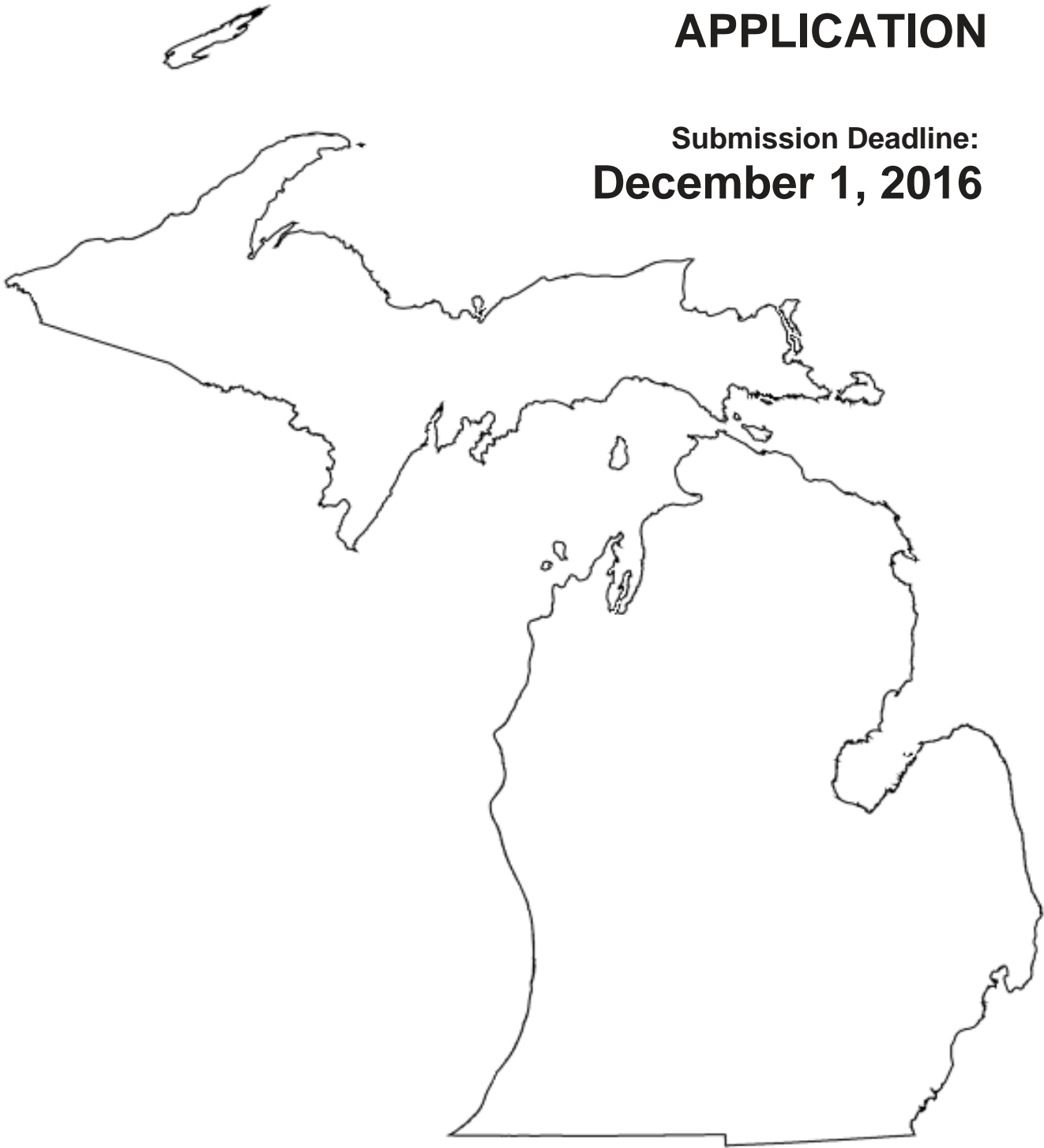


# REGIONAL PROSPERITY INITIATIVE APPLICATION

Submission Deadline:  
**December 1, 2016**



# Regional Prosperity Initiative Fiscal Year 2017 Grant Application Form

The Regional Prosperity Initiative Application Form was developed to facilitate the application process for grants within designated regions throughout Michigan.

