



Included in the Clean Energy Future package signed by Gov. Whitmer in Nov. 2023 was a law creating a new office within the Department of Labor & Economic Opportunity (LEO): the Community & Worker Economic Transition Office. The Economic Transition Office will ensure that communities, workers and employers impacted by transitions in the auto and utility sectors have the support they need to proactively prepare for, benefit from and shape Michigan's future economy. This new office will help drive Michigan's growth and prosperity goals, focusing on filling known gaps in state services to facilitate successful and equitable economic transitions.

A key goal for this office is to create a proactive strategy to empower communities, workers and employers with the resources necessary to benefit from Michigan's leadership in clean energy. Early stakeholder engagement is critical to this effort. Immediately following the law's passage, LEO conducted a series of interviews and virtual roundtable discussions with over 70 legislative, community, labor and industry leaders to benchmark statewide perspectives on integral factors for the office's success. These initial conversations allowed LEO to draft the basic mission and structure for the Economic Transition Office to publicize as part of its official launch in Feb. 2024.

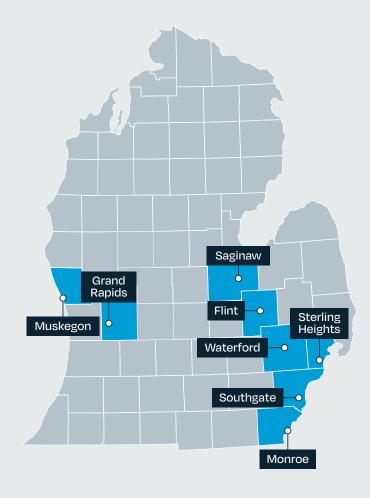
The Community & Worker Economic Transition Office hosted a series of roundtable discussions across the state to receive feedback on the proposed structure and functionalities of this new initiative. During these sessions, our team heard directly from labor, industry and community leaders about their experiences navigating economic transitions in the past and received their ideas about how the Economic Transition Office could be a resource for communities around Michigan as they seek to grow in the future.

# **Executive Summary**

To further understand the specific needs of communities that have been impacted by economic change in the past or that are likely to be impacted by future economic changes, our team conducted a series of eight roundtable discussions across the state in Feb. and March 2024. Our roundtable tour included stops in Southgate, Monroe, Sterling Heights, Waterford, Flint, Saginaw, Grand Rapids and Muskegon. During these meetings, we briefed community leaders on the context for creating this office along with its mission, vision, goals, proposed structure and key competencies. Designed to be lightly moderated so participants could discuss their experiences and expectations candidly, four key questions guided our discussion in each community:

- Lessons learned by navigating the process of a recent plant closure or other major local/regional economic event.
- Current knowledge of (and meaningful access to) resources and programs available to assist with economic transitions.
- Specific capabilities the Economic Transition Office needs to be successful in assisting the community in navigating the auto and utility transitions.
- What the most likely paths forward for growth and prosperity look like for each community.

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In each of these discussions, our team received feedback, answered questions and learned from communities' prior experiences in navigating economic transitions to help fine-tune the office's strategy and co-create a vision for its success. What follows is a summary of our takeaways from each roundtable: the core themes we heard as we engaged with participants who offered their time and lived experience to help craft an office that will enable Michigan's communities, workers and employers to thrive in our future clean energy economy.



- Improved rapid response: Better access to real-time data and early notices will help communities and workforce partners respond to negative economic events.
- Future planning vs. reactivity: The best outcomes are those where communities can proactively identify opportunities to keep sites open and workers in their jobs.
- Early engagement and intervention: Transparent methods to identify higher-risk communities are critical for navigating uncertainty with transition timelines.
- Collaboration: Stakeholder alignment and cooperation is essential for efficient resource deployment.
- Community-led design: Communities want assistance in realizing their unique visions for the future, not a one-sizefits-all plan from the state.
- Community capacity: Filling local capacity gaps will help communities translate future planning goals into action.
- Flexible funding: Narrowly tailored grant opportunities often do not meet communities' most pressing needs.
- Leveraging existing programming: The state should increase funding for proven, successful programs and help scale local initiatives.
- Creating certainty for planning: Michigan's timeline for clean energy adoption helps create certainty for impacted stakeholders as we navigate a global economic transition.

