THE GREATER LANSING REGIONAL PROSPERITY INITIATIVE

Lansing Tri-County Region
(AKA Prosperity Region 7)

What is a Planning Region?

A multi-service entity with state and locally-defined boundaries that delivers various federal, state, and local programs and service as a planning organization, technical assistant and "visionary" with its member municipalities. So, they are accountable to local government and their residents and they are effective partners for state and federal governments.
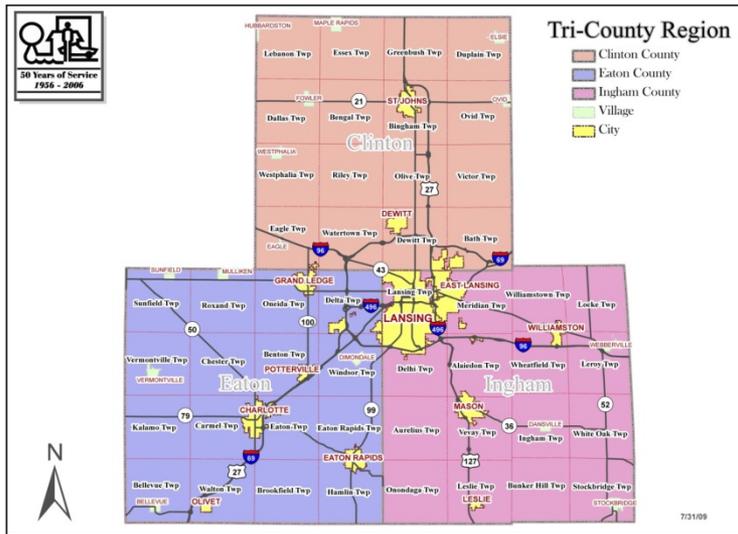
What is a Prosperity Region?

ENABLING MICHIGAN'S REINVENTION

In 2013, Governor Snyder announced a new initiative to better coordinate service delivery and strengthen local economies through greater regional collaboration. Dubbed "Regional Prosperity Initiative," the goal is to empower local and regional partners to develop a consensus vision and implementation plan for economic success. All state government departments will begin serving 10 regions across the state, enhancing service delivery and encouraging communities to collaborate regionally. The new map supports the governor's vision that economic development must be viewed as a system that encompasses and coordinates talent and infrastructure along with traditional economic development strategies.

