



Southwest Michigan Prosperity Committee

Meeting Agenda

MEETING DATE: June 6, 2019
MEETING TIME: 2:30 pm
MEETING LOCATION: W.E. Upjohn Institute
300 South Westnedge Ave
Kalamazoo, MI 49007

- | | <i>Time</i> |
|--|--------------|
| 1. <u>Call to Order & Introductions</u> | 2:30-2:35 pm |
| 2. <u>Action: Approval of the Agenda</u> | 2:35 pm |
| 3. <u>Action: Approval of the Minutes</u> | 2:40 pm |
| 4. <u>Public Comments</u> | 2:40-2:45 pm |
| 5. <u>Report from Subcommittees</u> | 2:45-3:00 pm |
| • Education and Workforce Development Subcommittee | |
| • Community Development Subcommittee | |
| • Infrastructure Subcommittee | |
| 6. <u>Action: Financial Report, FY2020 Funding, Priorities Discussion</u> | 3:00-3:30 pm |
| 7. <u>Action: Microgrant Process Discussion</u> | 3:30-3:50 pm |
| 8. <u>Committee Member Comments</u> | 3:50-4:00 pm |
| 9. <u>Action: Adjournment</u> | 4:00 pm |

Next Meeting: September 5, 2:30 p.m. Location TBD

Southwest Michigan RPI Collaborative Committee

March 7, 2019 Meeting Minutes

MEMBER	MARCH 2019
Jill Bland	Present (phone)
Jakki Bungart-Bibb	Excused
Vince Carahaly	Present
Michael Evans	Present (phone)
Ken Flowers	Present
Joanna Johnson	Excused
Bridgette Jones	Unexcused
Pat Karr	Excused
Shane Kissack	Unexcused
Amy Lipset	Present (phone)
Angela Little	Excused
Bob Miller	Excused
Deb Miller	Present (phone)
Zach Morris	Present
Richard Remus	Present
Mark Reynolds	Present
Tom Richardson	Present (phone)
Barbara Rose	Excused
Jon Start	Present
Rachel Wade	Excused

Location: Kinexus – Paw Paw Office, 32849 East Red Arrow Hwy - #100, Paw Paw, MI 49079

Also Present: Lee Adams, Lily Brewer (Education and Workforce Development Subcommittee), & Ryan Fellows

1. 1. Call to Order and Introductions

Chair Carahaly called the meeting to order. Quorum established; eleven members at start of the meeting (seven members required). Committee member introductions made.

2. 2. Approval of Agenda

Agenda approved by unanimous consent.

3. 3. New Member Appointments

Motion by Jon Start, second by Richard Remus to appoint Caitlyn Berard (Economic Development Coordinator, Albion Economic Development Corporation) to be a member of the Committee – approved.

4. Election of Officers

Motion by Deb Miller, second by Mark Reynolds, to re-elect Vince Carahaly as Chair, Michael Evans as Vice Chair, and Jill Bland as Secretary – approved.

5. Approval of Minutes

Motion by Zach Morris, second by Jon Start, to approve the December 3, 2018 meeting minutes – approved.

6. Public Comments

None.

7. Financial Report, FY2020 Funding, Priorities Discussion (discussed together with...)

8. Update on the 2019 Work Plan and Report from Subcommittees

Southwest Michigan RPI Collaborative Committee

March 7, 2019 Meeting Minutes

The Committee members reviewed the Financial Report included in the meeting packet. Jon Start stated he wanted funds budgeted for KATS to attend the asset management/integrated infrastructure meetings. Members discussed whether it was better to save funds to operate the committee longer or to prioritize funding projects. Committee members generally agreed that projects awarded funds should be prioritized first, and organizational housekeeping items such as building a new website, dashboard, and continuing to hold additional meeting after the current year should be canceled in favor spending funds on projects that would do good in the region.

Lee Adams noted that staff had already begun working on a housing study, and there was a clear need in the region to address it. Bland noted that the Economic Development Sub-Committee has been working on broadband issues. Adams stated that Michigan Connect could attend their next meeting, and perhaps a plan for around \$15,000 would be helpful.

