

County Administrator's Digest

March 30, 2015

Alan G. Vanderberg, County Administrator

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WEST MICHIGAN ISSUES & IMPACT

Click the link <https://youtu.be/QdS4BDWF0pE>

for the latest edition of West Michigan Issues and Impacts. Co-Host Shannon Felgner and I interview Mr. John Weiss, Executive Director of the Grand Valley Metropolitan

Council (GVMC) and also chair of the West Michigan Prosperity Alliance Board, which oversees the 13 county Regions of Prosperity Area.



REGISTER NOW
@ www.miOttawa.org



ottawa county
**innovation &
technology
forum**

Register at miOttawa.org for the Second Annual Ottawa County Innovation & Technology Forum. Space is limited. The event, designed for local public sector leaders, is an opportunity to learn from technology pioneers and visionaries. Key speakers include Phil Bertolini, Oakland County CIO, and Colonel Kristi Etue, Michigan State Police Director. The fast paced day will be peppered with demonstrations and descriptions of technology applications from local governments, innovators, and vendors. Don't miss this opportunity to learn about capabilities and services that will take your organization to peak performance.

TECHNOLOGY FORUM

The 2nd Annual Innovation and Technology Forum is shaping up to be an excellent event as was the inaugural event last year. You will want to sign up soon as space is limited.

Register at: http://www.miottawa.org/Departments/IT/technology_forum.htm



friday, may 8
8:30am - 4pm \$10
12220 fillmore
west olive, mi
main conference room



WYOMING REFUNDING BONDS (Pat Staskiewicz)

I am pleased to report that we have closed on the Wyoming Refunding Bonds and have achieved a savings of almost \$3.0 million dollars. Our savings were 7.776%, which was above the threshold of 5% that we set for this refunding. Attached is a summary of the bond sale. Thank you everyone for your time on this refunding.

BOARD OF COMMISSIONERS SUPPORTS STATE ROAD FUNDING BALLOT INITIATIVE

The Board of Commissioners recently voted to support the State proposed 1% increase in sales tax to fund road maintenance and improvements throughout the State. [Click here](#) for the resolution. More information will be provided as we get closer to the Statewide vote in May.

MANAGE LIKE A FUTURIST

It is my pleasure to invite you to an outstanding learning opportunity that Ottawa County is hosting with the Alliance for Innovation. Author and presenter Rebecca Ryan will present her "Manage Like a Futurist Workshop" at Ottawa County's Fillmore Administrative Complex on **Thursday, April 23, 2015 from 8:30 to 3:30**. Keith Van Beek and I saw Ms. Ryan present at the ICMA Annual Conference last fall in Charlotte, NC and she was outstanding. You leave her session with a new appreciation of things to look out for and "tools" that you can use as you plan and manage for the future. Though her presentation is aimed toward the public sector, it is my belief that the principles apply well to other types of organizations as well.

Seating is limited so please act fast to secure one or more spots for your organization. The registration form follows below. The cost for non-members of the Alliance for Innovation is \$149.00 and lunch will be provided.

I hope that you and members of your staff are able to take advantage of this excellent professional development opportunity. I have also attached an article the PM Magazine did on "Manage Like A Futurist." ([click here](#))

Rebecca Ryan, "Manage Like a Futurist" Workshop

Wouldn't it be easier to ensure fiscal stability if we could look into a crystal ball? How will future trends affect a government's ability to provide excellent services? What upcoming storms and issues will affect service provision? Rebecca Ryan, in her "Manage Like a Futurist" workshop shares concepts and tools that professional futurists use to identify and interpret trends and futures. She assists governments with identifying the driving forces, assumptions, evidence or indicators of their possible future scenarios.

Rebecca is one part economist, one part humorist and one part futurist. She was the keynote speaker at the 2013 Transforming Local Governments Annual Conference sponsored by the Alliance for Innovation. In her book, *Regeneration*, she explains her belief that America progresses through an 80 year cycle of seasons. The

era of survival and regeneration, also known as “The Great Recession” she predicts will last until 2019. She believes the following 20 years will be spring, an era of promise, belonging, “Peace and Prosperity”; followed by summer, an era of euphoria, defiance, “Summer of Love”; followed by fall, an era of separation and anxiety, a “Decline of Institutions”. She encourages awareness of these cycles and awareness of technological, societal, environmental and economical trends. By providing the tools and concepts to interpret these factors, organizations can be more agile and responsive to challenges and opportunities of providing services.

