

Equitable Economic Development in Grand Rapids, Michigan

Mayor's Innovation Project
August 23, 2018



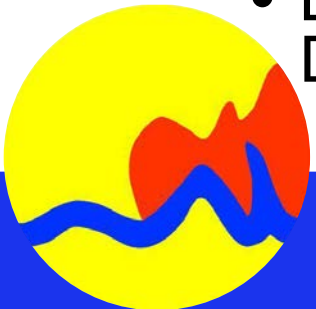
Our Equity Journey...

- Mayor's State of the State Addresses
 - A City Within A City: The Black Freedom Struggle in Grand Rapids, Michigan (2016)
 - W.K. Kellogg Foundation Research-City Contracting Opportunities/Neighborhoods of Focus
 - 2017 Racial Equity, Awareness and Learning Cohort Trainings for Staff/Community
 - Government Alliance on Race and Equity (GARE) Trainings



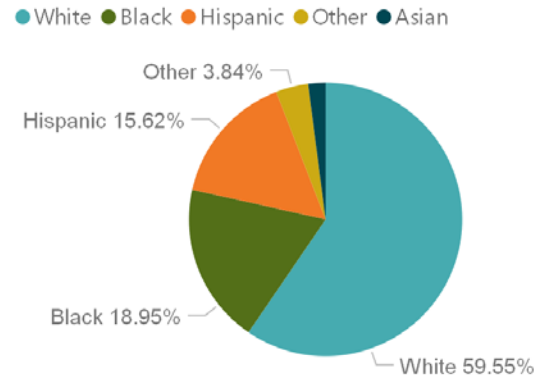
Our Equity Journey Continued...

- GARE Tool Kit Evaluation w/FY19 Budget Request
 - Lacking Data
 - Construction/Workforce Opportunities
- Policy Link/National Equity Atlas-Economic Case for Equity/Future City Demographics
- 2017 Rose Center Fellowship/Recommendations
- Bloomberg Harvard City Leadership Initiative Fellowship Dashboard/Recommendations

