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CENTRAL U.P.

REGIONAL PROSPERITY
INITIATIVE

ADVISORY COMMITTEE MEETING

SEPTEMBER 8, 2016

Agenda

10:00 AM – 10:05 AM

Introductions

10:05 AM – 10:10 AM

RPI 2016 Updates

10:10 AM – 10:45 AM

RPI Strategies Review

10:45 AM – 11:30 AM

2017 Project Discussion
2017 Application Discussion
Ten-Year Plan Discussion

RPI 2016 – Notable Project Updates

- Talent Attraction Retention Study – Draft available (hardcopies today, can request PDF)
- Airfreight Study (Sawyer) – Completed, available online
- Regional Recreation Plan – draft by end of September
- EDO Support – few EDOs have funds left to spend by October

RPI 2017 Plan Update/Application

- Will be reviewing 10 Year Plan and doing updates September/October
- Based on today's discussion, hope to have draft available @ October meeting, final @ November meeting
- CUPPAD has a 30-day trial access to ESRI's Community Analyst which should provide some additional background data and mapping products to enhance the current plan
 - Access to Census data, health, income, education, business, spending behaviors, jobs, poverty, etc.
 - If this platform proves valuable, CUPPAD will invest in annual subscription
- Application usually comes out November, due December 1

RPI Strategies Review

GOAL 1: GROW AND DIVERSIFY THE REGION'S ECONOMY

Implementation Timeframe	Short (1-3yrs)	Medium (4-7yrs)	Long (8-10+yrs)
Strategy 1.1: Develop a U.P. brand and market the region to build awareness of the region as a destination for tourism, recreation, and business			
*Action: Support the development of a national partnership with the Pure Michigan campaign	x		
Action: Identify opportunities to expand tourism related businesses and amenities	x		
Strategy 1.2: Enhance the professional development and capacity of local EDOs to support new economic development that attract and grow new businesses and investments			
*Action: Support the professional development and grow the capacity of economic development leaders	x		
Action: Support the effectiveness of economic development efforts by continuing to work collaboratively as a region	x	x	x
Strategy 1.3: Support entrepreneurial development and innovation			
Action: Research and develop a complimentary currency for the region that would support local businesses.	x		
Action: Pursue state and federal opportunities to support entrepreneurial development	x	x	x
Action: Support the development of the Superior Trade Zone	x	x	
Strategy 1.4: Promote and support value-added economic activity by leveraging regional economic advantages			
Action: Support the development of a food processing/storage hub to support area farmers.	x	x	
Action: Pursue state and federal funds to support agricultural and forestry industry training and business development	x	x	
Strategy 1.5: Ensure that local municipalities have development-friendly ordinances			
Action: Share best practices with communities updating plans and assist eligible municipalities in becoming Redevelopment Ready Certified	x	x	

RPI Strategies Review

GOAL 2: DEVELOP, ATTRACT, & RETAIN A TALENTED WORKFORCE

Implementation Timeframe	Short (1-3yrs)	Medium (4-7yrs)	Long (8-10+yrs)
Strategy 2.1: Promote the Upper Peninsula as an attractive place for young professionals			
*Action: Develop and implement a comprehensive regional talent recruitment and retention strategy	X	X	
Strategy 2.2: Foster collaboration between schools, CTE groups, Michigan Works, and industries to develop and improve training opportunities and better align education and CTE programs with in-demand skills			
*Action: Convene meetings with local industry leaders and education providers to identify skills gaps and workforce development curricula	X	X	X
*Action: Continue the marketing campaign to promote CTE careers. Collect feedback from students, parents, and schools	X	X	X
Action: Provide marketing materials to career counselors and career fairs.	X	X	X
Action: Pursue local, state, and federal grants to improve CTE training	X	X	X
Action: Work closely with high growth firms and Regional Skills Alliances (RSAs) to understand and address needs for workforce solutions	X	X	X
Action: Support the expansion of CTE programs to include energy-related careers		X	

