



CITY COUNCIL AGENDA ITEM

Date: April 22, 2014

To: Brian Kischnick, City Manager

From: Mark F. Miller, Director of Economic and Community Development
 Paul Featherston, SAFEbuilt
 William Nelson, Fire Chief
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Subject: Oakland County One Stop Ready Program

The City of Troy has been invited to participate in the 2014 Oakland County One Stop Ready Program – a community focused economic development program built upon self-evaluation, information sharing, and outstanding customer service. In 2013, seven communities participated in the program. The OSR Program enables communities to share best practices and information on planning, development and building processes. The purpose is to help participating communities capitalize on their strengths and refine their economic development processes in order to advance each community's ability to attract, retain and expand investment.

Participation in the program involves attending the OSR Academy which includes four sessions focused on best practices and information sharing. These sessions are open to interested staff, elected and appointed local officials. Sessions are scheduled to take place in the early evening on June 25th, July 23rd, September 24th and October 29th.

The attached Program Overview provides a one-page summary of the initiative. Bret Rasegan and Dan Riley, representatives from the Oakland County Economic and Community Affairs Department, will be present at the City Council meeting to provide program information and answer any questions. Participating communities are asked to pass a supporting resolution by the governing body, designate a liaison and display an OSR poster.

Recommendation

City management recommends passing the attached resolution enabling Troy to participate in the 2014 Oakland County One Stop Ready Program.



PROGRAM OVERVIEW

Purpose

The one Stop Ready Program encourages communities to capitalize on their strengths and refine their economic development processes for the purpose of implementing their community vision.

Being ready for economic and community development is not simply approving projects. It means understanding the effects of leadership, process and time, and implementing a culture of collaboration with community stakeholders, businesses, developers, residents and resources.

The One Stop Ready program encourages communities to think of themselves in the context of a developer, a business or a resident making a decision to locate, or invest, in their community.

How do they perceive the community? Why have they chosen this location? What are their deadlines?

Getting Started

Oakland County makes a presentation to the elected body about the One Stop Ready Program. It is an informational session outlining the importance of readiness and the details of the program.

Resolution

The governing body of the community supports a resolution stating that the leadership of the community will participate and support the work of becoming, and being, One Stop Ready.

Poster Signing

The elected and appointed leadership and staff sign an OSR Poster to display at the municipal office. The poster shows the community is participating in the One Stop Ready Program.

Liaisons

Oakland County and the community designate liaisons to act as communication conduits to work collaboratively to advance the One Stop Ready program.

Completing these three steps sets in motion a two year One Stop Ready Program collaboration!

Program Components

Year One

Year Two

OSR Academy

Community officials and staff will participate in four, 2-hour long, interactive learning sessions. The sessions cover fundamental ways communities can be strategic in making economic development decisions.

Liaisons must complete the four Academy sessions in one year. Elected and appointed officials and other staff can take two years.

All OSR communities attend the same sessions. This begins community information sharing and builds mutual awareness and appreciation for each others strengths and barriers.

Sessions

- Economic Context and Community Vision**
Tax revenue, public services, amenities, assets
- An Investor's Perspective**
Developer constraints, time frames, financing deadlines, weather
- Management Structure**
Concept meetings, pre-application meetings and administrative approval
- Implementation Best Practices**
PUD, tax abatement, conditional re-zoning

Sessions

All sessions are repeated allowing local representatives the opportunity to participate in all sessions.

Liaisons and other staff can repeat the sessions as a refresher.

New communities joining the program will be attending also.

Tools & Strategies

Throughout the program a community's economic development readiness will be strengthened by implementing and/or refining a set of tools and strategies.

The OSR Program has five core tools and strategies that are considered best practices. In year one, the goal is to document and evaluate how current community operations align with these best practices. Also to document and evaluate other tools and strategies being employed.

The county and community liaisons with assistance from Oakland County Business Roundtable representatives will collaboratively document & evaluate and refine & monitor the impact of the best practices.

Document & Evaluate the alignment of community tools and strategies with OSR recommended best practices

OSR Best Practices

- Free Pre-application Meetings
- Internet accessibility:
Applications and fee schedules
Plans, ordinances, regulations and maps
Adopted policies and parameters of use
- Mechanism to track projects from application through occupancy
- Mechanism to gather input on from the business community
- Clear permitting processes and efficient time frames

Other Community Tools and Strategies

Refine & Monitor community tools and strategies so they support OSR recommended best practices.

Monitoring techniques that may be used are meetings with investors, follow up surveys and tracking of projects from concept through occupancy and Oakland County Business Roundtable input.

Marketing

A business with the greatest product in the world won't maximize their success if no one knows about the business, or their product. The same thinking applies to communities. Information about a community's One Stop Ready status and the tools and strategies being employed will be shared with residents, investors and brokers.

Internet and Social Media

Throughout year one the emphasis is on proactively sharing a community's OSR progress with stakeholders. Communities will be encouraged to keep the economic development information current on their websites and utilize Blogs, Facebook, LinkedIn and Twitter to post progress

Oakland County will assist OSR communities by using the county web resources and training.

Open House

During year two, the county will assist the community in promoting and holding an investor and broker open house. The purpose of the open house is for investors and brokers to meet community and county staff and officials, and learn about the best practices being employed and other services offered.

OSR Forum

All One Stop Ready community and county liaisons will meet twice a year as a group. The meetings are intended to share successes, identify problems and improve the OSR program.

Discussion Topics

What tools and strategies are in place, how have they evolved over year one, what changes are planned for year two, what tools and strategies will be taken on from other communities and a review of the OSR program.

Discussion Topics

How communities have refined their tools and strategies, methods of monitoring progress and a review of the OSR program.