



Putting It Together & Making It Work With Less

*Joe Borgstrom, Director
Downtown & Community Services Division
MSHDA*



You Know the Story...

- Declining Property Values





You Know the Story...

- Declining Property Values
- Revenue Sharing Cuts





You Know the Story...

- Declining Property Values
- Revenue Sharing Cuts
- Increasing Costs





Challenges Don't Stop

- Placemaking
 - Quality downtown
 - Events
- Basics



How Does it Get Done?





Options

- Consolidate/Shared Services
- Partner with Nonprofits
- Volunteers



Shared Services

- Department of Technology, Management & Budget
 - <http://sharedservices.michigan.gov/>



Michigan Shared Services Community

Collaboration across the public sector

[Home](#) [Groups](#) [Articles](#) [Forums](#) [Calendars](#) [Resources](#) [Members](#)

Home Page

Michigan Shared Services Community is an online network intended for Michigan's local governments and non-profit organizations to work together to find services and resources that can be shared amongst peers. It taps into information and partnerships to facilitate and help expand shared services opportunities.

When you join our community, you'll have the opportunity to find partners, share insights, contribute content, and learn from your peers. Thanks for joining us. We're glad you're here.

[Join Now](#) [Already a Member? Sign In](#)

Activity Stream



thardesty joined the Community

1 hour ago



jmanning joined the Community

2 hours ago



DanRainey joined the Community

3 hours ago



mcbishop joined the Community

4 hours ago



RonMann joined the Community

5 hours ago



JeremiahRivera added 1 file to

Blueprint for Shared Services



6 hours ago

Featured Article Post



Economic Vitality Incentive Program (EVIP)

By: baumera

Posted: 9/27/2011

Public Act 63 of 2011, introduced the Economic Vitality Incentive Program. Each city, village, or township that received a FY 2010 statutory payment greater than \$4,500 and fulfills the specific requirements for all of the three categories will be e [Read More](#) ▶

Featured Event



Mi-GMIS Annual Conference

By: MSSCAdmin

In: Community Calendar

Date: 9/28/2011

Time: 9:00 AM - 12:00 PM

Location: Crystal Mountain Resort

Description: 2011 Mi-GMIS Annual Conference

Collaborations, Innovations, &

Opportunities

September 26th-28th, Cr...



Purpose

*An online community to: **promote public sector shared services**, collaboration, best practices, and policies among all levels of government including local, county and state government as well as public educational institutions and libraries*



Founding Partners

Organizations

- MI Association of Counties
- MI Intermediate School Districts
- MI Municipal League
- MI Township Association
- MI Association of Regions
- State of Michigan

Local CIOs

- City of Ann Arbor
- City of Holland
- City of Livonia
- Grand Valley State Univ.
- Kent County
- Leelanau County
- Oakland County



Partner with Nonprofits

- Orgs already exist
 - Match need w/purpose
 - No legacy costs
 - Volunteers



Partner with Nonprofits

- Partnering with Main Streets
 - Design
 - Organization
 - Promotion
 - Economic Restructuring



Partnering with Main Streets


- Design
 - Code Enforcement
 - Design Review
 - Flower Plantings
 - Clean-ups





Partnering with Main Streets

- Economic Restructuring
 - Process Mapping
 - New Build
 - Renovations
 - Signs

BUILDING PERMIT PROCESS <small>(building, mechanical, electrical and plumbing)</small>		CITY OF GRAND HAVEN
Step 1	•After City Planner approves use (if necessary), building permit applications are submitted requesting approval to proceed with renovations to interior/exterior structure.	<p>20 N Fifth Street Grand Haven, MI 49417 P 616.847.3490 F 616.844.2051</p> <p>For questions on the Building permit process or any other questions, please contact:</p> <p>Bruce Dodge, Building & Mechanical Inspector bdodge@grandhaven.org</p> <p>George Dood, Building & Electrical Inspector gdood@grandhaven.org</p> <p>Jim Kelsey, State of Michigan Plumbing Inspector 269.793.7633</p> <p>Kristin Keery, City Planner kkeery@grandhaven.org</p> <p>Applications are available online at www.grandhaven.org</p> 
Step 2	•Inspector reviews application and completes a project plan review. Any requested revisions/comments are sent to permit applicant.	
Step 3	•Revised plans are modified (per code) and resubmitted to inspector.	
Step 4	•Inspector reviews revised plans; if in compliance inspector approves, initials and dates plans and/or application.	
Step 5	•Upon payment of required fee, permit is issued by the Building & Planning Department.	
Step 6	•Contractor contacts Building & Planning Department to schedule required inspections; rough in and final electrical, mechanical, plumbing and building inspections are required.	
Step 7	•Required inspections are conducted by Building Inspector(s). When the project passes all final inspections, a Certificate of Occupancy is issued.	
Step 8	•If the project fails to pass inspection due to any code non-compliance, the non-compliance must be corrected and re-inspection then requested.	
Step 9	•Re inspection of non-compliant issues is conducted. When project passes re-inspection, a final Certificate of Occupancy is issued.	