The following checklist outlines the sequence of steps needed to complete an application:

- ✓ Study the Regional Prosperity Guidance and boilerplate to understand the requirements and purpose behind the state's approach to regional collaboration and whether you are eligible to apply on behalf of your region.
- ✓ Note any additional requirements beyond the prerequisites of the grant application form (e.g., letters of support, application deadlines, etc.).
- ✓ Fill out the application form completely, using the format provided.
- ~~▪ If you are a NEW APPLICANT, enclose your organization's incorporating documents and pertinent memorandums of understanding.~~
- ~~▪ If you are a NEW APPLICANT, enclose a list of current board members (include member affiliations and any other pertinent information).~~
- ~~▪ If you are a NEW APPLICANT, enclose the most recent audited financial statement (if available).~~
- ✓ Enclose your organization's current year operating budget.
- ✓ Enclose a list of key organizational staff, including titles and main functions.
- ✓ Applications must be accompanied by a cover letter (no more than one page) stating the region's request and proposed use of funds. This letter should be signed by the directors and board presidents of each of the required regional sectors (i.e. economic development, workforce development, community development, transportation, adult education and regional planning)
- ✓ The application for which you are seeking approval is a collaborative effort with other agencies; include letters of support from collaborating agencies. Each category of required sectors must be represented. (A resolution of support from the lead applicant and a letter of support from each co-applicant are due at the time of submission.)
- ✓ Complete the narrative section on p. 4. (Use 12-point font and one inch margins.)
- ~~✓ If you are a NEW APPLICANT, complete p. 5 of the application. (Use 12-point font and one inch margins.)~~
- ✓ If you are a RETURNING APPLICANT (your organization received an RPI grant last year), you must complete p. 6 of the application. (Use 12-point font and one inch margins.)
- ✓ If you are a RETURNING APPLICANT, please enclose a copy of your most current regional prosperity plan, a copy of the accompanying dashboard, and a record of the 2/3 or more vote of support on these items. These documents can be submitted electronically by providing links to the appropriate publically available website. **ALL DOCUMENTS ON WEBSITE**  
<http://gvmc.org/wmrpa.shtml>
- ✓ Enclose a detailed budget and timeline of the projects for which funds are being sought. Prioritize spending from most to least important for successful implementation of proposed projects.
- ✓ Application is due to DTMB by Dec. 1, 2016. Submit by email: [brownfieldm2@michigan.gov](mailto:brownfieldm2@michigan.gov)

Additional questions may be directed to Mike Brownfield, Deputy Director of Strategy, Executive Office of Governor Rick Snyder, at 517-241-5493 or [brownfieldm2@michigan.gov](mailto:brownfieldm2@michigan.gov).

APPLICANT BACKGROUND INFORMATION

APPLICATION MADE FOR: Region 4 West Michigan Prosperity Alliance DATE: October 14, 2016  
(NAME of REGION)

NAME OF APPLICANT ORGANIZATION:  
Grand Valley Metropolitan Council

YEAR INCORPORATED: 1990 Tax ID#: 382958726

ADDRESS: (include street address if different) Is the name above the same as it appears on the  
678 Front Ave NW Ste 200 IRS Letter of Determination? Yes X No   
Grand Rapids, MI 49504  
If not, explain: \_\_\_\_\_

CHIEF EXECUTIVE’S NAME & TITLE: John W. Weiss, Executive Director

CONTACT’S NAME & TITLE (if different): \_\_\_\_\_

*\*Note: This will be the individual contacted regarding questions and/or updates about the application’s status.*

CONTACT TELEPHONE NUMBER: 616.776.7604

EMAIL ADDRESS: john.weiss@gvmc.org

NUMBER OF FTE POSITIONS: 16

OPERATING BUDGET TOTAL FOR CURRENT FISCAL YEAR:

Fiscal Year: 10/1/16 9/30/17  
From To

SOURCES OF INCOME:

Government	Federal	<u>48.02%</u>	Fees/Earned Income	<u>2.83</u>	%
	State	<u>20.181%</u>	Individual Contributions	_____	%
	County	<u>7.965%</u>	Corporate and/or Foundation Grants	_____	%
	City/Township/Village	<u>20.99%</u>	Special Events	_____	%
			Memberships	_____	%
			Other	_____	%

Are you applying for (check one of the following):

Regional Prosperity Collaborative  Regional Prosperity Council  Regional Prosperity Board   
(TIER ONE) (TIER TWO) (TIER THREE)

Are you applying for funds to complete a feasibility study for the purpose of developing a strategy to move to a different tier (check one of the following):

