



 **ECONOMIC
Development**

 **WORKFORCE
& Education**

 **Oakland
NEXT**

 **Transportation
& MOBILITY**

 **Quality
OF LIFE**



BUSINESS ROUNDTABLE

2018 ANNUAL REPORT

DECEMBER 11, 2018





OAKLAND COUNTY BUSINESS ROUNDTABLE

The Oakland County Business Roundtable provides advice to the County Executive on business, economic development, education, quality of life, transportation and workforce development to ensure the county remains a premier destination to live, work, play and prosper.



ECONOMIC Development

The Economic Development Committee makes recommendations to promote business, industry and commerce within Oakland County. It is a strong promoter of business training, vibrant downtowns, improved communications about available county services and offering assistance to start-up businesses.



WORKFORCE & Education

The Workforce & Education Committee examines and makes recommendations on issues that involve employers, workers, students, training providers and job seekers, including those who need retraining or who are preparing or seeking to enter the workforce.



Oakland NEXT

Oakland Next was created to focus on the next generation of leaders in Oakland County through a branding campaign designed to highlight and retain the human capital so important to the county's future. Giving a voice to "Oakland's next _____" – the blank could include Oakland's next leader, change-maker, professional or volunteer.



Transportation & MOBILITY

The Transportation & Mobility Committee examines transportation issues and identifies actions Oakland County can take to resolve or mitigate them. They include supporting alternative funding sources for road repair, congestion relief and safety improvement.



Quality OF LIFE

The Quality of Life Committee focuses on intangible elements that make Oakland County a premier location for businesses and families. A recent focus has been on the creation of age friendly communities in the county.



L. Brooks Patterson

Oakland County Executive

Welcome to the 2018 Oakland County Business Roundtable Annual Meeting and breakfast and congratulations on our 26th year.

This valuable partnership between business, education and community leaders, and government continues to pay dividends as we work together to improve the business climate and the quality of life in our county. Much has been accomplished since the Roundtable's formation in 1993 and it would not have been possible without the interest and commitment of Roundtable members.

I'm grateful to the members for their continued contributions and co-chairman Russ Shelton, president of Shelton Buick GMC, for his leadership.

The Oakland County One Stop Shop Business Center, Main Street Oakland County® and what has come to be known as the One Stop Ready program all came from committee recommendations.

As most of you know, one of the original members of the Business Roundtable, Terence Adderley, died Oct. 9 at age 85.

Terry was executive chairman and chairman of the board of directors for Kelly Services. He was the longtime chairman of the Workforce & Education Committee, a tireless supporter of Oakland County and a friend to many of us. We will miss him.

I hope you share my enthusiasm for this year's keynote speaker, Chuck Underwood, one of the pioneers in the field of generational study. He is the founder of TGI – The Generational Imperative, Inc., an Ohio-based consulting firm. He consults and trains corporations and organizations in generational workplace and marketplace strategy.

It has been a good year for Oakland County. Domestic and international investment continues to come our way.

The eighth class of our Elite 40 Under 40 will soon be chosen and we hope to integrate their energy and passion into programs such as Medical Main Street® and Tech248®.

Thanks to Deputy County Executive Dr. Tim Meyer for overseeing the Roundtable and his fine work on behalf of the county.

Excitement and energy abounds. I am excited about our future. Your vision and commitment ensure Oakland County remains a premier place in the United States to live, work and raise a family. I wish the best for you and your family in 2019.

A handwritten signature in black ink that reads "Brook". The signature is stylized and cursive.



ROUNDTABLE LEADERSHIP

Russ Shelton, Chair
Shelton Buick GMC



Mike Cooper, Chair
Harley Ellis Devereaux

Paul J. Marcus, Vice-Chair
Marcus Consulting

Jeff Aronoff
Miller Canfield

Doug Brown
ASTI Environmental

John Carlos
GreeningDetroit.com

Wanda Cook-Robinson
Oakland Schools

Brian Dunn
Flagstar Bank

Gerald Fisher
Thomas M. Cooley Law School

Violet Gintsis
Mercantile Bank

Tisha Hammond
Ascent Small Business Promotion

Rick Hampson
Citizens Bank

Donald Kegley, Jr.
Cunningham-Limp Company

Sean Kelley
Mannik Smith Group

Nadja Koehler
ABB Robotics

Susan Kruger
SOAR Learning

Rachel Loughrin
City of Pontiac

Stuart Lebenbom
Lebenbom & Rothman PC

Tanya Markos-Vanno
Southfield Area
Chamber of Commerce

Mark Morrison
Oxford Bank

Rebecca Neuman
Clarkston State Bank

Christopher Parker
roundtable6

Kris Pawlowski
Signature Associates

Ann Peterson
City of Rochester

James Ralph
James Ralph & Assoc.

