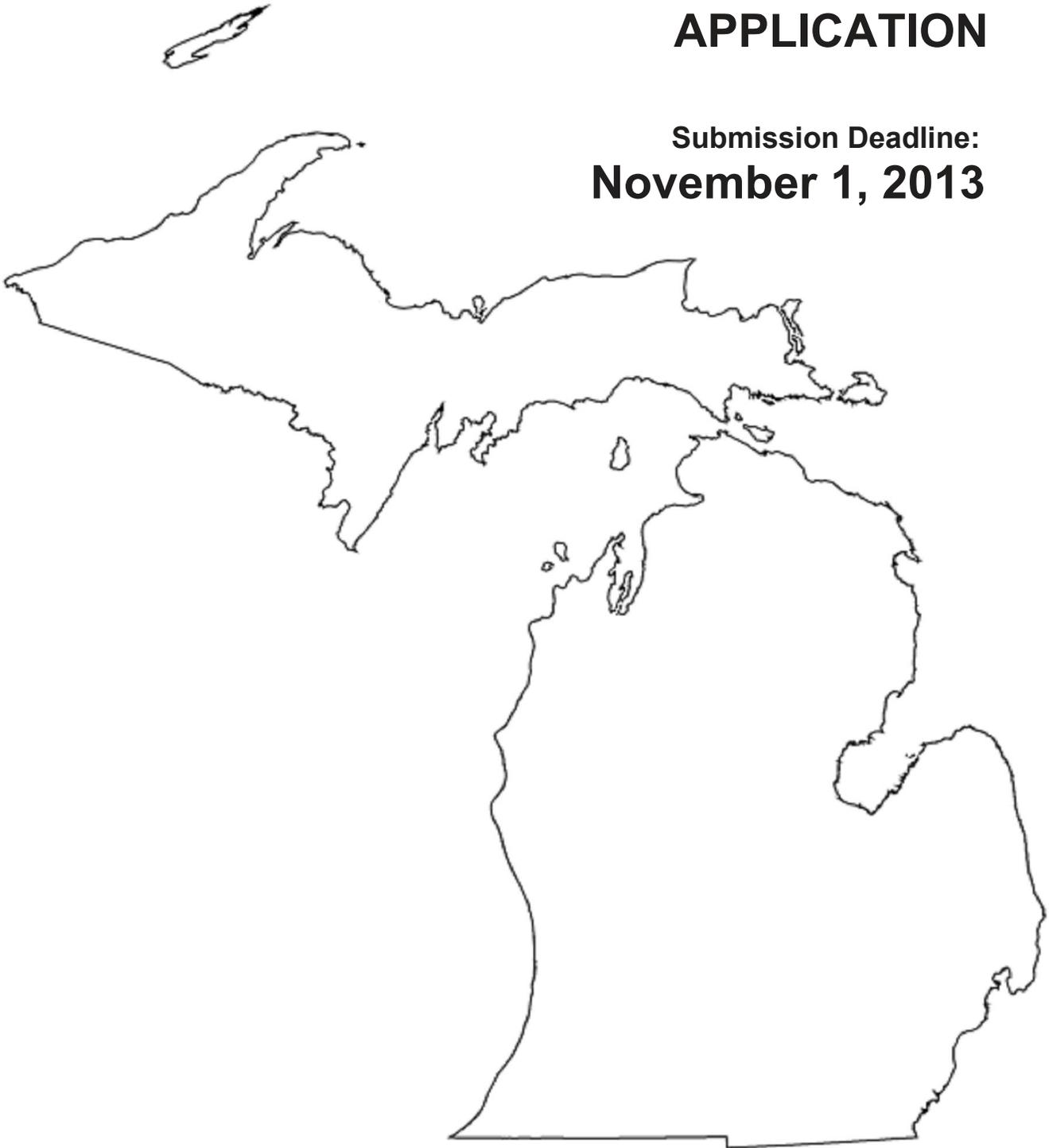


REGIONAL PROSPERITY INITIATIVE APPLICATION

Submission Deadline:
November 1, 2013



The Regional Prosperity Initiative Application Form was developed to facilitate the application process for regional collaboration within designated regions throughout Michigan, as illustrated on the attached map.