YES  NO

**1. Describe why the region is eligible for the funding tier to which you are applying.**

The Region 4 West Michigan Prosperity Alliance is eligible for the \$250,000 funding requested as it meets all the criteria of Sec. 822f. of the Boiler Plate document including:

(2) Regional planning organizations may qualify to receive not more than \$250,000.00 of incentive-based funding as a regional prosperity collaborative subject to meeting all of the following requirements:

- (a) The regional prosperity collaborative has created a phase one: regional prosperity plan, as follows:
  - (i) The regional prosperity collaborative must include regional representatives from adult education, workforce development, community development, economic development, transportation, and higher education organizations.
  - (ii) The plan is required, at a minimum, to include a 5-year plan focused on economic growth and vitality for the region, as well as a performance dashboard and measurable annual goals to support the 5-year plan.
  - (iii) The 5-year plan shall address regional strategies related to adult education, workforce development, economic development, transportation, higher education, and business development.
  - (iv) The regional prosperity collaborative shall adopt the plan by a minimum 2/3 majority vote of its members.
- (b) The regional prosperity collaborative adheres to accountability and transparency measures required in the open meetings act.
- (c) The regional prosperity collaborative convenes monthly meetings, open to the public, to consider and discuss issues leading to a common vision of economic prosperity for the region, including, but not limited to, community development, economic development, talent, and infrastructure opportunities.
- (d) The regional prosperity collaborative makes available on the grant recipient's publicly accessible Internet site pertinent documents, including, but not limited to, monthly meeting agendas, minutes of monthly meetings, voting records, and the regional prosperity plan and performance dashboard.
- (e) The regional prosperity collaborative keeps a status report detailing the spending associated with previous regional prosperity initiative grants. Organizations that have successfully received grant awards in previous fiscal years shall be required to make available to the department and on a publicly accessible Internet site information regarding the use of those grant dollars.

2. **Identify all partners participating in this application and specifically denote those that are required partners as identified in the boilerplate language. Outline any additional prospective partners you contacted to participate in this effort but that have not yet submitted a formal letter of support. For returning applicants, denote changes to your participant list from the prior year. If an individual or organization has ceased participating, please explain why to the best of your ability.**

<p><b>* MPO and Planning Commissions/Others: (6)</b>          John Weiss -GVMC          Dave Bee -WMRPC          Erin Kuhn -WMSRDC          Steve Bulthuis -MACC</p> <p><b>*Economic Development Agencies: (3)</b>          Barry County Economic Development Alliance-Open          Ed Garner -Muskegon Area First          Jennifer Owens - Lakeshore Advantage          Rick Chapla-The Right Place</p> <p><b><u>At Large Members (7)</u></b>          Andrew Johnston-West Michigan Chamber Coalition          Jim Sandy-Mecosta Co Development Corporation          Roger Safford-MDOT          Jim Fisher-Padnos, Inc.          Simone Jonaitis-GVSU-Cnt for Adult &amp; Cont. Studies          Linda Brand-Model Communities Initiative          Kathy McLean – Ludington / Scottville Chamber          Kevin Stotts - Talent 2025</p> <p><b>*Required Partners</b></p>	<p><b>*Workforce Development: (2)</b>          Jacob Maas-West Michigan Works! /Kent County          Community Action Agency          Paul Griffith-Michigan Works West Central</p> <p><b>*Higher Education: (3)</b>          Dan Rinsema-Sybenga -Muskegon CC          Bill Pink-Grand Rapids CC          Crystal Young -West Shore CC</p> <p><b>*Adult Education: (3)</b>          Michael O’Connor-Holland/Zeeland Adult Ed          Brenda Nyhof-Allegan Adult and Alternative Ed          Doug Wood-Orchard View Public Schools</p> <p><b>*Community Development: (3)</b>          Dan Peterson-8Cap          Keisha Guy – Muskegon Oceana Community Action          Partnership          County Community Action - Open</p> <p><b><u>Philanthropic (2)</u></b>          Bob Chapla – Com. Foundation for Muskegon County</p>
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3. **What is the total amount of funding requested? Please provide an itemized and prioritized list of what is intended to be accomplished with the funding. Include a timeline and information about any funds you will leverage in this effort. Discuss any instances of collaboration between Prosperity Regions or sub-regions. If you have carryover money from the last grant cycle, you must acknowledge that in your overall budget proposal.**

Region 4 West Michigan Prosperity Alliance is requesting Tier I \$250,000 funding. WMRPA has been intentionally fiscally responsible with the 2016 funding by leveraging donations of staff and personnel; food and meeting space; as well as printing and public relations, so that it can carry over monies to help fund the Region 4 “Projects of Economic Significance”.