Sid Rubin
Innovative Vending Services

Arthur Siegal
Jaffe Raitt

Levi Smith
Principal Associates - TCN

Tom Snyder
Strategic Property Services

Andrey Tomkiw
Dinsmore & Shohl

Ara Topouzian
Troy Chamber of Commerce

Madonna VanFossen
SMART

JoAnn VanTassel
Former Orion Twp. Supervisor

STAFF SUPPORT

Daniel Hunter
Oakland County

Ryan Cram
Oakland County

John Wolf-Meyer
Oakland County



Terence Adderley, Chair
Kelly Services, Inc.

Hannah Lim-Johnson,
Co-Vice Chair
Kelly Services, Inc.

Michael Berich, Co-Vice Chair
Kelly Services, Inc.

Greg Adams
iLearn Systems

Paul Agosta
Applied Technology Systems

Kristina Arnone
EdEn, Inc.

David Banchiu
EdEn, Inc.

Beth Barnes
Walsh College

Gregory Blass
Blass Group of Companies

Donald R. Blum
Blum & Associates, LLC

Tamela Brown-Williams
Oakland Schools

Jackie Bracken

John Carlos
GreeningDetroit.com

Joseph Cool
Cool & Associates

Rebecca Davies
Butzel Long

Ken Elkins
Winning Futures

Elaina Farnsworth
Mobile Comply

Samuel Flam
i3 Executive Coaching

Larry Fobes
Learning from Leaders

Catherine Francois
GreeningDetroit.com

Karol Friedman
Automation Alley

Milan Gandhi
MedShare, Inc.

Shelley Goodman Taub
Oakland County
Board of Commissioners

Jerrad Grandy
Oakland Schools

John Hancock
Butzel Long

Michael Holzschu
Holzschu, Jordan, Schiff & Assoc.

Linda Jolicoeur
One World Business Finance-MI

Peter Karsten
Baker College of Auburn Hills

Yasser Khan
IBM Miraclesoft

Jackie Kopp
ATD Solutions, LLC

Susan Kruger
SOAR Learning, Inc.

Lisa Renee Kujawa
Lawrence Technological University

Thomas Landry
Landry Consulting, LLC

Brandon Malson
EAM Staffing & Recruiting

Tanya Markos-Vanno
Southfield Area
Chamber of Commerce

Holbert Maxey
Maxey & Maxey

James Meenahan
Environmental & Energy
Consultants

Sharon Miller
Consumers Energy

Victor Naidu
Ramssoft Systems, Inc.

David O'Donnell
DPM Consulting Services

Keyon Payton
New Bethel Missionary
Baptist Church

Hriday Prasad
Cloudeeva, Inc.

F. Timothy Richards
Consulting Services

Peter Rosenkrands
A.B. Heller

Glen Shilling
Detroit Country Day School

Douglas Smith
Oakland Community College

Alice Swanger
Alimar Ltd.

Wayne Thibodeau
Oakland University

Richard Turner
Metro Welding Supply

Carla Wellborn
Winning Futures

Michael Yocum
Oakland Schools

STAFF SUPPORT

Jennifer Llewellyn
Oakland County



Susan Kruger, Chair
SOAR Learning, Inc.

