approval of Minutes – *June 1, 2017*

It was noted that the minutes should be corrected to reflect that Dan Peat was present at the June 1, 2017 meeting by phone. **Motion** by Start, **supported** by Remus, to approve the June 1, 2017 minutes as amended. The motion **carried unanimously**.

Citizen Comments

No citizen comments were offered.

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Monthly Financial Report

Egelhaaf referenced and provided an overview of the 2017 Financial Report for the RPI – Region 8. He noted that the BCATS YTD amount reflected is payment for 2016 expenses and does not include expenses incurred in 2017.

FY 2017 Priorities

Chair Evans noted that project priorities developed by the Community Development, Infrastructure and Education Subcommittees were presented at the March Committee meeting. He reminded that the following points of consensus were noted by the Committee in March:

- Infrastructure is a priority goal and is consistent with the priorities and strategies of the Prosperity Plan.
- A transportation-related project would serve the focus area and goal of each Subcommittee.
- A ‘career pathways’ project and a transportation-related project are both of interest; more defined proposals are needed to determine how each would leverage the ‘talent match’ work already done
- There may be interest in pursuing projects in both areas.

Egelhaaf/Adams reported in June that broad discussions were held with the Subcommittees on how best to address these two priority project areas and topic experts were tapped on existing conditions/programs to avoid overlap. Findings/trends on six transportation modes and six educational programs were then presented to the Committee. It was agreed that continued discussion regarding the work of the Subcommittees and the selection of a focus area for 2017 would be scheduled for July.

Lengthy Committee discussion then ensued wherein the following was noted:

- Chair Evans questioned how the Region can best leverage its previous years’ investments in order to build and perpetuate momentum.
- Education - how do we provide an important value-add to the organizations and work that is currently happening in this sector? Career Pathways is a formal structure that the State requires. It is an interconnected system designed to meet needs of employers and workforce, but there are gaps in the way this is being done or will be done in the future. The internship portion is a strategy OF a career pathways system.
- Karr asked what specifically would be done if the education project area was chosen? Evans provided a range of answers to this question.

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- K. Jones discussed a soft skills academy that then funnels graduates into other academies that provide more focused hard skills that match well with an individual's skill set. This pathway is particularly successful in the supply chain for freight logistics field. He noted that this kind of initiative might be happening in other places throughout the region and that a software platform for this approach might be good cross-fit for other sectors.
- Richardson noted that Van Buren County is working through a seven-week credential building process that takes in candidates and turns them out into the education sphere. Money is available for technology to bridge the geographic gap that limits the ability to physically reach candidates.
- Remus inquired if Talent Match is getting input from employers in order to understand their needs and potentially scheme out possible solutions. Adams commented that Talent Match will reach out to employers in the next phase to better understand their needs. .
- Infrastructure - how can we better move people from home to work? B. Miller questioned if there is clear evidence that there is a disconnect between where people work and live. Bland stated that a challenge for current programs is the need for employees to stay well beyond their shift ending in order to access the ride that the employer offers. Richardson added that ridesharing issues also prove challenging for teachers who have the interest but face a lack of viable solutions. Carahaly questioned if the transportation need might be just too big a reach for RPI . . and if there may be more opportunity in the education project area.
- Talent Match – Adams reviewed the latest information derived from the Talent Match project, noting the following findings:
 - There is a clear need to link education, business and workforce more effectively.
 - Industry specific analysis and recommendations are required.
 - Research is needed to better understand and attract high-leverage positions, including when those important hires should be made and how to retain them.
 - There is a need to improve career pathways and better communicate work opportunities based on skills and interest (WorkKeys).
 - Mentorship programs appear to help individuals better connect to social networks that allow them to find their way to the best fit in the workforce.
- Peat discussed a transportation initiative that originated in Grand Rapids called Wheels to Work. W-t-W is being considered as a cost share between employers and employees to get people from home to work. The program has an employer/employee driven focus.

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Bland noted a similar program in the Kalamazoo area. Peat explained that the transportation resources called upon for W-t-W were already owned by the Hope network so their ability to rally an inventory of buses was not an issue.

- Chair Evans stated that the Region's investment should be scalable, measurable and achievable. He suggested that we reach out to experts in the subject area to detail the best RFP possible.

Motion by Carahaly, **supported** by Bibb, to select the 'career pathways' project area as the priority project/focus area for 2017. The motion **carried unanimously**.

Committee Membership

Chair Evans introduced Bob Miller, Tom Richardson and Joanna Johnson for consideration of appointment to the Region 8 Prosperity Committee. **Motion** by Remus, **supported** by Start to accept the recommended appointments. The motion **carried unanimously**.

