

REGIONAL PROSPERITY INITIATIVE APPLICATION

Submission Deadline:
December 1, 2017



Regional Prosperity Initiative Fiscal Year 2018 Grant Application Form

The Regional Prosperity Initiative Application Form was developed to facilitate the application process for grants within designated regions throughout Michigan.

The following checklist outlines the sequence of steps needed to complete an application:

- ✓ Study the Regional Prosperity Guidance and boilerplate to understand the requirements and purpose behind the state's approach to regional collaboration and whether you are eligible to apply on behalf of your region.
- ✓ Note any additional requirements beyond the prerequisites of the grant application form (e.g., letters of support, application deadlines, etc.).
- ✓ Fill out the application form completely, using the format provided.
- ~~☐ If you are a NEW APPLICANT, enclose your organization's incorporating documents and pertinent memorandums of understanding.~~
- ~~☐ If you are a NEW APPLICANT, enclose a list of current board members (include member affiliations and any other pertinent information).~~
- ~~☐ If you are a NEW APPLICANT, enclose the most recent audited financial statement (if available).~~
- ✓ Enclose your organization's current year operating budget.
- ✓ Enclose a list of key organizational staff, including titles and main functions.
- ✓ Applications must be accompanied by a cover letter (no more than one page) stating the region's request and proposed use of funds. This letter should be signed by the directors and board presidents of each of the required regional sectors (i.e. economic development, workforce development, community development, transportation, adult education and higher education organizations)
- ✓ The application for which you are seeking approval is a collaborative effort with other agencies; include letters of support from collaborating agencies. Each category of required sectors must be represented. (A resolution of support from the lead applicant and a letter of support from each co-applicant are due at the time of submission.)
- ✓ Complete the narrative section on p. 4. (Use 12-point font and one inch margins.)
- ~~☐ If you are a NEW APPLICANT, complete p. 5 of the application. (Use 12-point font and one inch margins.)~~
- ✓ If you are a RETURNING APPLICANT (your organization received an RPI grant last year), you must complete p. 6 of the application. (Use 12-point font and one inch margins.)
- ✓ If you are a RETURNING APPLICANT, please enclose a copy of your most current regional prosperity plan, a copy of the accompanying dashboard, and a record of the 2/3 or more vote of support on these items. These documents can be submitted electronically by providing links to the appropriate publicly available website. ALL DOCUMENTS ON WEBSITE <http://gvmc.org/wmrpa.shtml>
- ✓ Enclose a detailed budget and timeline of the projects for which funds are being sought. Prioritize spending from most to least important for successful implementation of proposed projects.
- ✓ Application is due to DTMB by Dec. 1, 2017. Submit by email to armstronga2@michigan.gov.

Additional questions may be directed to Anne Armstrong Cusack, Associate Director of the Governor's Office of Urban Initiatives, at 616-430-0705 or armstronga2@michigan.gov.

APPLICANT BACKGROUND INFORMATION

APPLICATION MADE FOR: Region 4 West Michigan Prosperity Alliance
(NAME of REGION)

DATE: October 31, 2017

NAME OF APPLICANT ORGANIZATION:
Grand Valley Metropolitan Council

YEAR INCORPORATED: 1990

Tax ID#: 382958726

ADDRESS: (include street address if different)

Is the name above the same as it appears on the
IRS Letter of Determination? Yes X No

678 Front Ave NW Ste. 200

Grand Rapids, MI 49504

If not, explain:

CHIEF EXECUTIVE'S NAME & TITLE: John W. Weiss, Executive Director

CONTACT'S NAME & TITLE (if different):

*Note: This will be the individual contacted regarding questions and/or updates about the application's status.

CONTACT TELEPHONE NUMBER: 616.774.7604

EMAIL ADDRESS: john.weiss@gvmc.org

NUMBER OF FTE POSITIONS: 16

OPERATING BUDGET TOTAL FOR CURRENT FISCAL YEAR:

Fiscal Year: 10/1/17 From 9/30/18 To

SOURCES OF INCOME:

Table with 2 columns: Source and Percentage. Rows include Government (Federal 69.543%, State 9.170%, County 4.2%, City/Township/Village 15.131%), Fees/Earned Income 1.916%, Individual Contributions, Corporate and/or Foundation Grants, Special Events, Memberships, and Other.