Nadja Koehler, Vice-Chair
ABB Robotics

Roland Alix
Hubbell, Roth & Clark

Jeanette Brown
Dutton Farm

Lloyd Crews
Oakland Community College

Clarence Dass
The Dass Law Firm

Amber Delind
The Center for Michigan

David Delind
DTE Energy

Kelly Dobner
Samaritas

Nirav Doshi
Complete Data Products

Elaina Farnsworth
Mobile Comply

Haji Flemings
Brand Camp University

Lisa Forzley
Detroit Zoo

Greggory Garrett
CGS Advisors, LLC

Lindsay Gauthier
Student

Emma Gibb
Student

Bryce Goulah
Fleece & Thank You

Jane Harper
HFHS

Cooper Hazel
Student

DJ Ikeler
Center for Success Network

Ryan Ikeler
Center for Success Network

Kait Kluz
Complete Data Products

Nicholas Kristock
Fleece & Thank You

Jennifer Llewellyn
Oakland County

Andy Magnus
Bright Side Markets

Megan Mahoney
BASF

Nancy Mauer
Leadership Oakland

Talisa Norton
All Pro Color

Alison Orlans
Orlans Group

Andrew Raupp
STEM.org

Molly Reeser
Camp Casey

Daniel Russell
DEM Group

Kimberly Russell
Multi-Media Journalist

Alex Scharg
Visioned Media

Jessie Smude
SOAR Learning, Inc.

David Tindall
Oakland University

Alison Woerner
Take Root

Brian Woodcock
SOAR Learning, Inc.

STAFF SUPPORT

Stephen Huber
Oakland County

Kristie Everett Zamora
Oakland County



Alan Kiriluk, Chair
KIRCO

Doug Smith, Vice-Chair
Oakland Community College

Tom Bruff
SEMCOG

Jean Chamberlain
JNC Consulting

Adam Cheslin
Merrill Lynch

Robert Cramer
SMART

Brian Downs
Fifth Third Bank

Ron Fowkes
Road Commission
for Oakland County

Cheryl Gregory
Spalding DeDecker

Jacques Haddad
T-Tech Solutions

Robert E. Hagedorn
Cadillac Presentation Solutions

Herb Hipple
Cordell Metals

Greg Jamian
AmeriCare Medical

Sean Kelley
Mannik Smith Group

Dennis Kolar
Road Commission
for Oakland County

Kirk Merametdjan
Booz Allen Hamilton

Joe Mercurio
General Motors

Sandy Montes
MDOT-Oakland TSC

Chuck Moss

Fred Nader
Oakland County
Connected Vehicle Task Force

James Page
Harley Ellis Devereaux - Retired

Anthony Ptasznik
The Auto Club Group

Dennis Richardson
DDR Wealth Advisors

Alan Roeder
Couzens Lansky

Jim Santilli
Transportation Improvement Assoc.

Jim Schultz
MDOT Metro Region

Jay Shah
Spalding DeDecker

Barry Stulberg
Stulberg Development Consultants

Gene Szkilnyk
Integra Realty Resources

Madonna Van Fossen
SMART

J. David VanderVeen
Oakland County

Eric Wilson
Wilson & Wilson, PC

STAFF SUPPORT

Craig Bryson
Road Commission
for Oakland County

Scott Kree
Oakland County

Kristen Wiltfang
Oakland County



Jennifer Radcliff, Chair
Preservation Advantage

Jerry Dettloff, Vice-Chair
Downtown Mgmt Strategies

Greg Blass
Blass Group of Companies

Brandy Boyd
Oakland County
Parks & Recreation

Robin Danto
Michigan State University Ext.

Susan Emery Justice
Emery Benefit Solutions

Susan Harding
OLSHA

Joan Horton
City of Clawson

Kathleen Klein
Waste Management

Ken Krajewski
The Private Bank

Ann Langford
Area Agency on Aging 1-B

Michael MacDonald
Northwestern Mutual

James Meenahan
Environmental & Energy
Consultant

Peggy Miller
The Dragun Corporation

Bill Newman
Save-On-Drugs

Kent Roberts
National Civility Center

Jackie Smierka
Quality of Life Center

Gary Warner
Excel Technologies

Jeff Welsh
Right at Home Tri-County

Donna Zalewski
ITC Holdings

STAFF SUPPORT

Dan Hunter
Oakland County

Dan Riley
Oakland County



Keynote Speaker

Chuck Underwood
Founder/Principal
The Generational Imperative, Inc.

Chuck Underwood is one of the pioneers who created, developed and popularized the field of generational study.

He is founder and principal of “TGI” – The Generational Imperative, Inc. – an Ohio-based generational consulting firm. He consults and trains corporations and organizations in Generational Workplace Strategy and Generational Marketplace Strategy.

His comprehensive book on generational business strategy – America’s Generations in the Workplace, Marketplace and Living Room – is available online at <http://genimperative.com/> and at www.amazon.com and it can be ordered at most bookstores. He is also host of the PBS television series, “America’s Generations with Chuck Underwood.”

Having researched generational dynamics for more than a quarter century and then worked side-by-side with hundreds of clients to execute a long list of generational strategies, Underwood is considered one of the elite consultants in generational strategy.