She has outlined six steps to help prepare for future planning and provide strategic insight into how a community will function 100 years from now: Frame the issue, Scan, Forecast, Vision, Plan and Act. We are happy to host Rebecca Ryan’s workshop at Ottawa County on April 23, 2015, sponsored by the Alliance for Innovation. An email will be sent to departments inquiring about interest to attend the workshop. We have been offered 50 internal spots in the workshop before general offering to other Alliance member organizations. Seats are expected to go quickly as the event will be advertised throughout the greater region (Indiana, Ohio, Illinois, etc.)

Manage Like a Futurist in Michigan
Day-Long Interactive, Dynamic Workshop
Sponsored by the Alliance for Innovation
West Olive, MI
Presented by the Alliance's Resident Futurist Rebecca Ryan
[Register Now](#) - Lunch included



If you knew your community’s future, what would you do? You would know and anticipate challenges, maximize opportunities, and mitigate expenses. You would probably run a more prepared, agile, and responsive local government.

Most of us use some sort of foresight all the time, e.g. monitoring the weather forecast to prepare for the next day. Participants who attend Manage Like a Futurist will learn the methods that professional futurists use to develop future scenarios, and how to put those methods to work for your municipality.

I had my management team attend. We learned a very practical process to manage like a futurist as we looked at four different projects impacting Campbell. The process was very useful, helped us look further out than a year or two. This process will be extremely helpful with important projects and issues we have coming before our city. We hope to continue to work with Rebecca and the Alliance on these issues. - Mark Linder, City Manager, City of Campbell, CA

Participants Will Learn:

- The core concepts and tools that professional futurists use to identify and interpret trends and futures;
- Why predicting a single future is not only impossible, it’s irresponsible;

- To identify several possible future scenarios for their community, plus a dashboard of metrics for ongoing monitoring;
- To identify the driving forces, assumptions, evidence or indicators of their community's possible future scenarios;
- How to talk about futuring in a way that won't freak-out your staff or elected officials; and
- That futuring can become an ongoing discipline that's integrated into future planning

About the Workshop

Manage Like a Futurist is not a sit-and-listen event. It is a highly interactive workshop where you and your team will learn and apply the tools and methods that futurists and Fortune 500 companies use to design future scenarios and in some cases, invent the future. Join the Alliance for Innovation for this workshop in West Olive:

Thursday, April 23, 2015

12220 Fillmore St. #130

West Olive, MI 49460

8:30am - 3:30pm Workshop



Member Cost: \$99
Non-Member Cost: \$149
Lunch included

About the Facilitator

Rebecca Ryan is the Alliance for Innovation's Resident Futurist. She is known as a human sparkplug. She is one part economist, one part futurist, and one part humorist. (That's right, economists can be funny.) Rebecca inspires us to think differently about the future...our future.

OTTAWA COUNTY IS HEALTHIEST IN MICHIGAN, ACCORDING TO NEW RANKINGS (Kristina Wiegelmink)

Ottawa County ranks 1st out of 82 counties in Michigan for healthy people, according to the sixth annual County Health Rankings (CHR), released today by the Robert Wood Johnson Foundation (RWJF) and the University of Wisconsin Population Health Institute (UWPHI). A snapshot of Ottawa County's overall rank is at <http://bit.ly/1xihJqj> and the CHR summary report is at <http://bit.ly/1EXLqpb>.

Annual rankings show where counties do well and also where there are opportunities for improvement. Since 2014, Ottawa County improved or maintained in 85% of the 35 indicators that make up the ranking. While Ottawa County is the healthiest county in Michigan, the state ranks 34th in the nation.

"The County Health Rankings is a great opportunity to show how Ottawa County's community members, hospitals, schools and agencies partner together; all contributing to our #1 rank," said Lisa Stefanovsky, Health Officer with the Ottawa County Department of Public Health.

Additionally coming this May, the 2014/2015 Ottawa County Community Health Needs Assessment (CHNA) report will be presented at the Ottawa County Fillmore Complex. The CHNA is a study that helps to identify health and health service issues; by gathering feedback from individuals, health care professionals and other community leaders. Results from the CHNA are similar to the CHR report, but more defined for Ottawa County. The public and media are encouraged to attend to discuss the results and start planning on ways to improve residents' healthy outcomes.

Strengths

- Residents enjoy longer life expectancies and better overall health.
- Higher child and adult immunization rates.
- Lower obesity rates.
- Lower smoking rates in adults.
- Higher activity levels.
- More mothers seek prenatal care.