It was noted that a matrix of the Prosperity Committee membership by sector would be desirable to allow for tracking of appointments as a 'replacement member' (ie. a member that replaces an existing representative and maintains the existing level of membership across sectors) or a 'new member'.

Dashboard

Egelhaaf provided an update on the status of the Region 8 dashboard. It was noted that Adams/Egelhaaf are scheduled to work with the Executive Committee in August to allow for a formal contract to be considered by the Prosperity Committee in September.

Committee Member Comments

The following comments were offered by Committee members:

- The Battle Creek master plan for transit is moving along.
- The Calhoun County grant application to do a master plan for rural transit has been approved.
- Joanna Johnson thanked the group for inviting her in to be a member.

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- Evans reported that a grant was awarded to develop a navigation strategies effort to remove barriers to learning and keep learners engaged in instruction. The project will have four-county participation.

Adjournment

There being no further items for consideration, the meeting was adjourned at 3:57 p.m.

Next Meeting: *September 7, 2017 at 2:30 p.m. – W.E. Upjohn Institute, Kalamazoo*

2017 Financial Report Regional Prosperity Initiative - Region 8

Line Items	Expenses			Budget		2017 Budget Total
	Current Month	Year to Date 8/31/2017	2017 Grant Award	2016 Roll-Over	2016 Obligated#	
REVENUE						
RPI Grants		\$180,897.00	\$180,897.00	\$116,450.00	\$66,450.00	
Total Revenue		\$180,897.00	\$180,897.00	\$116,450.00		\$297,347.00

EXPENSE

Staffing

SWMPC		\$ 11,580.29	\$19,294.78	\$8,105.22		\$27,400.00
SWMPC Indirect		\$ 8,748.72	\$4,679.34	\$1,965.66		\$6,645.00
SMPC		\$ 24,704.78	\$27,142.97	\$11,402.03		\$38,545.00
KATS		\$ 715.27	\$3,873.04	\$1,626.96		\$5,500.00
BCATS		\$ 3,830.90	\$901.36	\$378.64		\$1,280.00
Rebecca Harvey		\$ 1,950.00	\$1,767.51	\$742.49		\$2,510.00

Meeting Expenses

Travel Meals Lodging		\$ 965.24	\$704.16	\$295.84		\$1,000.00
Dues & Subscriptions			\$176.04	\$73.96		\$250.00
Telephone			\$105.62	\$44.38		\$150.00
Printing			\$880.20	\$369.80		\$1,250.00
Supplies & Materials		\$ 22.50	\$352.08	\$147.92		\$500.00
Room Rental			\$880.20	\$369.80		\$1,250.00
RPI Committee Reimbursement			\$2,992.69	\$1,257.31		\$4,250.00

Contractual Serv. - 2016

Projects

Talent Match/Upjohn		\$44,300.00		\$66,450.00	\$66,450	\$66,450.00
City of Galesburg		\$ 6,250.00				

Contractual Serv. - 2017

Projects

2017 Featured Project(s)			\$105,647	\$11,470.00		\$117,117.00
RPI Strategies			\$6,750	\$7,250.00		\$14,000.00
Dashboard			\$4,750.00	\$4,500.00		\$9,250.00

TOTAL	\$0.00	\$ 103,067.70	\$180,897.00	\$116,450.00	\$ 66,450.00	\$297,347.00
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Total Remaining Encumbered Expense		\$22,150.00				
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Total Expense	\$0.00	\$103,067.70				
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"2016 Obligated" reflects remaining amount committed to project as of 1/1/17

September 7, 2016

REQUEST FOR PROPOSALS

The Regional Prosperity Initiative (RPI) is a collaboration within seven counties in southwest Michigan aimed at identifying opportunities that will catalyze prosperity. Representatives from sectors including economic development, higher education, workforce development, adult education, transportation and others have joined together as the Region 8 Prosperity Committee (Committee). The Committee's goal is to identify and pursue areas where the region is uniquely poised to flourish. The Committee has identified themes within which they would fund projects to facilitate this progress.

The *Five-Year Prosperity Plan* developed by the Committee defines its goals for its work in the region. You are encouraged to consult page 21 of *Prosperity Plan Volume 1* (http://smpcregion3.org/wp-content/uploads/2014/02/rpi_plan_final.pdf) and pages 26-29 of *Prosperity Plan Volume 2*: (<http://smpcregion3.org/wp-content/uploads/2014/02/RPI-VOLUME-2-110315-FINAL.pdf>) for the themes, goals, and opportunities of the RPI. Specifically, in 2017, the Committee seeks to focus its resources on the accomplishment of the following education goals: "Encourage infrastructure development and interconnectivity to better support education, training, and employment." And "(S)upport work of existing organizations in the following areas: adult education, credential acquisition, career exploration, functional literacy, skilled trades, employers."