Lee Adams stated that he would work with Egelhaaf on the budget document to remove items like the new website and dashboard, adding funds for KATS to attend integrated infrastructure meetings, and other changes to simplify the document. Members discussed the desirability of more min-grants being awarded in that there would not be protracted agreements that would need to be administered.

Members expressed interest in transferring leadership of work plan sub-committee focus areas to organizations with similar missions when the RPI program runs out of funds. For example, Jon Start stated that integrated infrastructure asset management work would continue through MPOs and regional planning commissions. Jill Bland noted that the economic development sub-committee existed before RPI and would continue afterwards.

Member discussed the need for a budget/phase out sub-committee to review budget information and bring information back to the full Committee. Jon Start and Ken Flowers volunteered to serve with Chair Vince Carahaly.

9. Committee Member Comments

Jill Bland updated the Committee on the Southwest Michigan First/Western Michigan University apprenticeship program activities and a talent recruitment trip planned to Austin for South x Southwest.

10. Adjournment

There being no further items for consideration, the meeting was adjourned at 4:08 PM.

Next Meeting: TBD.

Minutes respectfully submitted by: Ryan D. Fellows, Associate Planner, SWMPC.

Proposal for the Development of a Housing Toolkit for Southwest Michigan

Submitted to:

Southwest Michigan Prosperity Initiative Community Development Subcommittee

Submitted by:

Lee Adams

Southcentral Michigan Planning Council

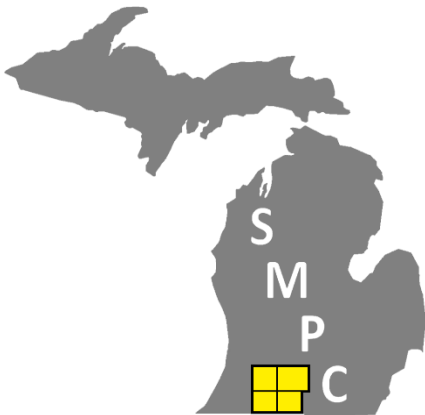
&

W.E. Upjohn Institute for Employment Research

300 S. Westnedge Avenue

Kalamazoo, MI 49007

269-385-0409



May 30, 2019

Scope of Work

The Community Development Subcommittee (Subcommittee) of the Southwest Michigan prosperity Initiative (SWMPI) chose to focus on housing as its area of focus in 2019 and beyond. The SMPC/Upjohn Team has worked to develop the following work plan in response to feedback from the Subcommittee and local leaders.

Phase 1: Project Initiation and Data Collection

The project was initiated by the SMPC/Upjohn Team and the Subcommittee early in 2019 when the Subcommittee chose housing as its areas of focus and help to craft the workplan outline. The SMPC/Upjohn Team will continue to work with the Subcommittee as the project progresses.

The SMPC/Upjohn Team is already in the data collection phase of the project but will continue with the following framework. To appropriately design a series of implementation strategies, the SMPC/Upjohn Team will seek to discover the factors that are positively and negatively impacting the housing ecosystem in the region and why these factors persist. Accordingly, the SMPC/Upjohn Team will continue to create a profile of housing in the region. The profile will include an understanding of the organizations working in the housing field, housing supply and demand profile of the region, and existing plans found in the region. Additionally, a historical and national juxtaposition will help the SMPC/Upjohn Team understand why the current conditions exist and help in designing treatments. The SMPC/Upjohn Team will also coordinate the purchase of a housing development feasibility model that will help inform decision-making.