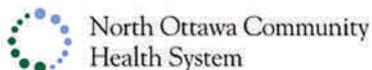
Opportunities for Improvement

- Access to primary care; medical, dental and mental health.
- Binge or heavy drinking.
- Death rates from Alzheimer's.
- One in four youth report depression; 34% females and 15% male.
- One in four teens pregnant (15-19 years of age).
- Increase in chlamydia cases.

More information is to come at www.miottawa.org/healthdata or call Marcia Mansaray, OCDPH Epidemiologist at (616)494-5598 or mmansaray@miottawa.org to register for the May CHNA report release and forum.

Sources

County Health Rankings www.countyhealthrankings.org and Ottawa County rank <http://bit.ly/1xihJqj>
 Ottawa County CHNA Summary www.miOttawa.org/CHNA2014
 Ottawa County Youth Assessment Survey www.miOttawa.org/2013yas



KAREN MCPHEE ASSUMES POSITION IN GOV. SNYDER ADMINISTRATION

The Governor made a great choice when he appointed Karen McPhee as Senior Education Policy Advisor recently. Karen has done a fantastic job with the Ottawa Area ISD and will do a great job for the State as well. Several of us attended Karen's retirement reception on Friday to wish her well in her new endeavor.

Gov. Rick Snyder taps Ottawa Area ISD superintendent to be policy adviser

Michigan Governor Rick Snyder has chosen Ottawa Area Intermediate School District Superintendent Karen McPhee to be his senior education policy adviser.

By Staff report Holland Sentinel

Posted Mar. 2, 2015 at 12:03 PM, Updated Mar 2, 2015 at 1:42 PM

Karen McPhee. Contributed.

Holland, Mich.

Michigan Gov. Rick Snyder has chosen Ottawa Area Intermediate School District Superintendent Karen McPhee to be his senior education policy adviser.

McPhee's appointment will mean the OAISD will be searching for a new superintendent.

McPhee has been the superintendent of the OAISD since 2004, and has worked with the intermediate school district since 1984.

"I am humbled and excited to be joining the governor's team. I look forward to working with educators, stakeholders and policy leaders on behalf of Michigan's 1.5 million students," McPhee said. "The governor has an ambitious plan for improving educational outcomes and investing in talent development, and the citizens of our state deserve no less."

Snyder was expected to announce McPhee's appointment at the Governor's Economic and Education Summit in Detroit on Monday, March 2.

McPhee will help the Snyder administration's work to improve reading for young students in early elementary school grades, to improve academics and transparency in Michigan schools and to prepare high school students for careers and postsecondary options.

"As people in Ottawa County and the lakeshore know, Karen McPhee has done an outstanding job leading and developing programs that collaborate with higher education and the business community to develop a talented workforce. Michigan has made great progress, and, with people like Karen on the team, we're not going to slow down," said David Murray, Snyder's deputy press secretary.

Snyder's previous senior education adviser was Craig Ruff, who retired at the end of 2014.

The OAISD Board will formally vote on McPhee's resignation at its March 10 meeting.

WALK FOR WARMTH (Paula Huyser)

Walk For Warmth Sets Record and Makes Connections

As the promise of spring becomes closer, final tallies are taking place at Ottawa County Community Action

Agency (OCCAA) for this year's Walk For Warmth campaign. Through generous corporate donations and widespread personal and other non-profit giving, this year's Walk made nearly \$16,000. Just over 300 walkers – a record number – participated as well.

"We are truly fortunate," says Paula Huyser, Program Supervisor, OCCAA. "This means we will be able to maintain assistance for our customers. That demand hasn't decreased. In fact demand for heating assistance has increased from last year due to the extreme temperatures we've had. We are very grateful for all the support we've received not just from our community, but well beyond it, too."

Support from private donors came locally from Ottawa County, but also came from as far away as Belmont, Maple City and Goodrich, Michigan. A record number of walkers and walking teams participated as well. Just over 300 participants Walked the Walk and came from as far away as Muskegon, Norton Shores, Spring Lake and Wyoming.

Walking teams included Consumers Energy, Creative Dining Services, Sherwin Williams, GVSU Student Nurses, Zeeland East and West High Schools Spanish, and Zeeland F.I.R.S.T. Robotics, whose team brought in nearly \$700.

Last year OCCAA assisted over 5,000 homes in Ottawa County through its range of housing-related programs. Walk For Warmth is an ongoing, year-round campaign that culminates in the annual event in February.