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

- Study the Regional Prosperity Guidance and boilerplate to understand the requirements and purpose behind the new approach to regional collaboration and whether you are eligible to apply on behalf of your partnership.
- 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.
- Applications must be accompanied by a cover letter (no more than one page) in which you state your request and proposed use of funds. This letter should be signed by your director and your board president.
- The application for which you are seeking approval is a collaboration with other agencies; include letters of support from the collaborating agencies. (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 page six. Please, no more than four pages total (type no smaller than twelve point, margins no smaller the one inch).
- Enclose your organization’s incorporating documents and pertinent memorandums of understanding.
- Enclose a list of current board members (include member affiliations and any other pertinent information).
- Enclose a list of key organizational staff, including titles and main functions.
- Enclose the most recent audited financial statement (if available).
- Enclose your organization’s current year operating budget.
- Enclose a detailed budget of the project for which funds are being sought (if applicable).
- Application is due to DTMB by November 1, 2013. Submit by e-mail: harkinsc1@michigan.gov.

Additional questions may be directed to:

Sara Wycoff
 Strategic Advisor
 Executive Office of Governor Rick Snyder
wycoffs@michigan.gov

Chris Harkins
 Legislative Liaison and Policy Advisor
 Dept. of Technology, Management and Budget
harkinsc1@michigan.gov

GLOSSARY OF TERMS/ACRONYMS:

CDC: Collaborative Development Council	MPO: Metropolitan Planning Organization
CEDS: Comprehensive Economic Development Strategies	MWA: Michigan Works! Agency
EDA: Economic Development Administration	RPA: Regional Planning Agency
FTE: Full-time Equivalent	SPDR: State Planning and Development Regions
MEDC: Michigan Economic Development Corporation	

APPLICATION MADE FOR: Region 8 DATE: October 30, 2013
(NAME of REGION)

NAME OF APPLICANT ORGANIZATION:

Southwest Michigan Planning Commission

YEAR INCORPORATED: 1973

ADDRESS: (include street address if different)

185 E. Main Street
Suite 701
Benton Harbor, MI 49022

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

If not, explain: Southwestern Michigan Commission
Name change in 2004 everywhere but the IRS

CHIEF EXECUTIVE'S NAME & TITLE: John Egelhaaf Executive Director

CONTACT'S NAME & TITLE (if different): _____

CONTACT TELEPHONE NUMBER: 269-925-1137 x12 EMAIL ADDRESS: egelhaafj@swmpc.org

NUMBER OF FTE POSITIONS: 8

OPERATING BUDGET TOTAL FOR CURRENT FISCAL YEAR:

Fiscal Year: January 1, 2013 December 31, 2013
From To

SOURCES OF INCOME:

Government	Federal	<u>66 %</u>	Fees/Earned Income	<u>6 %</u>
	State	<u>17 %</u>	Individual Contributions	<u> %</u>
	County	<u>4 %</u>	Corporate and/or Foundation Grants	<u> %</u>
	City/Township/Village	<u>6 %</u>	Special Events	<u> %</u>
			Memberships	<u> %</u>
			Other	<u>1 %</u>

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

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

Guidance for Regional Funding Applications and Expectations

1. What is the total amount of your funding request? Please provide an itemized list of what you intend to do with that funding. Include a timeline, information about any funds you will plan to leverage in your effort and how you intend to measure success.

The total amount of the Region 8 RPI funding request is \$250,000. The budget has been itemized and that detail can be found in the budget document attached to this application. The five phases of the project, their respective costs, and the time phasing are also all addressed below. Some costs like the website component, a third-party facilitator, Prosperity Plan writing and formatting transcend individual phases and are thus listed separately in the budget.

There is broad agreement across the Region 8 RPI partners to begin with a facilitated process to determine our optimum method of collaboration as a region. Is it the Collective Impact model as implemented by the Greater Cincinnati Foundation? Is it the model used by the Cleveland Foundation to unite their partners and implement their shared goals? Is it the Metropolitan Planning Organization (MPO) model? Partner organizations currently implement the MPO model to gather diverse communities around a single table to set priorities and allocate funding relative to those priorities. **The first phase** of our work together will be to establish what our particular form of collaboration will look like and how we will measure success. The projected cost for this phase is \$29,250. We will begin this phase in January and continue through the end of February. Success will be measured by our ability to define a model that allows us to move forward with clarity and purpose. At the most basic, our measurements will also include the number of meetings held and meeting attendance.