Volunteers

- Why?
 - Complete tasks
 - Provide input
 - It needs to get done



Value of Volunteers

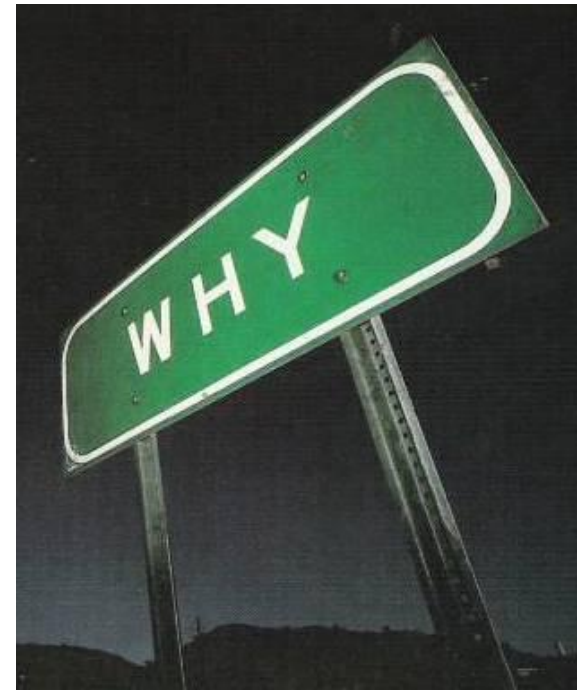
- \$19.17/hr (independentsector.org)
 - General labor
 - Accountants
 - Lawyers
 - Creatives
- MMS Communities- 4,000+ hrs





Why Would People Volunteer?

- Affiliation
 - Altruism (cause)
 - Social Outlet
- Achievement
 - Training & Job Experience
- Power
 - Recognition
 - Self-Interest



McClelland/Atkinson Theory on Motivation



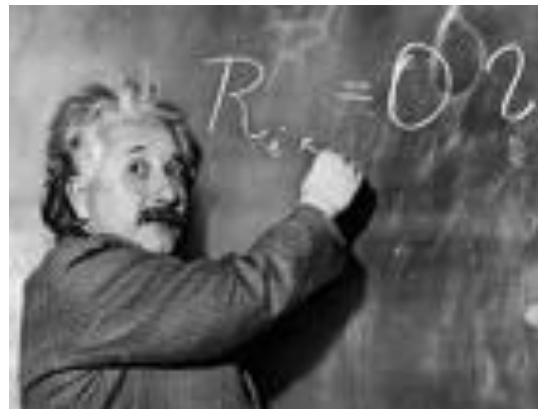
Why Would People Volunteer?

- Obligation
- Boredom
- Hobby
- Combat negative image
- Stakeholder
- Complete mandated community service
- Networking
- Feel needed
- Fun
- **Because they were asked**



Types of Volunteers

- The Three W's
 - Workers
 - Wisdom
 - Wealth



michigan.gov/MSHDA





Age Groups & Motivations

- Aging Boomers
 - Retirees are great
 - Not a strong history as volunteers
- Gen X & Y
 - Do it their own way
- Millennials
 - Want to create community





Volunteers: Young Professionals

- Experience
- Resume Booster
- Networking
- Referrals
- Break from day to day
- Opportunity to try something new



Volunteers: Students

- Requirements for credit/scholarships
- Supervision Needs
- Liability
- Great positions:
 - Graphic Design
 - Websites
 - Internships
 - Event planning
 - Writing and publications



