

# 5 Year Prosperity Plan Progress Report

December 2015

## 1. Council Development and Regional Collaboration

### *Council Development: Complete*

CUPPAD and RPI partners established a council in early 2015 with an Advisory Council acting as its executive governing entity. In FY15 the Council met regularly to develop a phase two regional prosperity plan. Region 1b is a regional body with council members and stakeholders representing private, public, and non-profit entities. Entities within the council, CUPPAD, MichiganWorks, and SBDC have shared administrative services.

### *Regional Collaboration: On-going*

In FY15 the RPI enabled CUPPAD to continue collaborative regional planning, support collaborative regional projects, strengthen relationships with stakeholders, and bring new organizations to the partnership. Over 60 people participated in council meetings, with about 20 regularly attending monthly meetings. Meeting attendance by partners can be verified by viewing the minutes on our website: [www.centralupdashboard.org](http://www.centralupdashboard.org). CUPPAD was able to regularly engage members while staying within the event budget. Through Munetrix, CUPPAD developed an online dashboard and provided data entry for dashboard items that are not automatically updated. CUPPAD staff helped facilitate RPC activities by administering grant funds, coordinating council activities, updating relevant social media and web platforms, report on plan progress, engage with stakeholders around the region, and develop a 10 year economic blueprint. These activities were completed within the timeline and budget described in the FY15 application. Through engagement with a wider group of stakeholders, CUPPAD was able to attract matching funds for implementation projects.

The problems and strategies identified in the plan are larger than any one community, agency, or organization. However, the common vision developed through the process and the partnerships made across the region have proven to be powerful in bringing organizations together to address issues that could not be solved by a single entity alone. This common vision has helped to break down parochial interests and build new relationships. Continued collaborative planning and problem solving will help the region to prosper.

### **Superior Trade Zone Corridor Planning**

#### *Status: In-Progress*

CUPPAD staff have attended Superior Trade Zone Corridor meetings. The zone was formally established in July 2015 and have only recently begun meeting regularly to plan. CUPPAD staff will continue to support this effort and provide technical assistance and planning services.

## **2. Pursue funding to address short and long-term energy issues in the U.P.**

*Status: In Progress*

The Central Upper Peninsula Planning and Development Regional Commission (CUPPAD) received a Financial Assistance Award from the Economic Development Agency to perform a study on seven industrial parks around the Upper Peninsula. In partnership with the Keweenaw Research Center from Michigan Tech University, CUPPAD will work to prioritize affordable energy solutions at the industrial park scale according to cost and feasibility, determine where policy changes and public investments must occur to make the identified solutions possible, determine where communities can improve development procedures to make implementing solutions as affordable and efficient as possible for businesses, and publish a summary/report implementation guide based on solutions. A website will also be created and maintained as a resource for businesses in the future.

CUPPAD and the KRC had several conference calls with industrial park managers and EDO directors to gain a better understanding of the tenets at each park, the energy situation at each park, and what energy improvements are planned at each park. CUPPAD is researching and assessing local zoning ordinances and policies to find where improvements are to be made, while the KRC is studying and researching the possibility of energy options at each park. A profile/datasheet will be created for each park, and the website will have these profiles as well as tools and resources businesses can use to determine energy saving measures.

The anticipated completion date of *Generating Economic Development: Exploring Industrial Park Energy Options* is March 2016.

CUPPAD has worked collaboratively with the Superior Watershed Partnership to develop an EDA proposal to study the potential for energy efficiency in the region and develop energy industry workforce development resources. This proposal will be submitted to the EDA in January 2016.

## **3. Collaborative Healthcare Needs Assessment**

*Status: In Progress*

The RPI group agreed that effectively addressing community health needs requires a regional approach, so CUPPAD partnered with the Upper Peninsula Health Care Roundtable and the Superior Health Foundation who provided funding to:

- I. Determine commonalities in U.P. Community Health Needs Assessments: Complete*  
CUPPAD reviewed each Community Health Needs Assessment conducted by non-profit hospitals in the Upper Peninsula to determine common community healthcare needs, issues, and themes of concern along with the corresponding strategies to address gaps. The phase 1 report for this project can be accessed online here:

<http://www.centralupdashboard.org/rpi-projects/community-health-needs-assessments/>.

- II. *Identify implementation strategies for enhanced outcomes and efficiencies in the delivery of services: Complete*  
CUPPAD met with hospital leadership and local partners in the region to discuss the findings from the preliminary analysis and determine progress on the implementation strategies outlined in each CHNA. CUPPAD worked to identify collaborative models and innovative approaches that are being used in the region to address community health.
  
- III. *U.P. Health Strategies Conference: Complete*  
CUPPAD planned and hosted a U.P. Community Health Needs Conference in partnership with the Superior Health Foundation and the Upper Peninsula Healthcare Roundtable to share the project's findings and connect organizations to potential solutions for addressing the region's major healthcare needs. Case studies and best practices were presented. Networking opportunities and breakout sessions enabled healthcare organizations to develop collaborative solutions.  
The health strategies conference details and proceedings are available online here: <http://uphealthneeds.org/>.
  
