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GVMC EXECUTIVE COMMITTEE

August 18, 2016

Noon

GVMC Offices

1. Approval of Minutes – Attached
2. Centralized Assessing – Daryl Delabbio
3. Dispatch Surcharge Presentation to Board
4. Kent County Deliberative Poll
5. Strategic Planning – Al Vanderberg & Keith VanBeek
6. Other
7. Adjourn

**Grand Valley Metro Council
Executive Committee Meeting**

June 16, 2016

12:00 noon

Grand Valley Metro Council
678 Front Ave. NW, Suite 200
Grand Rapids, MI

Minutes

Present

Alex Arends
Daryl Delabbio
Mike DeVries
Brian Donovan
Cy Moore
Jack Poll
Alan Vanderberg
John Weiss

Alpine Township
Kent County
Grand Rapids Township
City of East Grand Rapids
Treasurer
City of Wyoming
Ottawa County
Grand Valley Metro Council

Absent

Rosalynn Bliss
Jim Buck
Don Hilton, Sr.

City of Grand Rapids
Secretary
Gaines Township

Other

Abed Itani
Gayle McCrath
Jason Moore
Wendy Ogilvie
Chris Brown

GVMC
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GVMC

1. Call to Order

Chair Al Vanderberg called the meeting to order at 12:15 p.m.

2. Approval of Minutes

MOTION – To Approve the May 2016 Executive Committee Minutes. MOVE – Poll. SUPPORT – Delabbio. MOTION CARRIED.

3. Strategic Planning Discussion

Al Vanderberg reviewed previous discussion regarding conducting strategic planning exercise at the Executive Committee and then bringing the results to the full GVMC Board for comments and approval.

He reviewed the method of strategic planning he has used for various entities which includes an ice breaking exercise, SWOT analysis and “brain dumping” where everyone lists the things they feel GVMC should be involved in or concentrate on. He then leads the group through a ranking exercise. The resulting product would be handed off to John Weiss and staff to create a business plan. Focusing on the overarching goals is a good way to get involvement without micromanaging or getting too burdensome.

Regarding the format of the final product, Al distributed an example of the Ottawa County Strategic Planning and Business Plan which could be used as a template.

The Strategic Planning exercise will take place with the Executive Committee on August 18 at 11:30 a.m.

The July Executive Committee meeting will be cancelled due to quorum issues, with the budget preview forwarded to Executive Committee members via e-mail.

4. LGROW Guiding Principles

Brian Donovan and Wendy Ogilvie reviewed the updated and refined LGROW Guiding principles.

MOTION – To Move the Approval of the LGROW Guiding Principles to the GVMC Board. MOVE – Poll. SUPPORT – DeVries. MOTION CARRIED.

5. Other

6. Adjourn – 1:00 p.m.

MOTION – To Adjourn. MOVE – Arends. SUPPORT – Poll. MOTION CARRIED.

Wednesday, August 3, 2016

Dear Al and John,

Thank you for your support advising us on the Kent County Deliberative Poll. We are grateful for the time you have taken on multiple occasions to discuss and advise us on the plans for this exciting event. We appreciate your continued support for the idea that major decisions about the future of the Kent County region should ensure that ordinary residents in every neighborhood of every community are represented and heard. In this time of mounting distrust in our political systems and democracy, it is essential that residents of Kent County be included--and recognize that they are being heard--in the political processes that drive smart growth, equity, and access.

Thanks to your help, and that of over 75 advisors, we have been making slow but steady progress. As we discussed in our most recent lunch, transportation and mobility have emerged as the right topic for an event set to take place in the spring of 2017. At GR Forward meetings, we were struck by residents' interest in transportation, parking, and accessibility issues. Meanwhile, we are studying the steady increase in media coverage of new transportation technologies. We noted GM's \$500m investment in Lyft as a milestone, which was accompanied by the CEO stating t that "We think there's going to be more change in the world of mobility in the next five years than there has been in the last 50."