The second phase will seek out a thorough understanding of the assets, trends, and challenges within our seven-county region. This information should be presented through the lens of education, workforce, transportation, and economic development. This phase will allow the group to begin to distill the opportunities evident through the larger partnership of organizations. The projected cost for the second phase is \$18,700. We anticipate that during this phase, two meetings will be held in the month of March. Our measurements for success will include a set of regional data that can act as an ongoing reference for the partners. Additionally, we will continue to measure success by achieving our goal for the number of meetings and the level of attendance by the partners. It is at this phase where we can begin to discuss what specific impacts our partnership can have on the regional data we have observed. Thus we can begin to address the question of what our long range dashboard might look like for Region 8.

The third phase will engage the planning work that has been conducted across the various partners and their findings. How can the existing individual plans be used to propel our effort to understand our common regional goals? How can we transcend the simple reformatting of existing plans into one and instead, develop a shared central core vision and build out from

there? During this phase we will use our thorough understanding of our individual strategic and long range plans to help clarify our organizational visions. The projected cost of this phase is \$29,250. The third phase will occupy three meetings during the months of April and May. Our measures for success will include an effort to build a comprehensive single-source library of all the long range plans from the partner organizations. We also anticipate success in building a set of shared goals. Similar to the previous phases we will also measure our success in reaching our goal of three meetings during this phase with a high level of attendance among our partners.

Phase four will clarify the elements of a shared vision across the partner organizations. This activity will take place in three meetings during the months of June and July. The projected cost of phase four is \$29,250. Success will be measured in our ability to come to agreement on this core deliverable. Our other goals for meetings held and attendance will apply to this phase as well.

The **fifth phase** will yield an action strategy that embodies the shared vision. What specific work can have genuinely regional impact and result in measurable victories? Success at the fifth phase will be determined by our ability to identify projects that meet our shared vision and will have regional impact. If that level of success is achieved, the next level will be to consolidate those projects into a realistic number and to place them in a hierarchy. The anticipated cost for this phase is \$29,250.

The Five-Year Regional Prosperity Plan for Southwest Michigan will record the findings from each of the five phases of our work in 2014.

Our work will include a web-based component that will serve both the partners involved and those who want to observe the output generated through the partnership. Through our web presence we will be able to represent a dashboard to record the areas in which we seek results and the returns on our partnership investment.

2. List all partners participating in this application. Please specifically denote those that are required partners as identified in the boilerplate language. Please outline any additional prospective partners you will be approaching to participate in this effort.

(* Required Partners)

*Adult Learning Collaborative (Kalamazoo)

Barry County

*Battle Creek Area Transportation Study (MPO)

*Battle Creek Unlimited

*Berrien Bus

Berrien Regional Education Service Agency

Branch County

*Calhoun County ISD/Michigan Works

City of Kalamazoo

Coloma-Watervliet Chamber of Commerce
 Cooper Township (Kalamazoo County)
 *Cornerstone Chamber of Commerce (Benton Harbor)
 *Glen Oaks Community College
 *Kalamazoo Area Transportation Study (MPO)
 *Kalamazoo County Road Commission
 Kalamazoo County Department of Planning and Community Development
 Kalamazoo Township (Kalamazoo County)
 *Kellogg Community College
 *Kinexus/Michigan Works (Berrien, Cass, Van Buren Counties)
 *Lake Michigan College
 Lewis Cass Intermediate School District
 *Michigan Works Kalamazoo/St. Joseph County
 *Southcentral Michigan Planning Council
 *Southwest Michigan Planning Commission
 City of St. Joseph
 Succeed in Life, LLC
 Representative Al Pscholka (79th District)
 Senator John Proos (21st District)
 *Southwest Michigan First
 *Southwest Michigan Economic Growth Alliance
 Telamon Corporation
 Van Buren Intermediate School District
 *Western Michigan University

3. 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?