The Committee is accepting proposals that aim to accomplish any, or a combination, of the following themes:

1. Connecting Education, Business, and Community Development to Enhance Talent

The Committee recognizes that the region can increase the competitive value of area businesses through the retention and development of the local workforce while attracting talented workers from outside the region. To that end, the Committee funded a project that is examining the labor market in the region, Talent Match. The Talent Match project is focused on inefficiencies found in the labor force, and appropriately matching the needs of business with the skills of the residents of Southwest Michigan. The latest presentation of the Talent Match work to-date is found here: <http://smpcregion3.org/wp-content/uploads/2014/02/6-1-17-RPI-Meeting-TM-Presentation.pdf>. The Committee is looking build upon Talent Match by seeking proposals that are designed to more strongly connect and enhance the transitions between the talent pipeline and businesses in the region. The Committee's aim is to catalyze a unique effort designed to retain and develop the current and future workforce while attracting talent to the region. Furthermore, the effort would help to convene partners from the many existing efforts that work to attract, develop, and retain students and workers in the region. If successful, this project will convene and leverage the outstanding existing resources and programs in the region to develop a strong singular talent-centered focus.

2. Tapping the Resources of Education to Solve Regional Challenges

The Committee is interested in identifying challenges and applying regional university brain power to help collectively resolve them. The Committee is looking to harness a portion of the immense student and professorial capacity of our higher education institutions and apply them to regional issues, like those identified in the *Prosperity Plan*. Through studios, labs, research practicum, and a wide variety of other means uniquely tuned to higher education, our regional higher education partners could provide vital, innovative solutions back to the Committee for implementation. Successful proposals will create a plan to engage as many of the local higher education institutions as possible to resolve regional needs.

3. Career Pathways

The seven-county area of Region 8 requires quality services to ensure its residents have the academic skills necessary to succeed at work, at home and in their communities. Connections and referrals between key agencies and services are vital to provide maximum support and assistance to every individual. Cross-agency partnerships will work to align systems (including adult literacy, English as a second language, adult basic education, workforce development, community college, and others) and provide education and training options that focus on the skill demands of regional and local economies.

A broad supported theme of the Committee is the implementation of systems and programs that ultimately lead to an individual obtaining employment at a family sustaining wage. These strategies should build upon the existing continuum of services and initiatives and bring them together to increase efficiency and deliver the most effective possible outcomes. This should result in more people being prepared for the workforce and being capable of pursuing careers that match their interests and are in demand in the region.

The successful proposal(s) will identify the available assets in the region, gaps in current services, barriers to individuals accessing services, and innovative ways for how service providers can best work together to develop an efficient and effective regional system. Work completed through the selected proposal(s) in this theme should improve capacity throughout the region by:

1. Strengthening collaboration between businesses, local agencies, nonprofits, philanthropic organizations, and educational institutions.
2. Developing strategies for bridging gaps in and leveraging existing program services.
3. Promoting a seamless progression from one educational laddering opportunity to another and across work-based training and education, so an individual's efforts result in progress and industry recognized certifications. The resulting process would be a system for navigation mutually supported by industry and the providers of training and education alike.
4. Creating regional collaborations among employers, educational institutions, nonprofits, and labor.
5. Expanding career pathways/career navigation systems to all geographic areas of Southwest Michigan.
6. Leveraging existing resources and collaboratively seeking new resources to enrich and sustain the career pathway system.

Project Selection

The Committee strongly encourages proposals that respond to the three themes detailed above in an innovative manner. Proposals with broad reach geographically (within the seven counties of southwest Michigan) are welcome. Proposals that span multiple themes or utilize an innovative approach will also receive higher scores. Other scoring criteria are likely to include: other sources of funding leveraged, encouragement of regional collaboration, long-term financial sustainability of the project (applicants should expect that RPI funding will be a one-time event), diverse partners involved in the project, and organizational capacity.

The total funding available in this round of awards is approximately \$110,000.