A list of all roundtable RSVPs is available on page 16.

# What We Heard: Key Considerations for Creating a Successful Economic Transition Office

#### IMPROVED RAPID RESPONSE

In many communities, participants highlighted how enhanced rapid response capabilities could help mitigate economic damage when there's a negative economic event in their community. Many stakeholders shared that existing policy and data tools provide a moment-in-time snapshot of current economic conditions and that publicly available data often lags real world conditions or is not refreshed frequently. Lack of access to the most up to date economic and labor market data can hinder a community's ability to respond to a major economic event like a plant closure or business failure and the subsequent worker displacement created by those events.

In each community we visited, one or more representatives of the local Michigan Works! Agency were on hand to provide perspectives from the workforce system. While the consensus of participants was that state and local officials have a well-developed plan in most communities to respond to help dislocated workers, those plans can be difficult to implement effectively without early notice to the local workforce agency and impacted workers. In a number of communities, it was suggested that community engagement and employer education well in advance of a business closing its doors would help make sure workers have full access to resources and assistance.



# Monroe / Link 2.0

A five-year blueprint for the future, Monroe County's Link 2.0 plan outlines promising economic development strategies in an easily digestible way. The plan provides an assessment of the County's current economic state and gathers insights from over 100 local leaders to chart a path toward prosperity by leveraging existing assets and cultivating a shared vision for growth with a strong focus on attracting new residents. Near-term action steps center on four key pillars: brand enhancement and quality of life improvements, preparing for investment that aligns with market demands, talent development, and entrepreneurial and small business development. Unique to the county's history, assets and residents, Link 2.0 is an example of a quality economic development plan made for the community by the community.

# **\*** COMMUNITY SPOTLIGHT

# **Saginaw / Riverfront Property**

Saginaw has undergone several economic transformations throughout the city's lifetime. Once a leading center for the lumber and automotive industries, the region was also home to a thriving port via the Saginaw River. As the city looks to the future, this riverfront asset is receiving renewed interest both for placemaking and commercial development - particularly for the logistics industry. This 17.5-mile shipping channel helps provide safe, clean and efficient transportation of goods for a global market. With the right infrastructure investments, the channel and port could help propel the region into a leadership role for logistics and commercial shipping.

### FUTURE PLANNING VS. REACTIVITY

# I wish this office existed 30 years ago.

- Justin Pomerville, UA Local 85

Roundtable participants in every community we visited expressed a clear desire for the Economic Transition Office to develop resources that would help communities understand and proactively prepare for both the challenges and opportunities associated with clean energy transitions. While communities would welcome increased help in responding to a plant closure or business failure, stakeholders universally agreed that a more effective strategy would be to attempt to prevent these events in the first place.

One of the main challenges cited with a reactive approach is the difficulty of reusing a former industrial site. Whether it is the cost of environmental remediation or legal constraints on future use such as deed restrictions, participants were clear that proactively identifying opportunities to keep a site from closing would be a better outcome than trying to re-open a site that has already closed.

While participants shared their enthusiasm for the office's ability to help communities shift away from a reactive approach, they did highlight the need for increased access to data and resources to make future-focused planning possible. By leveraging data to create and share long-term regional risk and growth projections, the Economic Transition Office can identify longer-term trends that may pose challenges for communities in a few years' time. Identifying metrics for early warning signs will help empower communities to take proactive, early intervention measures to position themselves, their businesses, and their residents to capture opportunities for growth rather than focusing solely on mitigation.

