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An Urban and Metro Strategy for Michigan: *Helping our Cities and Metro Areas Achieve their Economic Potential*

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Michigan's Urban and Metro Strategy

- The U.S. must build a “next economy”
- Michigan and its metros have strengths in the next economy
- Michigan needs a new urban and metropolitan strategy

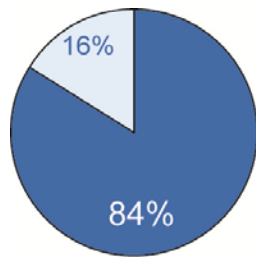
The U.S. Must Build a “Next Economy”

- **8.8 million** jobs lost nationally and **403,000 jobs** lost in Michigan during the “Great Recession” (2008–2010)
- **860,000** jobs lost during Michigan’s recession (2000–2009)
- **8.2** percent national/**8.8** percent Michigan unemployment rate
- **13.8** percent national/**14.8** percent Michigan poverty rate
- **3 in 4** people either lost a job or are close to someone who lost a job

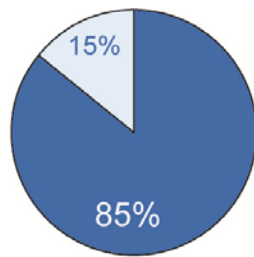
The Next Economy

- Oriented toward **innovation**
- Demand and reward **global** engagement (exports and investments)
- Powered by **low-carbon** technology
- Provide **opportunities** for workers

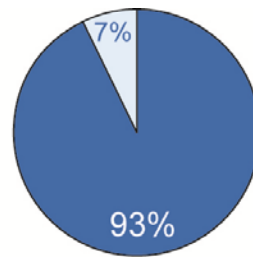
The Next Economy Is Metropolitan



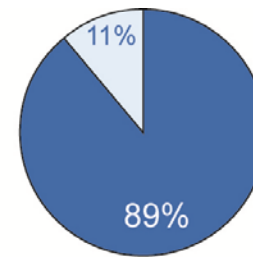
**Total
population**



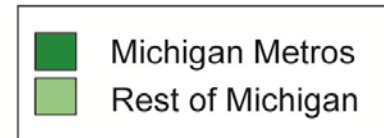
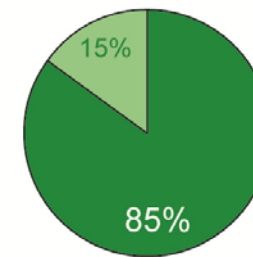
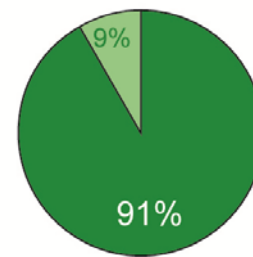
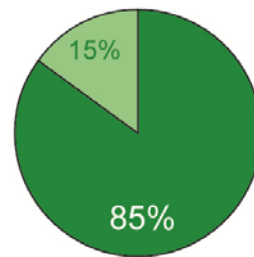
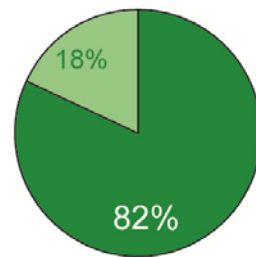
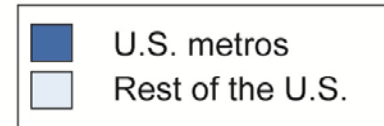
**Exports
by value**



**Science and
engineering
employment**



**Adults with
post-secondary
degree**



The Right Assets, Geography, and Strategies

- **Assets:** Universities, medical centers, cultural institutions, waterfronts, transportation infrastructure, walkable downtowns and neighborhoods, business clusters
- **Geography:** City and surrounding areas are linked
- **Strategies:** Urban policy focuses on weaknesses, metro policy focuses on broader issues and assets