Proposals shall include all of the following:

1. Summary
 - a. Brief summary of the project (limited to two paragraphs)
2. Project Description
 - a. Describe the project, the need(s) it intends to alleviate and the communities and/or populations it will serve or positively impact
 - b. Describe how the project will accomplish one (or more) of the aforementioned themes
 - c. List the counties in which the project will take place. If the project does not include all seven counties in the region, describe how the project may be scaled up to include all counties within the region (if applicable)
 - d. Reference best or new practices from which your project may have been derived (if applicable).
 - e. *Limited to three pages*
3. Organizational Description
 - a. Briefly describe the organization(s) that will complete the work outlined in the proposal
 - i. Outline relevant experience, organizational structure, team who will work on the project, and other information you may deem appropriate
 - ii. Describe the ability and capacity of the organization(s) to complete the project
 - b. *Limited to two pages* – may attach project team member biographies, resumes/CVs, or other relevant personnel information in an appendix
4. Partners
 - a. List all partners who will have an active role in the project and describe their role in the proposed project
 - i. The partners may be those with whom you will collaborate for data, information, contacts, or other aspects of the project
 - ii. Including partners in your proposal will help clarify the breadth of involvement your proposal
 - b. *Limited to one page*
5. Project Timeline
 - a. Provide a timeline for each activity enumerated in the Project Description
6. Budget
 - a. Create a table with categories of expenditures that will be funded by the requested funding, how much funding will be required for each category, and how much of that funding will come from the RPI funding request
 - b. See example below:

Expenditure Category	RPI Request	Funds from other sources	Total
Wage/Salaries	\$8,000	\$16,000	\$24,000
Fringe	\$2,000	\$4,000	\$6,000
Indirect	\$1,000	\$2,000	\$3,000
Equipment	0	0	0
Travel	\$750	\$1,500	\$2,250
Materials	\$250	\$500	\$750
Totals	\$12,000	\$24,000	\$36,000

7. Project Breakdown

- a. Create a table that divides the proposal into its various components and their corresponding costs.
- b. Where possible, prioritize each component (on a 1 to 5 scale - 1=low; 5=high) and its associated cost. See example below:

Project Component	Component Cost	Component Priority
Phase 1:Inventory	\$4,000	2
Phase 2:Assessment	\$2,750	3
Phase 3:Acquisition	\$9,500	5
Phase 4: Installation	\$4,000	5

Proposal Format:

Please submit proposals in a commonly used 11 point font (Arial, Calibri, Times New Roman, etc.). Please also use 1" margins.

Proposal Submission:

Submit an electronic version of the proposal to John Egelhaaf at egelhaafj@swmpc.org before 3:00 pm, September 29, 2017. Staff and the review subcommittee will field questions and comments regarding the RFP prior to 5:00 pm, September 19; direct all questions to John Egelhaaf (269-925-1137 x1512 or via email).

Staff will post changes to the projection selection process or timeline and questions, answers and other relevant information on the 2017 RFP webpage, www.smpcregion3.org/regionalprosperity/2017rfp.

Project Selection Criteria:

Project will be scored and evaluated based on the following criteria and weighting:

<i>Points</i>	<i>Criteria</i>
20	Geographic Scope (1 County=3, 2=6, 3=10, 4=15, 6=20, 7=25)
20	How well does the project accomplish the area(s) of focus selected by the Committee?
15	Does the project represent innovation in scope or efficiency?
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 is the potential impact of the project (ROI)?
5	Access to funding. Are enough funding sources available to complete the project?
5	Organizational Capacity

Key Dates:

The overall proposal timeline will follow the following schedule:

September 7	Request for Proposal Distributed
September 19	Deadline for questions and comments regarding the RFP
September 29	Proposals Due
Early October	Proposal Selection Subcommittee reviews projects
November 2	Region 8 Prosperity Committee awards funding
December 7	Contract(s) Executed

Proposals are due by the close of business on **September 29**. Please email your replies to egelhaafj@swmpc.org. If you need additional information, contact can be made at the same email address or at (269) 925-1137 x1512.