Greater Lansing Michigan The Tri-County Region

South Central Prosperity Region 7
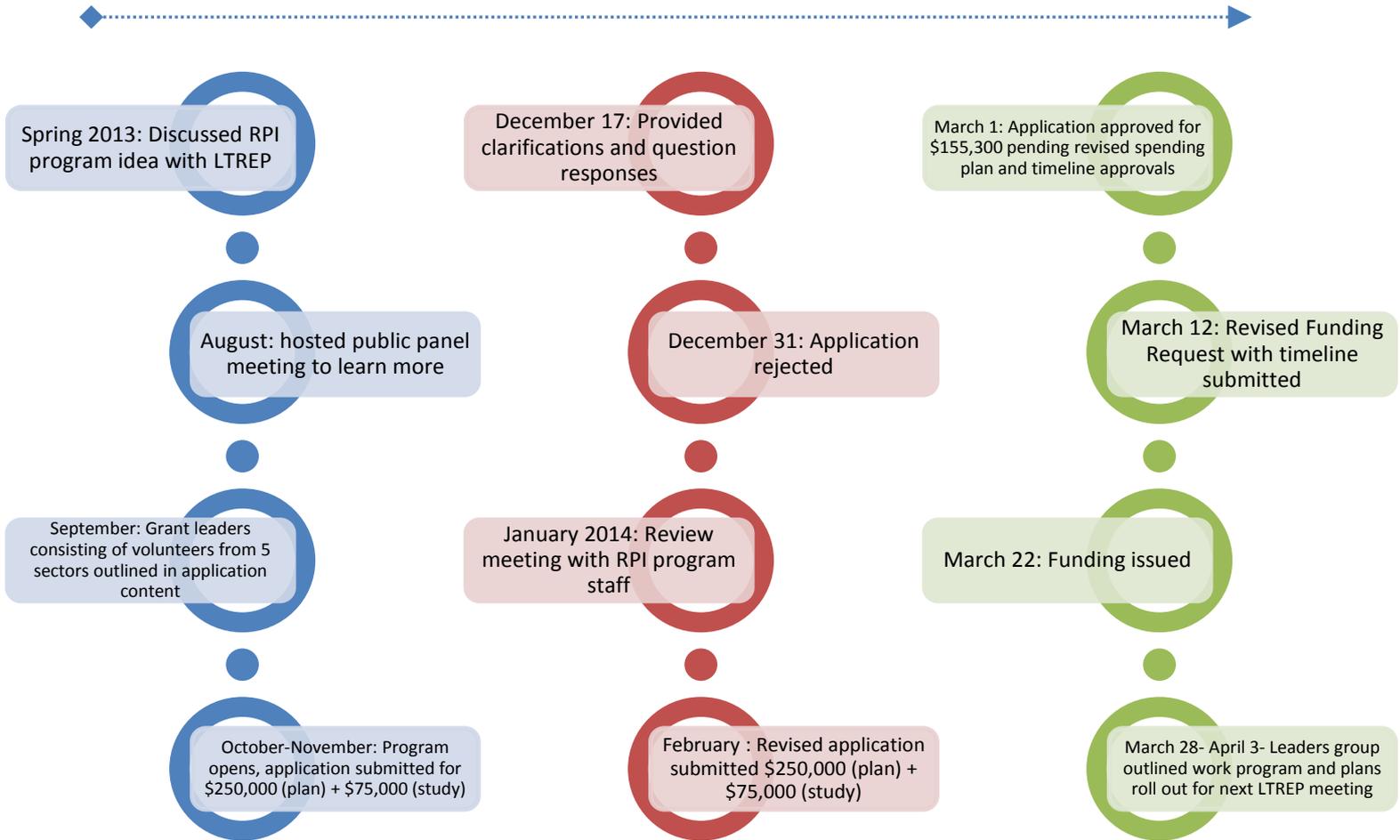
Tri-County Regional Planning Commission

- Established in 1956 by three counties and their cities and villages and townships and transportation agencies

- 19 member board of elected and appointed officials and 14 staff members

- Departments of Transportation, Economic Development, Environmental Protection, and Land Use; Host/partner to other organizations, initiatives, and work groups (GMB, GLRC,MGROW, MMWA, GMM, URSM, GLACC,LUHRT,…)

- Funded by municipal dues to leverage state & fed $

Tri-County Regional Planning Commission

LTREP's been talking about it for awhile…time to DO it now!

Spring 2013: Discussed RPI program idea with LTREP

August: hosted public panel meeting to learn more

September: Grant leaders consisting of volunteers from 5 sectors outlined in application content

October-November: Program opens, application submitted for $250,000 (plan) + $75,000 (study)

December 17: Provided clarifications and question responses

December 31: Application rejected

January 2014: Review meeting with RPI program staff

February: Revised application submitted $250,000 (plan) + $75,000 (study)

March 1: Application approved for $155,300 pending revised spending plan and timeline approvals

March 12: Revised Funding Request with timeline submitted

March 22: Funding issued

March 28- April 3- Leaders group outlined work program and plans roll out for next LTREP meeting

Economic Prosperity Plan Leaders Group

1. Regional Planning Commission and MPO (transportation)

2. Community Development Collaborative (CDC)

3. Workforce Development

4. Business/Industry leaders

5. Adult Education

6. Higher Education

1. Tri-County Regional Planning Commission (TCRPC)

2. LEAP, Inc.

3. Capital Area Michigan Works!

4. Lansing Regional Chamber of Commerce

5. Lansing Community College - SBTDC

6. Michigan State University - Community Economic Development Center & Land Policy Institute

PROSPERITY GRANT DELIVERABLES

- **An Economic Prosperity Vision**
  - What do we need for business to prosper?
  - What is our regional goal- what is prosperity here?