Follow OCCAA on Twitter @WalkForWarmth. For more images of the event, your team and your friends and to learn more about OCCAA visit Facebook at Ottawa.caa.

OTTAWA COUNTY DEPARTMENT OF PUBLIC HEALTH 2014 ANNUAL REPORT

Ottawa County Department of Public Health released their 2014 Annual Report.

The full report is available at www.miOttawa.org/health2014 or contact Kristina Wiegelmink, Communications Specialist kwiegelmink@miottawa.org for more information.

Challenges public health has faced in 2014 (and are still taking action) include:

- Ebola epidemic of 2014
- Flu vaccine effectiveness
- Measles cases rising
- Chlamydia among young adults
- Contaminated food
- Increase in whooping cough cases



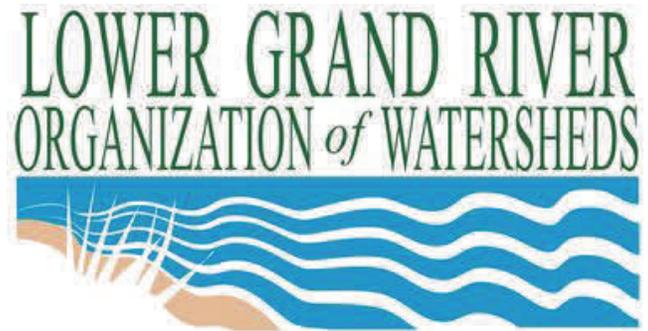
LGROW's 12th ANNUAL GRAND RIVER SPRING FORUM

Friday, May 1, 2015 from 8:00 AM - 11:30 AM at the Grand Rapids Downtown Market, 435 Ionia Avenue Southwest, Grand Rapids, MI 49503

Join us for a morning of regional water resource issues and Watershed updates.

Keynote speaker: Former Senator Patty Birkholz, League of Conservation Voters

Additional Topics
LGROW 2014 Accomplishments
Regional Prosperity Update
K-12 Place-Based Education Student Showcases



We want to thank to our **sponsors:**

West Michigan Soil Erosion Control Network
Fishbeck, Thompson, Carr & Huber, Inc.
West Michigan Sustainable Business Forum

Registration begins at 8:00am & Refreshments will be available.

Click the link to register: [LGROW's 12th Annual Grand River Spring Forum](#)

GVMC WEEKLY UPDATE (John Weiss)

[Click here](#) for the most recent updates.

COUNTY OF OTTAWA

STATE OF MICHIGAN

RESOLUTION

At a regular meeting of the Board of Commissioners of the County of Ottawa, Michigan, held at the Fillmore Street Complex in the Township of Olive, Michigan on the 24th day of March, 2015 at 1:30 o'clock p.m. local time.

PRESENT: Commissioners: Visser, Baumann, Disselkoen, Dannenberg, Haverdink, Van Dam, Holtvluwer, DeJong, Kuyers, Bergman, Fenkse. (11)

ABSENT: Commissioners: None _____

It was moved by Commissioner Kuyers supported by Commissioner Disselkoen that the following Resolution be adopted:

WHEREAS, a proposal has been made by the Michigan legislature to add a one-percent (1%) sales tax to the existing state sales tax within the State of Michigan, increasing that tax from six percent (6%) to seven-percent (7%), among other changes, for the ultimate purpose of funding street, road, and highway construction and maintenance within the State of Michigan; and,

WHEREAS, the proposed 1% increase in the sales tax, and other proposed changes, for the ultimate purpose of funding road, street, and highway construction and maintenance, has been placed on the ballot as Proposal 15-1, and will be voted upon by the electors of Ottawa County and the State of Michigan, in the form attached hereto as Exhibit "A," on May 5, 2015; and,

WHEREAS, the Ottawa County Board of Commissioners is vitally concerned in ensuring that Michigan's transportation infrastructure is adequately maintained; and

WHEREAS, the Ottawa County Board of Commissioners has determined that Michigan's transportation infrastructure, including freeways, major and local streets, bridges and transit systems, directly contributes to the economic health and vitality of Ottawa County; and

WHEREAS, the Ottawa County Board of Commissioners has further determined that prudent public investment in the periodic maintenance and reconstruction of the Michigan's transportation infrastructure yields lasting benefit for the people of Ottawa County by supporting employment in the transportation industry and by providing cost effective networks of freeways, roads and transit systems that help job providers efficiently move people and goods; and

