



West Michigan Prosperity Alliance
Community Conversation Regarding the Future Prosperity of West Michigan
March 17, 2014
Ballroom C, DeVos Place
2:15 – 4:00

Project Evaluation Criteria Draft

The West Michigan Prosperity Alliance (WMPA) will solicit projects from across the region and from across interests. The WMPA will evaluate each project based on criteria established by the Alliance and each of the criteria will receive a “weight” based on input from WMPA participants. The following list of criteria is a suggested starting point for the discussion. A project may be a built project, a program that promotes prosperity, or a hybrid.

1. Long-term impact of project

The project should benefit the Region into the future and not just be a short-term solution to an issue. The impact of the project should continue many years (or decades) into the future.

2. Sustainability of project

It will be important to support the project for its entire life cycle. A project should only be initiated if there is long-term support for maintaining and improving the project.

3. Proportion of the Region potentially impacted by the project

Projects addressed in a *Regional Prosperity Initiative* should address regional issues. While 13 counties is a lot of area to cover, ideal projects should extend across, and beyond, the Region.

4. Impact on various employment sectors (manufacturing, agriculture, tourism, etc.)

A project should benefit as many employment sectors as possible to receive broad support from across the Region and to have the potential to generate a broad range of employment.

5. Creation of high tech jobs

The best way to raise the economic status of the Region's residents is to raise the average salary of the residents. Not only do the jobs increase salaries, but they also are more likely to generate additional jobs related directly to the high-tech jobs as well as other employment opportunities generated by a growing population.

6. Overall employment creation

The creation of a wide range of employment is essential since people choose different career paths in their lives. Providing for a broad range of employment also helps avoid cyclic changes that often occur in the economy.

7. Use of existing capacity before creating new facilities

There are limited resources available to build facilities and programs and it may not be in the Region's best interest to build capacity where it may already be available.

8. Builds on Region's strengths and addresses Region's challenges

Developing a project or program that builds on the Region's strengths and addresses its weaknesses is how to create a unique opportunity that cannot be easily duplicated anywhere else. This recognizes that this Region is like no other and has resources that others around the world envy.

9. Project readiness and feasibility

For any project to succeed it must be achievable. While not every project needs to be "shovel ready," projects should not be so distant that achieving success means sacrificing existing programs and projects for the possibility of success.

10. Public and private support for project

The Region is well-known for its collaborative efforts involving public and private sector interests. Any project should build on the Region's history of public-private cooperation.



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10 Proposed Prosperity Initiative Project Criteria Feedback

- 1. After looking at the ten proposed Prosperity Initiative project criteria, which three criteria do you think should be weighted the heaviest?**

- 2. Can you think of any criteria that are not currently on the list that should be added? If so, where would they fit in your list of the top three criteria?**



- 3. Do you have any other issues or concerns that you would like the committee to take into consideration?**

