



Michigan Association of Regions

Promoting Excellence in Regional Cooperation in Michigan

Envisioning the Future Under Governor Rick Snyder's Regional Prosperity Initiative

**Prepared for: Michigan Transportation Planning Association
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Prepared by: Donald Stypula, MAR Executive Director

Why We're Discussing Regional Reinvention and Regional Prosperity...

- Governor Snyder has laser focus on economic development and prosperity and changing Michigan's approach to business and talent retention and attraction
- Governor and Legislature embrace regional thinking and regional solutions
- Governor seeks to update the current regional service delivery model to address rapidly changing economic development trends
- Move toward expanding regional collaborative problem solving and service delivery

Regional Reinvention & Prosperity Goals

- Improve the ability of regional entities to work together to attract investment and business expansion;
- Enhance coordination of service delivery among local governments in a manner that increases the vitality and economic competitiveness of local governments, metro areas and regions;
- Minimize uncoordinated and redundant policies;
- Assist businesses seeking to expand; and
- Provide state assistance to regional entities that collaborate with other groups to coordinate economic development, infrastructure improvement and workforce training services

The Regional Reinvention Team



- **Governor's policy staff, MEDC, Workforce Agency, Budget Office**
- **MAR (Stypula), SEMCOG, NWMCOG**
- **MML, MTA, MAC, Citizens Research Council, Upjohn Institute & MSU Land Policy**
- **Tom Baldini and Bill Vajda representing the UP**

Responding to Rapid Change in Our Business Culture Through Regional Solutions

- **November 11, 2012 - CBS 60 Minutes segment outlined the new reality facing manufacturing companies: “America’s Skills Gap”**
- **3 million available jobs; 500,000 in manufacturing**
- **Companies unable to find qualified, motivated workers with the right skills and attitude to succeed**
- **Existing companies and potential investors are seeking assistance – at the regional level – to help identify and train prospective employees**
- **Regional Workforce Development and Adult Education Services – tied to existing regional planning, infrastructure and economic development services – is Governor Snyder’s preferred alternative**

In the Economic Development Game Speedy, Regional Solutions are Needed



Your Regional Agency: The One-Stop Economic Development Shop

- Investors seeking to develop new, advanced manufacturing facility on obsolete plant site
- Investors need state tax incentives, road and freight rail infrastructure and customized skills training for employees
- Investors and developers want a one-stop-shop (regional entity) to help them maneuver through all of the complex steps
- Moving at the speed of business, your region convenes the regional team & helps with heavy lifting



A typical site – this one located in Region 8



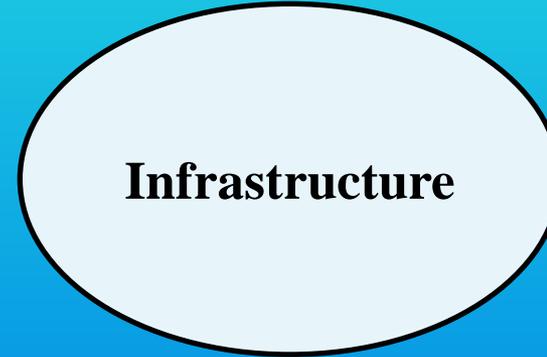
• **Economic Development**

- ✓ **Retain Existing Businesses**
- ✓ **Grow Existing Businesses**
- ✓ **Attract New Businesses**



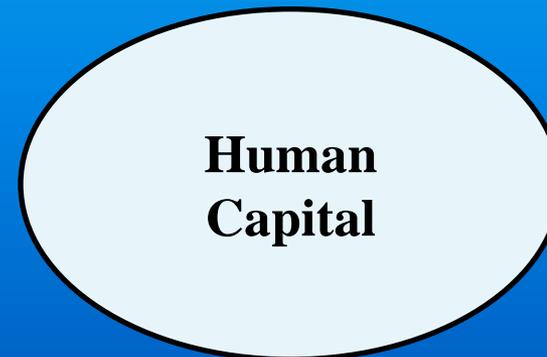
• **Infrastructure**

- ✓ **MPO/TMA/ Rural Task Force
Transportation Planning**
- ✓ **Roads, Bridges, Transit, Air,
Freight Rail**
- ✓ **Planning for Natural
Resources, Water/Sewer/Storm
Water and Community
Development**



• **Human Capital**

- ✓ **Workforce Development**
- ✓ **Adult Education**



State Funding Available October 1

A Three-Tiered Incentive Program

- **Tier 1 – Existing RPOs:** State provides modest administrative support (\$250,000) for convening “Regional Prosperity Board” plus additional funding for the RPO to explore moving to the next Tier and beyond.
- **Tier 2 – Regional Prosperity Council:** State provides enhanced levels of funding (\$375,000) to work with private/public partners to develop a “Regional Prosperity Plan.” State also provides block grants for projects, plans or processes identified by the Regional Prosperity Board
- **Tier 3 – Regional Prosperity Board:** State provides higher levels of funding (\$500,000) to this Public/Private organization that coordinates economic development, human capital and infrastructure needs for the region. Higher levels of block grants for coordinated projects and activities

Who's Has a Seat at the Regional Prosperity Table?

