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
- Black: 18.95%
- Hispanic: 15.62%
- Other: 3.84%
- White: 59.55%

Median income by race and ethnicity
- White: $48K
- Total: $42K
- Asian: $38K
- Hispanic: $31K
- Black: $25K

Median earnings by race and gender
- Men
  - White: $42K
  - Total: $37K
  - Asian: $31K
  - Hispanic: $27K
  - Black: $24K
- Women
  - White: $39K
  - Total: $35K
  - Asian: $28K
  - Hispanic: $23K
  - Black: $23K

Poverty rates by race and ethnicity
- Hispanic: 42.29%
- Other: 38.41%
- Black: 37.64%
- Asian: 25.06%
- Total: 25.07%
- White: 18.35%

Unemployment rate by race
- Black: 18.10%
- Other: 13.29%
- Hispanic: 12.70%
- Total: 8.30%
- Asian: 7.40%
- White: 5.00%

Educational attainment by race and ethnicity
- Less than High School
- Completed high school
- Completed college

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

RFPs OPEN!
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