All seven counties within RPI Region 8 will be served through this application. Two regional planning agencies, the Southwest Michigan Planning Commission (SWMPC) and the Southcentral Michigan Planning Council (SMPC), represent all seven counties within Region 8; both regional planning agencies have taken active roles to convene and inform partners within the seven-county region and are seen as co-applicants on this grant application. Furthermore, both regional planning agencies will remain heavily involved, and have defined their roles, during the RPI process. To that end, a memorandum of understanding was signed by the SWMPC and SMPC (a copy of the MOU is attached). The Metropolitan Planning Organizations that serve Battle Creek (Battle Creek Area Transportation Study) and Kalamazoo (Kalamazoo Area Transportation Study) have also been actively engaged in this partnership and have pledged their support. The identified partners within the seven-county region will create a Prosperity Committee who will oversee the RPI process. Further, as envisioned the Prosperity Committee will be designed as an entity that will sustain beyond the life of the RPI grant in 2014. The expectation is that the RPI process will be an opportunity for this diverse group to explore where their collective efforts can have a positive impact on a regional scale.

1. LEAD APPLICANT ORGANIZATIONAL BACKGROUND:

Mission - The Southwest Michigan Planning Commission (SWMPC) mission is to promote a sustainable high quality of life through facilitation of sound planning and decision making.

Organizational Qualifications - The SWMPC was formed in 1973 through the actions of Berrien, Cass, and Van Buren Counties in response to the Regional Planning Commission Act, P.A. 281 of 1945.

Metropolitan Transportation Planning - The SWMPC is the Metropolitan Planning Organization (MPO) for two separate metropolitan areas: the Twin Cities Area Transportation Study (TwinCATS) serves the Benton Harbor and St. Joseph area; the Niles Buchanan Cass Area Transportation Study (NATS) serves the Niles and Buchanan area. We have been an MPO since our inception as an organization in 1973.

Rural Transportation Planning - The SWMPC has been a rural transportation planning partner to MDOT for well over a decade. As MDOT has chosen to increase the regional planning organization responsibility for that work to include interaction with Rural Task Forces (RTF), Congestion Mitigation Air Quality (CMAQ) funding for air quality, and rural transportation safety, the SWMPC has responded.

EDA Economic Development District - The SWMPC has been the Economic Development District of the U.S. Department of Commerce Economic Development Administration since 1976. We have been producing the Comprehensive Economic Development Strategy for Berrien, Cass, and Van Buren Counties since then. Along with a thorough exploration of assets, needs, and goals, our CEDS is the most comprehensive three-county regional resource for projects at all stages of consideration that involve the application for public funding.

Since 1999 EDA has invested over \$4.3 Million in Berrien, Cass, and Van Buren Counties. Because of our CEDS and Metropolitan Transportation Planning work, when American Recovery and Reinvestment Act (ARRA) funding became available in 2009, the region was able to produce \$2.0 Million in shovel-ready projects that were subsequently funded.

Asset Management - The SWMPC has been a partner with the Transportation Asset Management Council (TAMC) since the first year of statewide data collection in 2003. From the initial year of data collection to 2012 we have dedicated ourselves to producing one of the state's most comprehensive regional asset management annual reports. John Egelhaaf, SWMPC executive director was appointed to the ten member statewide Transportation Asset Management Council in 2010 and continues to serve.

Heritage Route Planning - The SWMPC has managed the US 12 Heritage Route planning since 2003. The route extends across the entire state including four counties in RPI Region 8. The heritage route planning conducted for US 12 has been at the forefront in the state since our US 12 website rolled out <http://www.us12heritagetraill.org/>. The SWMPC has managed the I 69 Recreational Heritage Route planning since 2007. The route has a similarly impressive reach from the state line in Branch County, through Calhoun County and on to Port Huron <http://www.discoveri69.org/>.

Watershed Planning - The SWMPC has been developing and implementing watershed management plans for the last decade. We have understood the need to link our environmental work to our transportation work. One example of how we have done that involves a partnership with Potawatomi Resource Conservation and Development within the St. Joseph River Watershed.

