STATE OF MICHIGAN
GOVERNOR RICK SNYDER



OFFICE OF URBAN AND METROPOLITAN INITIATIVES

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OVERVIEW OF THE OFFICE OF URBAN AND METROPOLITAN INITIATIVES

MISSION STATEMENT

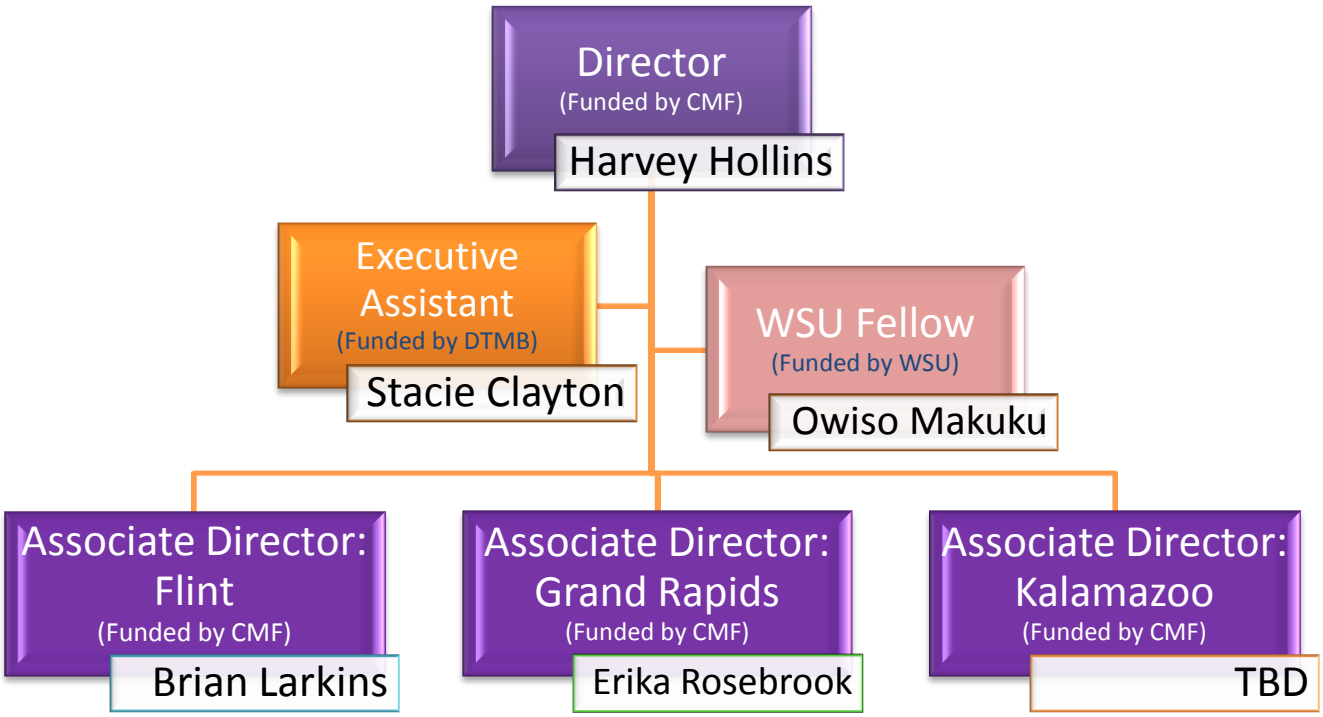
The Governor's Office of Urban and Metropolitan Initiatives (Office) is **NOT** a constituent services operation; rather, it is a focus on economic impact and job growth initiatives respective to urban and metropolitan areas. These initiatives will include transportation/infrastructure, public services, land use/sustainability, housing, and workforce/economic development. The Office works closely with the Michigan Economic Development Corporation (MEDC), all state departments, the foundation and business communities through collective teamwork to establish policies and to create a strategic framework for urban economic development in Michigan.

The Office is based in Detroit and will operate satellite offices in Flint and Grand Rapids. Other satellite operations may exist if funding is available, and if that satellite works with at least two other urban centers in addition to its primary location. The Director will hire an Associate Director to manage each satellite operations in the state.

FOUR KEY ISSUES FACING OUMI

- ✓ **City Revenues**
  - OUMI will need to continue internal advocacy to mitigate policies to reduce revenues to cities.
- ✓ **Population Loss**
- ✓ **Crime and Safety**
  - Four cities remain in the FBI top 10 most violent crime cities list: Detroit, Flint Pontiac and Saginaw.
  - Eight are cities (which includes Detroit, Flint, Pontiac and Saginaw) are in the FBI's top 100 most violent crime cities list.
- ✓ **2012-13 Elections**
  - Change in legislative leadership
  - Change in municipal leadership, particularly in Detroit will allow an opportunity to strengthen a collaborative approach to solving problems and executing solutions.

OUMI ORGANIZATION CHART



OUMI OPERATIONS

SWOT ANALYSIS

Strengths • Governor is supportive and confident in OUMI. • Educated, experienced and self-reliant staff. • Support staff well-trained and professional. • Sufficient technology, computer software and equipment. • Excellent relationships with external units within State Government. • Strong relationships with leaders in: business, community, and public office. • Solid commitment to teamwork within and between internal units.	**Weaknesses** • Coordination with communications. • Remote location and activity creates some disconnection in Lansing. • Briefing process. • Strategic messaging
Opportunities • Elections 2012-13 • Growing support for OUMI operations in the state. • Enhanced coordination with business community. • Enhanced relationships with national experts and practitioners on urban revitalization. • Enhanced foundation support	**Threats** • Elections 2012-13. • Lack of legislative support for Detroit. • Urban core focus on the I-75 Corridor • Implementation of state policies which reduces resource and revenue support to cities and low income residents without providing avenues to replace or enhance supports through new avenues. • Lack of foundation support. • Loss of key staff.

OUMI 2013-14 GOALS

Goal 1: Create, Embed and Execute a State Urban Agenda that serves the framework for the state's engagement in restoring Michigan cities.

1.1 Governor's endorsement of an urban agenda developed through key stakeholder input across Michigan.
1.2 Obtain Consensus/Input from Core City Mayors.
1.3 Embed agenda in departmental objectives/metrics.
1.4 Develop policies and legislation to promote Urban Agenda implementation

Goal 2: Initiate Anchor Strategies in 14 core cities for Stabilization and Growth.

2.1 Develop and Implement "Buy/Live" Strategies in 14 Core cities.
2.2 Develop and Implement Key Neighborhood development Strategies impacts pk/12 educational attainment, crime reduction, blight reduction, ownership, civic engagement and residential growth.
2.3 Implement Job Training and Obtainment initiatives structurally unemployed and reentering residents.
2.4 Implement a state marketing/promotion strategy for urban cities.

Goal 3: Establish Collaboration Space and Innovation Districts.

3.1 Establish neutral space of Government Collaboration in three cities
3.2 Establish 3 Innovation Districts in Michigan

Goal 4: Cross-brand urban initiatives between cites.

4.1 Host opportunities to bring key stakeholders across the state to tour/review initiatives in other cities.
4.2 Pilot three best-practice urban strategies per year in three cities across Michigan to be rolled out state-wide as a phase two initiative.
4.3 Develop/enhance multi-city collaborations.

Goal 5: City governance and finance.

5.1 Serve as the Governor's liaison with Michigan's Mayors.
5.2 Restructure Grant Management process in Cities
5.3 Initiate intervention in cities to assist cities in avoiding an emergency manager.
5.4 Coordinate and geo-code state resource and investment in cities.