Sincerely,



K. John Egelhaaf, AICP
Executive Director
Southwest Michigan Planning Commission



SUMMARY AND RECOMMENDATIONS

*for the
Southwest Michigan
Regional Prosperity Initiative*

Balanced Creative

5643 Tradewind Drive
Portage, Michigan 49024

269.352.6091
katie@balanced-creative.com
www.balanced-creative.com

The Process



PHASE ONE

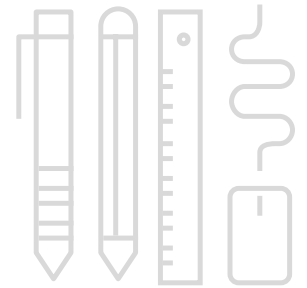
Basic Logo
Revision

PHASE TWO

Website
Design and
Development

PHASE THREE

Website
Maintenance



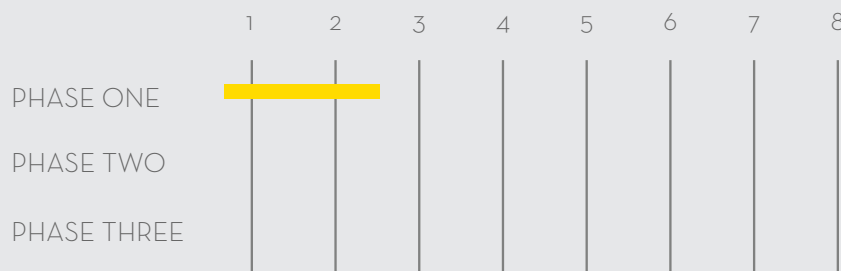
PHASE ONE

Basic Logo Revision

- » Design and recommend a basic logo revision for the Southwest Michigan Regional Prosperity Initiative.
- » Focus on high-resolution, web-friendly logo to accompany the new website.
- » Provide 1-2 options with two sets of revisions.
- » Deliverable includes usable logo files.

ROUGH TIMELINE

by number of weeks

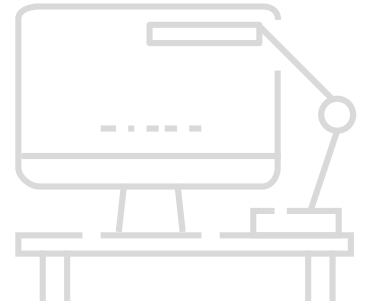


Phase Cost \$400



PHASE TWO

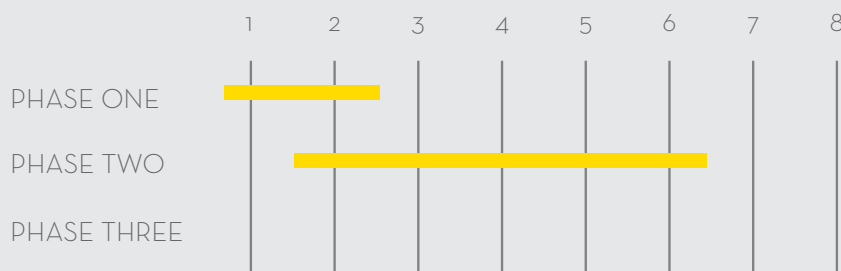
Website Design and Development



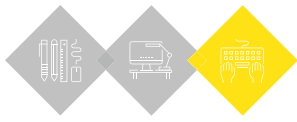
- » Create and code a brand-new website in WordPress.
- » Integrate interactive demographics for up to 15 metrics (using Tableau or a similar program).
- » Populate content and imagery across all pages (content to be provided by client in usable format)
- » Incorporate up to two client revisions before launch.
- » Include one full year of Tableau (or a similar program).

ROUGH TIMELINE

by number of weeks



Phase Cost \$5,800



PHASE THREE

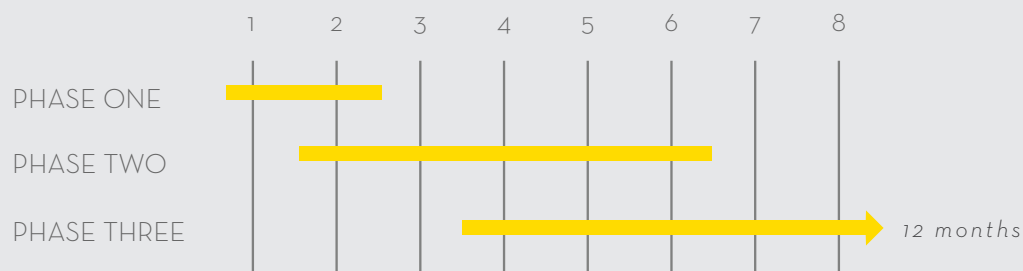
Website Maintenance



- » One year of monthly maintenance on the back end of WordPress.
- » Regularly update the operating system, plugins and other integrations.
- » Include cost of monthly hosting.

ROUGH TIMELINE

by number of weeks



Phase Cost \$1,548 (\$129/month)



JULY 2017

PROPOSAL

REGIONAL PROSPERITY INITIATIVE

<input type="checkbox"/>	PHASE ONE BASIC LOGO REVISION	\$400
<input type="checkbox"/>	PHASE TWO WEBSITE DESIGN AND DEVELOPMENT	\$5,800
<input type="checkbox"/>	PHASE THREE WEBSITE MAINTENANCE	\$1,548

TOTAL INVESTMENT 50% deposit required	\$7,748
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SUBMITTED

ACCEPTED

DATE