2. IDENTIFICATION OF REGIONAL ASSETS:

Natural/Geographic Assets

Lakes	1,845 > one acre; Area 4,049 sq mi
Rivers - Streams	1,023 mi
Lake Michigan Shoreline	55 mi
Parks - State	16
Parks - County	32
Parks - Local	85
State Forests & Campgrounds	17
Watersheds	5

Community Assets

Public Boat Launches	72
Golf Courses	85
Hospitals	13
Public Libraries	71
DHS Offices	10
Michigan Works Offices	7

Power

Energy Plants	Hydro-e Plants (6)
	Nat'l Gas Plants (7)
	Nuclear Plants (2)
Broadband Infrastructure	98% access to \geq 3MBps
	85% access to \geq 10 MBps
	82% access to \geq 50 MBps
	Van Buren high-speed fiber ring

Educational

Vocational	14
Higher Education	11

Economic/Talent Assets

Ind. Clusters	Mfg Supercluster
	Advanced Materials
	Ag, Food Pro, & Tech
	Health/Biomed
	Energy
	Ed & Knowledge
	Arts, Ent, & Visitor
Mfg (>200 employees)	\geq 54
SmartZones	SW MI Innovation Ctr
	Battle Creek Unlimited
Casinos	2
Farms	Acres 1,384,099; # = 7,537; Rev \$752 M
Military Bases	4

Transportation Assets

\geq Principal Arterial Roads	24
Rail Providers	7
Commercial Ports	St. Joseph River Harbor
Airports	4
Public Trans	12
Nonmotorized Trails	4 (150 total miles)

3. NEEDS STATEMENT:

Region 8 is fortunate to have cultivated a long tradition of partnering on economic development and workforce issues. For example, the region's major economic development organizations Southwest Michigan First, Battle Creek Unlimited, and Cornerstone Alliance have had a strong informal relationship that provided the basis for the formation of the Michigan Economic Development Corporation's Collaborative Development Council. Similarly, the region's Michigan Works Agencies, which are primarily focused on meeting the unique needs of employers and jobseekers in their distinct individual labor markets, have formed strong informal information-sharing partnerships, as well. The region is also fortunate to house five community colleges all focused on addressing the needs of both their students and the businesses in their service areas. The MPOs have a long history of convening diverse representation, finding common regional priorities, and producing quality transportation planning

In short, the region has already developed a strong foundation to support a collaborative strategy that would enhance the ability of the region's economic development, workforce development, transportation planning, and education partners to better serve the unique needs of their target populations. The collaborative economic strategy would allow the following three activities to take place that would enhance the region's economic growth:

- 1) **Sharing Best Practices** - Economic development efforts to revitalize the region's central cities in its smaller communities such as Sturgis, Albion, Niles, Benton Harbor, and Coldwater as well as in its larger core cities of Battle Creek and Kalamazoo face many of the same challenges—deteriorating housing stock, concentrations of poverty, and a declining tax base to name a few. Yet, these revitalization efforts are mostly conducted in isolation without the benefit of sharing effective practices.
- 2) **Corridor Strategies** - Interstate 94 is the transportation backbone that connects the important north-south arteries of US 31, US 131, and I-69. The I-80/90 corridor just south of the Michigan-Indiana boarder is also an important economic catalyst. Unfortunately, the region lacks a strong economic development strategy that will direct future development along these vital paths.
- 3) **Knowledge Sharing** - Innovation, design, and technology know no boundaries and, if properly linked, can be transferred across industry sectors. The effective sharing of knowledge across non-competing industry sectors has the potential to significantly expand the region's economic development. These partnerships could construct bridges across the region's economic clusters that would transport innovation and design ideas that could benefit all. The region's workforce development efforts and training resources meet the needs of their unique markets, and they could not do their jobs without fully understanding the strengths and challenges facing their employers. However, without a collaborative, information-based strategy, it is possible that skills shortages can exist only miles away from areas that have a surplus of the same skills. In addition, without information on the overall demand for specific skills, individual community colleges have a difficult time in developing the right set of training programs for the region as a whole.
- 4) **Blue Economy** - The region's waterways are a shared resource without linked plans with regard to their recreational benefits and sustainable development.
- 5) **Rural Assistance** - In the rural areas of Branch, Calhoun, Kalamazoo, and St. Joseph counties, regional planning assistance has been neglected for decades. With the revitalization of the

Southcentral Michigan Planning Council, these communities will finally receive planning services that will assist in both maintaining their quality of life and promoting sustainable and compatible development.