We are cooperating with Grand Rapids Community College, which will host the event in the Ford Fieldhouse and provide facilities as an in-kind contribution, and also have continued partnerships with Stanford, Aquinas, Davenport, Ferris and GVSU. Now, we have been invited to submit funding proposals to several local foundations.

Our potential major funders would like to see what the concrete impact on the transportation system will be. (You might even interpret that literally--who might lay some concrete as a result?) At our most recent lunch meeting, you encouraged us to pursue a regional Deliberative Poll about transportation that would include Ottawa County. We continue to hope to advance to the regional level in a later Deliberative Poll event. However, all of the signals we are receiving from the community and funders reinforce starting with the Kent County level for the inaugural event, in alignment with a variety of county-level priorities. We are asking for your continued support for the Kent County Deliberative Poll. We would be much indebted to you and to GVMC if you would **write an endorsement letter for us that indicates GVMC's commitment to use the results of the project.**

We are asking you to affirm your organization's intent to take the results of the event into consideration while making critical decisions. We are also issuing a renewed invitation for you to help us **refine the content of the Poll's issue guide and survey questionnaire, so that there will be survey questions and discussion transcripts that are relevant specifically to your organization.** We have a draft questionnaire and issue guide framework we will be happy to share with you.

Would you be willing to write such a letter for us? If so, we've included some suggested text for your letter that you may adopt or ignore as you see fit.

If you have more questions, please review the enclosed document titled "Why Deliberate About Transportation in Kent County?" As you will see, the topic is timely and critical to our development as a community, and it's a great way to use deliberation to break our habit of divisive political discussion.

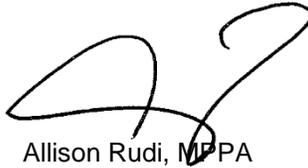
Please let us know what you think!

Best regards,

Neil and Allison



Neil Carlson, PhD
Director
neil.carlson@calvin.edu
616.526.6420 (office)
616.634.7321 (mobile)



Allison Rudi, MPPA
Public Research Project Coordinator
agr23@calvin.edu
773.724.0923 (mobile)

Why Deliberate about Transportation in Kent County?

Based on resident and advisor feedback and comments, we have centered the topic for the Kent County Deliberative Poll on **transportation, access, and mobility**. As in all Deliberative Polls, the project team will present participants with political, economic, social, equity, and environmental tradeoffs involved in major approaches to the future of transportation.

- How do we get to desired destinations?
- What would we gain by designing for more walking and bicycling? What could we lose? What might we gain or lose by prioritizing mass transit? Or maximizing our welcome of autonomous vehicles?
- Who has easy access to our communities and feels welcome? Who doesn't?
- How do road surfaces, vehicle types, and parking affect transportation and cost implications for our diverse residents?

There are a lot of good reasons to center public deliberation on transportation:

1. See our growing list of advisors and academic team members (last two pages in the attached "When The People Speak Kent County" orange and gray brochure). Our West Michigan culture and community are poised and ready with the skills and motivation to set a national precedent for reforming public dialogue.



2. Together with the [Vital Streets Initiative](#) in Grand Rapids, GR Forward has taken proactive approaches, such as developing a [21st-century mobility strategy](#) in 2015 that explores new and improved plans for pedestrian safety and stress-free urban experiences. The Center for Social Research staff attended dozens of GR Forward meetings and observed a recurring theme among residents of personal transportation concerns and safety needs. Continued engagement and deeper deliberation are needed, however, not just by policy experts, leaders, and the "usual suspects," but by the average residents who will be most affected by these plans. These processes have called attention to the need for in-depth public engagement about transportation in Kent County. Deliberative Polling is a logical next step.