RPI Strategies Review

GOAL 3: IMPROVE INFRASTRUCTURE NETWORKS, CONNECTIVITY, AND AFFORDABILITY

Implementation Timeframe	Short (1-3yrs)	Medium (4-7yrs)	Long (8-10+yrs)
Strategy 3.1: Improve the region's transportation networks to support the needs of residents and industries			
*Action: Pursue funding to explore opportunities for improving supply-chain logistics	X	X	
Action: Work with legislators and government leaders to increase funding for local roads and other transportation assets	X	X	X
Action: Identify and address barriers to international travel and shipping	X	X	
Strategy 3.2: Pursue opportunities to improve drive continuous improvement in the affordability and reliability of the region's energy supply			
*Action: Pursue funding opportunities to research and develop energy solutions for the region	X	X	X
Action: Support local energy efficiency and affordability initiatives	X	X	X
Strategy 3.3: Encourage and support safe, efficient, and affordable transit options			
Action: Collaborate with transit providers, & 211 to improve marketing and education about regional transit		X	
*Action: Work with MDOT, transit providers, and major stakeholders to develop transit solutions that improve the efficiency and availability of transit networks		X	X
Strategy 3.4: Support the continuous improvement of technology infrastructure to meet the needs of residents, businesses, municipal governments, and major institutions			
Action: Work with ConnectMI, service providers, and local leaders to expand and improve coverage in the region	X	X	X

RPI Strategies Review

GOAL 4: ENHANCE AND EXPAND EDUCATIONAL OPPORTUNITIES ACROSS THE REGION

Implementation Timeframe	Short (1-3yrs)	Medium (4-7yrs)	Long (8-10+yrs)
Strategy 4.1: Expand opportunities for non-traditional students to complete their education			
Action: Work with community colleges, universities, and adult ed providers to identify and address barriers	x	x	x
Strategy 4.2: Support and expand online learning opportunities			
Work with schools to identify learning opportunities that could be brought to more students via the web		x	
Strategy 4.3: Enhance programs that increase experiential learning and entrepreneurial training for P-20 students			
Action: Work with school leaders, area businesses, and non-profit organizations to develop hands-on learning opportunities, including talent tours and internships	x	x	
Strategy 4.4: Support the ability of area universities and community colleges to expand research and development programs			
*Action: Identify private and public research funding to support research initiatives		x	
Strategy 4.5: Expand and enhance early childhood education opportunities			
Action: Identify needs and opportunities for improving early childhood education resources	x	x	x

RPI Strategies Review

GOAL 5: IMPROVE QUALITY OF LIFE FOR ALL RESIDENTS

Implementation Timeframe	Short (1-3yrs)	Medium (4-7yrs)	Long (8-10+yrs)
Strategy 5.1: Encourage investment in vibrant, walkable, and healthy C.U.P. communities.			
*Action: Invest in placemaking strategies in traditional downtown districts	x	x	
Action: Integrate APA Healthy Communities and AARP Livable Communities guidelines into community plans	x	x	x
Strategy 5.2: Strengthen and support collaboration between communities, health service providers, and non-profits to foster efficiency and innovative solutions.			
Action: Support the collection of comparable health data across all of Region 1	x		
Action: Support existing collaborative models of health service delivery	x		
*Action: Facilitate regional health care communication and collaboration	x		
Strategy 5.3: Support the development of new housing that will meet the needs of the region's changing demographics			
Action: Utilize the results of the TMA to identify opportunities for new housing development	x	x	
Action: Identify and address gaps in housing affordability	x	x	
Strategy 5.4: Protect the region's natural resources and cultural amenities as vital assets to the economy and communities of the region.			
Action: Support the development and improvement of recreational assets, including trail networks	x	x	x
Action: Support the adaptive reuse of historic structures and infill development	x	x	x

Possible RPI 2017 Projects

Economy

- Agriculture - food processing feasibility study; veggie supply/demand study;
- Entrepreneurial Support - support for existing programs awarding business ideas and/or business plans (i.e. UPWard Initiative Business Plan Awards)

Infrastructure

- Energy - direct education/outreach to industrial park businesses and large energy users; local planning and zoning analysis for energy deficiencies
- Locational Awareness – support for local units to improve wayfinding signage to government facilities (i.e. Twp Halls, emergency shelters, etc.)
- Transportation Asset Collection – work with road agencies to verify road data and start collection of needed asset datasets (i.e. culverts, guardrails, sidewalks, etc.)

Possible RPI 2017 Projects

Quality of Life

- Arts and Culture Alliance support; GIS Story Map showcasing major heritage/history/arts with pictures, videos, stories, etc.
- Placemaking Mini-Grants

Education

- ?

Workforce

- ?