

Private-Public Partnerships

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Who is ITC?

Why we like to partner

How to start a conversation

Successful outcomes

Oakland County: Successful leveraging

Long term relationships



International Transmission Corporation

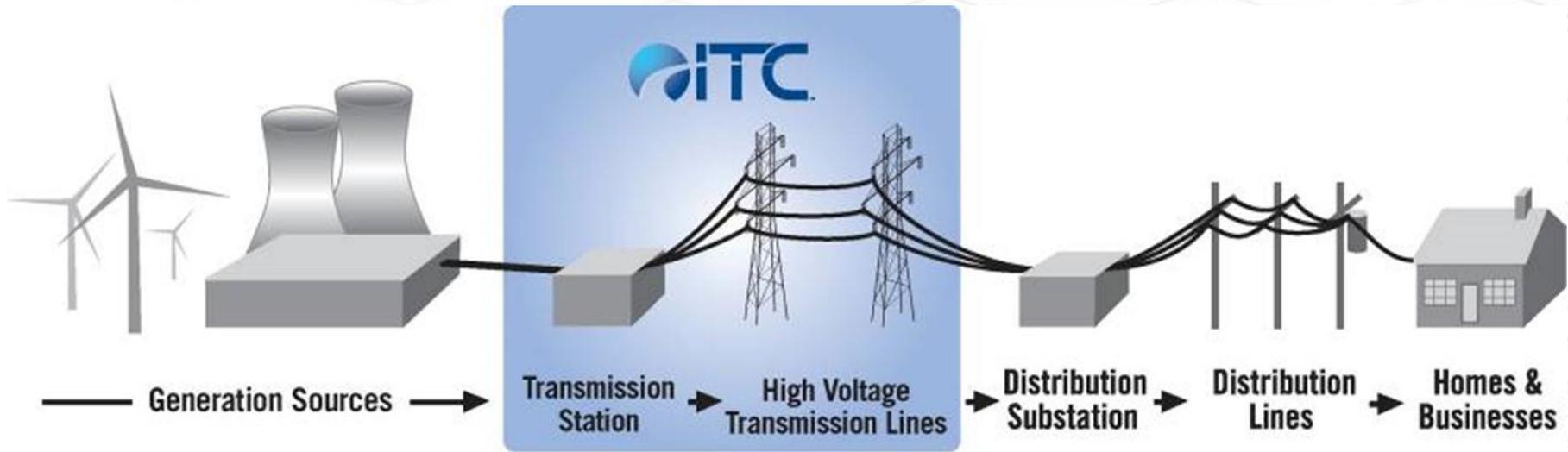
1st



FULLY INDEPENDENT

ELECTRIC TRANSMISSION COMPANY IN THE NATION





ITC Operating Subsidiaries

ITC Michigan

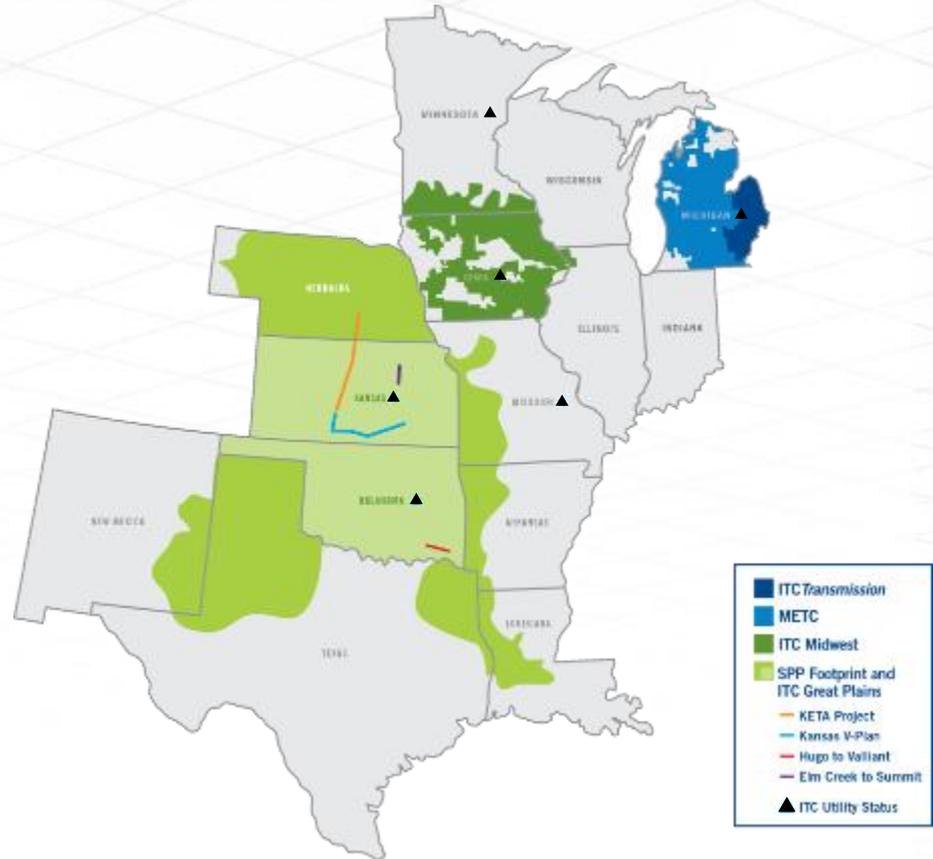
ITC Transmission

Michigan Electric
Transmission Company
(METC)

ITC Midwest

ITC Great Plains

ITC Grid Development



Partnerships: Why we like to partner



Private

- To be acknowledged as a valued community partner