- IV. *Summarize and share findings for greater awareness of services and health initiatives*  
Using the information gathered through Phases I-III, CUPPAD will report on how hospitals and communities are working to improve the quality of life in the region and develop recommendations for continued collaboration and improved efficiencies in service delivery.

The anticipated completion date of Phase IV of the study is January 2016.

#### **4. Rural Wage Disparity Study**

*Status: Complete*

In collaboration with the Central Upper Peninsula Planning and Development Regional Commission (CUPPAD), the Upper Peninsula Collaborative Development Council (UPCDC) was awarded a Michigan Economic Development Corporation (MEDC) grant to conduct a rural wage disparity study in Region 1, the Upper Peninsula of Michigan.

The research was structured to create a targeted report which is meant to serve as a useful tool to help our regional economic, community and workforce development professionals drive a more robust dialogue with employers when there is concern raised about why certain positions they have posted are more difficult to fill.

The most significant findings in the data show the widest wage disparities between the U.P. and all other areas studied, urban and rural, occur at the levels of leadership and management.

While wages for occupations such as mechanics, electricians and nurses also ranked most often lower than urban areas, and comparable to other rural regions, the disparity levels were consistently much higher for leadership and management positions.

The significance of this finding leads to recommendations which include:

- Leadership Development
- Planning for a full spectrum of talent pipeline development, such as:
  - Succession planning
  - Active engagement in regional talent initiatives
  - Developing or building upon internal company processes and programs for all employees

The complete report can be accessed online at:

<http://www.centralupdashboard.org/rpi-projects/rural-wage-disparity-study/>

## **5. Rural Transit Mobility Study**

*Status: Complete*

In June 2014 Governor Snyder released a message to the legislature on the topic of aging that described the urgent need for improved regional transportation in the state. This issue has become a priority in order to improve the quality of life in Michigan, particularly for its aging residents. The Governor directed the Michigan Department of Transportation (MDOT) and the state's regional planning agencies to work on the issue of regional transit. MDOT has laid out a three step approach to addressing the issue of regional transportation. The Regional Transit Mobility Plan comprises Step 1 of this approach and describes what is known about the existing regional transit system.

The regional transit mobility assessment found that the effectiveness of regional transportation in the CUP varies by the transportation provider as well as by the person seeking transport. Transit agencies in the region are able to provide some limited demand-response regional services. However, the only regular, formal bus route between counties exists between the cities of Munising and Marquette. There are options available through health care providers and community action agencies for people in the area who are elderly or poor and seeking non-emergency medical care which they are able to plan ahead for. Additionally, there are taxi services in the region that could fulfill many of the unmet needs that have been identified, but at a cost that is not affordable as a daily option.

The Regional Transit Mobility Plan can be accessed online at:

<http://www.centralupdashboard.org/rpi-projects/regional-transit/>

## **6. Expand Broadband and Wireless Access**

*Status: Complete*

An internet access study for the Central UP has been completed in an effort to improve high-speed internet access in rural areas of the region. The study is heavily focused on local input in becoming more aware of what the Central UP's broadband needs are. The survey was distributed several ways: through summer tax bills in numerous Townships, newspaper notices, and online.

The 12-question survey asked about the use, satisfaction, cost, type of service, and desire to bundle services (internet, phone and television). The online version of the survey was conducted through Google Forms. CUPPAD staff manually entered in hardcopy responses to the Google Form, which pooled responses into a spreadsheet. In total, 2,300 responses were collected. The final report provided a region-wide breakdown, as well as breakdowns for each of the Central U.P.'s six Counties. CUPPAD also mapped out vertical assets for the Region. This included manual mapping of water towers and using FCC tower information to identify possible vertical assets providers could utilize to expand services. Further analysis on vertical assets will be done in the future.

CUPPAD will continue to partner with Connect Michigan and will distribute the Internet Survey results to providers and County government entities. The GIS maps of the responses will be used to show the obvious need in our communities for enhanced broadband service. With the assistance of the Connect Michigan representatives, meetings with providers will be arranged to further discuss the results of the survey and assist those providers in their development of a business case to expand in those communities where the data supports the demand for expanded broadband service

The Broadband Study Survey Report can be accessed online at:

<http://www.centralupdashboard.org/rpi-projects/rural-broadband/>

## **7. Conduct Regional Marketing Campaign Promoting CTE and Vocational Programs**

*Status: Complete*

During the 2015 FY CUPPAD worked with local educators, non-profits, and businesses to help identify the problems with the current CTE workforce. The problems identified were; a lacking skilled trade workforce, a generally poor perception of skilled trades, and a lack of knowledge on skilled trades. Through a variety of multi-media approaches, CUPPAD and associates have been working towards solving current CTE problems.