### EARLY ENGAGEMENT AND INTERVENTION

Upcoming economic transitions will not unfold on the same timeline or with the same level of severity across Michigan's communities or in the two industry areas of focus. In the utility sector, the planned decommissioning of our state's coal plants is already underway with a clear timeline for when those changes will take place. There is significantly more uncertainty in the auto sector, where the impact of clean energy transitions on Michigan's 1,000+ independent auto suppliers is less clear. This uncertainty poses a challenge for auto communities and for the Economic Transition Office as we work to identify which communities will require support.

The Economic Transition Office's proposed structure includes a dedicated community support team that will work closely with a data analytics team along with partners at the federal, state,

regional and local levels to develop methods to identify high-risk communities as targets for early outreach and support. Roundtable participants offered suggestions for helpful metrics to use for this analysis. Michael Bosanac, who serves as Monroe County's Administrator and Chief Financial Officer, proposed looking at local tax data to identify communities that are the most dependent upon employers in the auto or utility industry for revenue as an objective metric that could be used to decide where to deploy resources.

Stakeholders also communicated that as the office builds out its community-facing tools and programming, it is imperative to create a fair and transparent process for resource deployment prioritization. Participants urged LEO to consider factors such as community size, demographics and historical underinvestment as key determinants for receiving assistance.



Oakland County / Tech Centers Oakland County is home to the headquarters or technical centers of many companies in the auto sector including Stellantis and many large, international Tier 1 auto suppliers. Many employees at these centers have significant experience and valuable skills in fields such as automotive engineering, but still may find themselves impacted by economic transition due to an increased need for software or electrical engineers in the future. New services and solutions tailored to transition-impacted workers in these technology and research and development jobs need to be developed to ensure that these workers are included in, will thrive in and will leverage their skillsets to help shape Michigan's future economy.



# **Macomb County / Village of Romeo**

When Ford announced in 2019 that the company planned to close its engine plant in the Village of Romeo, the community formed a task force that included village and county officials and economic developers who began meeting regularly. The group worked to assess the closure's implications on the local tax base and identify how to best market the site for future use. This work enabled the Village and County to begin targeting potential prospects and identify remediation needs before the plant's official closure in 2022. The Economic Transition Office can continue to study this community's response as it looks to leverage lessons learned and build resources that other communities can use to respond to similar events in the future.

#### COLLABORATION

Workforce, industry and community partners all highlighted a need for ecosystem collaboration and alignment. There is occasionally confusion among stakeholders about what initiatives exist, who runs them and who they are meant to serve. For example, several workforce training programs exist across the state and local level, and there was a sense from participants that these resources can seem duplicative or confusing to navigate. If programs are hard to find or confusing to access, it can make it difficult for impacted communities, workers and employers to know which resources to use. If programs are duplicative it could result in coverage gaps because limited resources are not being deployed effectively.

Stakeholders appreciated the Economic Transition Office's planned approach to leverage and scale existing successful programs, both to maximize the value of limited resources and to make it easy for communities to access programs. Participants requested that the office develop a playbook or resource map for community providers to increase access to programming and create greater understanding of the unique roles and responsibilities of ecosystem partners. For example, representatives from Mott Community College specifically highlighted the value the office could provide by documenting the various auto and mobility related initiatives led by Michigan's training partners.