With a renewed grant of \$250,000 plus the carryover of \$56,419.20 from the 2016 grant, the West Michigan Prosperity Alliance plans to extend funding to the Port of Muskegon, Connected Community Engagement Program, West Michigan Watershed Collaborative, College Degree and Recognized Credential Alignment, West Michigan Water Systems Plan, Hardy Pond Trail, Regional Utility Force Main, and Grand River Revitalization.

Additionally, WMPA will continue its collaborative efforts; lend political & philanthropic help to fund the projects; as well as supply “seed” money to jumpstart and leverage additional state, federal and philanthropic funding.

Revenues

2016 Carryover	\$56,419.20
2017 Request	\$250,000.00
Total Available	<u>306,419.20</u>

Expenses

Grant Administration/RPI Leadership	\$32,000.00
Funding of 8 Regional Projects	\$70,725.00
Region to Region Collaboration	\$2,500.00
Regional Economic Analysis / Data Development / Regional Dashboard	\$5,000.00
Strategic Planning & Plan Refinement	\$25,000.00
Regional Collaboration, Cooperation, RPI Meetings, Collaboration Efforts	\$20,000.00
Priority Project Support/Financial Assistance/Staff Support of Projects/ Leveraging	\$151,194.20
	<u>\$306,419.20</u>

Prioritized Goal List	Dec 2016	Jan 2017	Feb 2017	March 2017	April 2017	May 2017	June 2017	July 2017	Aug 2017	Sept 2017	Oct 2017	Nov 2017
1. Fund Previously Selected Projects												
2. Call for Projects												
3. Evaluate Projects												
4. Award Project Grants												
5. Dashboard Update												
6. Strategic Plan Refinement												
7. Region to Region Collaboration												
8. Communications & Public Relations												
9. Monthly Meetings												
10. Ongoing Support & Monitoring of Funded Projects												
11. Outreach to Other Regions												

**1. Are the proposed counties to be served in accordance with the regional prosperity map? If not, why not? How do you intend to begin to work in the region outlined in the aforementioned map going forward?**

YES – We have already begun the process of serving the entire region. The West Michigan Prosperity Alliance currently involves representatives from not only the targeted areas, but also is geographically balanced. We have been communicating with over 150 leaders from throughout the region and will include this regional group in our collective efforts to develop our Projects of Regional Significance. This is already a regionally based initiative.

- 1. WEB PRESENCE:** Please indicate the appropriate website at which the required grant documents can be viewed, including the region's published plan, dashboard and transparency documents (meeting notices, agendas, minutes) for the 2016 Fiscal Year.

All above mentioned documents can be viewed on: <http://gvmc.org/wmrpa.shtml>.

- 2. DEMONSTRATION OF SUCCESS:** Please illustrate how collaborative planning has led to meaningful action. Define success for your region and explain your method for measuring it. When defining the region's success, please pay careful attention to the deliverables proposed in the prior year's grant application, evidence of engagement from community partners, adherence to your budget, timeline and the open meetings act, as well as the ability to leverage additional funding.

Success will be measured by continued monthly meetings by the group and transparency; expanded collaboration efforts within our West Michigan Region and with other Regions; and ongoing guidance to priority project organizers. Most of all, success will be measured by our continued partnerships to promote collaboration which will lead to increased prosperity in our region. Additionally, fund receivers will be required to report on progress, success & challenges.

#### **Demonstration of Success of Prior RPI Grants**

- Project Grantee Success Reports**

**Port of Muskegon:** The Port of Muskegon Regional Logistics Hub was identified as the number one priority project by the West Michigan Prosperity Alliance (WMPA) in 2014. The project received \$32,500 from the WMPA which helped to leverage an additional \$32,500 of local matching funds for a U.S. Department of Commerce Economic Development Administration grant. In total \$125,000 was acquired to conduct the Port of Muskegon Infrastructure & Organizational Analysis. A steering committee made up of local leaders and private port operators was formed to guide the process. Martin Associates was hired through a competitive bid process to prepare the study. The study conducted an analysis of existing transportation infrastructure including water, road, rail, and air to assess the current condition and future capacity. In addition the study looked at multiple organizational models that would promote and advocate for waterborne transportation, as well as the development of a regional logistics hub. The final document and executive summary can be found on the WMSRDC website at [www.wmsrdc.org/programs/rpi](http://www.wmsrdc.org/programs/rpi).

