

Agenda

West Michigan Regional Prosperity Alliance Steering Committee Meeting

**10:00 – 12:00 p.m.
November 4, 2015**

WMSRDC

316 Morris Avenue
Suite 340
Muskegon, MI

1. Welcome
2. Public Comment
3. Approval of Minutes - Attachment
4. Regional Dashboard – Rick Chapla
5. 2016 RPI Application
6. Discussion of Future Meetings
7. Adjourn

Minutes

West Michigan Prosperity Alliance
Executive Committee
September 30, 2015
1:00 – 3:00 p.m.

MDOT Offices
1420 Front Ave
Grand Rapids, MI

1. CALL TO ORDER:

John Weiss called the meeting to order at Noon

Present: John Weiss - GVMC
 Dennis Kent - MDOT
 Bob Chapla - Community Foundation for Muskegon
 Rich Chapla - The Right Place
 Valerie Byrnes – Barry County Economic Development Alliance
 Simone Jonaitis – Grand Valley State University
 Jacob Maas – West Michigan Works!
 Mike O’Connor – Zeeland Adult Education
 Bill Pink – Grand Rapids Community College
 Bill Raymond - Ottawa County Michigan Works
 Jim Sandy – Mecosta County Development Corp
 Kevin Stotts – Talent 2025
 Jim Fisher – Padnos, Inc.
 Crystal Young – West Shore Community College
 Dave Bee – West Michigan Regional Planning Commission
 Erin Kuhn – WMSRDC
 Steve Bulthuis – MACC
 Paul Griffith – Michigan Works West Central
 Dan Rinsema-Sybenga – Muskegon Community College
 Spence Riggs – Mason County Growth

2. Public Comment – None

3. Minutes – MOTION – To Approve the Minutes. MOVE – Bulthuis. SUPPORT – Kuhn. MOTION CARRIED.

4. Update – John Weiss

John Weiss reviewed the progress to date on the RPI initiative. The group has put a lot of money in the hands of projects deemed to be of regional significance and meeting the RPI criteria. The application for RPI 2016 should be posted soon. The deadline for submitting applications to the State of Michigan has been moved to December 1. We have approximately \$159,000 in carryover money.

5. Review of Projects

- a. Steve Bulthuis gave an update on the clean water initiative. A consultant is being hired to do a study on sustainable funding.
- b. Paul Griffith reviewed the Connect Michigan project. A full update will be forwarded to John Weiss for distribution to all.
- c. Erin Kuhn updated the group on the Muskegon Port. The project received an additional \$62,500 grant from the EDA.
- d. Kevin Stotts reported on Work Ready. A communications program is being developed to promote the program to employers.
- e. Emerge spent the past year putting a public/private partnership together.

6. What's Next for RPI

MOTION – To Affirm GVMC as the Lead Agency for the 2016 RPI Grant Process. MOVE – Fisher. SUPPORT – Maas. MOTION CARRIED.

Steve Bulthuis suggested using 2016 RPI grant funding to contribute to another round of project funding. We could stay the course and contribute to those projects that need additional funding as well as open up the process for submission of additional projects.

John Weiss updated the group on the MSU review of Region 4's Prosperity Plan. Most of the objectives that they rated the plan by were not even on the grant application criteria. Many of the criteria on which they evaluated the plan went back to MSU's work with Granholm administration, and were not relevant to Gov. Snyder's RPI grant specifications. There were also obvious errors in interpretation such as what sectors were represented and the type and scope of some projects.

Jim Fisher stated the group should proceed on two tracks. First have a small group refine the vision to make it compelling and create a dashboard to reflect that.

Rick Chapla asked if the group wanted to move on to a higher grant application level which would require a change of structure. Do we want to stay the course or move on to another level? Ad Hoc vs. Institutional.

It was agreed to stay at the current funding and structure level and work on vision, mission and goals. This would allow flexibility and avoid political problems that could arise at the next level when a new administration takes leadership of the Governor's office making funding uncertain.

Discussion ensued regarding gaps in education and talent migration, and how things such as transportation and childcare affect employment.

Erin Kuhn suggested defining what prosperity means to our region. Then be bold with metrics and try to move the needle forward. How can groups already working in this area prosper with our seed money?