#### COMMUNITY-LED DESIGN

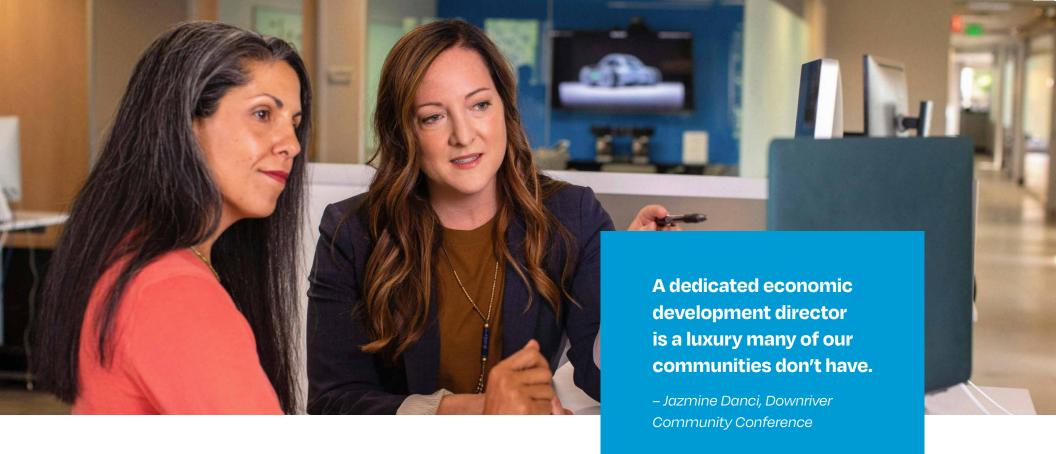
Our participants were clear: a one-size-fits-all approach to navigating these economic transitions is ineffective. Strategies that may work for one community may not be relevant to another due to differences in regional characteristics or communities' unique visions for their own future growth. For example, Monroe County's Link 2.0 plan identifies investments in quality-of-life amenities and educational opportunity as the cornerstone of the county's economic development and population growth strategy. By analyzing data comparing Monroe County to other regions, local leaders developed the Link 2.0 plan to increase the number of good paying knowledge economy jobs in sectors such as company management, healthcare and IT. In other communities, we heard from stakeholders with a strong desire to take advantage of economic trends that could result in an increase in manufacturing jobs and investment. Rather than producing a standard state plan, the Economic Transition Office was encouraged to work closely with local leaders and support the development or implementation of community-designed transition strategies.



# **Grand Rapids / Commitment to equity**

In recent years the Grand Rapids region has experienced consistent and sustained growth that has brought new residents and new jobs to West Michigan. Yet this growth is not without challenges. Many community groups expressed concern that without intentional strategies, the benefits of economic growth are not always distributed equitably, particularly for Black residents and business owners. To ensure that economic change has a positive impact on underserved communities, state and local leaders must proactively build programs to connect those communities to meaningful economic opportunity.





# **COMMUNITY CAPACITY**

Many of the communities we visited have already identified an economic growth strategy that they believe provides the most promise for their future, but in many instances, they lack the internal capacity to undertake the research and planning activity necessary to translate these ideas into action. This is particularly challenging for smaller communities and those that suffered from declining investment and persistent labor market challenges over the last 30 years. Funding opportunities meant to provide this much-needed technical assistance are also challenging for many

communities to access – precisely due to the lack of staff capacity to meaningfully pursue them.

The office's community engagement team model can help fill this local capacity gap. In addition to providing hands-on technical assistance where appropriate, local partners offered that the community engagement team could navigate communities to new or existing resources such as one-pagers, grant indexes or technical assistance providers that can be used to identify and pursue funding opportunities.

### FLEXIBLE FUNDING

Roundtable participants pointed out that many grant opportunities are too narrowly tailored to address the priorities of grantees. Communities expressed a preference for flexible funding that can be used to address a locally identified challenge or investment opportunity. This approach would ease capacity constraints, helping communities avoid using limited resources to pursue programs that are narrowly tailored and might not address their specific needs. In Flint, Monroe and Oakland County, participants highlighted the success of LEO's Going PRO Talent Fund as a successful model and suggested that any new programs created to help with Economic Transition should be similarly flexible and designed to assist communities with their unique planning needs.

There are examples of successful state and federal programs and proposals that provide flexible block grants to communities.

The federal Recompete Pilot Program, Community Development Block Grant programs, and state Rural Development Fund Grant program all provide communities with flexible funding to address local needs. The Regional Resiliency Fund concept proposed by Gov. Whitmer for inclusion in LEO's budget in her FY24 Executive Recommendation would have directly addressed the need for increased local capacity to develop and implement economic growth and stabilization plans.



