



**GRAND VALLEY METROPOLITAN COUNCIL**

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COOPERSVILLE • COURTLAND TOWNSHIP • EAST GRAND RAPIDS • GAINES TOWNSHIP • GEORGETOWN TOWNSHIP • GRAND RAPIDS • GRAND RAPIDS TOWNSHIP • GRANDVILLE • GREENVILLE • HASTINGS  
HUDSONVILLE • IONIA • JAMESTOWN TOWNSHIP • KENT COUNTY • KENTWOOD • LOWELL • LOWELL TOWNSHIP • MIDDLEVILLE • NELSON TOWNSHIP • OTTAWA COUNTY • PLAINFIELD TOWNSHIP  
ROCKFORD • SPARTA • SAND LAKE • TALLMADGE TOWNSHIP • WALKER • WAYLAND • WYOMING

**GVMC BOARD MEETING**  
**Agenda**

October 4, 2018  
8:30 a.m.

Kent County Commission Chambers  
300 Monroe NW  
Grand Rapids, MI

1. Quorum Call
2. Public Comment
3. Approval of Minutes – Attachment
4. Frey Foundation Housing Innovation Grant Facilitation, Holly Johnson & Leslee Rohs  
- Attachment
5. GVMC Environmental Programs Education Presentation, Eileen Boekestein - Attachment
6. Legislative Dinner October 25 Boulder Creek – Reminder RSVP by October 15
7. Other
8. Adjourn

# GRAND VALLEY METRO COUNCIL

## Board Meeting

September 6, 2018

8:30 a.m.

Kent County Commission Chambers

## MINUTES

### 1. Call to Order

Mike DeVries called the meeting to order at 8:30 a.m.

#### Members Present:

Rick Baker	At-Large
Nora Balgoyen	At-Large Member
Rob Beahan	Cascade Township
Thad Beard	City of Rockford
Ken Bergwerff	Jamestown Township
Rosalynn Bliss	City of Grand Rapids
Wayman Britt	Kent County
Mike Burns	City of Lowell
Tom Butcher	GVSU
Dan Carlton	Georgetown Township
Deb Diepenhorst	Cannon Township
Mike DeVries	Grand Rapids Township
Rob DeWard	Gaines Township
David Dewey	Village of Sand Lake
Brian Donovan	City of East Grand Rapids
Joshua Eggleston	City of Wayland
Adam Elenbaas	Allendale Township
George Haga	Ada Township
Carol Hennessey	Kent County
Jim Holtvluwer	Ottawa County
Tom Hooker	Byron Township
John Hoppough	City of Greenville
Mark Huizenga	City of Walker
Diane Jones	Kent County
Steve Kepley	City of Kentwood
Greg Madura	Alpine Township
Steve Maas	City of Grandville
Brenda McNabb-Stange	City of Hastings
John Niemela	City of Belding
Jack Poll	City of Wyoming

Megan Sall	City of Wyoming
Jonathan Seyferth	City of Coopersville
Julius Suchy	Village of Sparta
Al Vanderberg	Ottawa County
Patrick Waterman	City of Hudsonville
Lynee Wells	City of Grand Rapids
Duane Weeks	Village of Middleville
Mike Womack	City of Cedar Springs

**Members Absent:**

Robyn Britton	Nelson Township
Jason Eppler	City of Ionia
Kevin Green	Algoma Township
Jerry Hale	Lowell Township
Brian Harrison	Caledonia Township
Mike Krygier	Courtland Township
Karen McCarthy	At-Large
Cameron VanWyngarden	Plainfield Township
Mike Verhulst	City of Grand Rapids
Open	Tallmadge Township
Open	At-Large Member

**Others Present:**

John Weiss	Grand Valley Metro Council
Gayle McCrath	Grand Valley Metro Council
Abed Itani	Grand Valley Metro Council
Wendy Ogilvie	Grand Valley Metro Council
Jason Moore	Grand Valley Metro Council
Mark Rambo	City of Kentwood
Chris Brown	GVMC
Andrew Johnson	The Rapid

**2. Moment of Recognition for GVMC Sr. Transportation Planner, Darrell Robinson**

GVMC Sr. Transportation Planner, Darrell Robinson, passed away unexpectedly August 15. He was well known throughout the MPO and appreciated for his expertise and willingness to help others.