**Planning and
Development
Regions**

**Economic
Development
Agencies**

MPOs / TMAs

**Workforce
Development
Boards**
MiWorks!

**Higher
Education
Institutions**

**Collaboration Among These Key Players
is Critical for Success**

The Challenges Posed by the Regional Prosperity Initiative

➤ Eliminating “Silos”

– Reinventing regions to focus on Regional Prosperity will require local stakeholders to share a sense of common identity and purpose; work together to develop a common set of goals and objectives to benefit their region; and look past traditional boundaries.



The Challenges Posed by the Regional Prosperity Initiative

➤ State and Federal policy

– Due to different funding streams and the accompanying requirements at the state and federal level, stakeholders may find they are presented with both incentives and barriers to regional collaboration. Any Regional Prosperity initiative will have to address these barriers.

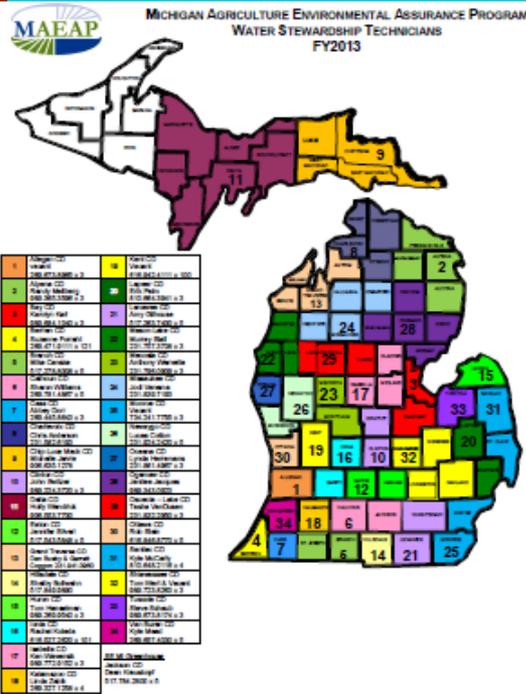
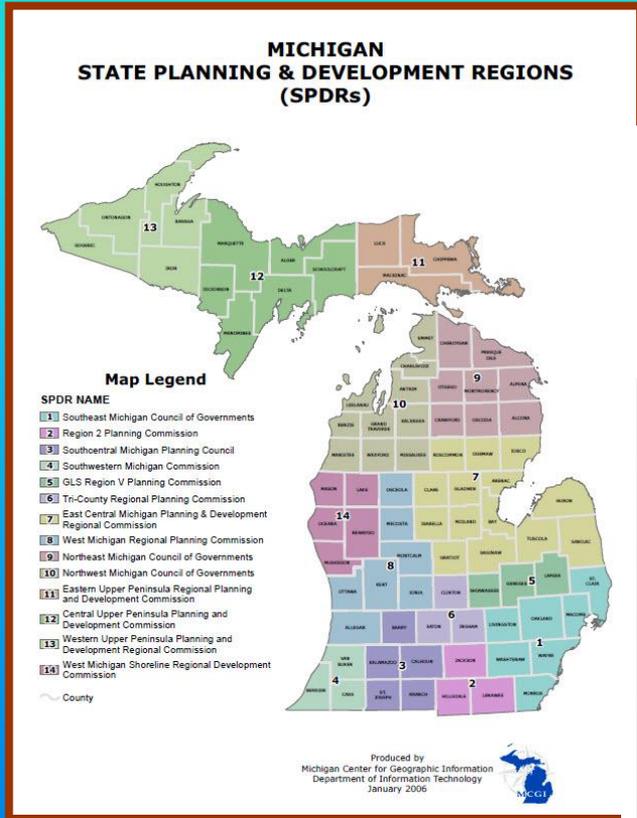


The Challenges Posed by the Regional Prosperity Initiative



- **Governance** – The Regional Reinvention Team is examining a variety of different governance elements – most importantly Board structure and makeup – to see if there is a preferred alternative
- **Stakeholder Buy-in** -- As with any initiative that proposes major changes to established routines -- building, nurturing and maintaining support from stakeholders is critical

The Challenges Posed by the Regional Prosperity Initiative: Geography



Governor Will, By Executive Order, Eliminate Conflicting and Duplicative Service Boundaries. In the Future All State Agencies Will Operate Under Common Regional Boundaries

The Region of Tomorrow?

Northwest MI Council of Governments

- RPC serves county and local governments, businesses and non-profits with myriad services
- Manages Regional Planning, Transportation Planning, Environmental Planning, Adult Education and Workforce Development
- Governor Snyder is looking at NWMCOG as one model for transforming planning regions into powerhouse, one-stop-shop organizations



Next Steps for the Regional Prosperity Initiative

- **Regional Reinvention Team**
 - ✓ **Continuing to Examine Governance Models for Tier 3 Regions**
 - ✓ **Set to Weigh-In on Governor's Regional Boundary Map**
 - ✓ **Discussing Outreach Activities with Regions and Partners**
- **Governor**
 - ✓ **Pushed For Inclusion \$2.5 million Appropriation in FY 2014
Department of Information, Technology and Management
Budget**
 - ✓ **Must Decide on His Preferred Regional Boundaries**
- **Legislature**
 - ✓ **Approved FY 2014 State Budget with \$2.5 million Appropriation**
 - ✓ **Introduce and Review Any Implementation Legislation**