#### LEVERAGING EXISTING PROGRAMMING

Michigan is fortunate to have several successful programs that can help workers, employers and communities navigate the changing economic landscape. Programs like the Going PRO Talent Fund that fill critical skills gaps and connect workers to in-demand jobs are so popular that demand far exceeds supply. Participants requested that the state increase funding levels for proven programs and initiatives like these, and specifically requested that the office act as an advocate for these funding increases and invest Economic Transition Office resources into scaling successful existing programs where appropriate.

Additionally, stakeholders noted the value in the office as a conduit for aligning priorities across the state and local levels to better leverage existing programming. As part of the work conducted by the community, worker and industry engagement teams at the grassroots level, the office will have the unique opportunity to raise the concerns voiced by stakeholders on the ground directly with leaders in LEO and other departments. In acting as the connective tissue between impacted communities and state leadership, the office can advocate for program changes or the implementation of new programs to fill gaps in the current program ecosystem.



Muskegon / Find Your Home - Watch Muskegon Along with being home to many attractive opportunities in the energy, auto and advanced manufacturing industries, the city of Muskegon is leveraging the community's outdoor recreation and lakeshore access to attract new residents. The local talent and resident attraction campaign highlights the region's livability, proximity to Lake Michigan, and housing, entertainment and education offerings to encourage prospective residents to find their future homes and communities along the lakeshore. The community is also deploying innovative incentives for making Muskegon home, including the Welcome Home Scholarship: an award of up to \$15,000 offered to college graduates or returning professionals who agree to live and work in Muskegon County. Recipients can use this scholarship to pay for student loans, a housing down payment or moving expenses.

### CREATING CERTAINTY FOR PLANNING

Failure to scale up and move with sufficient urgency gives China the running room to lock up global EV supply chains and expand into other global auto markets ... Too fast: advantage China. Too slow: advantage China.

– John Bozzella, Alliance for Automotive Innovation

Participants at each roundtable expressed how political and policy disagreements, fluctuating consumer behavior, and general market uncertainty make it difficult to effectively convey the urgency for and potential benefits of economic transition planning. Industry requires certainty and stability when deciding how to deploy capital and invest in the future. Roundtable participants warned that to be effective in its mission, the Economic Transition Office must earn the trust of community partners by tangibly demonstrating a commitment to providing greater certainty.

While policy uncertainty is a real concern, major industry players also recognize that despite any future shifts in federal and state laws, they must make investments in clean energy, mobility and manufacturing now to stay competitive in the global market. Participants were open to the idea that the clear timeline provided by the state's Clean Energy legislation to achieve a 100% clean energy standard by 2040 increases certainty for stakeholders and makes it easier for them to plan for and benefit from economic transition. This highlights the need for the Economic Transition Office to build into its approach a clear communication strategy that consistently connects these policies to our work to successfully assist impacted communities, workers and employers in accessing the benefits of Michigan's future clean energy economy.

# **Summary**

In communities across Michigan, there are hardworking, dedicated leaders representing communities, workers and businesses who are actively working to make their regions grow stronger and more prosperous.

These leaders do not expect the state or federal government to address every challenge they are facing, but they do expect that they will be supported when developing or implementing their own growth strategies. By using a collaborative approach that focuses heavily on providing data and information that reduces anxiety and uncertainty about the impact and timeline of economic change, the Community & Worker Economic Transition Office can help empower regions around the state to proactively prepare for and benefit from the transition to clean energy technology.





# **Next Steps**

Our roundtable series is one of several opportunities provided to key stakeholders to provide input on the office's structure and functions. Outreach and engagement will remain critical to the office's implementation. As we wait for the legislature to pass a budget bill that will contain state funding for the Economic Transition Office and authority to hire dedicated staff, we encourage stakeholders to contact us with additional ideas and strategies to consider.

In the coming months, the Economic Transition Office hopes to continue and deepen its community-based engagement with the goal of producing a transition-impacted community playbook: a guide communities can use to assess their risk and begin planning ahead for how to navigate economic transitions.

Additionally, the office hopes to establish an Advisory Committee to assist with the development of resources and inform the office's policies and programming. More information regarding how community partners can apply for membership will be shared with roundtable participants and the public when it is available.