3. The Community Research Institute at the Johnson Center found through the [2015 VoiceGR Survey](#) that a large percentage of minority residents in the City of Grand Rapids face significant difficulties obtaining reliable transportation, with many experiencing this on a near daily basis. (See image below)

VoiceGR 2015 Results

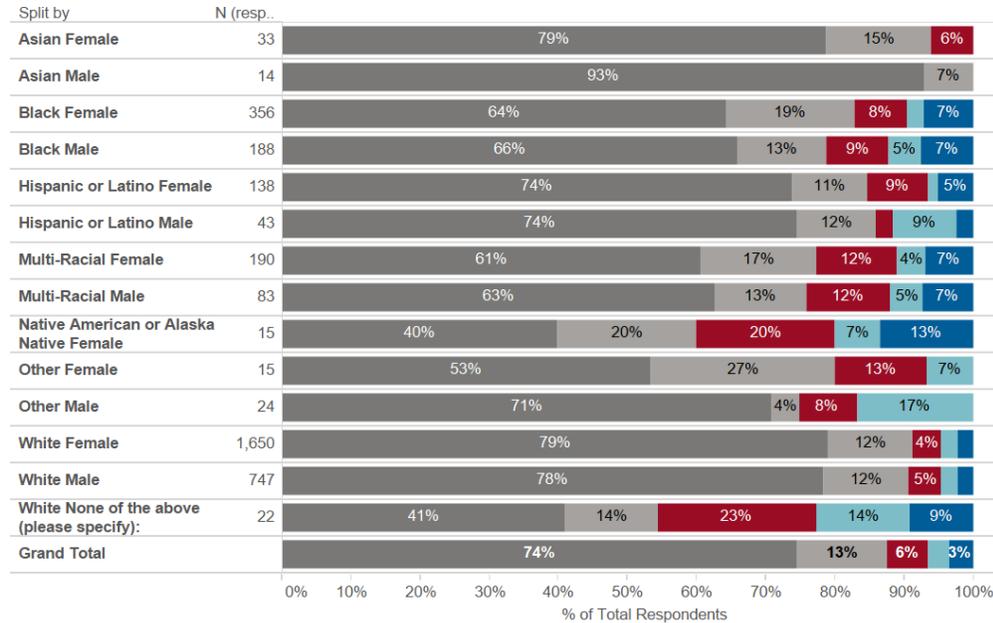
Selected survey section: Experiences

Survey Section
Experiences

Selected survey question: In the past year, how often have you had trouble getting to where you need to go because::

Question
In the past year, how often have .

Transportation was unreliable



Split By
Race by Gender

Question

Daily
Weekly
Monthly
Less than once per month
Never

HELPFUL TIP:
Use the drop-down menus to choose both a Survey Section and a Question.

Don't see any results?
Be sure to select a Question after changing a Survey Section.

4. The president of General Motors [said in January 2016](#), “We think there’s going to be more change in the world of mobility in the next five years than there has been in the last 50,” while also announcing plans to invest significantly in autonomous vehicle technology and development. Since then, the trickle of this kind of news has become a steady, daily flow of announcements of driverless vehicle projects and transportation innovations.

5. Both at the [state](#) and [national](#) level, there have been serious issues with partisan bickering over road funding and policy. While both spheres have passed plans, they hardly meet the demands of policy experts and citizens alike.

6. Transportation is universal and necessary for all. Everyone needs to be able to get to work, school, medical appointments, and errands, yet [United Way’s ALICE data](#) shows that in Michigan, “public transportation is the cheapest form of transportation (roughly half the cost of owning a car), but it does not exist in most of Michigan; there are no counties where a significant percent of the population uses public transportation as their primary means of getting to work.” In Kent County, specifically, a family of four spends on average a minimum of \$681/month on transportation, or 15% of their monthly budget.

We hope that the above points clarify why the inaugural Kent County Deliberative Poll will center on the topic of transportation, access and mobility. Please see more information about the event in the attached brochure. Also, a draft of a letter is on the next page if you are willing to endorse us! Thank you so much.

IF YOU ARE WILLING, PLEASE EDIT AS YOU SEE FIT AND FORMAT FOR YOUR LETTERHEAD

As Chair and Executive Director of the Grand Valley Metro Council, Inc., we have agreed to officially endorse the Kent County Deliberative Poll, a community-wide effort organized by the Calvin College Center for Social Research along with partners Aquinas College, Davenport University, Ferris State University, Grand Rapids Community College, Grand Valley State University, and Stanford University.