Are you applying for (check one of the following):

Regional Prosperity Collaborative X (TIER ONE)
Regional Prosperity Council (TIER TWO)
Regional Prosperity Board (TIER THREE)

Are you applying for funds to complete a feasibility study for the purpose of developing a strategy to move to a different tier (check one of the following):

YES NO X

1. Describe why the region is eligible for the funding tier to which you are applying.

The Region 4 West Michigan Prosperity Alliance is eligible for the \$250,000 funding requested as it meets all the criteria of Sec. 822f. of the Boiler Plate document including:

(2) Regional planning organizations may qualify to receive not more than \$250,000.00 of incentive-based funding as a regional prosperity collaborative subject to meeting all of the following requirements:

- (a) The regional prosperity collaborative has created a phase one: regional prosperity plan, as follows:
 - (i) The regional prosperity collaborative must include regional representatives from adult education, workforce development, community development, economic development, transportation, and higher education organizations.
 - (ii) The plan is required, at a minimum, to include a 5-year plan focused on economic growth and vitality for the region, as well as a performance dashboard and measurable annual goals to support the 5-year plan.
 - (iii) The 5-year plan shall address regional strategies related to adult education, workforce development, economic development, transportation, higher education, and business development.
 - (iv) The regional prosperity collaborative shall adopt the plan by a minimum 2/3 majority vote of its members.
- (b) The regional prosperity collaborative adheres to accountability and transparency measures required in the open meetings act.
- (c) The regional prosperity collaborative convenes monthly meetings, open to the public, to consider and discuss issues leading to a common vision of economic prosperity for the region, including, but not limited to, community development, economic development, talent, and infrastructure opportunities.
- (d) The regional prosperity collaborative makes available on the grant recipient's publicly accessible Internet site pertinent documents, including, but not limited to, monthly meeting agendas, minutes of monthly meetings, voting records, and the regional prosperity plan and performance dashboard.
- (e) The regional prosperity collaborative keeps a status report detailing the spending associated with previous regional prosperity initiative grants. Organizations that have successfully received grant awards in previous fiscal years shall be required to make available to the department and on a publicly accessible Internet site information regarding the use of those grant dollars.

2. Identify all partners participating in this application and specifically denote those that are required partners as identified in the boilerplate language. Outline any additional prospective partners you contacted to participate in this effort but that have not yet submitted a formal letter of support. For returning applicants, denote changes to your participant list from the prior year. If an individual or organization has ceased participating, please explain why to the best of your ability.

<p><u>* MPO and Planning Commissions/Others: (6)</u> John Weiss -GVMC Dave Bee -WMRPC Erin Kuhn -WMSRDC Steve Bulthuis -MACC</p> <p><u>*Economic Development Agencies: (3)</u> Barry County Economic Development Alliance-Open Muskegon Area First Jennifer Owens - Lakeshore Advantage Rick Chapla-The Right Place</p> <p><u>At Large Members (7)</u> Andrew Johnston-West Michigan Chamber Coalition Jim Sandy-Mecosta Co Development Corporation Erick Kind-MDOT Simone Jonaitis-GVSU-Cnt for Adult & Cont. Studies Kathy McLean – Ludington / Scottville Chamber Kevin Stotts - Talent 2025</p> <p><u>*Required Partners</u></p>	<p><u>*Workforce Development: (2)</u> Jacob Maas-West Michigan Works! /Kent County Community Action Agency Paul Griffith-Michigan Works West Central</p> <p><u>*Higher Education: (3)</u> Dan Rinsema-Sybenga -Muskegon CC Bill Pink-Grand Rapids CC Crystal Young -West Shore CC</p> <p><u>*Adult Education: (3)</u> Michael O’Connor-Holland/Zeeland Adult Ed Pat Walstra – Kent ISD</p> <p><u>*Community Development: (3)</u> Dan Peterson-8Cap</p> <p><u>Philanthropic (2)</u> Bob Chapla – Com. Foundation for Muskegon County</p>
--	--

3. What is the total amount of funding requested? Please provide an itemized and prioritized list of what is intended to be accomplished with the funding. Include a timeline and information about any funds you will leverage in this effort. Discuss any instances of collaboration between Prosperity Regions or sub-regions. If you have carryover money from the last grant cycle, you must acknowledge that in your overall budget proposal.

Region 4 West Michigan Prosperity Alliance is requesting Tier I \$250,000 funding. WMRPA has been intentionally fiscally responsible with the 2017 funding by leveraging donations of staff and personnel; food and meeting space; as well as printing and public relations, so that it can carry over monies to help fund the Region 4 “Projects of Economic Significance”.