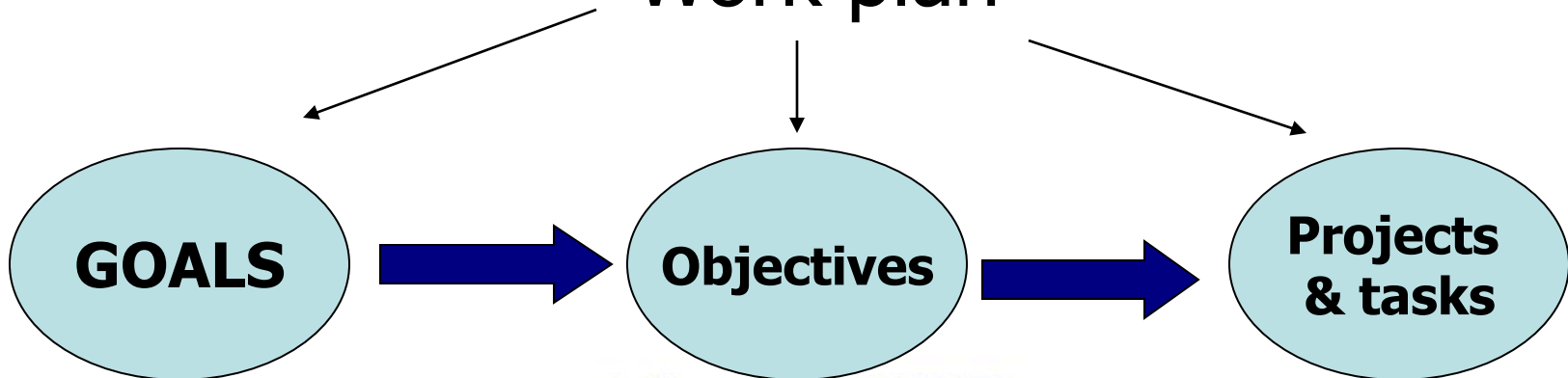
Have a Plan

Vision

Mission

Issues & priorities

Work plan





How to Get Volunteers

- Project chair or volunteer
- Assign a specific duty for a project
- One time or multiple
- Lower obligation levels
- Ease them into more opportunities
- Great for those with little time or patience to attend meetings



How to Get Volunteers

- Face to Face
- Newsletters & “Hot Jobs” lists
- Websites/Social Media
- Businesses
- Schools & Organizations



Face to Face Recruitment

- One-on-One
- Family
 - “voluntelling”
- Walk-in Traffic
- Booth at events
- Co-workers
- Friends
- Neighborhood Associations
- Other Events



Volunteering Partners

- Chambers of Commerce
- Rotary, Jaycees, Kiwanis and other civic groups
- Garden Clubs
- Student Groups
- Fraternities and Sororities
- Business Organizations
- Networking and Social Groups
- Churches
- Military
- Realtors
- Employee assistance programs
- Community service/restitution programs
- Retirees
- Scout groups
- Unions
- AmeriCorps VISTA
- Volunteer Centers
- United Way
- Unemployed



Things to Consider

- New Populations
- Economic Conditions
- Community Image
- Existing
 - Sports games
 - Times of worship
 - Religious holidays
 - Local holidays
 - Existing festivals and special events





Secrets to Volunteering Success

- Be sincere
- Have Passion
- Be innovative
- Take risks
- Be inclusive
- Think like a visionary





Organizing Volunteers

- You **MUST** be organized before your volunteers arrive
- Have specific duties spelled out
- Have supervisors for specific areas
 - Check-in & check-out
 - Database info
 - Liability release
 - Post-volunteer survey
- Have a master schedule distributed to all involved



Volunteer Retention

- Thank you!
- Promotion
- Thank you!
- Appropriate Position
- Thank you!
- Food!
- Remember they aren't paid





Volunteer Recognition

- Recognition
 - Personal
 - Public
 - Written





Volunteer Recognition

- Invites to special events
- Letters of recommendation
- Swag
 - T-shirts and other attire
 - Buttons
 - Pencils





Volunteer Retention

- Promotions
 - Right person in the right job
- Post-Volunteer Survey
- Appropriate use of time
- Changing Positions
- Feeling appreciated
 - Recognition programs
- Know that every volunteer has an end date





Role of Professional Staff

- Delegation!
- Building relationships
- Helping to match the appropriate people to appropriate positions
- Assisting in recruitment
- Distributing job descriptions
- Reporting volunteer time



Challenges

- Problem volunteers
- Youth
- Negativity
- Not enough to do
- People who say “yes” but mean “no”
- Inappropriate skills
- Giving up control
- Different ideas
- Who’s the boss?
- Egos and Politics



Options

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- Volunteers



Questions?

Thank You!