Michigan's 14 Metro Areas

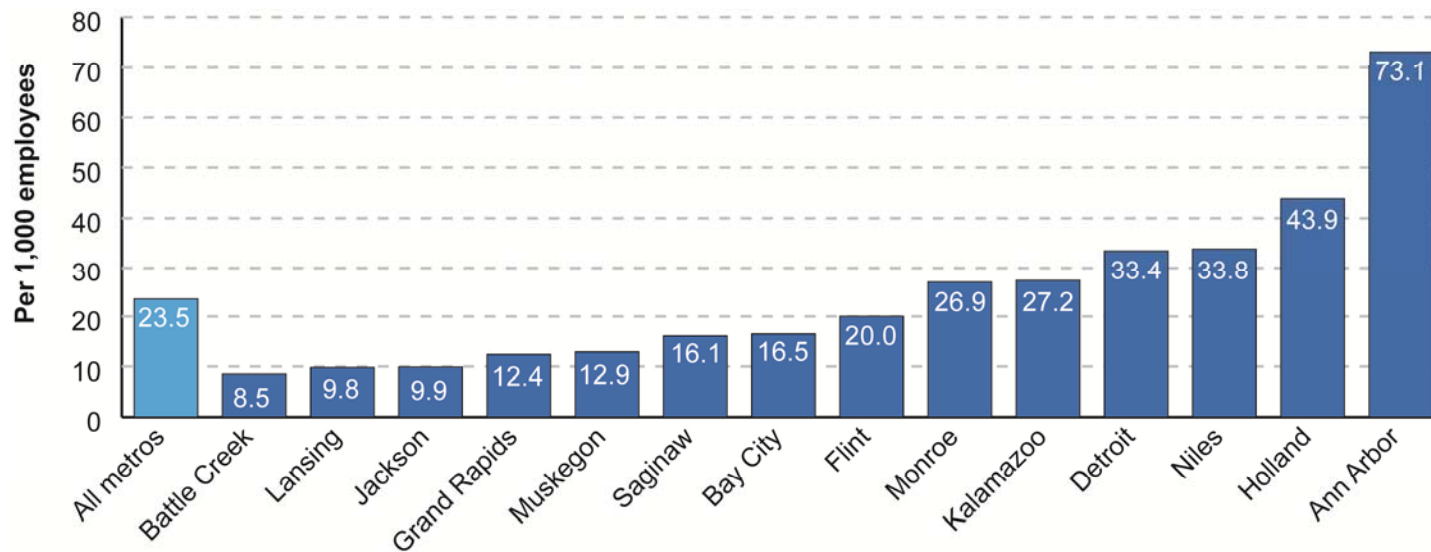
- Detroit
- Grand Rapids
- Lansing
- Ann Arbor
- Flint
- Kalamazoo
- Holland
- Saginaw
- Muskegon
- Niles
- Battle Creek
- Monroe
- Bay City
- Jackson

Michigan and its Metros Have Strengths in the Next Economy

- Link between innovation and manufacturing, particularly in clean technology
- Producing goods and providing services in demand globally
- Home to strong and emerging industry clusters and anchor institutions

