

Economic Development Coordinating Committee

FEBRUARY 3, 2017



Agenda

Review of BOC Priorities, ED Policy & EDCC Charge

What has been accomplished?

What metrics have been reviewed?

Recap of 2016 Discussion

Current Landscape Analysis - SWOT

Where could we go this year?

Next Steps

BOC Budget Priorities (2014 -2017)

#2: Increase Economic Opportunity & Workforce Development

Supporting neighborhoods and enhancing the environment for job creation is essential to **revitalizing the local economy**. The Board recognizes the County's key role in public safety, housing stabilization, workforce development, and its **essential partnership in the broader economic development strategy**.

The 2014-17 investments should make measurable headway in the following sample community outcomes:

- Every community throughout Washtenaw County exceeds the statewide employment rate;
- Entrepreneurs and local businesses have access to capital, talent, and supports needed to grow and thrive;
- Housing and transportation costs will be affordable to residents earning less than 80% of the area's median income;
- Washtenaw County has safe and stable neighborhoods, with high rates of homeownership;
- Washtenaw County residents have access to broadband internet connection

County Economic Development (ED) Policy

EDCC Functions per BOC Resolution in 2015

- Coordinate ED activities among County departments, agencies and other entities
- Expedite the review process for all ED grants and projects submitted to WC
- Serve as the primary ED contact within County government
- Review all ED studies, projects, and grants proposed by County departments, agencies and other entities
- Establish working relationships with non-county government ED organizations and agencies
- Carry out strategic planning for the County's ED program, including review and updating of the Washtenaw County gov't ED goals, objectives, and strategies
- Develop training and employment opportunities in conjunction with SE MIWorks

Accommodations Ordinance Oversight

- Quarterly review of financial and program reports
- Annual budget recommendation