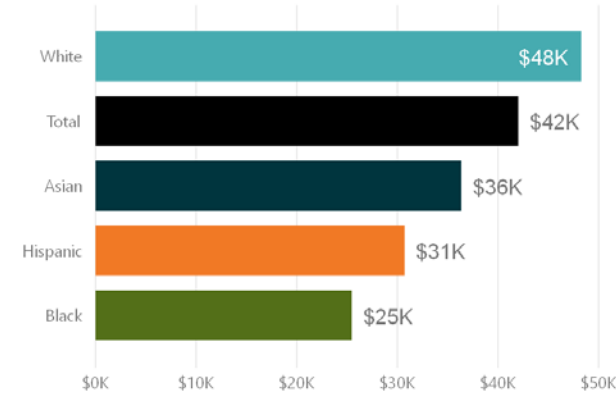


Economic Equity in Grand Rapids

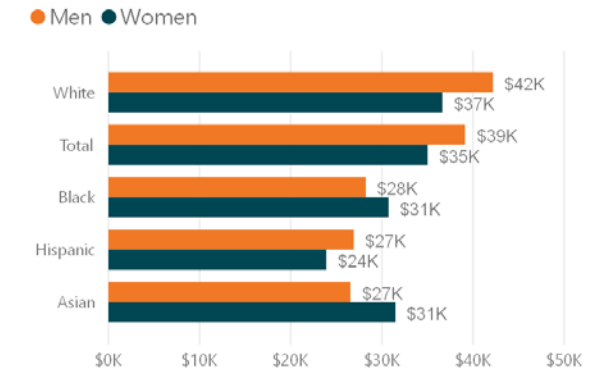
Population share by race



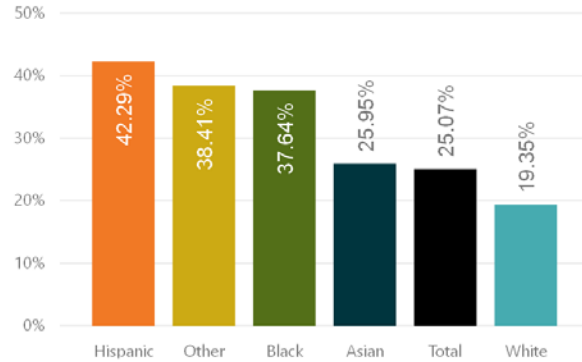
Median income by race and ethnicity



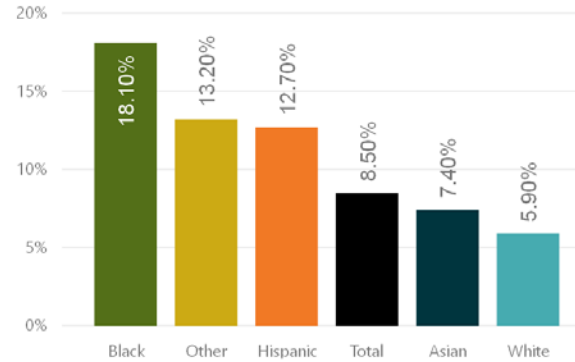
Median earnings by race and gender



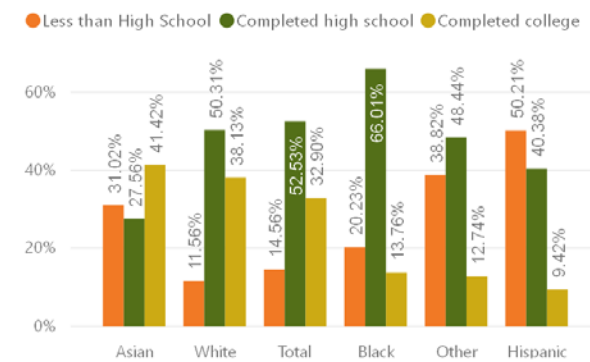
Poverty rates by race and ethnicity



Unemployment rate by race

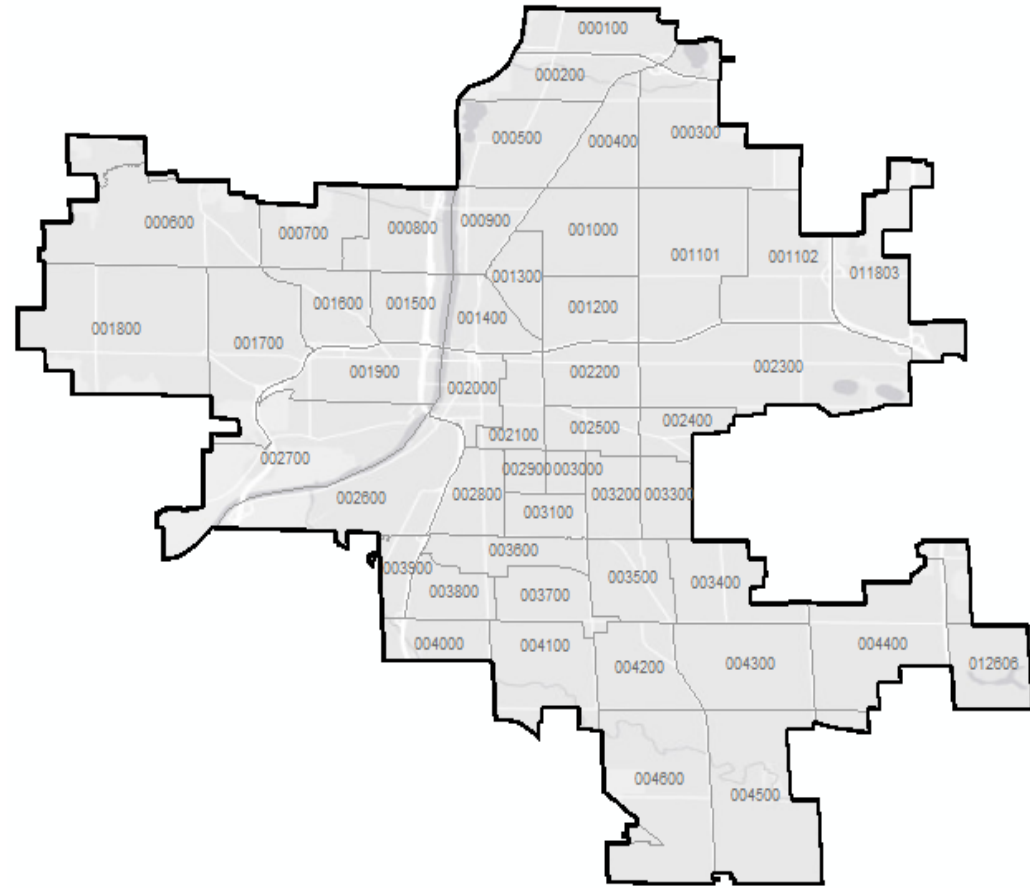


Educational attainment by race and ethnicity



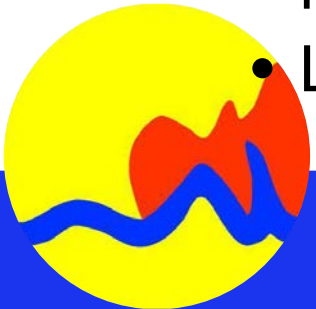
[Click to see the full Equity Dashboard](#)





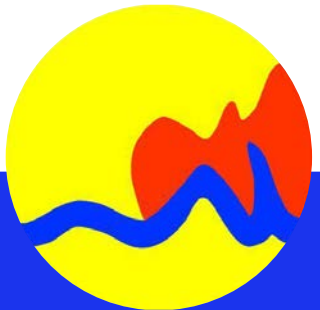
Incorporating Equity into Our Work...

- Transportation
 - Fare Free Zone
- Affordable Housing
 - Incentive Policies
- Workforce Development
 - Local Hiring PILOT-biodigester
- Contracting/Purchasing
 - Microlocal Business Bid Discount Policy
 - Local Millage Commitments



Going Forward...

- A five-year **Equitable Economic Development Comprehensive Strategic Plan**



Focused on **5** pillars:



**Business
Climate/Dev**



**Real Estate
Development**



**Neighborhood
Business
Districts**



**Innovation &
Entrepreneurship**



Mobility

Equity



Build on Previous Plans/Research

Adopted Plans:

- Master Plan and Area-Specific Plans
- GR Forward
- Tax Increment Finance and Development Plans
- Sustainability and Transformation Plans
- Vital Streets Plan
- Great Housing Strategies
- CD Comprehensive 5-Year Plan