- 6) Through the Region 8 RPI we have the opportunity to create bridges between the separate planning work products generated by organizations that have a multi-community or multi-county reach. We are aware of these plans and the robust efforts that have gone into their creation. Examples of this work include the Comprehensive Economic Development Strategy (CEDS), the Transformation Agenda, the Long Range Transportation Plans for BCATS, KATS, NATS, and TwinCATS MPOs. The RPI represents an opportunity to go beyond the scope of these plans for a still broader partnership both in geographic terms and in terms of the interests at the table. However, the resources have not existed to at the very least compile these plans or at the most to use them in combination with a facilitated process to search for common ground among the partner organizations. Through the RPI process we propose to use this unique opportunity to build substantive and sustained linkages between organizational plans.

In summary, the proposed collaborative economic strategy would be built on the existing strengths and partnerships of the region's existing economic development and workforce development organizations. The strategy would provide additional resources to enable each to better fulfill their mission by providing information and a network/partnership that would enable them to better utilize shared resources and resolve shared difficulties.

4. ADDITIONAL INFORMATION:

The RPI opportunity comes at an excellent time for Region 8. Many organizations that will be at the table during the process have already been adding a broader, regional lens to their service delivery. The new, seven-county geography is unfamiliar to most but the act of projecting out to a regional scale is not. We are confident that the foundation is present for genuine, measurable progress in creating sustained linkages across the disciplines represented; adult education, workforce development, economic development, transportation, and higher education. As we build those linkages, we will be in an excellent position to find areas where we can work in concert.

Region 8 Regional Prosperity Initiative Budget

	SWMPC/ SMPC	Prosperity Committee		Contractual		Total
Process Facilitation						
Phase I (Jan-Feb) (3 mtgs)	\$ 18,000.00	\$ 11,250.00				\$ 29,250.00
Phase II (Mar) (2 mtgs)	\$ 11,200.00	\$ 7,500.00				\$ 18,700.00
Phase III (Apr-May) (3 mtgs)	\$ 18,000.00	\$ 11,250.00				\$ 29,250.00
Phase IV (Jun-Jul) (3 mtgs)	\$ 18,000.00	\$ 11,250.00				\$ 29,250.00
Phase V (Aug-Sept) (3 mtgs)	\$ 18,000.00	\$ 11,250.00				\$ 29,250.00
Process Facilitation SubTotal	\$ 65,200.00	\$ 41,250.00		\$ 45,000.00		\$ 151,450.00
Meeting Logistics						
Room Rental				\$ 21,000.00		\$ 21,000.00
Equipment				\$ 14,600.00		\$ 14,600.00
Conf. Calling/Webcasting				\$ 3,250.00		\$ 3,250.00
Food/Beverage				\$ 5,200.00		\$ 5,200.00
Meeting Logistics Subtotal	\$ -	\$ -		\$ 44,050.00		\$ 44,050.00
Meeting Outreach						
Invitations	\$ 5,000.00					
Agenda, Minutes, Other Prep.	\$ 12,000.00					
Printing	\$ 3,000.00					
Meeting Logistics Subtotal	\$ 20,000.00	\$ -		\$ -		\$ 20,000.00
Writing & Production of 5-Yr Prosperity Plan						
Writing, Editing, Formatting				\$ 15,000.00		
Graphic Design				\$ 6,000.00		
Web-Version				\$ 3,000.00		
Printing				\$ 6,000.00		
Writing RPI Plan Subtotal	\$ -	\$ -		\$ 30,000.00		\$ 30,000.00
Grant Administration						
Quarterly Progress Reports	\$ 1,500.00					
Finance	\$ 3,000.00					
Grant Admin. Subtotal	\$ 4,500.00	\$ -		\$ -		\$ 4,500.00

Region 8 Regional Prosperity Initiative Budget

Website Development				
Design of Webpage			\$ 4,500.00	
Design of Dashboard			\$ 4,500.00	
Website Development Subtotal	\$ -	\$ -	\$ 9,000.00	\$ 9,000.00
TOTAL				\$ 250,000.00