We believe that the transportation, access, and mobility discussion in Kent County needs additional creative methods to facilitate an inclusive conversation with a long-term view. In order for residents' judgment on these matters to have influence, leaders need a comprehensive, representative, and quantifiable image of resident opinion. Residents need additional opportunities to provide valuable input and have it recognized as such. And residents from multiple municipalities need to talk to each other about public priorities that cross borders, just as officials do.

The Deliberative Poll is a representative public engagement and consultation method that originated at Stanford University's Center for Deliberative Democracy. We believe this method will provide leaders and residents with valuable new information we need to move forward in our community planning.

This letter serves as our commitment to rigorously review the results of the Poll event with colleagues and/or local leaders. Where applicable, we will use these results to inform upcoming decisionmaking.

Sincerely,

Al Vanderberg

and

John Weiss

A Shared Challenge

Kent County needs an inclusive, equitable conversation about transportation, access, and infrastructure. Voices from the inner city to the outlying townships are not being heard.

Our community is in the midst of a conversation about the future. From downtown to the townships, residents will be affected by the results of planning projects such as GR Forward and Vital Streets.

Local leaders desperately need to know the priorities of community members, but the voices of many are being left out of this crucial process. We cannot make decisions about our county unless every community has a seat at the table.

On this very topic, one of the GR Forward Steering Committees mandated the importance of “proactive public engagement, including strong efforts to more fully engage communities of color and historically disadvantaged communities.”

Kent County has a potential that we have not fulfilled: to build a culture of better civic education, inclusive dialogue, and effective public engagement. The topic is transit and access, but this conversation is about inclusion and equity.

Engage

Learn

Think

An Innovative Solution

We propose to facilitate that conversation with an effective new method of equitably gathering public judgement: the first-ever Kent County Deliberative Poll.

Local government and civic leaders consistently need information about potential public opinion regarding policies and initiatives. But the methods we typically use – surveys and town halls – provide data of questionable quality. Survey data is representative but shallow and often uninformed. Town hall data, although better informed, tends to only gather the views of the “usual suspects” who regularly attend those gatherings. These inadequate methods can result in frustrations and fatigue over failed initiatives and the cost of collaboration.

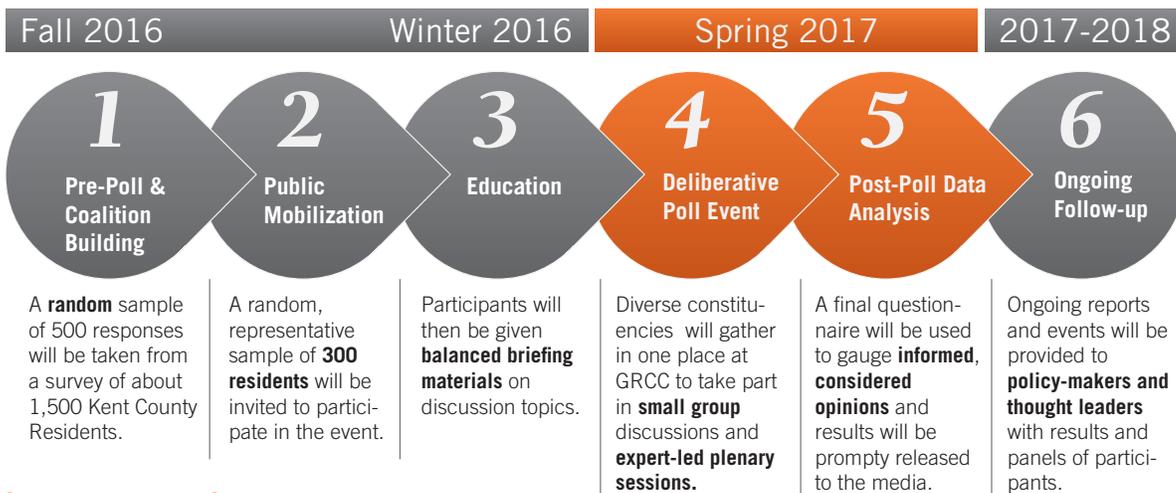
Deliberative Polling® is a breakthrough innovation in democratic practice that combines the deep, thoughtful deliberation of the jury room with the broad scientific representation of the public opinion poll. Using a method developed by Stanford University Professor Dr. James Fishkin, Deliberative Polls have been used worldwide to inform policy on crucial issues. Our inaugural Deliberative Poll event will take place at Grand Rapids Community College during 2017 under the guidance of experts from the Stanford Center for Deliberative Democracy in collaboration with Aquinas, Calvin, Davenport, Ferris, GRCC, and GVSU.