**West Michigan Watershed Collaborative:** A working group consisting of staff from the Macatawa Area Coordinating Council, Grand Valley Metropolitan Council, and the West Michigan Shoreline Regional Development Commission has initiated a dialogue with stakeholders from over forty organizations who have Section 319 watershed management plans in the 13-county West Michigan Prosperity Alliance area. This dialogue resulted in the creation of the West Michigan Watershed Collaborative. The working group, in partnership with members of the Collaborative, completed a comprehensive compilation of the watershed management work and financial needs of the various groups in the Collaborative. The Collaborative is also analyzing various potential funding mechanisms that could be utilized to achieve a sustainable funding stream to support and advance watershed protection and restoration goals. Public Sector Consultants is assisting with this task. A report was released in late October. The Collaborative wishes to thank the West Michigan Prosperity Alliance for their generous financial support that has helped it complete these activities.

**Connect Michigan:** In 2014, Connect Michigan was selected as a WMPA priority project to continue Connected Community work in Barry, Mecosta and Osceola counties. The WMPA funds were also used to expand this program to the remaining counties in the region in 2015 and beyond. During 2015 and 2016, these in-process engagements were accelerated and new Community Broadband Teams were formed in Allegan, Ionia, Kent, Lake, Mason, Montcalm, Muskegon, Newaygo and Oceana counties. The Connect Michigan proposal for the 2016 WMPA is requesting a continuance of “Connected Community” work in 2017 at both the county and regional level to address local broadband and technology issues, help accelerate broadband expansion, and establish/expand the broadband planning process throughout the region. This would also include a new engagement in Ottawa County, assuming sufficient interest and community leadership can be identified to support this project. More details on specific 2017 objectives are contained in the project nomination document. As a result of the program, each county in the region will have completed a Community Broadband Assessment, developed a Technology Action Plan to improve their broadband environment, and will have an empowered local team of stakeholders in place to address future broadband-related concerns and implement projects resulting from their broadband planning activities.

**Talent 2025:** In September 2015, Talent 2025 published its second annual regional labor market report, “West Michigan Talent Assessment and Outlook.” The report looks at the job outlook in West Michigan through 2022 with a focus on the industries of agriculture, construction, energy, healthcare, information technology, and manufacturing. It also includes trend data on local demographics and community patterns. The report is used by educators, employers, and workforce leaders to invest in education and training programs to match current and future demand.

**Creating a Dashboard for West Michigan:** In 2016, the West Michigan Prosperity Alliance committed \$50,000 to create a Region 4 dashboard of metrics to measure the economic, social and environmental health. The task was directed by an advisory committee representing nine different organizations like Michigan Works, Grand Valley State University and the Upjohn Institute. The committee identified 35 indicators or statistical data measures as a beginning benchmark describing the region which includes such data as graduation rates, third grade reading proficiency and per capita water usage. Data is being gathered so that a metric for the entire region is developed as well as each of the 13 counties (Region 4) individually. The Right Place, Inc., a regional economic development organization is leading the data gathering and dashboard development process and will continue the data updating process for the next 5 years. The dashboard will have its own publicly accessible website where organizations and individuals can access all the metrics at no cost and without a required login. A formal launch of the dashboard is scheduled for the first quarter, 2017.

- **Budget adherence & surplus** - The West Michigan Prosperity Alliance was intentionally frugal and fiscally responsible in budget management so that monies could be carried over to help reach next year’s goals. Of the 2016 RPI grant, \$56,419.2 will be carried over to 2017 to assist with funding to support the 8 priority projects; expand our initiatives and regional collaboration; develop new regional projects and further plan refinement.
- **Area-wide Involvement** – In October 2016 over 125 people convened to determine the priority of 5 regionally significant projects.
- **Transparency & open meetings act** – Web posting of meeting notices, minutes, agendas, and news articles <http://gvmc.org/wmrpa.shtml>. Vote of approval of prosperity plan in minutes of 10/10/2014 Steering Committee Meeting.
- **Increase marketing & public education** through ongoing public speaking events; creation & distribution of Executive Summary; media articles (see listing on dashboard); GVMC Weekly



Update articles; Governor's Economic & Education Summit; Michigan Work Ready promotion; WMRSDC Updates; Leadership West Michigan; as well as website & Facebook presence.