- **An Economic Prosperity Identity**
  - Identify our regional pillars of prosperity (clusters)
  - Establish a structure to take action for prosperity

- **Identify barrier(s) to our region's prosperity and recommend actions to overcome them**
  - Focus on how to create a multimodal transportation system that gets workers to work, employers to prosperity

- **Create an Online Dashboard**
  - Identify key metrics
  - Demonstrate how we measure progress toward economic prosperity

April Meeting: Prosperity Initiative Kick-Off Event
Brainstorm how we will accomplish our goals

{ Flip Chart Exercise}

1. Choose a workgroup

2. Brainstorm concepts, ideas, barriers, and solutions relevant to your group topic

3. Determine a meeting schedule and commit to active participation

April Meeting: Prosperity Initiative Kick-Off Event

Brainstorm how we will accomplish our goals

Workgroups Generated Ideas in These Areas:

- **Economic "Visioning"**

- **Regional Economic Prosperity Identity**

- **Regional Barrier Identification**

- **Regional Dashboard Creation (covered in May meeting)**

April Meeting: Prosperity Initiative Kick-Off Event

Brainstorm how we will accomplish our goals

1. Economic "Visioning"

"To be an international community, a global competitor"

- Global logistics consensus and regional financial support
- Open to immigration (value added), foreign investments, and expert leaders-- (ideas + product + services)
- Culturally diverse and welcoming--inclusion
- Need world class city--urban center
  - Focus and support
  - The "University" culture and big private sector
  - Consolidated government
  - Consolidated regional services
- Vibrant core
- Double population, jobs, and per capita income
- Incredible schools
- Venture capital and better <u>commercialization</u>

April Meeting: Prosperity Initiative Kick-Off Event

Brainstorm how we will accomplish our goals

2. Regional Economic Prosperity Identity

- Do we need to label it?
- Must we pick who we will accept?!
- Actions:
  - Need to discuss/plan how to share/promote who we are!
  - Come up with an "elevator pitch"
- Center for innovation in different areas. We are physically central--middle
- No disasters! (weather is an identity)
- PURE MI--clean air and water
- Economically when grown--We are/will diversify!
- Shared prosperity--diversity in income--occupations
- Education = Our path to prosperity!
- How to:
  - Focus groups with all different peoples
  - Find and talk to new residents, businesses
  - Talk to other organizations that are discussing this too!
  - Involve non-profits and ask their changes
  - Do content analysis of our region and social media review

April Meeting: Prosperity Initiative Kick-Off Event
Brainstorm how we will accomplish our goals

3. Regional Barrier Identification

- Cross-county public transportation (Connectivity, airport, rail, taxi, non-motor)
- Geographic boundaries
- Talent/Immigration
- Cultural intelligence/International services
- Embracing/Resisting change
- Manufacturing perception
- Skilled trades
- Connecting people
- State
- Promoting region success
- Barrier--multiple geographic governments (townships, cities, counties)
- Couldn't we practice what we preach about regionalism and have one regional entity?

May Meeting: Dashboard

What can we measure to show whether we are prosperous or not?

The group brainstormed what they would like to see in a Regional Dashboard, what community prosperity looks like, and **how it is measured.**

May Meeting: Dashboard

What can we measure to show whether we are prosperous or not?