Process

Deliberate

Deliberative Polling Process

The project will use this six-step process, with concrete deliverables from each step.



Decide

Participate

1

Pre-Poll & Coalition Building

Problem: Except for the few individuals already involved in local government, most Kent County residents feel disengaged from local decision-making processes. Although many organizations are generating positive impact in the community, there is no thorough, collaborative, and robust method for gathering public opinion and fostering a stronger political culture across the entire county.

Action: The Center for Social Research builds a coalition of experienced and involved advisors to support and guide the Deliberative Poll preparation. Research design, fundraising, event planning, and educational material preparation then sets the stage for a preliminary survey of 1,500 Kent County residents regarding important local issues.

Outcome: This preparation lays the groundwork for the main Deliberative Poll event, creates a broad advisory coalition and community support for the concept (listed on page 4) that guides the process of the Deliberative Poll, and helps to unite the efforts of local organizations. The preliminary survey later serves as the baseline in comparison to the data collected during the Deliberative Poll event.

Problem: Current methods of gathering public opinion are inadequate, as they either provide the informed but not representative opinions of those already involved in local government, like Town Halls, or they gather the representative but not informed opinions of the general population, like traditional polling methods.

Action: A random, representative sample of 1,500 Kent County residents receives a pre-event survey. Those who indicate interest in participating in the main event are resampled with demographic weights to select 300 residents who will accurately represent the county's economic, ethnic, and geographic makeup.

Outcome: This inclusive sampling method ensures that a genuinely diverse and representative sample of residents is recruited for the event, including those who might not otherwise have the opportunity to actively participate in political or civic conversations.

2

Public Mobilization

3

Education

Problem: Kent County residents are relatively uninformed regarding local governmental, design, and planning efforts, resulting in a stagnant civic and political culture.

Action: Deliberative Poll preparation produces balanced, evidence-based, accessible materials on relevant local topics vetted by a broad advisory group and academic team. Participants use the materials to inform their discussions and opinions during the main event.

Outcome: In addition to informing poll participants in order to determine informed public opinion, these materials are made readily available for other public education, and will be used by leaders and stakeholders to provide a data-driven image of the county's broader issues.

4

Deliberative Poll Event

Problem: The people of Kent County feel disengaged from local decision-making processes. Residents have difficulty empathizing with leaders and struggle to relate to others of differing race, geographic location, or class. Traditional polling methods fail to incorporate a deliberative and informative methodology, gathering opinions based on snap judgments rather than reasoned conclusions based on evidence, argument, and expert input.

Action: Diverse constituencies come together in one room at Grand Rapids Community College to engage in an informed, practical discussion about how to improve our community. Participants are randomly assigned to small deliberative groups that pose questions to experts during plenary sessions. The Stanford University team facilitates an open dialogue and trains 20 local residents to moderate deliberative events.

Outcome: The resulting opinions and views distill a representative vision for the county. The innovative process of public engagement strengthens the county's civic culture by helping to build critical mutual understanding between residents and leaders. Some participants and moderators recognize a dormant political or civic vocation and through increased engagement positively affect their communities.