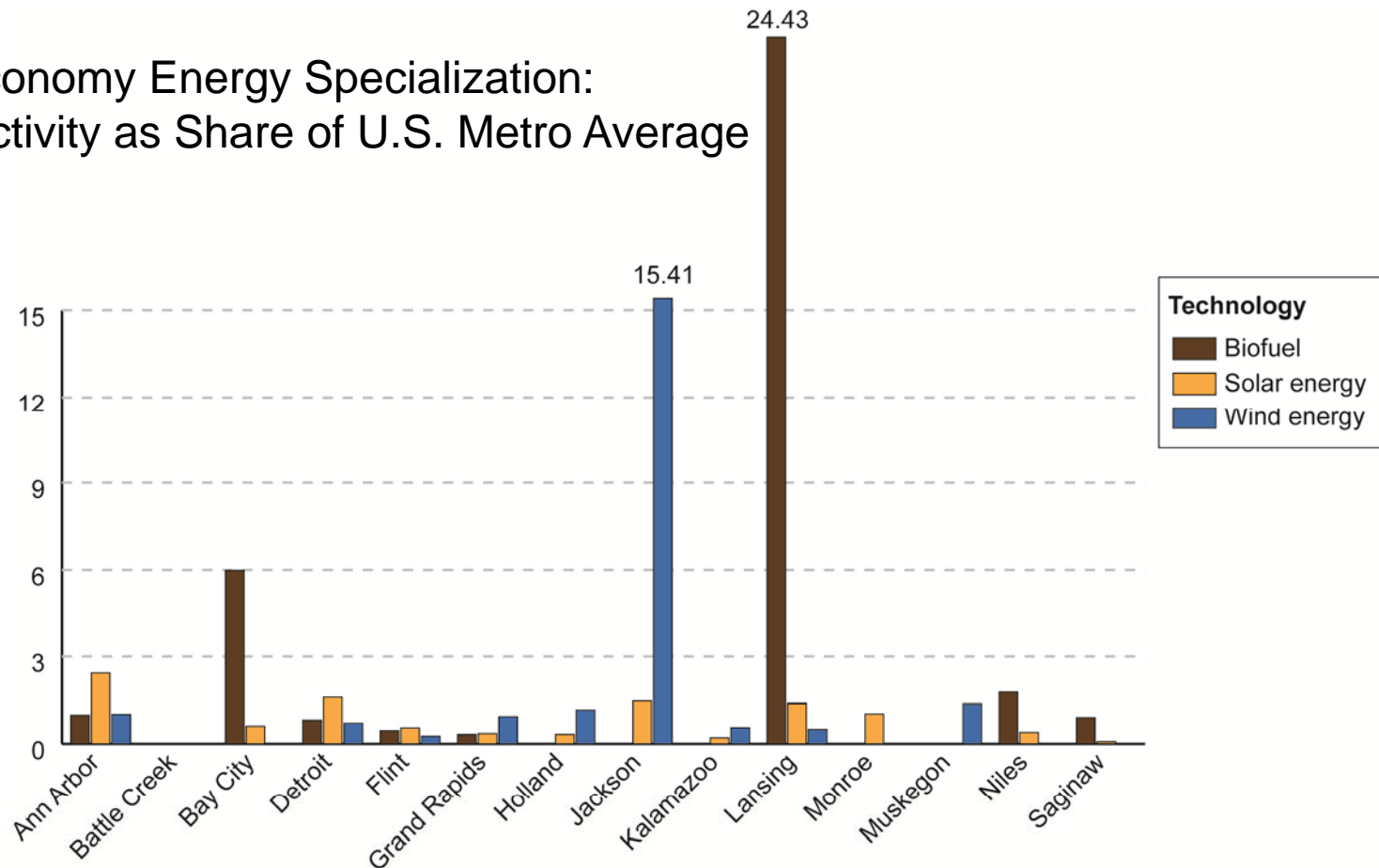
Link between Innovation and Manufacturing

Patent Applications per 1,000 Employees



Strength in Manufacturing-Intensive Clean Economy

Clean Economy Energy Specialization:
Patent Activity as Share of U.S. Metro Average