- Company name recognition
- A good neighbor



Public

- You want others to invest emotionally / financially
- Partnerships can think outside the box
- Partnerships can dream big
- Partnerships can reduce bureaucratic hoops

Partnerships Can Accomplish More

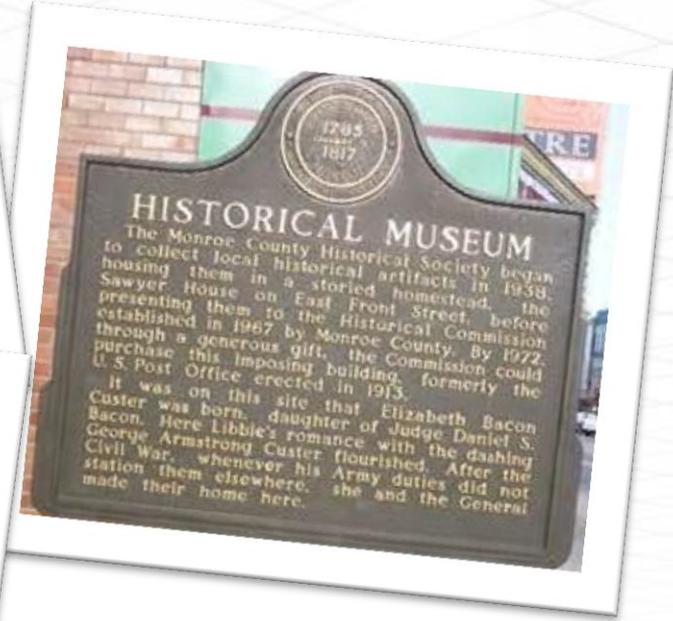


Partnerships for Placemaking

“To create a unique identity for an area”



History



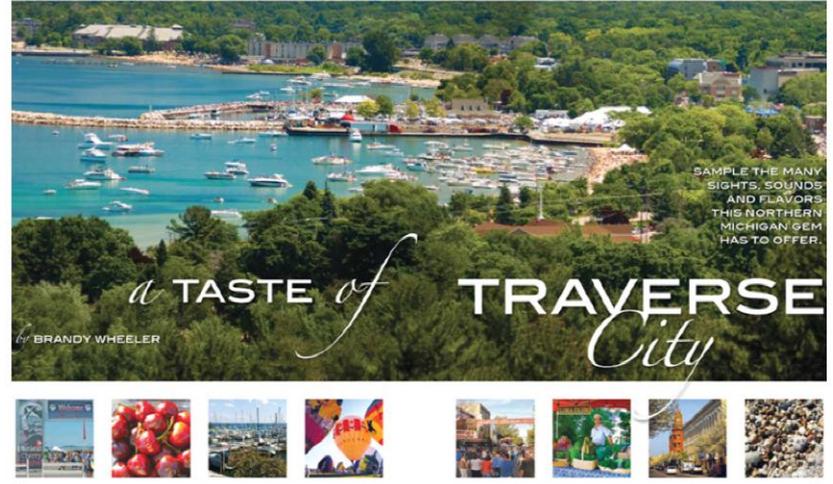
Themed



Frankenmuth
MICHIGAN



Wine & Restaurants





Detroit Riverfront 2003



River access



Milliken State Park & Harbor



Milliken's iconic landmark



A quiet place to
watch the river.....





Partnerships: Start the conversation

How to start the conversation?