With a renewed grant of \$250,000 plus the carryover of \$150,185.23 from the 2017 grant, the West Michigan Prosperity Alliance plans to continue to support the Prosperity Plan Update, Greenways Coalition, Region to Region Collaboration, and 21st Century Infrastructure Asset Management Pilot as well as fund another round of “Projects of Regional Significance”.

Additionally, WMPA will continue its collaborative efforts; lend political & philanthropic help to fund the projects; as well as supply “seed” money to jumpstart and leverage additional state, federal and philanthropic funding.

Revenues		
2017 Carryover	\$150,185.23	
2018 Request	\$250,000.00	
Total Available	\$400,185.23	
Expenses		
Greenways Coalition Trailway Finding Proj.	(previously encumbered 2017 funds)	\$20,000.00
21 st Century Asset Mgt Project Support	(previously encumbered 2017 funds)	\$90,000.00
Regional Eco. / Data Development / Regional Dashboard	(previously encumbered 2017 funds)	\$3,000.00
Strategic Planning & Plan Refinement	(previously encumbered 2017 funds)	\$10,000.00
Grant Administration/RPI Leadership		\$34,000.00
Region to Region Collaboration		\$5,000.00
Regional Collaboration, Cooperation, RPI Meetings, Collaboration Efforts		\$10,000.00
Priority Project Support/Financial Assistance/Staff Support of Projects		\$228,185.23
Total		\$400,185.23

Prioritized Goal List	Dec 2017	Jan 2018	Feb 2018	March 2018	April 2018	May 2018	June 2018	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018
1. Fund Previously Selected Projects												
2. Call for Projects												
3. Evaluate Projects												
4. Award Project Grants												
5. Strategic Plan Refinement												
6. Region to Region Collaboration												
7. Communications & Public Relations												
8. Monthly Meetings												
8. Ongoing Support & Monitoring of Funded Projects												
9. Outreach to Other Regions												

4. Are the proposed counties to be served in accordance with the regional prosperity map? If not, why not? How do you intend to begin to work in the region outlined in the aforementioned map going forward?

YES – We are already serving the entire region. The West Michigan Prosperity Alliance currently involves representatives from not only the targeted areas, but also is geographically balanced. We have been communicating with over 150 leaders from throughout the region and will include this regional group in our collective efforts to develop our Projects of Regional Significance. This is already a regionally based initiative.

- 1. WEB PRESENCE:** Please indicate the appropriate website at which the required grant documents can be viewed, including the region's published plan, dashboard and transparency documents (meeting notices, agendas, minutes) for the 2017 Fiscal Year.

All above mentioned documents can be viewed on: <http://gvmc.org/wmrpa.shtml>.

DEMONSTRATION OF SUCCESS: Please illustrate how collaborative planning has led to meaningful action. Define success for your region and explain your method for measuring it. When defining the region's success, please pay careful attention to the deliverables proposed in the prior year's grant application, evidence of engagement from community partners, adherence to your budget, timeline and the open meetings act, as well as the ability to leverage additional funding.

Success will be measured by continued monthly meetings by the group and transparency; expanded collaboration efforts within our West Michigan Region and with other Regions; and ongoing guidance to priority project organizers. Most of all, success will be measured by our continued partnerships to promote collaboration which will lead to increased prosperity in our region. Additionally, fund receivers will be required to report on progress, success & challenges.

During the 2017 Grant Cycle, Region 4 strictly followed all open meeting act requirements; engaged over 200 individuals throughout the 13 county region; adhered to the budget and timeline; as well as helped projects leverage substantial additional funding.

Demonstration of Success 2017 RPI Grant

21st Century Infrastructure Asset Management Pilot Mini Grants - 72 Communities Participating

The West Michigan Prosperity Alliance – Region 4 is representing the west side of the state of Michigan in Governor Snyder's 21st Century Infrastructure Asset Management Pilot. In order to promote participation in the pilot by smaller communities which may not have access to GIS, or otherwise easily accessible, infrastructure data, \$5,000 mini grants have been offered to help defray data collection costs. At this time, 18 communities have filed mini grant requests, most of which would have not otherwise participated in the Pilot project. The Asset Management Pilot is a very important project which will help plan and manage infrastructure statewide in the future. Participation in this pilot, as well as the cooperation, collaboration and relationships that have developed from it, are excellent examples of the types of successes the Regional Prosperity Initiative was created to foster.