CUPPAD hired a Videography to create promotional videos encouraging citizens to join the skilled trades. Videos were created, in partnership with Michigan Works, to showcase the opportunities that exist locally to learn skills while earning credit and actually participating in the workforce. Five videos were created, one from each region of the Upper Peninsula. Still shots were used to create social media memes encouraging others to look into the skilled trades. This will help with the small amount of people joining the skilled trades by sparking their interest in learning more.

To support careers in technical education even further, The Marketing Department (a local advertisement agency) joined the marketing team to help storyboard ideas for creating interest

in, and changing the perception of, the skilled trades. These videos will be broadcasted on TV and displayed online. One video has been produced thus far, highlighting a local manufacturing facility. With this video, we hope to diminish preexisting perceptions of manufacturing being a dirty and boring career. There are many cultural perceptions of skilled trades being dangerous, under paid, and under educated. Future videos will continue to aim at creating a new perception of the skilled trades.

Branding was created to help funnel people in the correct direction. The website [www.handsonmi.com](http://www.handsonmi.com) was purchased to display the videos produced, information on joining the skilled trades and to showcase local opportunities. "See yourself " was voted as the campaign slogan. This was to help target both children and adults alike. While younger people tend to think of the present and older people tend to think about the future, "See yourself" lends itself to apply to both the present and the future. CUPPAD and associates will continue to work on changing the perceptions of the skilled trades by educating the public on actual working conditions.

## **8. Analyze the Region's Housing Needs and Develop a Plan to Fill Gaps**

*Status: In Progress*

With the CUPPAD acting as fiduciary, in conjunction with Eastern Upper Peninsula Regional Planning & Development Commission (EUP) and the Western Upper Peninsula Planning and Development Region (WUPPDR ) have been awarded \$70,000 in matching from MSHDA for the completion of a residential Target Market Analysis (TMA). In May 2015 CUPPAD held mini- focus groups to identify "ambassadors" in certain communities to help build momentum and participation in a target market analysis. CUPPAD also authored press releases that were distributed to local media outlets and local governments that let the public know about the TMA process and inviting participation from stakeholders.

CUPPAD, the EUP, and WUPDDER released an RFP seeking TMA proposals from a qualified MSHDA-third party administrator and forwarded to MSHDA for review and comment prior to distribution. RFP posting period to accept proposals occurred until August 31, 2015 during which there were four "Notice of Intent" to bid. One proposal was submitted from Land Use USA on August 17, 2015 and a Notice of Intent to Accept the Contract was returned to Land Use USA, LLC on September 14, 2015.

A series of stakeholders from each region identified and shared with consultant in preparation for the November 12, 2015 TMA Tutorial in Escanaba. The other two TMA Tutorials also occurred this week in the Eastern and Western Planning Regions. The TMA will be a powerful economic tool which can be used to provide documentation of demand necessary to actively spur economic development opportunities throughout our U.P. communities.

The anticipated completion date of the Target Market Analysis is September 2016.

## **9. Region-Wide Sustainability Plan**

*Status: In Progress*

The Regional Sustainability Plan will build upon previous climate planning efforts done in the region and will include assessment of risks and vulnerabilities to natural resource dependent industries, built environment, energy system, transportation system, water systems & infrastructure, local government, and regional economy. The plan will act as a guide for communities in the region to develop model policies, ordinances, and codes to be adopted into their plans or zoning in an effort to become more resilient to climate change.

CUPPAD was chosen as one of two regions in Michigan that are involved in the Stronger Economies Together (SET) process. Through SET, MSUE and USDA representatives have been facilitating workshops to help build upon our current economic development efforts and provide key regional data. The SET process for the Central U.P. region has been tweaked to ensure that there is a strong emphasis on how climate variability affects the way communities plan for the future. The kick-off workshops for SET were held in Manistique, Escanaba, and Marquette with a total of 47 participants. Future workshops will narrow the scope of the project and focus on creating an action plan and strategies for implementation. The information collected from the SET workshops will provide CUPPAD with valuable insight in relation to planning with climate variability in mind.

The anticipated completion date of the Region-Wide Sustainability Plan is September of 2016.

## **10. Region-Wide Recreation Plan**

*Status: In Progress*

Our goal in creating a regional vision for recreation is to foster collaboration and cooperation between communities that will better meet the needs of residents and visitors alike. The Regional Recreation Plan will identify regional recreational priorities and strategies that will strengthen our existing assets while improving access and connection. The plan can also help secure funding for project implementation.

CUPPAD has partnered with a variety of user groups and regularly attends local meetings to gain a more meaningful vision of what the recreational needs are in the region. CUPPAD staff hosted a booth at the Opportunities Tourism Conference to promote our planning efforts and encourage attendees to participate in the planning process. Surveys were distributed at the conference to help prioritize regional needs.

The anticipated completion date of the Regional Recreation Plan is September of 2016.