WHEREAS, the expected benefits of adoption of the proposed ballot initiative include an additional \$1.2 billion annually for road, street, and highway construction and maintenance, providing much needed rehabilitation to Michigan's crumbling roadways, as well as \$94 million annually to local governments in revenue sharing and \$100 million for transit;

THEREFORE BE IT RESOLVED, that the Ottawa County Board of Commissioners does hereby support the adoption of Proposal 15-1, in the form attached in Exhibit "A" and urge a "yes" vote thereon by the electors of Ottawa County and the State of Michigan; and,

BE IT FURTHER RESOLVED that this Resolution be forwarded to Governor Rick Snyder, Senator Arlan Meekhof, Representative Roger Victory, Representative Amanda Price, Representative Joseph Haveman, to all local governments within Ottawa County, to the Grand Valley Metro Council, to the Michigan Association of Counties, and to the County Clerks of all Michigan Counties; and,

BE IT FURTHER RESOLVED, that all resolutions and parts of resolutions insofar as they conflict with this Resolution are hereby repealed.

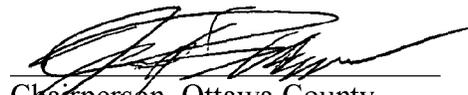
YEAS: Commissioners: Visser, Fenske, Disselkoen, Van Dam, Kuyers, Bergman, Baumann.

(7) _____

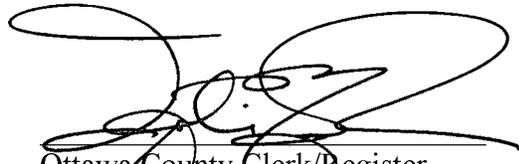
NAYS: Commissioners: Dannenberg, Haverdink, Holtvluwer, DeJong. (4) _____

ABSTENTIONS: Commissioners: None _____

RESOLUTION ADOPTED.



Chairperson, Ottawa County
Board of Commissioners



Ottawa County Clerk/Register

BY KAREN THORESON AND PAMELA MUSE

MANAGE LIKE A FUTURIST

Adapt the tools of strategic foresight to community planning

If you knew your community's future, what would you do? You would know and anticipate challenges, maximize opportunities, and mitigate expenses. You would probably run a more prepared, agile, and responsive local government.

Most of us use some sort of foresight all the time—monitoring the weather forecast to prepare for the next day or creating alternative scenarios for a future retirement. Professional futurists use various tools to develop preferred scenarios, and these same tools can be learned and incorporated into an organizational or community strategic plan that works for your local government.

Author Rebecca Ryan, who is the resident futurist at the Alliance for Innovation and founder and co-owner of a consulting firm, is driven by her love of cities and counties and the Alliance for Innovation's community of local governments. She has developed a program that helps staff in forward-looking organizations to think like a futurist and adapt the tools of strategic foresight to propel their communities into a future they desire and can influence.

According to Ryan, local governments can apply six key steps to their planning regime:

Frame the Issue. A manager can ask, What is the domain he or she is trying to understand? Here, the domain is defined quite specifically by what, who, and when. A domain question, for example, might be, "Will there be enough sufficiently trained public administrators to manage our cities and counties in 2030, when the last baby boomer manager has retired?"

Scan. This step involves surveying the trends and forces that may shape

the future of the domain question. Key trends might include:

- How might social trends, like birth rates, aging in place, or increased urbanization, impact that domain?
- How will technology impact the public administrator's role?
- What environmental factors might change the issues local government's face?
- Will the economy change so drastically that local governments can survive?
- How will politics—both local and global—impact the places we live?
- Will governance structures adapt and change as our communities evolve?

USING STRATEGIC FORESIGHT IS NOT FORTUNE TELLING AND DOES NOT REQUIRE A CRYSTAL BALL.

Forecast. Create alternative scenarios applying the trends and forces you have just scanned. What would happen if you only watch and do nothing? What pro-active actions could be taken to influence the 2030 outcomes? What disruptions might occur to dramatically influence the domain? Are those disruptions likely to be positive or negative?

Vision. What is the preferred future for your domain? What specifically do you want that future to look like (i.e., construct your own reality)? What are the success factors that could help you achieve it? What are metrics of success and how would they be identified and monitored?

Plan. Working backwards from your date in the future, what milestones

would need to be achieved, strategies put in place, and feedback loops established to achieve the vision?

Act. What should you do now to make your vision happen? Who else do you need to enlist to help you make it a reality?