Chair Mike DeVries called for a moment of silence in remembrance of Darrell.

**3. Minutes**

**MOTION – To Approve the August GVMC Board Minutes. MOVE – Jones. SUPPORT – McNabb-Stange Donovan. MOTION CARRIED.**

**4. Public Comment**

**None**

**5. At-Large Member Candidate – Nora Balgoyen, ITC**

Mike DeVries administered the Oath of Office to Nora Balgoyen of ITC.

Several members stated they had worked with Nora in the past and had very a good relationship with her.

Nora stated she was happy to be a part of the Metro Council and looked forward to working with all the members.

**6. Budget Amendment 2017/18**

John Weiss explained GVMC has had a very strong financial year. The infrastructure pilot program brought a lot of funding to both REGIS and Transportation (transportation leveraged 80/20). Due in part to the additional funding, REGIS was able to give its members a \$150,000 rebate. Neither the infrastructure pilot nor the REGIS rebate are currently reflected in the 2017/18 budget. The budget amendment will reconcile these and other minor line item issues to bring the budget in line.

**MOTION – To Amend the 2017/18 Budget. MOVE – Niemela. SUPPORT – Vanderberg. MOTION CARRIED.**

**7. GVMC 2018/19 Proposed Budget Public Hearing and Approval**

John Weiss reported on the GVMC 2018/19 proposed budget. There are no dues increases in any area of GVMC, Transportation, REGIS, Environmental Programs or Administration. More work has been undertaken with a smaller staff.

A new fund has been created in the budget to hold monies from the Asset Management Pilot which are dedicated to continued asset management work.

This is the final review of the budget before its approval. The process started early in 2018 with transportation and REGIS budgets going through their respective committees. In August the proposed budget was brought before the GVMC Board for its first review and questions.

Throughout the entire process, the budget has been reviewed by nearly 100 people. For a detailed timeline of the approval process, see the paperwork included in the agenda packet.

**MOTION – To Open the Budget Public Hearing 8:45. MOVE – Haga. SUPPORT – Waterman. MOTION CARRIED.**

There were no comments offered by the public.

**MOTION – To Close the Public Hearing 8:46. MOVE – Hoppough. SUPPORT – Vanderberg. MOTION CARRIED.**

**MOTION – To Approve the 2018/19 GVMC Budget. MOVE – Donovan. SUPPORT – Suchy. MOTION CARRIED.**

**8. Legislative Dinner October 25 at Boulder Creek**

Gayle McCrath reported GVMC will hold a Legislative Dinner at Boulder Creek on October 25 at 6:00 p.m. GVMC members as well as the members of their Boards / Councils / Commissions are invited. The dinner is generously sponsored by ITC.

**9. Adjourn 9:20 a.m.**

## FRAMEWORK

### About

An effort to catalyze creative solutions to the challenging issue of sustainable housing for all in Kent County, with a specific focus on the ALICE population. This call seeks scalable ideas to drive down barriers to affordable housing access and decrease the number of ALICE households paying more than 30% of monthly income on housing—a commonly accepted benchmark of affordability.

### Program Details

- With research and planning support from The Center for Michigan and Public Sector Consultants, Frey Foundation trustees identified Housing Insecurity in West and Northern Michigan as a strategic priority in 2017.
- A Housing Innovation Grant program specifically targeted to the ALICE population in Kent County emerged as a key strategy recommendation.
- With this solicitation, Frey Foundation seeks to inspire community focus, encourage creative thinking and mobilize talent.

### Design

- Award: \$150,000 awarded to an organization or partnership.
- Eligibility: Open to organizations/partnerships focused on target beneficiary population within Kent County communities.
- Timing: Applications will be accepted during the period of September 21 through October 29.

### Process

- Application: Open; proposals submitted online by a lead organization with non-profit/tax exempt status.
- Selection: Applications will be evaluated by an external, multi-sector advisory panel, coordinated by the Grand Valley Metro Council.
- Award: Announced to the community in December 2018.

## PRIMARY CHANGE LEVERS

- Focusing the community
- Identifying and mobilizing talent

FREY FOUNDATION

# HOUSING

— CALL FOR IDEAS —

# INNOVATION



A call for innovative solutions to ensure housing for all in Kent County





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## HOUSING INNOVATION

### CALL FOR IDEAS

The Frey Foundation's mission is investing collaboratively in West Michigan to create a better place to live by strengthening its communities, protecting its natural environment, enhancing the arts and transforming the lives of individuals and families. The foundation encourages creativity while expecting excellence and accountability in itself and others.