His A-List clients operate in business, government, education, religion, politics, media and entertainment, philanthropy and virtually every other industry.

His 400+ clients include Hewlett-Packard; Procter & Gamble; Coca-Cola Co. and Time Warner Cable.

Underwood was formally trained in qualitative research methodology and focus-group moderating by The Burke Institute. He conducts generational research for his clients and for his own proprietary generational research.

The Ohio University College of Business graduate spent his earlier career in radio and television, first as an award-winning broadcast journalist and national sports play-by-play announcer, and then as a creator and producer of original programming. He has hosted and produced shows that have aired nationally and internationally.

Traveling coast-to-coast and overseas for consulting assignments, seminars, research and keynotes, he writes newspaper and national magazine columns on generational dynamics, guest lectures at universities, and is regularly interviewed for generational news stories by national and international magazines, newspapers, radio and television.



Susan Kruger
SOAR Learning
Chair



Nadja Koehler
ABB Robotics
Vice-Chair

The Oakland Next is a group of peers/colleagues working to better the county, connecting people and resources, with the goal of retaining talent in Oakland County.

Committee representatives partnered with Oakland County Michigan Works! to meet with attendees at Imagine Michigan, a day-long event held April 27 at the General Motors Renaissance Center in Detroit. Imagine Michigan (“Imagine the possibilities. Imagine Michigan.”) was held in conjunction with the FIRST Robotics World Championships at Cobo Center.

Imagine Michigan was held during the FIRST Robotics World Championships so students, educators, businesses and the public can see everything Michigan has to offer. The expo featured 28 Michigan-based organizations ranging from automotive and manufacturing businesses, to higher-education institutions, technology firms, tourism and more.

FIRST Robotics attracted 15,000 students from around the world; more than 1,400 volunteers; including mentors, coaches and spectators. All told, more than 40,000 people attended the champions.

Oakland Next was one of 28 exhibitors and joined Pure Michigan as the only two representing government. To stand out from the crowd, Oakland Next hired TapSnap, an instant photo kiosk that branded social media images of visitors to the display.

- Industry leaders from across the state and higher education
- Co-branded – Oakland Next and Oakland County Michigan Works! materials
- Promoted Oakland County – “Oakland Next is energizing and informing future leaders about the rewarding and high paying jobs they never knew existed that await them in Oakland County, Michigan”
- Distributed – “Top Jobs” flyer; Oakland County Michigan Works! Apprenticeship Books; Oakland County PROSPER magazines and Oakland Next Buttons

Co-branded Oakland Next-Oakland County Michigan Works! materials were also handed out Oct. 5 for Manufacturing Day. Nearly 1,000 students from the county’s four Oakland Schools Technical Campuses and other district schools took part in an event designed to encourage careers in advanced manufacturing and the skilled trades. Forty-three manufacturing firms in the county opened their doors and gave students plant tours, a chance to interact with employees, participate in various jobs and learn about the operations.

Oakland Next was also a sponsor for the Winter STEM Olympics, hosted by the Michigan Crossroads Council of the Boy Scouts of America. The event was held Feb. 10 at Kensington Metropark in Milford.



ECONOMIC Development



Mike Cooper
Harley Ellis Devereaux
Chair



Paul J. Marcus
Marcus Consulting
Vice-Chair

OVER-ARCHING OBJECTIVE

According to the 2045 Regional Forecast from the Southeast Michigan Council of Governments (SEMCOG), it appears Oakland County is on the leading edge of seeing a shortfall in available workers to fill job demands for the next 25 years. Extrapolating this data, the county will have approximately 220,000 more jobs than prime working age residents by 2020 and the deficit will grow to nearly 300,000 more jobs than working age residents by 2045. The magnitude of this shortfall will more than likely have a considerable negative effect on economic growth over this period.

COMMITTEE RECOMMENDATIONS

The Economic Development Committee has studied the impact of this apparent trend and recommends the following actions:

1. **New Emerging Sectors:** Perform a review of the Oakland County's Emerging Sectors® program to determine which sectors have experienced a successful degree of mastery (Medical Main Street), which may no longer be relevant (film production) and identify new sectors for future mastery (i.e. Bioinformatics). Develop a plan to raise awareness of new focus areas within the student population and retrain workers from other sectors.
2. **Information Management:** Examine the current Oakland County web site and social media portals for content and update and

organize the information so that it is current, easy to find and navigate and fully coordinated across all outlets.