- **Lend political and philanthropic help** – WMRPA Region 4 used its leadership to promote the RPI program, educate political and philanthropic representatives on its benefits, successes, and ongoing needs; and show WMRPA Board and area-wide support for the 8 projects and other collaborative endeavors helping to leverage additional state, federal, local & nonprofit funding.
- **Funding projects & leveraging project funds** – Over the last three RPI Grants, projects of regional economic significance have been funded to an extent of \$523,775, leveraging considerable additional funding.
- **Inter organizational cooperation and fostering relationships between regions**
  - Inter-regional collaboration and cooperation has been promoted through an official agreement between WMRSDC and WMRPC
  - Michigan Works consolidation
  - Creation of West Michigan Watershed Collaborative involving nearly 30 independent watershed organizations working together for common goals
  - Collaboration between Networks Northwest (Region 2) and West Michigan Prosperity Alliance (Region 4)
  - Inter-organizational collaboration between Higher Education Organizations Grand Rapids Community College, West Shore Community College, Muskegon Community College, and Montcalm Community College.
  - Inter-organization collaboration between GVMC, MACC, WMSRDC, and WMRPC for the West Michigan Water Systems Plan.
  - Cooperation between Ottawa and Muskegon Counties for the Regional Utility Force Line

**3. APPLYING LESSONS LEARNED: What lessons will you take from last year's grant award? What are the most significant challenges to the region's collaborative success in for the coming year? How can the region's previous work and a renewed Regional Prosperity Grant inform a strategy for the upcoming year and increase opportunities for success?**

Lessons range from the very simple but sometimes difficult lesson of learning how to listen to others, to resolving conflicting priorities among both sectors and geographies. The WMPA is a large and diversified region. The 2014, 2015 & 2016 teamwork built a foundation of trust, communication, partnering, collaboration and cooperation. We have now laid the groundwork to enable us to make exponential progress in the future. Without the building of trust and models for working together, we would not have the unlimited potential for progress we have today. In addition, we have our targeted regional priorities and processes in place to make an even greater impact on our region in 2017.

**4. NEEDS STATEMENT: Explain the need for a continued collaborative economic strategy in your region. Identify the needs a renewed grant would fulfill. Acknowledge similar existing projects or agencies, if any, and explain how your proposal differs, and what effort will be made to work cooperatively.**

The West Michigan Prosperity Alliance has been highly successful in reaching its goals for the past three grant cycles. However, there still is much that can be done to promote the success of existing and future projects of economic significance, as well as foster cooperation and collaboration by other methods throughout the region. With a renewed grant of \$250,000 and the carryover of \$56,419.20 from the 2016

grant, REGION 4 plans to continue its collaborative efforts to lend political & philanthropic help to fund projects of regional economic significance; as well as directly funding ongoing and new project initiatives.

The West Michigan Prosperity Alliance is truly a unique organization in Region 4 in that it brings together representatives from Higher Education; Planning and Transportation; Adult Education; Community Development; Economic Development; Workforce Development and the Philanthropic Community to jointly address the prosperity of the region. These representatives were able to work collaboratively, seeing the big picture and working for the betterment of the entire region, rather than taking a narrow view and promoting only their individual jurisdictions.

**5. ADDITIONAL INFORMATION: Please address anything else about your organization or project you think is relevant to the proposal.**

# Grand Valley Metropolitan Council

## Senior Staff

John Weiss – Executive Director - Plans, develops and implements programs and policies of the Metro Council. Oversees all operations including MPO, REGIS, Environmental Programs, and Legislative. Develops and monitors the annual budget, oversees all activities, represents Grand Valley Metro Council in public forums and develops and maintains effective interagency and public lines of communication.

Abed Itani - Director of Transportation Planning - Responsible for administration of the transportation planning program, development of the Council's transportation unified work program and policies, the Transportation Improvement Program (TIP), the Metropolitan Transportation Plan, establishment of project budgets, management of the transportation staff, management of the transportation department budget, staff coordinator of GVMC Transportation Committees, and coordinates with state and federal agencies.

Jason Moore, REGIS GIS Manager – Project manager and staff supervisor for the Regional Geographic Information System (GIS). Supervises a staff of GIS professionals engaged in a variety of activities related to the REGIS.

Gayle McCrath, Director of Human Resources and Administration – Oversees Human Resources and Compliance issues. Facilities Management and Administrator for office. Plans and coordinates special events. Serves as the lead contact for Council members.

Wendy Ogilvie, Director of Environmental Programs – Oversees NPDES, LGROW and a variety of environmental and land use issues.