Upjohn Team Activities

Research and Data Collection

- Conduct research to understand why the lack of appropriate housing is an issue in the region
 - Develop goals that will guide the research
 - Gather qualitative data
 - Interview real estate developers, realtors, home builders, bankers, housing coalitions/commissions, drain commissioners, corporate recruiters, and others
 - Survey the public at large to gather attitudes and impressions about housing
 - Gather quantitative data
 - Historical and current housing starts
 - Attributes of the house
 - Sale price
 - Cost to build
 - Location
 - Return on investment
 - Based on interviews and research determine a reasonable amount and compare to typical ROI locally
 - Historical and current vacancy rates by housing type
 - Historical and current incomes by housing type and other attributes
 - Establish affordability metrics and examine the region based on those metrics
 - Historical and current mover rates

- Historical and current home sales through the Multiple Listings Service
 - Attributes of the house
 - Price
 - Location
 - Type of sale
 - Age of the home
 - Examine friction points or hot/cold spots in the housing market
 - Gather and review existing housing plans and target market analyses
 - Conduct a historical review of policies and action that influenced the housing ecosystem
 - Research the impact of local, state, and national policies
 - Understand if the Neighborhood Stabilization Program had an impact on the low end of the housing market
 - Model the financial feasibility of residential products
 - MapCraft Labs - <https://www.mapcraftlabs.com/>
- Determine the implications of housing issues
 - Gather qualitative and quantitative data on the impact of housing on social and economic conditions
- Determine who is currently operating in the ecosystem
 - Create an asset map of stakeholders
 - Create a profile of developers and builders
- Examine the impact of Opportunity Zones on housing development
- Conduct best practice research with the goal of creating a menu of options from which local groups can choose
- Review relevant literature and research
- Find applicable case studies from other locations around the country

Community Interaction

- Conduct key informant interviews with identified stakeholders
- Conduct follow-up interviews, as needed, based on results of initial interviews

Project Timeline of Phase I Activities

Phase I: Project Initiation and Data Collection									
Activity	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Research and data collection									
Community interaction									

Phase 2: Plan Research and Design

In the second phase of the project, the SMPC/Upjohn Team will research implementation strategies that would reasonably accomplish the goals and objectives local areas within the region. The SMPC/Upjohn Team will use the information gathered in the first phase to focus its research on strategies successfully implemented in other areas, and strategies that will take advantage of the available local, state, and federal resources that could improve local communities or the region.

Activities conducted during this phase also include working to identify strategies and creating a roadmap for implementing these strategies. The SMPC/Upjohn Team will work with the Project Subcommittee and regional stakeholders to identify the most appropriate strategies, potential organizations that could implement these strategies, and the framework for a system of accountability for implementing these strategies.

Upjohn Team Activities

Community Interaction

- Interviews with leaders of key organizations to discuss the feasibility of various strategies
- Discussions with organization who are implementing exemplary strategies (locally and nation-wide)

Research and Analysis

- Research the strategies employed in the organizational plans identified in Phase I to see if these address the action areas identified in the focus community workshops
 - Interview these organizations to gain a better understanding of their strategies, and their capacity and resources to implement those identified in the focus community workshops
 - Research the resources (monetary and staffing) needed for implementation of the focus-community-identified strategies
- Work with the Project Sponsor Team to determine which strategies best fit the region
- After discussion with the Project Sponsor Team, refine strategies to those specifically designed to positively impact the focus communities

Project Timeline of Activities

Phase 2: Plan Research and Design									
Activity	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Community interaction									
Research and analysis									

Phase 3: Plan Dissemination and Local Assistance

The activities conducted during this final phase of the project include the synthesis and analysis of all qualitative and quantitative data into a regional housing toolkit. The SMPC/Upjohn Team will prepare an initial draft of the plan for review by the Subcommittee. After input from the Subcommittee is received, the SMPC/Upjohn Team will prepare the final plan, which will be presented at the direction of the Subcommittee.