3. **Marketing Campaign:** Consistent with the 2017 recommendation of the entire Oakland County Business Roundtable (all committees), design and implement a new marketing campaign (for attraction of businesses and individuals), in the same manner as the state's "Pure Michigan" campaign.
4. **Increasing Population:** Utilize demographic trending to develop policies that address population shifts and how they impact the employment market. Areas of study should include:
 - How an aging population can positively influence labor needs through direct employment and mentoring.
 - How migration within the region can positively influence business attraction, retention and location.
 - How migration within the region can positively influence where companies locate, where people live and how they commute.
 - How migration from outside the region, both nationally or internationally, can positively address a labor shortage and how this influences workforce training needs.

5. Affordable Housing: Provide economic incentives to develop affordable housing particularly for those entering the workforce. This initiative should include a review of existing incentives (i.e. Home Investment Partnership Program), their economic impact effectiveness and whether the application of such incentives should be revised to promote more efficient and practical use.

Committee Suggestion to Boost Overall BRT Effectiveness

During this year's discussions, the committee reflected on past successes and opportunities for even greater impact in the years to come. To capitalize on these opportunities, the committee suggests Oakland County undertake a review of the mission and function of the entire Business Roundtable, to determine if a refinement would

yield stronger alignment with the current direction of the county and more meaningful, actionable recommendations. The following should be explored, at a minimum, with greater definition and clarity provided to all committees:

- A. Structure of the BRT – overall and within committees
- B. Role of BRT as a supporting entity to Oakland County
- C. Role of individual committees and desired integration between them
- D. Desired output from committees





WORKFORCE & Education



Hannah Lim-Johnson
Kelly Services, Inc.
Co-Vice Chair



Michael Berich
Kelly Services, Inc.
Co-Vice Chair

The Workforce & Education Committee examines and makes recommendations on various workforce development and education topics and issues that involve employers, employees, job seekers, students, education providers and other community partners. This includes, but is not limited to, career awareness, talent development, education and training, talent pipeline, retention and business/education partnerships.

In 2017, committee recommendations focused on talent pipeline development and youth engagement through Oakland Next and other initiatives. The committee suggested its members increase their promotion and participation in Oakland County Workforce Development initiatives. The following accomplishments reflect the achievement of the recommendations:

Expanding Youth Engagement and Oakland Next Initiatives

Oakland County Manufacturing Day – In 2018, Oakland County, Oakland Community College, Oakland Schools, and Oakland County Michigan Works! collaborated to significantly expand Oakland County Manufacturing Day, which promotes careers in advanced manufacturing to high school students. Over 1,000 students from the four Oakland Schools Technical Center Campuses and 17 high schools toured 43 manufacturing companies across Oakland County. Students were exposed to a variety of careers, toured facilities, participated in hands-

on activities, and met with professionals from the advanced manufacturing sector.

MiCareerQuest Southeast – On Nov. 28, nearly 10,000 high school students from across Southeast Michigan participated in the region's first MiCareerQuest Southeast. This event provided students with the opportunity to participate in hands-on, interactive career exhibits featuring the county's high-growth occupations in advanced manufacturing, construction, health sciences and information technology. Over 100 companies, educational institutions, professional organizations and labor unions from across the region participated. Oakland County Michigan Works! and the Oakland County Department of Economic Development & Community Affairs coordinated the event.

OaklandNextCareerAssistanceProgram–Oakland County Michigan Works! and the Oakland County Workforce Development Division implemented the “Oakland Next Career Assistance” program and campaign to support job seekers between the ages of 16-24. Program participants can receive tuition assistance, apprenticeship opportunities and paid internships.

Implementing Talent Pipeline Initiatives

National Apprenticeship Week – In 2018, the Oakland County Michigan Works! Agency featured a series of events and activities encouraging more businesses and individuals

to consider registered apprenticeships. On Nov. 13, as part of National Apprenticeship Week, Oakland Community College and Oakland County Michigan Works! hosted “Apprenticeships Work!” an event designed to educate over 80 local employers and partners on how to successfully implement apprenticeship programs. Henry Ford Health Systems, FEV, and Letica, all Oakland County companies, were featured and shared their inspiration and experience on the value and importance of apprenticeships in business.

