

MANAGEMENT TEAM MEETING NOTES

FEBRUARY 10, 2017 | 1:00–3:00 PM
ANN ARBOR SPARK

PRESENT

- Phil Santer, Ann Arbor SPARK
- Conan Smith, Metro Matters
- Sue Smith, Hillsdale Economic Development Partnership
- Tim Lake, Monroe County Business Development Corporation
- Ryan Buck, Washtenaw Area Transportation Study
- Jim Van Doren, Lenawee Now
- Bill Sleight, Michigan Works! Southeast
- Steve Duke, Region 2 Planning Commission
- Ken Hinton, Livingston County Board of Commissioners
- Rachel Kuntzsch, Public Sector Consultants (PSC)
- Kristin Hofman, PSC
- Rory Neuner, PSC
- Todd Anuskiewicz, Michigan Broadband Cooperative
- Ben Fineman, Michigan Broadband Cooperative

MI BRIGHT FUTURE UPDATE

Kristin Hofman provided updates from Laura Hoehn, career and college readiness coordinator at the Livingston Career and College Access Network and Sarah Sebaly, senior program manager at the Workforce Intelligence Network (WIN) on their progress towards completion of their respective grant scopes of work.

Report from Sarah Sebaly

WIN is currently working to launch MI Bright Future in schools in several counties, including Monroe, Washtenaw, Lenawee, Jackson, Hillsdale, and Livingston.

In Monroe County, a meeting is scheduled for February 16 with Airport Schools. WIN is targeting Schoolcraft Edge students who participate in computer information systems early college programs to explore potential jobs and internship opportunities through MI Bright Future

WIN also recently met with Washtenaw County principals group. The intermediate school district is allowing the schools that are interested at this time to launch MI Bright Future. A meeting with Ypsilanti Community Schools is also scheduled for February 16.

Report from Laura Hoehn

To date, there have been 440 Livingston County students using MI Bright Future and 55 teachers and counselors trained in how to use the system. In the month of December, there were 526 discussion board views in the county. Since October, there has been an average of 50 posts per month on discussion boards from students in Livingston County.

One particularly noteworthy moment was when Ms. Hoehn was training several Hartland High School senior English classes in how to use the system and one student was very excited to find a Brighton business, Ward Dental Laboratories, that combines both his interests in manufacturing and dentistry. He plans on seeking job shadowing opportunities at this business.

Finally, business recruitment has been the most challenging to complete the challenge grant scope of work. Ms. Hoehn has presented to over 107 business owners in the last six months, but getting them to follow through and sign up has been difficult. Livingston County business participation has only increased from 29–35 between August and December.

The management team recommended that Ms. Hoehn contact economic development organizations and chambers of commerce to facilitate more business interactions. Additionally, the management team recommended creating more targeted messaging to businesses that provide a picture of the costs and efforts associated with work-based learning opportunities, and also suggested using formalized case studies to show the true value and past successes that other businesses have had in the program.

2017 GRANT FUNDS

The management team discussed the recent funding award notice from the State of Michigan for 2017 Regional Prosperity Initiative (RPI) grant funds. The fiscal year 2017 total appropriation for the RPI is \$2.5 million to be spread among applicants statewide. As a result, no application was granted for its full requested amount. The Greater Ann Arbor Region has been given a reduced award of \$180,897. The management team discussed intent to accept this award and requested that Public Sector Consultants (PSC) make required budget revisions based on prioritization of challenge grant focus areas, regional partner communication and engagement, the county commissioner road show, and coordination of a review and updates to the five-year strategy. Steve Duke will check into any remaining grant balance for 2016 once books on challenge grant projects are fully closed.

Additionally, the management team reached full consensus and voted to continue retaining services from PSC for the Greater Ann Arbor Region's Prosperity Initiative program coordination and communication support. The management team also requested that PSC provide specific metrics on previous newsletter opens and click rates at the next meeting to measure and prioritize communication activities in 2017.

CONNECTED AND AUTONOMOUS VEHICLE REPORT REVIEW

Rory Neuner provided an update and reviewed the final connected and autonomous vehicle (CAV) draft report. The draft report offers recommendations on transportation policy decisions to metropolitan planning organizations (MPOs) based on new research developments related to CAVs. Ms. Neuner covered several important topic areas, including map data collection and sharing, public and private partnership opportunities, zoning ordinances, curb cuts, pavement markings, signage needs, and transportation funding. The management team requested that the report include additional policy

recommendations to show necessary public sector infrastructure investments to prepare for CAVs, further emphasis on key actors that should be involved in decision making (cities, townships, MPOs, etc.), and more details on the workforce implications for the region. Phil Santer also requested that the report include a list article marketing piece that highlights the most important details of the report.

BROADBAND ACCES IN REGION 9

The Michigan Broadband Cooperative joined the management team to discuss current broadband equity in Region 9. Ben Fineman and Todd Anuskiewicz from the cooperative explained to the management team that the main cause of inadequate broadband service in Michigan is the expense of running communication lines. Traditional cable and DSL providers have little motivation to expand their footprints into unserved rural areas due to low population densities. Furthermore, providers have little incentive to upgrade existing copper-based communication lines to modern fiber optics for current customers due to lack of competition. Mr. Fineman and Mr. Anuskiewicz provided examples of community cooperative network projects where municipalities own the infrastructure and work together to provide services under a cohesive, nongovernmental organization such as the Michigan Broadband Cooperative. As a result of this discussion, the management team will continue to investigate the need for broadband access research and action in Region 9.