{ Measurable Items }

- Ability to attract new businesses and new residents
- Level of philanthropy
- Attractiveness of our community
- Strength of democracy/Civic participation rates
- New talent in region
- Educational Attainment
- Partnerships - Higher Education, Workforce, Economic Development, Planning Entities, Transportation
- Business vs. individual prosperity
- What is a "good" job?
- Community needs (Food banks, other assistance, etc.)
- Measures of wealth--aggregation and distribution
- Access to venture capital
- Value for your dollar
- Household viability and value calculations
- Unsecured debt
- Business metrics - types of firms, investment size, construction costs, WF metrics

- Aging population & Aged population
- Participation/Access to arts & culture
- Crime - specify types that affect prosperity
- Disability-free life expectancy
- Happiness indicators
- Cost to live in region? Affordability?
- Multiple Dashboards – Higher level vs. lower level living standards
- Levels of Disparity - Per capita income, Disparity levels, Kids count data
- Diversity, Inclusion, Acceptance of different beliefs
- Placemaking- Remember the rural settings
- Property values
- "Housing" availability to meet all people needs
- Ability to track transportation as a barrier
- Walkability in region
- Geographic mobility - In/Out migration
- Commute times

May Meeting: Dashboard

What can we measure to show whether we are prosperous or not?

As a result of the Dashboard brainstorming...

- A subcommittee was formed and met twice in June. They heard from consultants and formed the four pillars of prosperity to be measured (Health & Environment, Education & Talent, Economy & Financial Health, and Culture & Lifestyle).

- An RFP was sent out late June and Munetrix was hired to pull data from reliable sources and generate a reliable Dashboard. The subcommittee is working with their facilitator to choose the best data to display.

- A press release went out about the Dashboard, followed by media buzz.

- Further conversations are underway to determine the design of the Dashboard.

- This project is projected to be completed by September 30.

June Meeting: Action!

We know what prosperity looks like in our region, now how do we DO IT?

In a "game-storming" session, the LTREP group was divided into four subgroups, and were then given one of the four pillars of prosperity on a piece of paper. From there, each subgroup wrote down actions that could be taken to achieve prosperity in that area (pillar). After a few minutes with that pillar, they passed it on to the next subgroup that could then build upon what the previous group wrote down, eliminate things they did not think were pertinent, or generate new ideas (possibly finding inspiration from the previous subgroup).
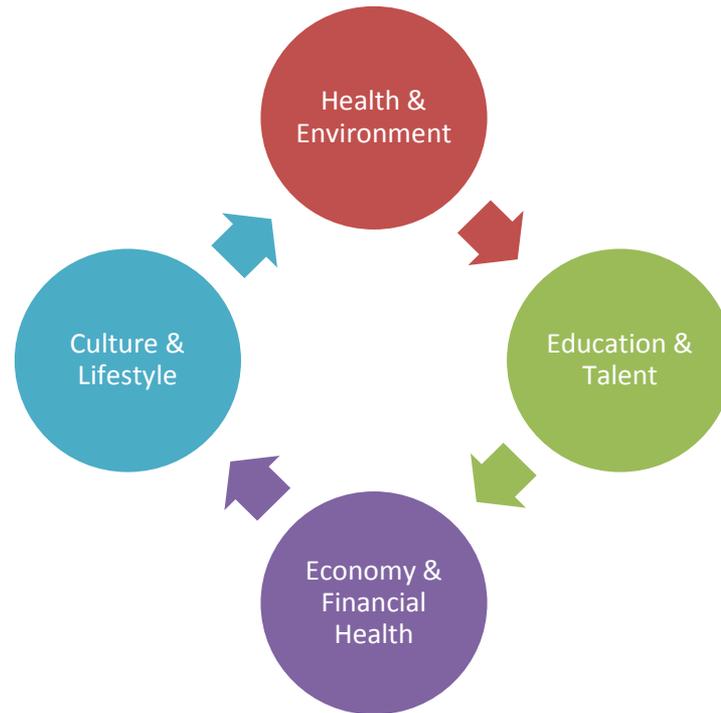
And here is what they came up with...

June Meeting: Action!

We know what prosperity looks like in our region, now how do we DO IT?