Sustainable Funding Strategy for West Michigan Watersheds

Building on previous work supported by the West Michigan Prosperity Alliance, the West Michigan Watershed Collaborative completed six structured/facilitated stakeholder meetings throughout the 13-county area to gather feedback on four potential watershed funding strategies. This information was used to develop a hybrid funding model that was presented to the watershed groups in the Collaborative. Consensus was achieved to pursue implementation of the hybrid funding model and a document outlining necessary next steps was developed. The Collaborative is organizing around these steps.

Regional Utility Project

The West Michigan Prosperity Alliance joined a regional effort to assist a growing company addressing a waste disposal challenge with an underutilized waste disposal site. Muskegon County leveraged WMPA funding with a private sector contribution to undertake preliminary design and engineering (PDE) work on a pipeline project that identifies the most feasible route option, conducts a pipe option evaluation and completes an environmental review of potential impacts. The support from WMPA helped demonstrate the regional importance of the proposed pipeline which contributed to securing state funding for the project.

Hardy Dam Trail Project

The West Michigan Prosperity Alliance joined Newaygo/Mecosta Counties and the Hardy Dam trail committee in their effort to construct a 47.5 mile mountain biking and pedestrian adventure loop trail. The trail committee requested funding to complete an Environmental Assessment Plan (EAP). The EAP was completed along with other required documents such as an Emergency Response/Incident Action Plan and Operations Plan. Construction fundraising has begun and trail construction is expected to begin in spring 2019, pending Federal Energy Regulatory Commission approval.

Connected Community Engagement Program

Connect Michigan has engaged all the counties in the WMPA region with their Connected broadband program. Building on this work, which was financially supported by WMPA, Connect Michigan has been working with Community Broadband teams in several counties (Newaygo, Mecosta, Mason and Osceola) to develop updated Technology Action Plans. They are also gathering survey data on technology in local areas to improve future services. This surveying work is ongoing along with other regional broadband activities (e.g. promoting provider-sponsored low-cost broadband programs).

Grand River Revitalization and Rapids Restoration Effort

The WMPA is supporting Grand Rapids WhiteWater (GRWW), the organization undertaking the transformation of the Grand River by restoring the rapids to the river in and around downtown Grand Rapids. GRWW received funding to assist with communications, fundraising and other types of administrative support. GRWW leveraged WMPA's assistance to secure private funding and has engaged a communications firm to help with communication/public awareness. In addition, organization and staff capacity was enhanced by retaining a fund development firm that will enable GRWW to manage ongoing development responsibilities. GRWW is resolving remaining technical issues (e.g. sea lamprey control and fish passage) and has submitted the first draft of a federal Habitat Conservation Plan, a required document in the environmental permit review process.

Previous Grant Successes 2014-16

Connect Michigan	Emerge WMI/GVSU	MI Works Employment & Training
Port of Muskegon	Lake Michigan Watershed	Talent 2025 – Keys Program
West Michigan Regional Dashboard	Statewide RPI Inventory	Talent 2025 LEADR Exchange

- **Budget adherence & surplus** - The West Michigan Prosperity Alliance was intentionally frugal and fiscally responsible in budget management so that monies could be carried over to help reach next year's goals. Of the 2017 RPI grant, \$150,185.23 will be carried over to 2018 to assist with funding for previously encumbered 2017 priority projects; expand our initiatives and regional collaboration; develop new regional projects; fund 2018 priority project and further plan refinement.
- **Area-wide Involvement** – In October 2016 over 125 people convened to determine the priority of 5 regionally significant projects.