Going PRO Talent Fund – Last fiscal year, Oakland County Michigan Works! received \$2.1 million in Michigan Skilled Trades Training Funds to train 1,538 existing employees, 1,584 new hires and create 46 new apprenticeships. In 2018, the Oakland County Michigan Works! Business Services team submitted 127 applications for Oakland County companies totaling \$4.2 million. If awarded, the funding will train 2,637 existing employees, 906 new hires, and 51 new apprentices. Grant recipients are to be announced this month.

Increasing Committee Member Engagement

Last year’s recommendation encouraged more Workforce and Education committee members to increase their engagement with workforce development events and activities. In 2018, committee members volunteered in several Oakland County Michigan Works! events, committees, and activities including:

- Career and Educational Advisory Council
- Manufacturing Day Volunteers
- MiCareerQuest Southeast Volunteers
- Distribution of Oakland County Apprenticeship Guides
- Hosting/presenting Oakland County Skill Needs Assessment Projects
- Oakland County Michigan Works! Task Force

RECOMMENDATIONS

The Committee recommends the following workforce and education strategies for 2019:

1. Increase career awareness of secondary and post-secondary teachers, counselors and career development facilitators through events, roundtables and presentations.
2. Implement Talent Tours at local businesses across multiple industries for students to learn more about career opportunities available in Oakland County, resulting in increased internships, apprenticeships and career awareness.
3. Upskill and retrain adults who have been impacted by the future of work/disruption to transition into high-growth, high-wage sectors (i.e. robotics, information technology, health sciences and connected mobility).



Terence Adderley

Kelly Services, Inc.

Workforce & Education Committee, Chair

It is with great sadness the committee notes the death of Terence Adderley, the chairman of the Workforce and Education Committee, at age 85. He was one of a handful of active Business Roundtable members who had served since its inception 26 years ago. Mr. Adderley was executive chairman and chairman of the board of Kelly Services. He leaves a legacy of strong leadership, commitment to workforce and education and a passionate dedication to his community.



Transportation & MOBILITY



Alan Kiriluk
KIRCO
Chair



Doug Smith
Oakland Community
College
Vice-Chair

The Transportation Committee is charged with exploring innovative and emerging approaches to advance the safety and efficiency of a comprehensive multi-modal transportation network throughout Oakland County and its connectivity to the region.

PAST RECOMMENDATIONS

The committee is pleased to see the 2016 recommendation to seek seed and sustainable funding sources for emerging automotive technologies is moving forward. In 2018, Oakland County and the Road Commission for Oakland County (RCOC) selected P3 Mobility of Toronto to develop a public-private partnership business model to implement connected vehicle infrastructure. Up to a dozen intersections in Oakland County will be included in this pilot project and they will be fitted with new wireless technology to test connected vehicles, conduct market research and analyze revenue potential for various smart road services. A countywide deployment of this infrastructure could help to make roadways safer and reduce traffic crashes, fatalities and injuries.

Local Road Funding

Annual pavement assessments show that the condition of the region's roadways have continued to get worse in recent years. Without additional funding sources this will continue. In Independence Township, there are 28 miles of

road that are in poor condition. One morning in February, Independence Township officials and first responders were overwhelmed with calls about damage to cars and flat tires from potholes. Township elected officials acted. The result was the Independence Township Road Infrastructure Improvement Millage that passed on the November ballot. The new millage will levy up to two mills for four years and collect and estimate \$12.2 million. Through a cooperative agreement, RCOC will be contributing preliminary and construction engineering services estimated to be about \$4.5 million to be used on the various road projects in the township.

RECOMMENDATION

The county executive should support local options for millage and funding models developed by communities in partnership with road agencies to improve area roadways. Cost sharing through millages, special assessment districts, public-private partnerships and corridor improvement authorities should all be considered to make improvements to major roads and public neighborhood streets.

Connected Vehicle Curriculum

It is estimated that by the year 2020, there will be 250 million connected cars on the road. Oakland County continues to be a global leader in connected mobility and it is important to evolve and keep our region relevant in this sector of

the automotive industry. The knowledge-based economy is constantly changing and it is essential to prepare the workforce with the needed the skills, abilities and expertise.

RECOMMENDATION

To ensure a pipeline of qualified talent is available to meet future industry needs, the county executive should advocate for local high schools, community colleges and universities to offer additional courses and degrees related to, and integrating, automotive engineering, computer systems, software development and cybersecurity to bridge the divide for connected mobility.