Rick Chapla endorsed creating defining metrics. To create the legs of stability we need to be much more sophisticated.

John Weiss reviewed the suggestions of spending money to update the plan, with bold metrics.

Jacob Maas reported there are some solutions already out there through the RAPID. Alignment between transit lines and daycare is critical.

Lisa Stich reported in many instances, underemployment is a result of culture and self-esteem. The key is helping people move to the next stage.

Simone Jonaitis agreed that culture is key in moving up in socio-economic status.

Bill Raymond discussed the benefits of workplace daycare as well as cultural and transition difficulties faced by the underemployed. Holistic employment education is crucial.

John Weiss stated the group has talked about being a voice for these issues. This body could become an amplifier for these groups, organizing groups and committees to focus around issues such as education, transportation, and workforce.

Kevin Stotts added transportation and childcare issues as well as the gap of social benefits vs improving oneself are difficult to address. Institutional changes in programs need to take place to allow upward mobility. Character skills are a huge barrier. A transportation study on interagency gaps could be helpful. We could coordinate marketing and communications that could be the voice that drives place, infrastructure, education, etc.

Dave Bee added we could talk to each other's Boards.

Jim Fisher – We could work towards creating regional cultures; revisit internal structures; communication and messaging strategies.

7. WMRPC & WMSRDC – Collaboration

Dave Bee explained the collaboration and memorandum of understanding between WMRPC and WMSRDC.

MOTION – To Approve Payment of Invoice for Costs Incurred for the Collaboration Between WMRPC and WMSRDC. MOVE – Bulthuis. SUPPORT – O'Connor. MOTION CARRIED.

8. Other

Erin Kuhn reported on MAR's suggestion of 5% or \$10,000 from each region to go towards a statewide prosperity plan.

Discussion ensued around MEDC's ability to do this without asking for money from the RPI Regions; whether or not all regions would participate; and what the final product would look like, possibly just cut and paste from each region's plan.

9. Adjourn – 3:10 p.m.

MSP REGIONAL INDICATORS DASHBOARD 2015

ULI Minnesota
Regional Council of Mayors

ITASCAproject

 **MINNESOTA BUSINESS PARTNERSHIP**

THE MCKNIGHT FOUNDATION


**METROPOLITAN
COUNCIL**

GREATER » MSP™
Minneapolis Saint Paul Regional Economic Development Partnership


SAINT PAUL AREA CHAMBER OF COMMERCE


REGIONAL Chamber of Commerce
Bloomington Chamber of Commerce
Northeast Minneapolis Chamber of Commerce

**MINNESOTA
CHAMBER of
COMMERCE**

Support for this work has been provided by Minnesota Philanthropy Partners through the Living Cities Integration Initiative.

THIS REGIONAL INDICATORS DASHBOARD is a set of shared metrics that will track the region's change on critical economic, environmental, and social outcomes. Measuring change in the areas that matter most for continued long-term success will help improve our region's economic competitiveness.

Rank: 1=Best, 12=Worst All data reflects the 16-county region unless otherwise indicated. Trend data reflects change between most current data available and the last prior data available. This dashboard is the first set of annual measures. The dashboard will evolve in future years as metrics are refined and analyzed.

EDUCATION	STUDENTS ACHIEVING READING STANDARDS <i>This data is for 14-county area</i>	STUDENTS ACHIEVING MATH STANDARDS <i>This data is for 14-county area</i>	3-YEAR GRADUATION RATE AT 2-YEAR INSTITUTIONS <i>This data is for Minnesota</i>	6-YEAR GRADUATION RATE AT 4-YEAR INSTITUTIONS <i>This data is for Minnesota</i>	TALENT PIPELINE	
	3RD GRADE 57.8% TREND: SAME	8TH GRADE 62.0% TREND: BETTER	55.4% RANK: 1 TREND: BETTER	62.0% RANK: 6 TREND: BETTER	PERCENT OF HIGH SCHOOL STUDENTS GRADUATING ON TIME (WHITE) <i>This data is for 14-county area</i>	PERCENT OF HIGH SCHOOL STUDENTS GRADUATING ON TIME (OF COLOR) <i>This data is for 14-county area</i>
	10TH GRADE 61.9% TREND: SAME	11TH GRADE 52.0%			81.1% TREND: BETTER	68.0% TREND: BETTER