- GRPS Transformation Plan

Other Relevant/Pending Plans:

- Racial Equity Plan
- Rose Center Recommendations
- Align Study
- Neighborhoods of Focus
- Housing NOW
- Emergency Needs Task Force
- Talent 2025
- Chamber of Commerce's Ease of Doing Business



Process

- Convene a steering committee and facilitate mission, vision, and values session
- Current State Analysis and Education/Info Sessions
- Seek input from residents, elected officials, public and private partner stakeholders
 - Public narration of the process, communication throughout the process, captured visuals of engagement events
 - Utilize an equity-centered design process to workshop five pillars
- Align with stakeholders such as The Right Place, Kent County, MEDC and MSHDA on topics of housing, workforce development/talent, mobility, and business development



Final Product

Analysis of baseline economic conditions and development programs

SOAR analysis

Short, medium, and long-term goals, and strategies to achieve them

Key Performance Indicators with appropriate benchmarks

Recommendations to deploy and develop resources to achieve goals

Five-year plan with SMART goals and tracking mechanisms



Next Steps in Our Journey

- Continue to Communicate the City's Racial Equity Journey
- Strategic Planning
 - Recommend New Policies to Advance Racial Equity
 - Geographic Priority
 - Transit Oriented Development
 - Mixed Income Housing Development
 - Prioritize Incentives for Higher Wage Jobs