The SMPC/Upjohn Team will also look to assist local groups with the creation of their own plans based on the toolkit created as part of this project. Local plans are likely to contain the following elements but will vary based on the desires of the local groups:

1. With the help of a local Steering Committee, establish realistic goals for housing in the area
 - a. Establish baseline and aspirational metrics to track progress
 - i. Current and historical condition data

- ii. Aspirational region data
 - b. Define and quantify the gap between current conditions and desired conditions
 - i. Conduct a gap analysis
- 2. Determine the strategies needed to achieve those goals
 - a. Conduct an internal review of strategies used in the region
 - b. Determine aspirational regions
 - i. Review strategies used those regions
 - c. Find best practices from other regions
- 3. Determine who will implement those strategies
 - a. Work with local and regional organization to establish ownership over strategies
 - b. Establish benchmarks and accountability
 - c. Celebrate progress

Upjohn Team Activities

Writing and Presenting the Plan

- Write a draft of the toolkit
- Upon review and feedback from the Subcommittee, finalize the toolkit
- Draft a dissemination strategy for the toolkit, finalize the strategy with the Subcommittee

Assistance with the creation of local plans

- Identify local groups who would like to create a plan for their jurisdiction
- Work with those groups to establish work plans for the creation of their housing plans
- Utilize the toolkit to create the local plan

Project Timeline

Phase 3: Plan Development and Implementation									
Activity	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Writing a draft of the plan									
Plan review and feedback									
Final plan delivery and presentation									
Assisting with Local Plans									

Total Cost: not to exceed \$65,000

Line Items	Expenses			Budget	
	Current Month	Year to Date 5/17/19	2019 Grant Award	2018 Roll- Over	2018 Obligated#
REVENUE					
RPI Grants	\$306,810.00	\$306,810.00	\$306,810.00	\$123,160.00	\$72,877.00
Total Revenue	\$306,810.00	\$306,810.00	\$306,810.00	\$123,160.00	\$72,877.00
EXPENSE					
Staffing					
SWMPC	\$2,947.54	\$2,947.54	\$80,000.00		
SWMPC Indirect	\$2,541.94	\$2,541.94			
\$70,000 Asset Mgmt					
\$8,000 Subcom General					
\$2,000 Full Mtgs					
SMPC			\$37,280.00	\$12,392.00	
\$40,921 Subcom General					
\$8,750 Full Mtg					
KATS				\$2,250.00	
BCATS				\$3,250.00	
<u>SUBTOTAL</u>	\$5,489.48	\$5,489.48	\$117,280.00	\$17,892.00	
Meeting Expenses					
Travel Meals Lodging	\$6.00	\$6.00	\$2,300.00		
Dues & Subscriptions	\$213.34	\$213.34	\$150.00		
Telephone			\$0.00		
Printing			\$200.00		
Supplies & Materials	\$0.05	\$0.05	\$850.00		
Room Rental			\$250.00		
RPI Committee Reimbursement			\$3,500.00		
Bank Fees					
<u>SUBTOTAL</u>	\$219.39	\$219.39	\$7,250.00	\$0.00	
Contractual Serv. - 2018 Projects					
Literacy Initiative		\$11,250.00		\$22,500.00	\$22,500.00
Urban Alliance		\$10,000.00		\$10,000.00	\$10,000.00
Kinexus		\$7,500.00		\$7,500.00	\$7,500.00
SW MI 1st			\$50,000.00		
<u>SUBTOTAL</u>		\$28,750.00	\$50,000.00	\$40,000.00	\$40,000.00
Contractual Serv. - 2019 Projects					
2019 Infra Project(s)			\$0		
2019 Comm Dev Project(s)			\$78,640	\$16,196.00	

2019 Wrkfrc Dev Micro-Grants			\$13,640	\$16,195.00	
2019 Econ Dev Project(s)			\$0		
2019 Asset Mgmt					
Micro-Grants		\$1,500.00	\$40,000.00	\$32,877.00	\$22,877.00
Website			\$0.00	\$0.00	\$5,000.00
Dashboard			\$0.00	\$0.00	\$5,000.00
<u>SUBTOTAL</u>	\$0.00	\$1,500.00	\$132,280.00	\$65,268.00	\$32,877.00
TOTAL	\$5,708.87	\$35,958.87	\$306,810.00	\$123,160.00	\$72,877.00