The term *futurist* isn't new. In fact, the *Oxford English Dictionary* identifies the earliest use of the term *futurism* in English as early as 1842. The term, however, is fairly new in the world of local government professionals. That is why the Alliance for Innovation is now hosting workshops, led by Ryan, to teach staff across North America how to apply the tools of futuring in planning for their communities.

Planning for the future is an important role for local governments. In some sense, our job is to ensure that the community is not only safe, attractive, and viable for today's residents, but also for the many generations to come. It is essential that a community act today while envisioning how that community will function 100 years from now.

Strategic planning can help you accomplish your near-term goals and is obviously a critical tool to help get that done. But for the long-term vision, futuring can become an ongoing discipline that's integrated into your overall community planning.

Using strategic foresight is not fortune telling and does not require a crystal ball. Predicting a single future is, in fact, not possible and more so, probably irresponsible. But anticipating the future and trying to imagine how to make that positive future a reality is the job that public employees signed up for. Learning to manage like a futurist can help you do that. **PM**



KAREN THORESON is president, Alliance for Innovation, Phoenix, Arizona (kthoreson@transformgov.org; www.transformgov.org), and **PAMELA MUSE** is west regional director, Alliance for Innovation, Phoenix (pmuse@transformgov.org).



Grand Valley Metro Council Strategic Planning Session

On **April 2, 2015** the GVMC Board of Directors will hold a special Strategic Visioning Session from 9:00 am until noon. A continental breakfast will be provided.

The session will be facilitated by Dr. Lou Bender who has worked with GVMC in the past.

The meeting will be held at the Byron Township Community Center 2120-76th Street in Byron Center. The facility is located in Byron's Whistlestop Park.

This will be a follow-up to last years session. GVMC has continued to expand and transform as we become more involved in regional leadership and collaborations. This session will provide us once again chance to discuss the ever growing opportunities available to GVMC.

West Michigan Continues Our Economic Comeback!

Last week over 700 business, education, economic development and governmental leaders gathered in Detroit for the Governor's Education and Economic Summit. There were two sessions hosted by our West Michigan Prosperity Alliance.

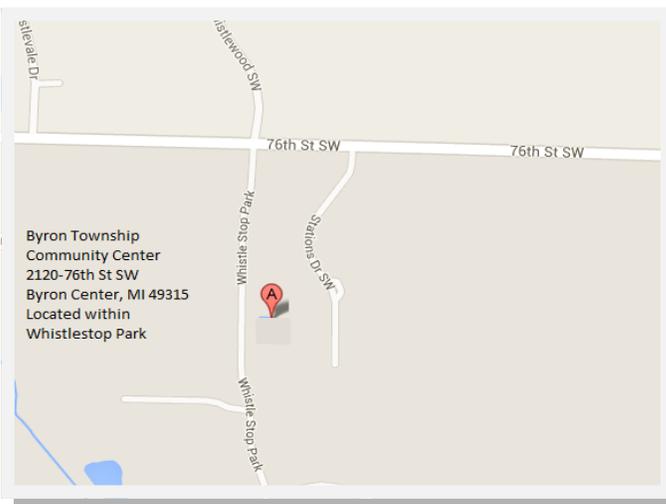
We were well represented with over 125 registrations coming from our region. Our sessions focused directly on West Michigan, our region's needs and opportunities and the "Projects of Economic Importance" that we reselected through the prosperity initiative process.

Some very interesting data was released showing that our region is continuing our economic revitalization. Michigan's unemployment rate in 2014 was 7.2%. That is down from 12.7% in 2010. The 2014 unemployment

rate in West Michigan was 5.7%.

Michigan's population dropped between 2010-2013 by 42,825. At the same time our area grew by 98,665. Our labor force is 780,280. Private sector jobs increased since 2009 by 90,590. This is a 17.7% increase in 5 years.

Another interesting fact is that in February 2015, there were online job postings for 23,160 jobs in West Michigan. That is an increase of 16.9% in a month and 27% in the past year. Can you guess the career that had the greatest number of postings last month? Coming in third was Registered Nurses at 555, Customer Service Representatives were second with 605 postings. The number one career for job postings in West Michigan last month was Truck Driver at 1,570.



Save the Date!

Grand River Spring Forum

GVMC Environmental Programs and the Lower Grand River Organizations of Watershed (LGROW) are pleased to announce the date for the 12th Annual Spring Forum.

Day: May 1, 2015

Time: 8:30-11:30 am

Location: Downtown Market



Everyone is invited! Please save the date for this meeting. RSVP to Gayle at McCrathg@gvmc.org