



...is UPward™

**CUPPAD**

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## Top 5 Goals of Region

- ▶ Grow & Diversify the Region's Economy
- ▶ Develop, Attract & Retain a Talented Workforce
- ▶ Improve Infrastructure Networks, Connectivity & Affordability
- ▶ Enhance & Expand Educational Opportunities Across the Region
- ▶ Improve Quality of Life for All Residents



# 10 Needs of the Region Identified

- ▶ Population Growth
- ▶ Energy Costs And Transmission Capacity
- ▶ Well Maintained And Efficient Transportation Networks
- ▶ Global Connectivity
- ▶ Internships And Vocational Training
- ▶ Investment In Public Spaces
- ▶ Transit Services And Non-motorized Transportation
- ▶ Sustainable Funding For EDOs
- ▶ Inter-agency Collaboration
- ▶ Mental Health And Addiction Care



WE UNDERSTAND  
YOUR NEEDS

# 2015 RPI/ CEDS Project Updates

- ▶ RPI Plan and outlook for 2016
- ▶ Regional Sustainability Plan
- ▶ Regional Recreation Plan
- ▶ Housing Study - TMA
- ▶ Broadband Surveys
- ▶ CTE Marketing
- ▶ Transit Plan
- ▶ Health Care



# 2016 RPI/ CEDS Project Updates

- ▶ RPI Plan and outlook for 2017
  - ▶ Regional Talent Strategy
  - ▶ Prosperity Places Mini-Grants
  - ▶ Regional GIS
  - ▶ Pure Michigan Partnership
  - ▶ U.P. Community Health Needs Assessment
  - ▶ Economic Development Resources and Support
  - ▶ Sawyer Airport Customs Study
  - ▶ MAR Statewide Prosperity Plan
  - ▶ U.P. Wide Smiles
- ▶ 2015 Projects Completed This year
    - ▶ Target Market Analysis
    - ▶ Regional Recreation Plan
    - ▶ Regional Sustainability Plan
  - ▶ Completed Projects Still Moving Forward
    - ▶ CTE Marketing
    - ▶ Broadband
    - ▶ Transit Assessment
    - ▶ Energy Study



## GOAL 1: GROW AND DIVERSIFY THE REGION'S ECONOMY

Implementation Timeframe	Short (1-3yrs)	Medium (4-7yrs)	Long (8-10+yrs)
<b>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</b>			
*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		
<b>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</b>			
*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
<b>Strategy 1.3: Support entrepreneurial development and innovation</b>			
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	
<b>Strategy 1.4: Promote and support value-added economic activity by leveraging regional economic advantages</b>			
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	
<b>Strategy 1.5: Ensure that local municipalities have development-friendly ordinances</b>			
Action: Share best practices with communities updating plans and assist eligible municipalities in becoming Redevelopment Ready Certified	X	X	





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

**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	
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**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
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*Action: Continue the marketing campaign to promote CTE careers. Collect feedback from students, parents, and schools	X	X	X
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Action: Provide marketing materials to career counselors and career fairs.	X	X	X
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Action: Pursue local, state, and federal grants to improve CTE training	X	X	X
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Action: Work closely with high growth firms and Regional Skills Alliances (RSAs) to understand and address needs for workforce solutions	X	X	X
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Action: Support the expansion of CTE programs to include energy-related careers		X	
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### GOAL 3: IMPROVE INFRASTRUCTURE NETWORKS, CONNECTIVITY, AND AFFORDABILITY

#### 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
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## GOAL 4: ENHANCE AND EXPAND EDUCATIONAL OPPORTUNITIES ACROSS THE REGION

### 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
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### 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	
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### 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	
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### 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	
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### Strategy 4.5: Expand and enhance early childhood education opportunities

Action: Identify needs and opportunities for improving early childhood education resources	X	X	X
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### Strategy 5.1: Encourage investment in vibrant, walkable, and healthy C.U.P. communities.

**GOAL 5: IMPROVE QUALITY OF LIFE FOR ALL RESIDENTS**

*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
<b>Strategy 5.2: Strengthen and support collaboration between communities, health service providers, and non-profits to foster efficiency and innovative solutions.</b>			
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		
<b>Strategy 5.3: Support the development of new housing that will meet the needs of the region's changing demographics</b>			
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	
<b>Strategy 5.4: Protect the region's natural resources and cultural amenities as vital assets to the economy and communities of the region.</b>			
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