EDCC Charge

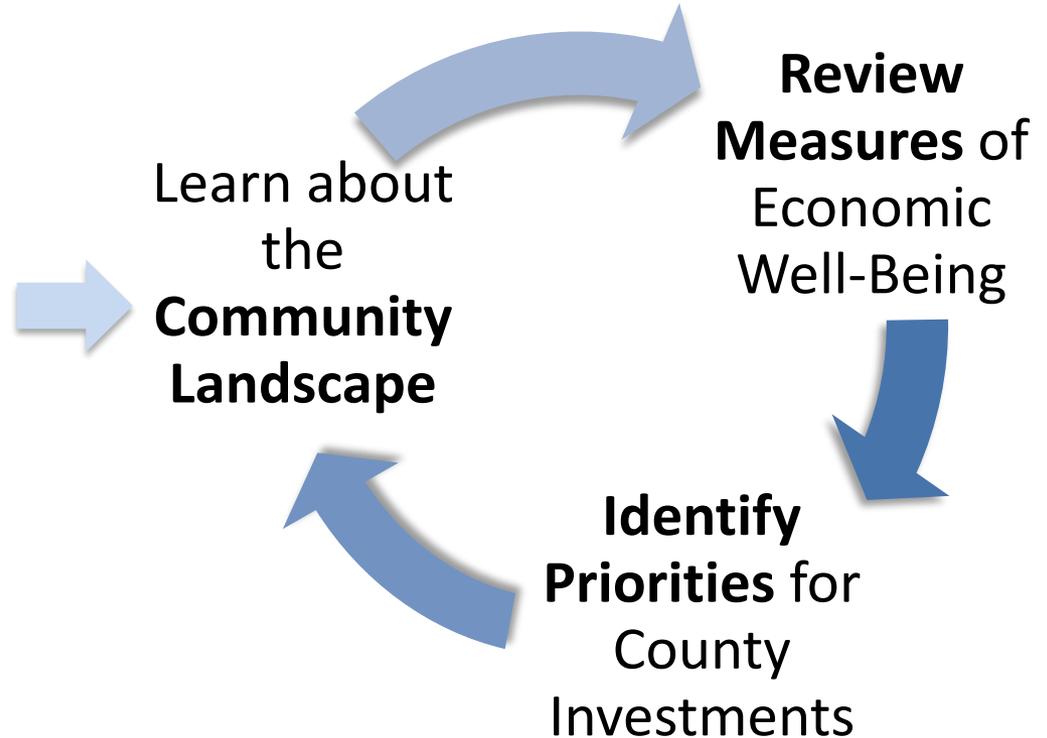
Committee Charter Adopted February 2016

- Making recommendations to the Board of County Commissioners (BOC) on the following:
 - Developing economic goals for the County;
 - Coordinating and developing partnerships and resources for economic development;
 - Prioritizing the allocation of County resources for economic development; and
 - Providing annual reports on economic outcomes and metrics.
- Oversight and distribution of Act 88 mini-grant and RFP funds
- Oversight and recommendation of Accommodations Ordinance & CVB Budget
- Examine and facilitate additional economic investment and resources for the county
- Other charges for the EDCC may be assigned by the BOC.

What has been accomplished?

EDCC Work To-Date

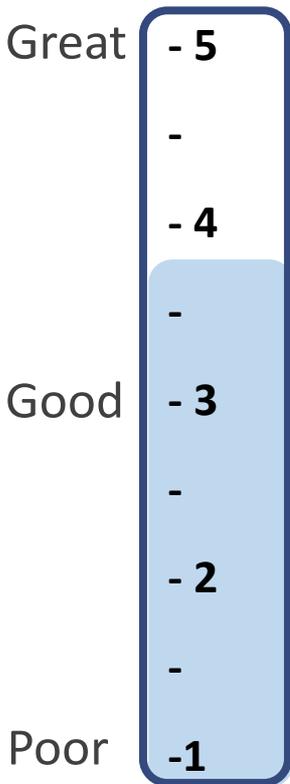
- ✓ CVB Overview
- ✓ SPARK Services Overview
- ✓ Act 88 Overview
- ✓ Equity Considerations
- ✓ Placemaking (Parks, Historic Resources, CTAP program)
- ✓ Infrastructure (roads, trails, water, sewer)
- ✓ Workforce Development
- ✓ Brownfields Redevelopment
- ✓ Affordable/Workforce Housing
- ✓ Act 88 Investments



Washtenaw County's Economic Opportunity Temperature

Traditional Economic Indicators

(Unemployment Rates, Job Growth, Income, Educational Attainment)



EDCC Median Score: 4

EDCC Comments:

Based on the presentation, EDCC members in general felt that with these Traditional Economic indicators Washtenaw County was doing well. The median score given was a 4 for the County's economy.

- "These indicators look good but don't get the whole picture (a few similar comments)"
- "Disparity exists but these indicators look strong"
- "Noted the loss of manufacturing jobs but these indicators still show a robust economy"

Washtenaw County's Economic Opportunity Temperature

ALICE Indicators

(Asset Limited, Income Constrained, Employed)



EDCC Median Score: 2

EDCC Comments:

In general EDCC members felt much less confident in Washtenaw County's economic standing based on the ALICE equity lens. The median score was a 2

- "Compared to places like Wayne County we are a well-functioning county and we have the ability to decrease the inequity we are seeing."
- "In a national context we are doing average"
- "We are feeling the pain with the people we know"

Washtenaw County's Economic Opportunity Temperature

Washtenaw Opportunity Index

(Job Access, Health, Economic Vitality, Education, Neighborhood Stability)

EDCC Median Score: 2

EDCC Comments:

The EDCC member's responses to the Washtenaw Opportunity index were also much lower than the traditional indicators. The median was 2

- "EDCC has opportunity to make policy changes"
- "Washtenaw County has more opportunity than many places"



Washtenaw County's Economic Opportunity Temperature

Economic Segregation Index

(Income, Educational, and Occupational Segregation)



EDCC Median Score: 0.5

EDCC Comments:

This set of data received the lowest ranking among the EDCC members. The median score was .5 and many members of the EDCC scored the County as a negative number.

- “Hard to place in scale”
- “Not new- it is sad that we have not taken action yet”
- “Hard to fully grasp the entire concept of economic segregation without looking at the full report a few times”

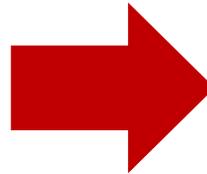
EDCC November 2016 Discussion

What are the economic needs that the County should take a role in leading or convening?