ECONOMY	JOB QUALITY		
	GROSS REGIONAL PRODUCT PER CAPITA	VALUE OF EXPORTS	
	\$65,852 RANK: 6 TREND: SAME	\$23.7B RANK: 5 TREND: BETTER	
	EMPLOYMENT GAP WHITE-OF COLOR (AGED 16-64 YRS)	PERCENT OF FEMALES AGED 16-64 YRS WORKING	
13.0 PERCENTAGE POINTS RANK: 12 TREND: BETTER	74.6% RANK: 1 TREND: SAME	PERCENT OF JOBS THAT ARE FAMILY SUSTAINING ¹	YEARLY PERCENT CHANGE IN JOBS
	66.6% RANK: 6 TREND: BETTER	1.8% RANK: 9 TREND: SAME	

INFRASTRUCTURE	JOB ACCESS		
	PERCENT OF POPULATION THAT HAS ACCESS TO ADVERTISED BROADBAND SPEEDS OF 1GB OR HIGHER	NUMBER OF DIRECT ROUTES OUT OF MSP AIRPORT	
	5.3% RANK: 6 TREND: —	133 RANK: 5 TREND: BETTER	
	PERCENT OF HIGHWAY MILES RATED IN GOOD CONDITION <i>This data is for 8-county area</i>	PERCENT OF BRIDGES STRUCTURALLY DEFICIENT OR FUNCTIONALLY OBSOLETE <i>This data is for Minnesota</i>	
65.0% RANK: — TREND: SAME	12.3% RANK: 1 TREND: WORSE	ROADS CONGESTED DURING PEAK TRAVEL TIMES	AVERAGE NUMBER OF JOBS REACHABLE WITHIN 30 MINUTES BY PUBLIC TRANSIT OR WALKING
	35.0% RANK: 2 TREND: SAME	17,651 RANK: 7 TREND: —	64.8% RANK: 1 TREND: WORSE

BUSINESS VITALITY	INNOVATION CAPITAL		
	AVERAGE WEEKLY WAGE	ESTABLISHMENTS SURVIVING 5 YEARS OR MORE <i>This data is for Minnesota</i>	
	\$1,044 RANK: 5 TREND: BETTER	54.8% RANK: 4 TREND: BETTER	
	PATENTS ISSUED PER 1,000 WORKERS	LOANS UNDER \$1M TO BUSINESSES FROM LENDING INSTITUTIONS <i>This data is for Minnesota</i>	
1.92 RANK: 5 TREND: BETTER	\$3.8B RANK: 9 TREND: BETTER	ANNUAL AMOUNT OF VENTURE CAPITAL <i>This data is for Minnesota</i>	STTR/SBIR FEDERAL DOLLARS ²
	\$368M RANK: 10 TREND: BETTER	\$30M RANK: 6 TREND: WORSE	

ENVIRONMENT	ENERGY COMPETITIVENESS	
	PER CAPITA WATER USAGE	NUMBER OF DAYS THAT AIR QUALITY WAS "UNHEALTHY FOR SENSITIVE GROUPS"
	127 GAL/DAY RANK: 4 TREND: SAME	2 DAYS/YEAR RANK: 2 TREND: BETTER
	ENERGY RELATED CARBON DIOXIDE EMISSIONS PER CAPITA <i>This data is for Minnesota</i>	PERCENT OF ELECTRICITY THAT IS NON-CARBON ⁴
17.1 METRIC TONS RANK: 7 TREND: BETTER	8.7 CENTS/ KWH RANK: 6 TREND: WORSE	45.1% RANK: 1 TREND: BETTER

TALENT	TALENT AVAILABILITY		
	NET MIGRATION OF 25-34 YEAR OLDS	PERCENT OF POPULATION EMPLOYED IN ADVANCED INDUSTRIES ³	
	+2,150 PEOPLE RANK: 8 TREND: WORSE	9.2% RANK: 8 TREND: SAME	
	NUMBER OF H1-B VISAS REQUESTED PER 1000 WORKERS	PERCENT OF FOREIGN-BORN POPULATION AGED 16-64 WORKING	
2.4 RANK: 7 TREND: —	72.0% RANK: 5 TREND: BETTER	POPULATION 25+ WITH ASSOCIATE'S DEGREE OR HIGHER	POPULATION 25+ WITH A BACHELOR'S DEGREE OR HIGHER
	47.0% RANK: 3 TREND: BETTER	37.0% RANK: 6 TREND: BETTER	