Total Remaining Encumbered Expense					\$ 72,877.00
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Total Expense	\$5,708.87	\$35,958.87			
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"2018 Obligated" reflects remaining amount committed to projects as of 11/30/18

2019
Budget
Total

\$429,970.00

\$80,000.00
\$49,672.00
\$2,250.00
\$3,250.00
\$135,172.00
\$2,300.00
\$150.00
\$0.00
\$200.00
\$850.00
\$250.00
\$3,500.00
\$0.00
\$7,250.00
\$22,500.00
\$10,000.00
\$7,500.00
\$50,000.00
\$90,000.00
\$0.00
\$94,836.00

\$29,835.00
\$0.00
\$0.00
\$72,877.00
\$0.00
\$0.00
\$197,548.00
\$429,970.00

SWMPI Budget Revision – June 2019

Draft changes from originally approved budget:

1. SW MI 1st has been inserted under “Contractual Serv. 2018 Projects” with a line item budget of \$50,000
2. Website budget has been zeroed out.
3. Dashboard budget has been zeroed out.
4. The Micro-Grants budget has been raised by the \$10,000 combined total moved from Website and Dashboard.
5. The 2019 Workforce Development Projects budget has been changed from a total of \$79,835 (\$16,195 in 2018 roll-over & \$63,640 in 2019 funds), to \$29,835 (\$50,000 subtracted from 2019 funds).

The \$50,000 allocated to SW MI 1st has been deleted from a portion of the Workforce Development Projects budget (2019 funds).

6. \$29,835 “2019 Workforce Development Project(s)” retitled as “2019 Workforce Development Micro-Grants.”
7. \$30,000 “Infrastructure Project(s)” moved. \$15,000 moved to Community Development Projects, \$15,000 moved to Micro-Grants.
8. \$15,000 “2019 Economic Development Project(s)” moved to Micro-Grants.
9. \$5,000 in “Website” moved to Micro-Grants.
10. \$5,000 in “Dashboard” moved to Micro-Grants.

SWMPI Microgrant Process

Grant Size: ≤\$10,000

Purpose: Responsive to goals and opportunities from Prosperity Plan.

Submission: Applications evaluated and a determination made at the next SWMPI meeting as time and schedule allows. Annual cutoff for applications is September 30.

Submission materials should be sent to both:

Lee Adams – Director
Southcentral Michigan Planning Council
300 South Westnedge Avenue
Kalamazoo, MI 49007
adams@upjohn.org

AND

John Egelhaaf – Director
Southwest Michigan Planning Commission
376 West Main Street, Suite 130
Benton Harbor, MI 49022
egelhaafj@swmpc.org

Materials: Letter describing an outline of the grant proposal. Any critical deadlines or dates that could impact the proposal should be included. The amount requested should be included. Explicitly state how the proposal will address Prosperity Plan goals and opportunities. The letter should not exceed two single-sided pages.

Process: Staff will review the initial letter. Following the review, staff will send a notice to proceed with a full application or a notice otherwise.

Full application will be reviewed by staff and committee members when it is received. A recommendation will be made to the prosperity committee regarding funding the application. A final determination will be made at the SWMPI meeting that follows completion of the above process.

SWMPI Microgrant Application

Proposals shall include all of the following:

1. 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 Prosperity Plan goals/opportunities.
 - c. List the counties in which the project will take place.
 - d. Limited to two pages

2. Organizational Description
 - a. Briefly describe the organization(s) that will complete the work outlined in the project
 - 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 one half of a page

3. Partners
 - a. List all partners who will have an active role in the project and describe their role in the 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 half of a page

4. Project Timeline
 - a. If applicable, provide a timeline for each activity enumerated in the Project Description
 - b. Applications will not be accepted after September 30.
 - c. Applications are welcome at any time prior to September 30.

5. Budget
 - a. The amount requested
 - b. An explanation of specifically how the funding is intended to be spent
 - c. Not to exceed \$10,000

6. Submit
 - a. Submit application to John Egelhaaf at egelhaafj@swmpc.org and Lee Adams at adams@upjohn.org