5

Post-Poll Data Analysis

Problem: Local leaders only have access to measures of public opinion that represent, in general, the opinion of residents who have not had the opportunity to learn about issues or engage opposing perspectives. These measures are not typically comprehensive, readily available, or easy to use for leaders and the general public.

Action: A final questionnaire gauges the participants' informed, considered opinions, the results of which are analyzed by local research institutes in comparison to the pre-poll baseline results.

Outcome: Full results are promptly released to the media in an intelligible and in-depth format to be used by leaders to inform policy decisions. Interactive charts and searchable transcripts are made available online for investigation by all interested leaders, educators, activists, and the general public.

Problem: Kent County is poised to build a more inclusive and innovative political culture that harnesses the dynamic and forward-thinking character of our community, but that potential must be intentionally realized to take effect.

Action: Leaders continue to analyze and use results. Rigorous follow-up through gatherings with participants, moderators, and community members supports and fosters rising leaders. Public judgment continues to influence local civic and political culture. Venue space has been offered for these events at Steelcase University Prep, DeVos Place, GRCC, and the Gerald R. Ford Presidential Museum.

Outcome: The success of the first event leads to annual Deliberative Polls™, developing a culture of productive communication between residents and leaders. Kent County leads West Michigan with a new, inclusive, and effective method of engaging the public and informing local government.

6

Ongoing Follow-Up

Deliberative Polling: A Globally Tested Innovation in Politics and Research
The Stanford Center for Deliberative Democracy (CDD) has conducted over 70 Deliberative Polls around the world, including a 2009 statewide Michigan event.

Michigan

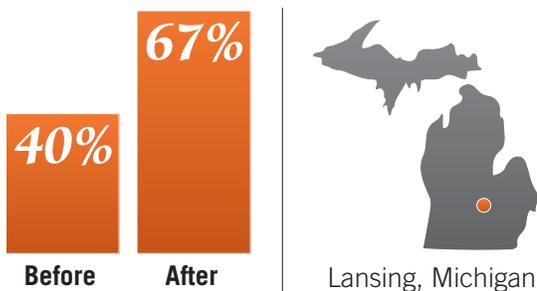
In November 2009, PBS' "By The People" series conducted a Deliberative Polling® event with 314 Michigan residents from throughout the state. Sampled residents met in Lansing to discuss "Hard Times, Hard Choices" about how to fund public services with declining tax revenues.

Support for increasing the sales tax rose by fourteen points from 37% to 51%. Similarly, support for increasing the income tax went up by 18 points from 27% to 45%. Support for increasing the beer and wine tax was high both before and after deliberation (increasing from 66% to 68%). People were willing to shoulder new burdens they could feel.

By contrast, support for cutting the business tax rose by 27 points from 40% to 67%. More generally, "supplying tax incentives for companies to move to Michigan" had high levels of support both before and after (moving only from 74% to 78%).

After deliberation, participants were interested in certain tax cuts that might stimulate jobs, but they were willing to accept the pain of tax increases that might help the state's finances.

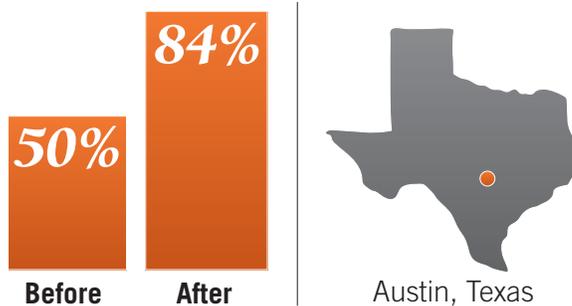
Support for Cutting the Business Tax Before and After Deliberation



Texas

In 1996, Texas used eight Deliberative Polling® events to establish energy priorities for the state. The resulting data showed an increase from 50% to 84% in the proportion of residents who would be willing to pay more on their monthly bill to support wind power. The documented findings of these polls substantially played into the legislature and Public Utility Commission, which in turn helped Texas move from last to first in the usage of wind power among the fifty states.