- **Transparency & open meetings act** – Web posting of meeting notices, minutes, agendas, and news articles <http://gvmc.org/wmrpa.shtml>. Vote of approval of prosperity plan in minutes of 10/10/2014 Steering Committee Meeting.
- **Increase marketing & public education** through ongoing public speaking events; creation & distribution of Executive Summary; media articles (see listing on dashboard); GVMC Weekly Update articles; Governor’s Economic & Education Summit; Michigan Work Ready promotion; WMRSDC Updates; Leadership West Michigan; as well as website & Facebook presence.
- **Lend political and philanthropic help** – WMRPA Region 4 used its leadership to promote the RPI program, educate political and philanthropic representatives on its benefits, successes, and ongoing needs; and show WMRPA Board and area-wide support for the 8 projects and other collaborative endeavors helping to leverage additional state, federal, local & nonprofit funding.
- **Funding projects & leveraging project funds** – Over the last four RPI Grants, Region 4 the West Michigan Prosperity Alliance has been funded in excess of \$800,000, leveraging considerable additional funding.
- **Inter organizational cooperation and fostering relationships between regions**
 - Inter-regional cooperation and collaboration on Gov. Snyder’s 21st Century Infrastructure Asset Management Pilot between West Michigan Region 4 and SEMCOG East Michigan.
 - Inter-regional collaboration and cooperation has been promoted through an official agreement between WMRSDC and WMRPC
 - Michigan Works consolidation
 - Creation of West Michigan Watershed Collaborative involving nearly 30 independent watershed organizations working together for common goals
 - Inter-organizational collaboration between Higher Education Organizations Grand Rapids Community College, West Shore Community College, Muskegon Community College, and Montcalm Community College.
 - Inter-organization collaboration between GVMC, MACC, WMSRDC, and WMRPC for the West Michigan Water Systems Plan.
 - Cooperation between Ottawa and Muskegon Counties for the Regional Utility Force Line

2. APPLYING LESSONS LEARNED: What lessons will you take from last year’s grant award? What are the most significant challenges to the region’s collaborative success in for the coming year? How can the region’s previous work and a renewed Regional Prosperity Grant inform a strategy for the upcoming year and increase opportunities for success?

Lessons range from the very simple but sometimes difficult lesson of learning how to listen to others, to resolving conflicting priorities among both sectors and geographies. The WMPA is a large and diversified region. The 2014, 2015, 2016, & 2017 teamwork built a foundation of trust, communication, partnering, collaboration and cooperation. We have now laid the groundwork to enable us to make exponential progress in the future. Without the building of trust and models for working together, we would not have the unlimited potential for progress we have today. In addition, we have our targeted regional priorities and processes in place to make an even greater impact on our region in 2018.

3. NEEDS STATEMENT: Explain the need for a continued collaborative economic strategy in your region. Identify the needs a renewed grant would fulfill. Acknowledge similar existing projects or agencies, if any, and explain how your proposal differs, and what effort will be made to work cooperatively.

The West Michigan Prosperity Alliance has been highly successful in reaching its goals for the past four grant cycles. However, there still is much that can be done to promote the success of existing and future projects of economic significance, as well as foster cooperation and collaboration by other methods throughout the region. With a renewed grant of \$250,000 and the carryover of \$150,185.23 from the 2017 grant, REGION 4 plans to continue its collaborative efforts to lend political & philanthropic help to fund projects of regional economic significance; as well as directly funding ongoing and new project initiatives.

The West Michigan Prosperity Alliance is truly a unique organization in Region 4 in that it brings together representatives from Higher Education; Planning and Transportation; Adult Education; Community Development; Economic Development; Workforce Development and the Philanthropic Community to jointly address the prosperity of the region. These representatives were able to work collaboratively, seeing the big picture and working for the betterment of the entire region, rather than taking a narrow view and promoting only their individual jurisdictions.

4. ADDITIONAL INFORMATION: Please address anything else about your organization or project you think is relevant to the proposal.

Grand Valley Metropolitan Council

Senior Staff

John Weiss – Executive Director - Plans, develops and implements programs and policies of the Metro Council. Oversees all operations including MPO, REGIS, Environmental Programs, and Legislative. Develops and monitors the annual budget, oversees all activities, represents Grand Valley Metro Council in public forums and develops and maintains effective interagency and public lines of communication.

Abed Itani - Director of Transportation Planning - Responsible for administration of the transportation planning program, development of the Council's transportation unified work program and policies, the Transportation Improvement Program (TIP), the Metropolitan Transportation Plan, establishment of project budgets, management of the transportation staff, management of the transportation department budget, staff coordinator of GVMC Transportation Committees, and coordinates with state and federal agencies.

Jason Moore, REGIS GIS Manager – Project manager and staff supervisor for the Regional Geographic Information System (GIS). Supervises a staff of GIS professionals engaged in a variety of activities related to the REGIS.

Gayle McCrath, Director of Human Resources and Administration – Oversees Human Resources and Compliance issues. Facilities Management and Administrator for office. Plans and coordinates special events. Serves as the lead contact for Council members.

Wendy Ogilvie, Director of Environmental Programs – Oversees NPDES, LGROW and a variety of environmental and land use issues.