Additional State Road Funding

When the Michigan Legislature enacted a road-funding package in 2015, it was widely acknowledged that this was a first step and that the amount of revenue generated by the package was not enough to address the deteriorated condition of Michigan's road system resulting from decades of inadequate funding.

RECOMMENDATION

The county executive should encourage the Legislature to continue to adequately fund the state's transportation system.

OTHER HIGHLIGHTS

This year brought opportunities for two new transportation options that will promote regional connectivity:

The Frequent Affordable Safe Transit or FAST bus from SMART began offering transit riders with high-frequency service on Gratiot, Woodward and Michigan avenues in January. In Oakland County, FAST service begins in Pontiac and makes limited stops in Birmingham, Troy, Royal Oak and Ferndale and extends to downtown Detroit. SMART reported a 30 percent increase in ridership on the three FAST routes in the first six months of operation.

A fleet of red bicycles are coming to Ferndale, Berkley, Royal Oak, Huntington Woods and Oak Park. MoGo, Detroit's bike share program, is planning to expand into southeastern Oakland County in 2019. This service allows people to purchase a pass and make quick trips around town that begin and end at any MoGo station. This low-cost, active transportation program is made possible from a \$495,380 Transportation Alternatives Program grant that was awarded by the Southeast Michigan Council of Governments.





Jennifer Radcliff
Preservation
Advantage
Chair



Jerry Dettloff
Downtown Management
Strategies
Vice-Chair

In 2012, the Quality of Life Committee began the year in a double session of strategic planning. In that setting, we acknowledged that we were in danger of “preaching to the choir” instead of reaching our business partners, our graduating students, our families with the good news about Oakland County as a place to live, work and play.

Since that time, we have developed initiatives which gave us the opportunity to share information, and market Oakland County’s unique attributes to these audiences.

RECOMMENDATION

Since 2010 the Quality of Life Committee has examined the reality of our aging demographic. In 2015 and again in 2016 we conducted workshops which invited public officials and municipal leaders to share their experience dealing with this issue, as it affects life in Oakland County. We have continued to explore ways in which the county and the public can collaborate in new ways; working together we can solve problems and create sustainable initiatives.

In 2017 we began a conversation with the Oakland County Department of Health and Human Services, through a presentation by Director Kathy Forzley, which exposed our members to the ECHO (Energizing Connections for Healthier Oakland) program.

Through joint meetings, as well as conversations between staff and committee leadership, we are

developing an understanding of how to interface our efforts. The department has a wide variety of programs and services which the businesses and agencies represented on our membership roster can enhance, even as the demand for services increases.

The work is preliminary and conceptual, but we feel certain that the need will demand answers which we, collectively, must provide.

RECOMMENDATION

The Quality of Life Committee has come to realize that our very name reflects the need for citizens to review the elements which promote community attractiveness. We are suggesting the development of a checklist to be used by local governing bodies and other community decision-making entities.

This tool will help them discover their strengths to build upon and areas of work needed to improve the quality of life within their communities. Key categories will be identified as important in building a resilient, high-quality place to live, work and play.

The promotion of a checklist by Oakland County leaders, including the county executive and his department heads, will encourage local leaders to participate in this proactive effort. Our county’s quality of life has been identified as an imperative in attracting and retaining both our businesses and our workforce.

We believe a carefully constructed checklist can be a significant tool used by local communities to enhance quality of life, and that many will welcome and engage with the opportunity.

RECOMMENDATION

Since 2014, CISMA (Cooperative Invasive Species Management Area) has developed and deployed innovative and collaborative approaches to cost-effectively control invasive plants across jurisdictional boundaries. CISMA members and partners have provided matching funds to state grants and many in-kind services for program development and implementation.

To provide long-term sustainability, we recommend on-going annual county funding to support the

level of expert leadership required to assure continuation of Michigan Department of Natural Resources grants and to expand control of the invaders.

Local property owners in Oakland County's many waterfront communities have struggled to meet the complex needs of system maintenance and infrastructure improvement. As part of our interest in this issue, we have participated in department-level conversations which can lead to the establishment of a county-wide association of local lake boards. We recommend that the county provide the leadership to coordinate the existing talent and treasure to assure this outcome.





ADVANTAGEOAKLAND.COM

Produced with the support of the
Oakland County Board of Commissioners