With this initiative, we seek to focus and mobilize talent in the community to generate **innovative ideas** that will accelerate access to sustainable, quality **housing opportunities** in Kent County, with an emphasis on Asset Limited, Income Constrained, Employed—**ALICE**<sup>1</sup> populations. The ultimate goal of this initiative is to catalyze creative place-based solutions that help position Kent County and West Michigan among the best in class for housing affordability.

### THE CHALLENGE

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In hundreds of communities across the nation, rents and purchase costs are rising, while many wage categories remain stagnant. Working people are finding it increasingly difficult to afford safe, quality housing for themselves and their dependents. According to national data, more than half a million people are homeless on any given night. A much larger group—over 19 million households—pay more than half of their monthly income for a place to live, leaving insufficient resources remaining for food, transportation, childcare and other basic services. Among working families, a limited housing supply that has yet to catch up from construction shortfalls during the 2008–2009 economic downturn is at least one factor preventing entry into homeownership and the opportunity to build wealth through equity. Further, quality rental units are increasingly scarce, driving up rental rates.

The local Kent County market reflects similar dynamics. Countywide population totaling 648,594 (2017 estimated) has grown by nearly 8 percent since 2010; however, the number of housing units has increased by just over 3 percent, less than half the population growth.<sup>2</sup> Limited supply, in existing single-family homes and rental units, has driven costs upward. Increasing construction and land costs affect both the supply and price tag of new development.

In addition, for families described by ALICE metrics, forces beyond the market impact housing opportunities. Eviction and damaged credit are frequent results of changes in employment, divorce or death of a family member, illness, emergency transportation or other unanticipated household expenses. All of these factors combine to interfere with the ability to afford rent or access a mortgage. Even when repaired, a poor or no credit rating presents an obstacle to housing lasting several years.

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<sup>1</sup> Asset Limited, Income Constrained, Employed defined by the [United Way](#) as workers who earn more than the Federal Poverty Level, but not enough to afford basic necessities of housing, child care, food, transportation and health care.

<sup>2</sup> American Fact Finder: Kent County, MI.

## THE AWARD

An award of up to **\$150,000** will be granted to an agency *or* partnership submitting an innovative, actionable plan, concept or collaboration to effectively reduce the number of ALICE families spending more than 30 percent of their monthly income on housing. Submissions will be accepted from **September 21 through October 29** and will be evaluated by an external, multi-sector advisory panel coordinated by the Grand Valley Metro Council.

This solicitation is issued within one of the Frey Foundation’s key grantmaking areas—*Building Community*—and is intended to bring focus and generate innovation to address one or more of the important challenges facing the community in the following three focus areas.

### AREAS OF FOCUS



#### FINANCE

Damaged/limited/no access to credit or financing;  
Patient capital for sustainable development;  
Gentrification and forced displacement



#### CREATIVE DEVELOPMENT

Scarce housing supply near centers of employment, transportation and childcare;  
Barriers to re-use of vacant properties;  
Prohibitive costs for new construction;



#### POLICY

Persistent community impact of foreclosures;  
Policy barriers that hinder or discourage sustainable housing choices by ALICE Households;  
Drivers of high costs that lead to limited affordability

The Frey Foundation recognizes that innovative ideas often require a reframe of key issues and finding ways to leverage social change and economic trends. With that in mind, the foundation hopes to elicit **fresh, actionable, scalable approaches** to address these challenges, which would ultimately improve community systems, workforce dynamics and economic well-being throughout Kent County.

## TARGET BENEFICIARIES

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The term “ALICE” relates to persons and households whose circumstances fall within the following parameters: Asset Limited, Income Constrained, Employed. In profile, this economic category falls at or near Kent County’s median income of \$54,340<sup>3</sup> for a family of four and represents 25 percent of the county’s population. In these 160,000+ households, all or some adult members are employed and earn more than the Federal Poverty Level, but less than the basic cost of living: the ALICE Threshold.

The number of ALICE households changes over time, as family circumstances improve or worsen. While ALICE measures income rather than wealth, these households generally lack significant wealth assets such as home equity, savings, or retirement accounts and rarely have ready access to a financial support system in case of household emergencies.