LIVABILITY	SHARED PROSPERITY		
	PERCENT OF POPULATION THAT IS OBESE	NUMBER OF VIOLENT CRIMES PER 100K RESIDENTS	
	23.9% RANK: 5 TREND: SAME	274 RANK: 3 TREND: BETTER	
	PERCENT OF POPULATION 16+ WHO VOLUNTEERED PAST YEAR <i>This data is for 13-county area</i>	AVERAGE PERCENTAGE OF HOUSEHOLD INCOME SPENT ON HOUSING PLUS TRANSPORTATION ⁵	
34.8% RANK: 1 TREND: WORSE	49.0% RANK: 4 TREND: —	POVERTY RATE (WHITE)	POVERTY RATE (PEOPLE OF COLOR)
	6.0% RANK: 1 TREND: SAME	24.0% RANK: 10 TREND: SAME	

1. Annual wage > \$31,000, or 130% of poverty for a household of 4, as per USDA's requirements for SNAP benefits. 2. Small Business Technology Transfer (STTR) The Small Business Innovation Research (SBIR) 3. As defined by Brookings, industries are advanced if a greater share of their workforce is STEM oriented than the U.S. average (21 percent) and their R&D spending is at least \$450 per worker.

4. This data is for each metro's largest electric utility 5. HUD model based on median household income

VITAL STATISTICS

GROSS DOMESTIC PRODUCT

\$228_B

RANK: 7
TREND: INCREASING

LABOR FORCE PARTICIPATION RATE

72.2%

RANK: 1
TREND: SAME

TOTAL JOBS

1.9_M

RANK: 6
TREND: SAME

MEDIAN HOUSEHOLD INCOME

\$67,194

RANK: 4
TREND: SAME

UNEMPLOYMENT RATE-ANNUALIZED⁶

3.9%

RANK: 1
TREND: DECREASING

TOP TIER TAX RATES
This data is for Minnesota

CORPORATE TAX

9.8%

RANK: 2
TREND: SAME

PERSONAL INCOME TAX⁷

9.85%

RANK: 3
TREND: SAME

POPULATION

3.5_M

RANK: 8
TREND: INCREASING

POPULATION 55 YEARS +

24.0%

RANK: 8
TREND: INCREASING

POPULATION GROWTH

1.1%

RANK: 8
TREND: SAME

POPULATION OF COLOR

22.0%

RANK: 10
TREND: SAME

Rank: 1=Largest, 12=Smallest.

PEER CITIES

Peer regions were selected based on demographic and economic characteristics, location, evidence of competition with MSP for business or talent, and positive economic trajectory.

- | | |
|------------------|---------------|
| ATLANTA | PHOENIX |
| AUSTIN | PITTSBURGH |
| BOSTON | PORTLAND |
| CHICAGO | SAN FRANCISCO |
| DALLAS-FT. WORTH | SEATTLE |
| DENVER | |

RESEARCH PARTNERS

The creation of the dashboard was led by a collaboration of the following research partners:

- GREATER MSP
- METROPOLITAN COUNCIL
- MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT
- MINNESOTA STATE DEMOGRAPHIC CENTER
- WILDER RESEARCH/MINNESOTA COMPASS

MONITOR THE MSP REGIONAL INDICATORS DASHBOARD AT greatermsp.org/regionalindicatordashboard

The following resources complement this dashboard and provide additional detailed information:

GENERATION NEXT
gennextmsp.org

MINNESOTA BUSINESS PARTNERSHIP HEALTH SCORECARD
mnbp.com/wp-content/uploads/2015/02/MBP_HealthScorecard.pdf

METROPOLITAN COUNCIL
metro council.org

MINNESOTA COMPASS
mncompass.org

MINNESOTA DASHBOARD
mn.gov/mmb/mn-dashboard/

MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT
mngov/deed/data

REGIONAL INDICATORS (SUSTAINABILITY)
regionalindicatorsmn.com

6. In this case 1 means the lowest rate of the peer cities 7. For those making more than \$258,261 (married joint); or \$154,951 (single)