{ Regional Prosperity Action Steps}

1. Health & Environment

- Clean up the local hospital environment
- Clean up the river systems so that they are clean enough for human contact
- Provide emergency financial manager for unhealthy/unsafe housing developments
- Create Neighborhood community clean-up initiatives
- Construct non-motorized pathways connecting each city in the region
- Clean/landscape/"face" river. Promote river use to connect communities
- Enhance community gateways for entering communities via car/plane. Improve streetscape/landscaping/signage/way finding
- Invest in infrastructure!! Improve road, sidewalk streetscape will improve community pride/investing in own property
- Increase access to healthcare/ability to participate with
- Create safe routes to school
- Build/improve facilities for urban communities (ie. bike lockers, safe facilities)

- Create mobile farmers market
- Educate principles of healthy living, develop educational campaign
- Literally clean our environment, pick up trash
- Salvage + reuse + reclaim building materials
- Develop salvage group to coordinate/facilitate building materials
- Create network for community gardeners
- Intergenerational programs for community gardens
- Replicate "Alive" (currently in Charlotte) in 2-3 more communities in our region, preferably out-county rural
- Reimburse or provide tax incentives for carpooling instead of everyone driving to-from work alone every day
- Install bike lanes throughout entire City of Lansing, not just some streets; then work to do so in entire region
- Clear the Red Cedar River from Webberville west and open kayak/canoe liveries

June Meeting: Action!

We know what prosperity looks like in our region, now how do we DO IT?

2. Culture & Lifestyle

- Create art commissions. Create more art activities.
- Give micro-grants to creative entrepreneurs and creative industry.
- Listing of all recreational opportunities. Publicize with an app/online—start with REC and Lansing.
- Adopt percent for the arts from public government (not just government) in all areas, to create more gateways, entryway, and public art.
- Connect trail systems so that it's feasible to travel by foot/bike.
- Create a regional sandwich/food and have an event around it.
- Create a regional recreation calendar/database.
- Tap major employers for volunteers.
- Make more food trucks!
- Regional taxi regulations.
- Create quilt tour on barns for rural areas.
- Incent using local (regional) produce.
- Open Capital building on the weekend.
- Increase support for new local restaurants.
- Improve facades in downtown/commercial nodes.
- Develop community identities/community marketing plan/strategy for region.
- Aggressively pursue state and federal incentives for region for community amenities
- Regional code enforcement.

- Give money to students to create public art.
- Develop a regional brand>like MSU flags around tri-county.
- Streamline regulations around festivals.
- Attract better bands for Common Ground. Make people drive here from Chicago!!
- Build and maintain a municipal boat dock with space for private-related services.
- Reimburse or provide tax incentives for locally owned restaurants that purchase local ingredients and serve freshly prepared meals.
- Create an app that allows customers at sit down restaurants to place their order electronically and pay for their order when they are ready.
- Include a regional tax that supports all of the local live performance theatres
- Build an indoor waterpark (usable year round) that is larger and better than the East Lansing Aquatic Center.
- Create a destination in this region that outsiders would drive/vacation to.
- Expand "Be a Tourist in your Own Town" to include the suburbs and rural communities in our region as well as tours of local businesses, schools.
- Reimburse employers who coordinate car pools for their employees
- Replace seats in current theatres with more comfortable seats.

June Meeting: Action!

We know what prosperity looks like in our region, now how do we DO IT?

3. Economy & Financial Health

- Promote Lansing as amateur sports hub.
- Reduce building construction permit fees.
- Improve development processes.
- Create investor network.
- Improve inventory of available properties.
- Better storytelling of existing and new business.
- Create business spotlight in media.
- Initiative to convince large orgs (MSU, Sparrow, Accident Fund) to commit a percentage of their purchasing budget to local companies.
- Install ubiquitous, inexpensive access to highspeed Internet service in the region.
- Require an interconnected free regional transit system.
- Create "clean" buildings for pharmaceutical and medical R & D.
- Create more mixed-income housing> Affordable housing with access to services.
- Create zoning for and allow marijuana dispensary districts in the region.
- Create a formal network for business incubators and entrepreneurship.
- Promote tax incentives for incubators in currently vacant space.