Support for Increased Wind Energy Before and After Deliberation



European Union

A diverse sample of citizens from all 27 countries in the European Union came together in June of 2009 to deliberate in 21 languages about the upcoming elections for European parliament.

Bulgaria

A 2007 Deliberative Polling® project catalyzed a major shift in the Bulgaria's public schooling policy regarding the segregation of Roma children from the general population of students. Support for desegregation of the schools dramatically increased from 42% to 66% amongst participants through the Deliberative Poll process, and the Prime Minister emphasized the Deliberative Poll's role in informing legislation.

Engage

Learn

Think

Process

Deliberate

Decide

Participate

Contact Us

**Calvin College
 Center for Social Research**

Raybrook Office Suite 103
 3201 Burton St. SE
 Grand Rapids, MI 49546

Neil Carlson, PhD

Director
 csr@calvin.edu
 616.526.7799 (office)

Allison Rudi, MPPA

Public Research Project Coordinator
 agr23@calvin.edu
 773.724.0923 (mobile)

Guiding the Deliberative Poll

To ensure the Kent County Deliberative Poll® delivers research based on a broad, balanced view of Kent County local governments and public services, we are engaged in ongoing recruitment of advisors. Advisory group members make no major commitments; they have offered their names to indicate their support for the project, and they have offered, when convenient, to ensure the fairness, veracity, and clarity of our work.

Adam Waskelis

Deputy, Kent County Sheriff's Department

Alan Steinman

Director of the Annis Water Resources Institute at GVSU

Alan Vandenberg

County Administrator, Ottawa County

Chair of Grand Valley Metro Council

Alice Siu*

Associate Director, Center for Deliberative Democracy,
Stanford University

Andy Johnston

Vice President of Government & Corporate Affairs,
Chamber of Commerce

Bill Byl

Kent County Drain Commissioner

Birgit Klohs

President and CEO, The Right Place

Brandon Dillon

Chair of the Michigan Democratic Party

Brian Breslin

Vice Chairperson, MSU Board of Trustees

Bryan Harrison

Supervisor of Caledonia Township

Director of Corporate and Government Affairs at Amway

Carlos Sanchez*

Director, Latino Business and Economic Development
Center, Ferris State University

Carol Hennessy

Kent County Commissioner, 14th District

Chris Muller

Owner, M Retail Solutions

Co-founder, Grand Rapids Whitewater

Cindy Porter Janes

Business Development Manager, URS Corporation
Board Member, Kent County Road Commission

Connie Bellows

Managing Partner, Conversation Matters LLC
Community Relations Commission Vice Chair

Connie Bohatch

Managing Director of Community Services,
City of Grand Rapids Government

Connie Redding

District Administrator, Kent Conservation District

Curtis Holt

City Manager, Wyoming

Dale Robertson

President and CEO, Grand Rapids Public Museum

Dave Bulkowski

Kent County Commissioner, 16th District
Executive Director, Disability Advocates of Kent County

Deb Bailey

Director of Global Corporate Relations, Steelcase Inc.
Grand Rapids Community College Trustee

Denny Heffron

Owner, Heffron Farms

Diana Sieger

President, Grand Rapids Community Foundation

Dillon Carr*

Professor of Anthropology, Grand Rapids Community College

Don Hilton

Supervisor, Gaines Township

Elizabeth Lykins

Attorney and Public School Board Member

Franklin A. Cornielle

Commander, HHC 177th Military Police Company
State Parole/Probation Agent

Fred Keller

Chairman and CEO, Cascade Engineering

Gail Gunst Heffner*

Director of Community Engagement, Calvin College

George Heartwell

Community Sustainability Coordinator, GVSU
Former Mayor, City of Grand Rapids

Greg Sundstrom

City Manager, Grand Rapids

James Fishkin*

Director, Center for Deliberative Democracy,
Stanford University

Jamiel Robinson

Founder, Grand Rapids Area Black Businesses (GRABB)