# **Appendix: Roundtable RSVP**

#### MONROE

- Michael BosanacMonroe County
- Aundrea Armstrong
   Monroe County
- Kathleen Russeau
   Community Foundation
   of Monroe County
- TC Clements
   Monroe Chamber of
   Commerce
- Sean Strube
   Monroe Chamber of
   Commerce
- Collin Keehn
   United Way of Monroe/

   Lewanee County
- Dr. Joshua Myers
   Monroe Community
   College Foundation
- Stacey McCoy
   Michigan Works!
   Monroe Office
- Colleen Mallory
   SEMCA

- Jennifer Tucker
   SEMCA
- Lauren Brosch
   Consumers Energy
- Mike Hayter
   LiUNA Local 499
- Barbara RykwalderDTE Energy
- Michael Jewell Chrysler
- Vinny Fenech
   Plumbers and
   Pipefitters Local 671
- Finley Arnett
   Office of State Rep.

   Reggie Miller
- Robert Tesznar Jr.
   IBEW

### **DOWNRIVER**

George Lowe
 Wayne County
 Community
 College District

- Lucius AnthonyWayne County
- Gregory Pitoniak
   SEMCA Michigan Works!
- Patrick McNally
   Wayne County
   Community College
- Naheed Huq
   SEMCOG
- Tanise Hill
  United Way of
  Southeast Michigan
- Jim Perry
   Downriver Community
   Conference
- Sandra Miller
- Alexandra Mihalis SEMCA
- Jazmine Danci
   Downriver Community
   Conference
- Devin Gray

  Downriver Community

  Conference

- **Lisa Wayne**Downriver Community
  Conference
- Lisa Kurtzhals
   Downriver Community
   Conference
- Kennis Wooten
  DTE Energy
- State Rep. Tullio Liberati, Jr.
- State Rep. Jaime
   Churches
- Office of
  Congresswoman
  Debbie Dingell
- Wayne County
   Commissioner
   Cara Clemente
- Supervisor
   James Budny
   Grosse Ile Twp.
- Mayor Michael Higgins
   Lincoln Park

#### **MACOMB**

- Vicky Rowinski
   Macomb County
- Hali Lenney
   Macomb County
- Lauri Morley
   Macomb County
- Macomb County
   Executive Mark Hackel
- John Paul Rea
   Macomb County
- Jim Sawyer
   Macomb Community
   College
- Patrick Rouse
   Macomb Community
   College
- Nicole McKee
   Macomb Community
   College
- Stacy Ziarko
   Macomb Connect
- Kelley Lovati
   Macomb County
   Chamber of
   Commerce

- Amanda Klein
   United Way of
   Southeast Michigan
- State Rep. Doug
  Wozniak

# **OAKLAND**

- Walt HerzigOakland County
- Jennifer Llewellyn Oakland County Michigan Works!
- Pontiac Collective
  Impact Partnership
- Jack Becher
   Mall, Malisow and
   Cooney PC
- David Barbyshire
   CybLings, Inc.
- Paul Myles
   Magna
   International, Inc.
- John Kerr
   DENSO
   International
   America, Inc.

- Lauren Royston
   Consumers Energy
- Tim Hatfield
   New Horizons
   Rehabilitation Services Inc.
- Wayne Thibodeau
   Oakland University
- Joseph Petrosky
   Oakland Community
   College
- Anahita Lord

  Michigan Rehabilitation

  Services
- Paul Blatt Gesher Human Services
- Michelle Elder BorgWarner
- Turkia Mullin
  Beyond Basics
- State Rep. Sharon MacDonnell
- Congresswoman Haley Stevens
- Cody Schaub
   Office of Congresswoman
   Haley Stevens

