

COMMUNITY DEVELOPMENT COALITION

NORTHWEST MICHIGAN

Working together to achieve transformational
change for Northwest Michigan.

ECONOMIC

SOCIETAL

ENVIRONMENTAL


Our region is full of vibrant leaders and organizations within the public, private and nonprofit sectors of the community. In many cases these sectors work independently and miss the opportunity for interactive strategies that drive favorable societal, environmental and economic issues and outcomes.

With a shared pursuit of overall growth, prosperity and sustainability for Northwest Michigan, the Community Development Coalition was formed to tap into the power of working together to achieve transformational change for our region. The Coalition embraces cross-sector leadership to set collective priorities in the areas of economic, societal and environmental improvements and to drive favorable outcomes for the communities in Northwest Michigan.

ECONOMIC

VISION: Diversified, thriving regional economy that promotes sustainable growth and creates jobs

OBJECTIVE

 Increase educational attainment of post-secondary credentials of value


2030 TARGET

45%
Population has post-secondary degree or certification

KEY INDICATOR

5%
Increase by 2023

OBJECTIVE

 Increase % of working families

2030 TARGET

5%
Increase

KEY INDICATOR

30
New residents (ages 35-49) by 2023

OBJECTIVE

 Increase average wage per employee

2030 TARGET

90%
Of Michigan average wage

KEY INDICATOR

3%
Increase by 2023

OBJECTIVE

 Increase professional, IT, scientific, technical jobs

2030 TARGET

10%
Increase

KEY INDICATOR

1000
New high skill jobs by 2023

OBJECTIVE

 Improve Arts and Culture resources and experiences

2030 TARGET

#1
Become #1 arts-vibrant medium sized community in America


KEY INDICATOR

Top 5
Secure top 5 ranking

SOCIETAL

VISION: Improved health and well-being for all people in Northwest Michigan

OBJECTIVE

 Improved community mobility


2030 TARGET

50%
Increase in public transit use over ten years

KEY INDICATOR

20%
Increase in public transit usage

OBJECTIVE

 Improve youth mental health


2030 TARGET

↓
Decrease in youth depressive episodes

KEY INDICATOR

↑
Increase in behavioral health providers in TBAISD schools

OBJECTIVE

 Increase school readiness


2030 TARGET

60%
School ready

KEY INDICATOR

44%
School ready

OBJECTIVE

 Improve access to housing

2030 TARGET

↓
Decrease in overburdened households – those spending more than 45% of income on housing and transportation

KEY INDICATOR

5%
Reduction by 2023

ENVIRONMENTAL

VISION: Restore and protect Northwest Michigan land, air and water resources

OBJECTIVE

 **Water:** Improve regional water quality resources

2030 TARGET

10
Large-scale green infrastructure projects installed

KEY INDICATOR

1
Green infrastructure project installed per year

OBJECTIVE

 **Land:** Protect and preserve open space and farmland


2030 TARGET

13,000
New acres protected

KEY INDICATOR

1,300
New acres protected by 2023

OBJECTIVE

 **Energy:** Reduce carbon emissions

2030 TARGET

40%
Increase in renewable energy sources

KEY INDICATOR

1.5%
Decrease in annual electric sales and secure renewable energy contracts

HOW ARE WE DOING?

BETTER

NO CHANGE

WORSE