Jennifer Kalczuk

External Relations Manager, The Rapid

Jerry Johnson*

Former Director, Community Research Institute,
Grand Valley State University

Jim Hackett

Former CEO, Steelcase

Jim Talen

Kent County Commissioner, 15th District

Joe Jones

President, Urban League

John Koches

Associate Research Scientist, Annis Water Resources
Institute, Grand Valley State University

Jonathan Jelks

Local Activist, The Midwest Tech Project

Jorge Gonzalez

Executive Director, Hispanic Chamber of West Michigan

(continued on next page)

Judith Larsen*

Director of Grants and Resource Development,
Grand Rapids Community College

Keith Van Beek

Assistant County Administrator, Ottawa County

Kevin den Dulk*

Chair, Department of Political Science
Executive Director, Paul B. Henry Institute, Calvin College

Kevin Stotts

President, Talent 2025

Kris Larson

President and CEO, Downtown Grand Rapids, Inc

Lupe Ramos-Montigny

Michigan State Board of Education
Community/Political Activist

Lisa Gloege*

Professor of Economics,
Grand Rapids Community College

Mark Bjelland*

Professor of Geography, Calvin College

Mark Lemoine

President at Fifth Level Ventures, LLC

Michael J. Lorr*

Director of the Community Leadership Program
Associate Professor of Sociology at Aquinas College

Mike Paskewicz

Superintendent, Northview Schools

Mursalata Muhammad*

Professor of English,
Grand Rapids Community College

Neil Carlson*

Director, Center for Social Research, Calvin College
Co-chair, Data Capacity Workgroup, KConnect

Nikos Monoyios

Laker Line BRT - Project Manager and Long Range
Planner, The Rapid

Norman Christopher

Executive Director of Sustainability Practices, GVSU

Patty Birkholz

West Michigan Director, League of Conservation Voters

Paul T. Doyle

Principal, Inclusive Performance Strategies

Paul Haan

Executive Director, Healthy Homes Coalition

Pete Ruppert

CEO, Fusion Education Group

Peter Vander Meulen

Coordinator, Office of Social Justice, CRCNA

Randy Osmun

Consultant/Mediator, Wicked Bridges
Former Executive Director, The Source

Rachel Hood

Candidate for Kent County Drain Commissioner

Rhae-Ann Booker*

Executive Director of Diversity, Equity and Inclusion,
Davenport University

Rick Treur

Director of Annual Giving, Calvin College
Member, Grand Rapids Planning Commission

Rosalynn Bliss

Mayor, City of Grand Rapids

Rob VerHeulen

State Representative, District 74

Roberto Torres

Executive Director, Hispanic Center of Western Michigan

Sam Cummings

Managing Partner, CWD Real Estate Investment

Senita Lenear

City Commissioner of Grand Rapids, 3rd Ward

Steve Edison

Vice President, Board of Education, East Grand Rapids
Former Mayor, East Grand Rapids

Steve Ender

President, Grand Rapids Community College

Steve Faber

West Michigan Team Leader,
Byrum & Fisk Advocacy Communications

Steve Grimm

Supervisor, Cannon Township

Steve Van't Hof

Campus Safety Supervisor, Calvin College
Former Sheriff's Dept. Captain and Jail Administrator

Suzanne Schulz

Managing Director of Design, Development and
Community Engagement, City of Grand Rapids

William E. Smith

Former President, Grand Rapids Fire Fighters Union
Local 366

** Academic research and advisory team*

**Your Role in the Poll**

Financial or In-Kind Support Provide 501(c)(3) charitable donations or in-kind resources such as hospitality, design, publicity, publishing, transportation, media production, participant incentives, and more.

Expertise The event will incorporate the expertise of officials, activists, scholars, journalists, moderators, interviewers, deliberation experts, and more.

Student Mentoring Help mentor our Deliberative Poll Student Ambassador Team in areas of research, writing, publicity, event planning/management, and media.

Advisory Group Add your name to the low-commitment advisory group, listed in full above.