#### **GRAND RAPIDS**

- Jacob Maas
   West Michigan Works!
- Jamiel Robinson
   Grand Rapids Area
   of Black Businesses
- Eric BrownUrban League of WestMichigan
- Andy Johnston
   Grand Rapids Chamber
   of Commerce
- Katie Gordon
   Grand Rapids Chamber
   of Commerce
- Jacqui Dolce
   Grand Rapids Chamber
   of Commerce
- James Peacock
   Downtown Grand
   Rapids
- Joyce Roher
   The Source
- Wende Randall
   Essential Needs

   Taskforce

- Kevin StottsTalent 205
- Nora BalgoyenITC Holdings
- Rachel Cleveland
   HireReach
- Alison Freas
   The Source
- Rachel Gray
   Hello West MI
- Jeran Culina
   Business Leaders United
- Charles Lepper
   Grand Rapids
   Community College
- Nate Henschel
   Consumers Energy
- Nathan Phillips
   UA 174 Plumbers &
   Pipefitters
- Dan TenHoopen
   AFL-CIO/United Way
- State Rep. Angela Rigas
- Krista Harmon Kent ISD

Tim Weststrate
 AT&T

# **MUSKEGON**

- Mandy Cooper
   Lakeshore Advantage
- Dr. Aaron Maike
   Baker College of
   Muskegon
- Cathy Brubaker-Clarke
   Develop Muskegon
- Arlen-Dean Gaddy
   Erhardt Construction
- Jonathan Wilson DTE
- Ryan Bennett
   UA Local 174
- Christine Robere
   United Way of the Lakeshore
- William Lievense
   Capitol Group
   Consultants
- Cindy Larsen
   Muskegon Lakeshore
   Chamber

- Laura Fitzpatrick

  Mercy Health
- Tom Zant
  Equity Group of
  Michigan
- Richard Houtteman
  Consumers Energy
- Dr. John Selmon
   Muskegon
   Community College
- Daniel Rinsema-SybengaMuskegonCommunity College
- Stephanie Briggs
   Muskegon
   Community College
- Chad Miller Michigan Carpenters
- Spencer Hines
  Bennett Pump
  Company
- Peter Wills City of Muskegon
- Poppy HernandezState of Michigan

# **FLINT**

- Tyler Rossmaessler
   Flint and Genesee
   Economic Alliance
- Glenn Wilson
   Communities First
- Joel Arnold
   Communities First
- Jose Lopez
   Latinx Technology and
   Community Center
- Rafael Turner
  Consumers Energy
- Paula Nas
   University of
   Michigan-Flint
- Jody Kerbyson GST Michigan Works!
- Jessica Billilau GST Michigan Works!
- Moses Bingham
   Community
   Foundation of Greater
   Flint
- Joel Feick
   Flint & Genesee Group



- Diana AllardGISD
- Jamie Lee Venable
   United Way of Genesee
   County
- Jessie Cloman
   United Way of Genesee
   County
- Andrew Younger
   Flint & Genesee Group
- Amari Steward
   Explore Flint & Genesee
- Sam Muma AFL-CIO
- Robert Matthews
   Mott Community College
- Marcus Matthews
   Mott Community College
- Dale PilgerKettering University
- Dr. Scott Grasman
   Kettering University
- State Rep. Jasper Martus

- Ouentin Groce
  Office of Senator Gary
  Peters
- Carryn Shannon
   Office of Senator Gary
   Peters
- Dondre Young
   Office of Senator
   Debbie Stabenow

### **SAGINAW**

- Tim Dempsey Saginaw Future
- JoAnn Crary
  Saginaw Future
- Jenny Geno Saginaw ISD
- Michael Webster Saginaw County
- Torrie Lee
   Buena Vista Charter Twp
- Kyle McCree
   Consumers Energy

- Jennifer Carroll Delta College
- Kristen Wenzel
   Great Lakes Bay
   Michigan Works!
- Angie Miller
   Mid-Michigan Area
   Labor Council
- Justin Pomerville
   UA Local 85 Plumbers,
   Steamfitters & HVAC
- Kevin Hayes
   Office of State Senator
   Kristen McDonald Rivet
- Tim Maike
  UAW 699
- Commissioner Rachelle Hilliker Bay City



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