- Never start with your hand out.
- Develop relationships every day!
- Help others - bring unlikely partners together
- Find commonalities
- Start conversation in a relaxed setting

Step 1 – Define outcome(s)

- What's the plan?
- Tell us what's needed from us
- Define the benefits to partnering
- Define the timelines/deadlines
- Who is involved in the effort / supporting players
- Create a brochure to leave behind

Step 2 - Do your research

- Start online or library
- Use Chamber of Commerce
- Does the company have a reason to invest?
- Does the company have a community relations department? Community program?
- Are there foundations associated with the company?
- Ask your network of friends

Charitable giving



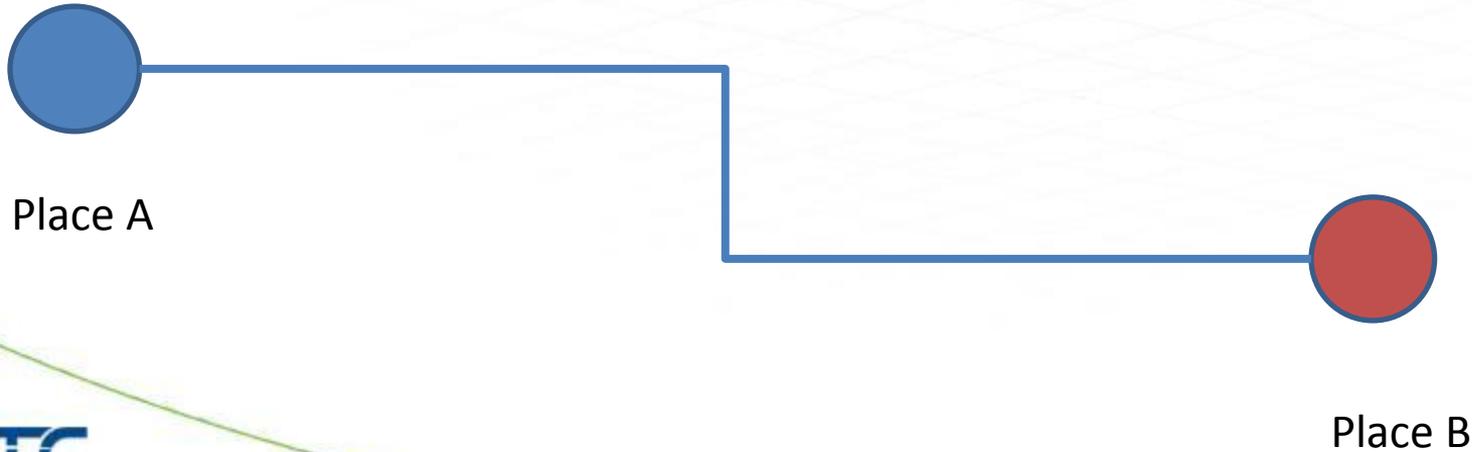
Successful Partnership Outcomes



TRAILS

GOAL:

Regional pedestrian connectivity



Question: Is a utility corridor the right place for a greenway trail?



- Have a conversation
- Often last place left to build in an older community
- Takes the pathway off the street
- Flatter terrain

Community Benefits

- Pedestrian safety
- Promote active living



Improves a community's value...

Reasons for Buying House

1. School district
2. Location to trails/walking paths



Improving a community's value



Partnerships are two-way

Partnership may allow you to achieve a goal

...what can be the expected benefit to the company?

Trail



- Hardened trail surface
- Easier to access for line work
- No cost to utility
- Improve access in corridor

Trail bridge



Successful outcome!



Historic Preservation

Look for community partners

- Historical societies
- Preservationist groups
- Community leaders
- Corporations

Historic Preservation

Take an old barn...

Take a state agency
with a big list...and limited
funding...

...add a Friends group...



HISTORIC PRESERVATION

Add a big storm in 2008...



HISTORIC PRESERVATION

...start the rebuilding



STORM WATER MANAGEMENT



- Too many hard surfaces in communities
- Lawns aren't absorbent enough

Look at Utility Transmission Corridors

Grassy surfaces are good but....



Improving a community's environmental control

PRAIRIE!

Passive management
of storm water through
vegetation



Adding partners

- Take a utility corridor
- Add a community
- Add a park authority
- Add a conservation group
- Think outside the box



Prairie – a better environmental corridor!



Oakland County: Successful Outcomes

Create Long-Term Partnerships



Partnership Evaluating Criteria

- There's usually a score sheet / matrix
- Similar to grant scoring (MDNR Trust Fund)
- How many times previously sponsored?
- Area of business impacted (geographical, departmental, seasonal, etc.)
- What other partners are involved?
- How is our name recognition obtained?

Document, document, document...

- Send photos, advertise your outcome!
- How successful was the last sponsorship?
- Show long-term recognition of partnership
- Epic fail? Slower start? What wasn't successful, how it will be improved

Say "Thank You"



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Monroe County Ducks Unlimited
38th Annual
Fest-N-Feast Spring Banquet

THANK YOU!

Thank you to all our sponsors and attendees for making this year's event a success.

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THANK YOU!

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