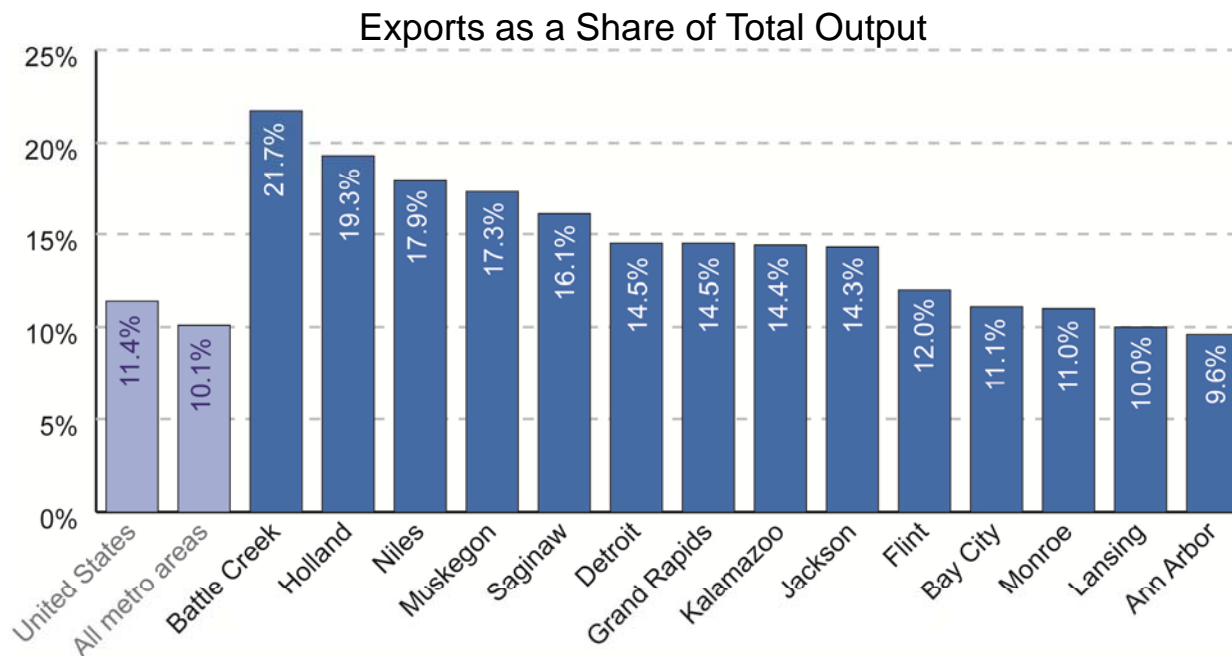


Strength in Manufacturing-Intensive Clean Economy (cont.)

- Detroit ranks 4th nationally in electronic vehicle technology specialization
- Grand Rapids ranks 2nd nationally in green consumer products specialization
- Holland (7%), Monroe (5%), and Niles (5%) have a higher percentage of workers employed in the clean energy sector than U.S. average (2%)

High-Demand Goods and Services

- Detroit ranks 1st among 20 largest metro areas for export intensity
- Grand Rapids ranks 8th among 100 largest metro areas
- 10 of Michigan's 14 metros are more export-intensive than the U.S.



Goals for Michigan's Urban and Metro Strategy

- Michigan strengthens the link between innovation and manufacturing
- Michigan supports strong regional systems to train existing workers and welcome new ones
- Michigan makes targeted investments that leverage distinct assets in urban and metropolitan areas to transform regional economies

Strengthen Link between Innovation and Manufacturing

- Reorient 21st Century Jobs Fund
 - Unleash innovation potential of small and medium-sized manufacturers
 - Reduce barriers to SME technology creation and implementation
 - Collaborate with other stakeholders throughout state
- Attract foreign direct investment
- Bolster exports through assistance, promotion, and financing

Train Existing Workers and Welcome New Ones

- Reform state workforce strategies
- Advocate for changes to federal workforce laws
- Help skilled immigrants obtain state credentials
 - Provide specific guidance on how to secure a particular professional license
 - Tailor job training programs to immigrants with professional experience
 - Address known barriers to immigrant professionals seeking employment in their fields

Targeted Investments to Leverage Urban Assets

- Support a small number of metro-led industry clusters
- Designate one to three urban innovation districts