How can the EDCC support the County in addressing these economic needs?

What additional information does the EDCC need to be effective advisors to the County?

What other considerations should we take into account for sustained economic development in the County?



Themes:

- We want to **be leaders**
- Don't reinvent the wheel
- Ensure **appropriate resources** are available to do the work
- Target **1 to 2 actionable items** each year
- Focus on **data and metrics**

So, what's next?

2017 AND BEYOND

Economic Development Landscape - Internal

STRENGTHS

Talented EDCC with great representation and energy

EDCC has shared body of knowledge

County commitment to a strong local economy

Others?

WEAKNESSES

Act 88 elimination

Economic Development Officer position elimination

Americorps position ended

Lack of clear/sustained focus w/in ED sector

Others?

Economic Development Landscape - External

OPPORTUNITIES

Community commitment to ED efforts (UM, EMU, WCC, SPARK, SBDC, LUGs, others)

Resource-rich community

Others?

THREATS

Unclear political climate at federal level

Widening disparity within county

Others?

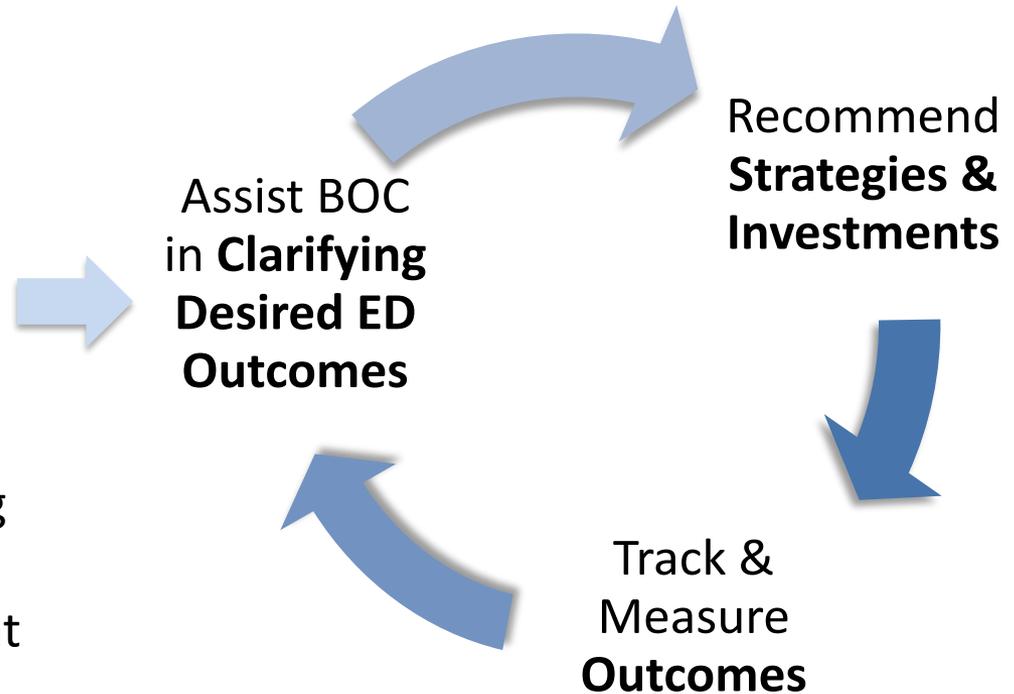
Where could we go?

Administrative Work:

- Updated County ED Plan
- Update ED Policy, EDCC Charter & Purpose

Targeted EDCC Work:

- Public Schools Policy Framework
- Workforce Development: Job Demand and Training Needs
- Identify ED strategies that advance equity
- Identify gaps in local ED services/systems



Next Steps

2017 Workplan Subcommittee

- Meet in third week of Feb to draft 2017 workplan
- Identify top items for action in 2017
- Bring back for EDCC review & approval

EDCC & BOC Joint Working Session - February 16, 2017

Next EDCC Meeting - March 3rd, 2017

Questions?



Working Session – Feb. 16

Potential Agenda:

Review history and accomplishments

Talk about importance of ED for Washtenaw County

Acknowledge resource challenges for ED work

Discuss priorities for work