## CALL TO ACTION

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Housing stability, or the lack thereof, is a fundamental component of family well-being. Far beyond a simple requirement for shelter, sustainable housing impacts personal health, the potential for educational success, access to jobs and services, and the myriad related factors that make up our quality of life.

Informed by a local history of inequitable access, race, class and restrictive social policies, we seek bold new thinking on a centuries-old problem. While there are seldom silver bullet solutions to complex and ever-dynamic challenges like housing, we are confident that there are innovative ideas that might help change things for the better. We want to hear about them.

## APPLICATION<sup>4</sup>

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Please describe the submission idea in the [online application](#). The application form provides space to address the following questions:

■ **IMPACT: WHAT YOU EXPECT TO ACHIEVE**

Describe the target population, how the target population will be engaged and what benefits will be achieved. Focus on explaining the concept and its potential impact on housing access and affordability. Discuss the factors that will change the current situation and how it will be improved upon implementation.

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<sup>3</sup> 2015 Point-In-Time Data: American Community Survey.

<sup>4</sup> Note: All submissions will be considered property of the Frey Foundation and will not be shared publicly or with other applicants.

■ **STRATEGY: HOW YOU PLAN TO DO THE WORK**

Outline the actions to be carried out and why you believe it will work. Include a timeline and main objectives.

■ **PARTNERSHIP: WHO WILL BE INVOLVED**

Identify desired and committed partners, if any, and describe their role(s) and their value-add in the work.

■ **RESOURCES: WHAT IS REQUIRED TO EXECUTE**

Identify estimated costs to execute your idea on the budget form provided in the application. Please include any anticipated sources of financial, infrastructure or other support that you would plan to bring and/or attract to the work. While the award is capped at \$150,000, it is our intent to attract a range of ideas in scope and scale. If your idea would require resources beyond the award, please include other potential sources of support on the budget form.

Your application may focus on new approaches or existing strategies, promising experiments to be advanced, opportunities to disrupt the market, or the innovative application of contemporary methods used in other sectors.

## EVALUATION

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Ideas will be evaluated based on the following criteria:

- Degree to which foundation and community values of collaboration, public-private partnership, equity and inclusion, and sustainability are reflected;
- Potential to increase access to affordable housing by ALICE households;
- Potential for credible, actionable idea to drive positive change;
- Potential to engage and attract broader resources;
- Measurable objectives toward stated goal(s);
- Potential for timely and scalable implementation.

## TIMELINE

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**CALL FOR IDEAS**  
September 21



**APPLICATION DEADLINE**  
October 29



**IDEA ANNOUNCED**  
December 28

# GVMC Environmental Education Update

In the past year, GVMC's Environmental Education Program has grown substantially.

Through strong community partnerships, GVMC and the Lower Grand River Organization of Watersheds have engaged thousands of students and families in learning about and acting to protect the Lower Grand River Watershed. This reach is possible due to collaboration with cities, counties, villages and townships as well as schools, environmental organizations and funding organizations. Thank you to all the partners who have supported this important work!

## 2017-2018

### ACTIVITIES & ACCOMPLISHMENTS

**Stormwater Education with MS4 Communities:** 175 students

**Stream Cleanups:** 50+ students

**Green Infrastructure Projects:** 250+ students

**Water Quality Monitoring:** 275 students

**Agricultural Education:** 385 students

**Community Events:** ~2,000 students

**Grand Rapids Whitewater Summer Program:** 9 students

**STREAM Girls:** 72 girls and counting

**Groundswell/GVSU Partnership:** 5,000+ students annually plus involvement in 4 Professional Development workshops for teachers and development of 3 Grand River themed lesson plans for classrooms

### Community Partners

- Cities, counties, villages and townships
- School Districts
- Grand Rapids Whitewater
- West Michigan Environmental Action Council
- Friends of Buck Creek
- Plaster Creek Stewards
- Groundswell/GVSU
- Plainsong Farm
- Trout Unlimited
- Kent Conservation District

### Funding provided by

- MS4 Program Communities
- State of Michigan SAW Grant
- Great Lakes Restoration Initiative
- National Fish & Wildlife Foundation
- EPA Environmental Education
- Wege Foundation
- Michigan Department of Environmental Quality
- NRCS - Regional Conservation Partnership Program