Projects of Urban and Metro Significance

Definition

City or Metro led

Public-private collaboration

Game-changing significance for state

Few in number

Criteria

Growth potential

Innovative financing

Anchor institutions

Local leadership

Benefits

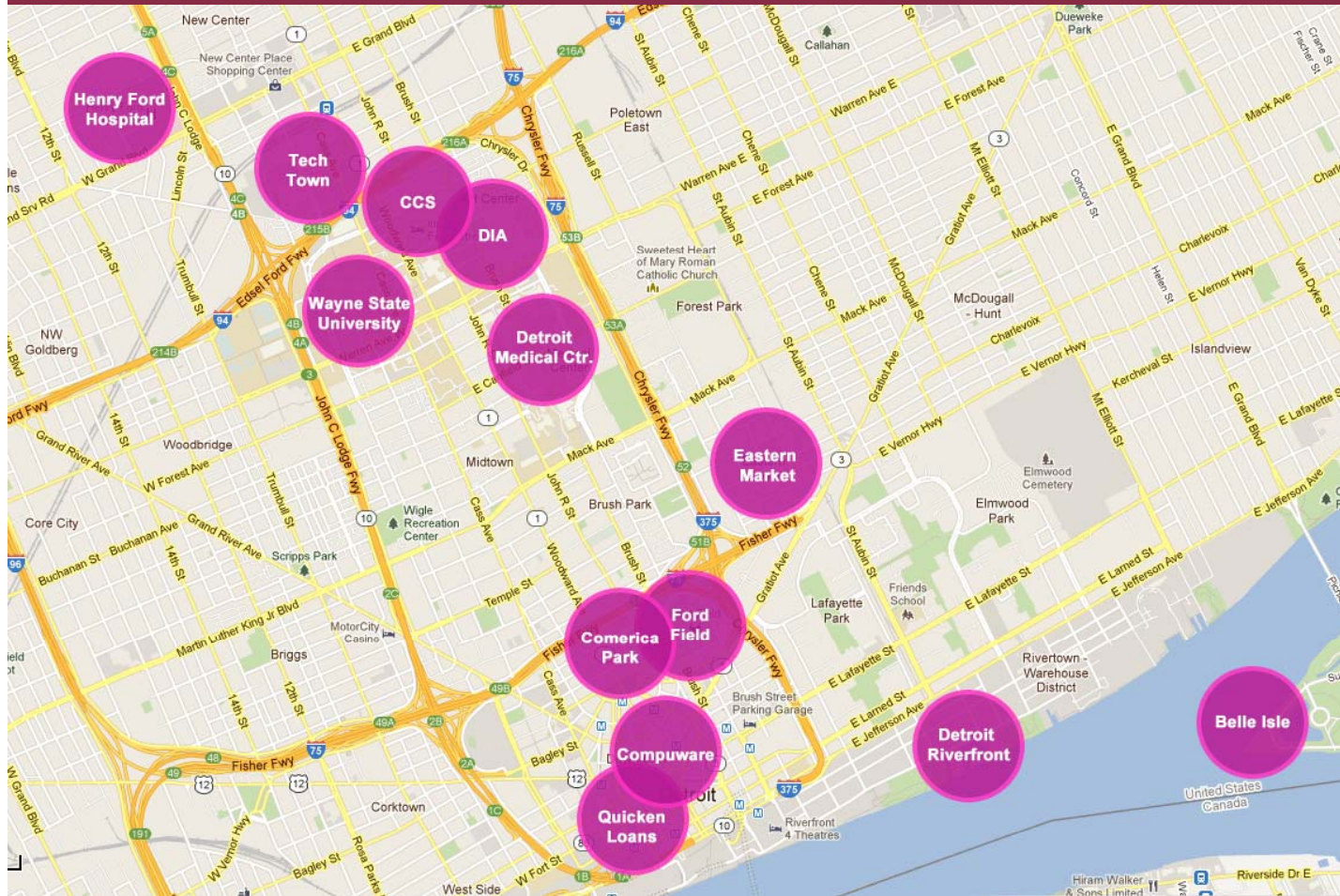
Fast-track permitting

Multi-year state commitment

Aligned state resources (MDOT, MSHDA, MEDC)

Flexibility in action based on performance metrics

Midtown Detroit



**1.5 square
miles**

**24,000
residents**

**45,000
employees**

**32,000
college
students**

Contact us

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You may also download the *Michigan's Urban and Metropolitan Strategy* report from the PSC website at: <http://www.pscinc.com/>