- Create foreign trade zone.
- Increase capacity and availability of financial skill classes (ie. How to balance checkbook, have household budget).
- More money to schools.
- Convert an old building into cheap space for startups (ie. Less than $5 per square foot).
- Train adults how to use computers (make intro to computers classes more readily available; perhaps engage churches, schools, libraries, businesses).
- Provide more English as a Second Language classes (perhaps engage churches, schools, libraries, employers).
- Reimburse employers who train/upgrade the skills of their current workers.
- Reimburse employers who provide tuition reimbursement to their employees.
- Ensure that this region has 24 hour/7 days per week access to reliable public transportation throughout the entire region.
- Provide incentives for department stores, upscale clothing stores, etc. to locate in downtown Lansing.
- Replace abandoned houses and buildings with new ones or even community gardens or parks.

June Meeting: Action!

We know what prosperity looks like in our region, now how do we DO IT?

4. Education & Talent

- Tell colleges to host events outside of campus (ie. Hold university event in a downtown). Help them do it!
- Promote a "Hire Local First" initiative.
- Mandatory public services for free college education.
- Home buying program for all college grads who stay in the area.
- Expand youth entrepreneurship education.
- Teach basic life skills.
- Improve job shadowing opportunities.
- Expand community learning/continuing education opportunities.
- Focus and engage private sector with students.
- Promote cost of living advantage.
- Everyone in this meeting take on one intern.
- Work-related skills taught in schools starting at the elementary level.
- Saturday morning foreign language classes (ie. Arabic, Mandarin).
- Hire expert to keep international students in the region.
- Transit routes to connect talent to employers and educational institutions—seasonal differences.
- Online promotion and marketing of education, employment, quality of life, etc. to attract and retain talent (ex. "Pure Lansing" ad).

- Create a regional internship program to keep students here.
- Provide really cheap space to attract and retain talent (housing? Incubators?).
- Guide curriculum—college and HS—towards jobs available in the region (engineering!) (Vocational).
- Engage students by focusing promotion of region amenities (market "Be a Tourist in Your Own Town" directly to students).
- Reimburse employers who train/upgrade the skills of their current workers.
- Reimburse employers who provide tuition reimbursement to their employees.
- Educate and provide incentives for employers about benefits of hiring non-traditional talent (older workers, people with disabilities, people with former felony convictions, and people with alternative lifestyles, people who speak a different language or were born in another country).
- Educate employers against discriminatory screening processes.
- Establish a zero tolerance policy regionally for homelessness; open more homeless shelters; coordinate resources to help homeless find jobs, education, housing, transportation, healthcare.

July Meeting: Mid-Term Progress Report

How has something like this been done before and how are we doing in comparison?

A+ A A- B+ B B- C+ C C- D+ D D- E F

1. **Regional Prosperity Initiative Progress Reports:**

   – Leaders Steering Committee Activities – Bob Trezise (LEAP), Edythe Hatter-Williams (CAMW), Mary Beth Graebert (MSU), John Melcher (MSU), Sue Pigg (TCRPC), Tim Daman(LRCC), Tom Donaldson (LCC-SBTDC)

   – Regional Prosperity Summit in October 2014 – Tim Daman, LRCC

   – Prosperity Dashboard Work Group – Keith Lambert, LEAP

   – Other RPI Activities and Initiatives including Barriers Identification, Regional Transit, Pillars Identification, and the 5-year Regional Prosperity Plan Document – Sue Pigg, TCRPC

2. **Greater Lansing Next Plan Update, Implementation and Progress Presentation – Bob Trezise, LEAP**

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(AKA Prosperity Region 7)

COMING EVENTS & OPPORTUNITIES :

Planning and Discussion meetings at the Lansing Tri-County Regional Economic Partnership
        3rd Thursdays of most months, 3 pm at TCRPC offices
Dashboard and Event planning workgroups meeting as needed
CATATLYST- Regional Prosperity Summit- October 21, 2014 at the Lansing Center

Contact Rachel Elsinga, Economic Development Planner for the Tri-County Regional Planning Commission at relsinga@mitcrpc.org or 517-393-0342