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COMMITTEE OF THE  
WHOLE MEETING

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March 21, 2017

**NOTICE AND AGENDA  
FOR  
KALAMAZOO COUNTY BOARD OF COMMISSIONERS'  
COMMITTEE OF THE WHOLE MEETING  
MARCH 21, 2017**

**PLEASE BE ADVISED** that the Kalamazoo County Board of Commissioners has scheduled a Committee of the Whole meeting on Tuesday, March 21, 2017, at 4:00 p.m. for the purpose of:

*Projected Time for Presentation & Discussion*

- |     |  |                  |
|-----|--|------------------|
| 1.  | Review of Transfers and Disbursements (Item S.) – <i>Ms. Lisa Robert</i>                 | 4:00 – 4:05 p.m. |
| 2.  | State of the Courts Address – <i>Judge Santoni, Judge Bell</i>                           | 4:05 – 4:20 p.m. |
| 3.  | Brownfield Plan: 318 S. Pitcher Street, City of Kalamazoo –<br><i>Ms. Rachael Grover</i> | 4:20 – 4:30 p.m. |
| 4.  | ID Task Force Recommendation – <i>Commissioners Hall &amp; Kendall</i>                   | 4:30 – 4:50 p.m. |
| 5.  | Resolution Honoring WMU President John Dunn – <i>Chair Shugars</i>                       | 4:50 – 4:55 p.m. |
| 6.  | Child Abuse Prevention Month Resolution – <i>Chair Shugars</i>                           | 4:55 – 5:00 p.m. |
| 7.  | College Signing Day Resolution – <i>Commissioner Hall</i>                                | 5:00 – 5:05 p.m. |
| 8.  | Resolution Discussion – <i>Ms. Tracie Moored</i>   | 5:05 – 5:15 p.m. |
| 9.  | Commissioner Funding for Continuing Education/Training<br>– <i>Ms. Tracie Moored</i>     | 5:15 – 5:25 p.m. |
| 10. | Any other items  |                  |
| 11. | Executive Session  | 5:25 – 5:45 p.m. |
| 12. | Adjournment – no later than 6 p.m.   |                  |

The meeting will be held in the County Administration Building, 201 West Kalamazoo Avenue, Kalamazoo, Michigan, in Room 207A. Questions regarding the meeting may be addressed to the Kalamazoo County Board of Commissioners, 201 West Kalamazoo Avenue, Kalamazoo, MI 49007, or by telephoning (269) 384-8111.

*Dina Sutton*

Dina Sutton  
Office Manager for Administrative Services

MARCH 15, 2017

MEETINGS OF THE KALAMAZOO COUNTY BOARD OF COMMISSIONERS ARE OPEN TO ALL WITHOUT REGARD TO RACE, SEX, COLOR, AGE, NATIONAL ORIGIN, RELIGION, HEIGHT, WEIGHT, MARITAL STATUS, POLITICAL AFFILIATION, SEXUAL ORIENTATION, GENDER IDENTITY OR DISABILITY. KALAMAZOO COUNTY WILL PROVIDE NECESSARY REASONABLE AUXILIARY AIDS AND SERVICES, SUCH AS SIGNERS FOR THE HEARING IMPAIRED AND AUDIO TAPES OF PRINTED MATERIALS BEING CONSIDERED AT THE MEETING/HEARING, TO INDIVIDUALS WITH DISABILITIES AT THE MEETING/HEARING UPON FOUR (4) BUSINESS DAYS' NOTICE TO THE COUNTY. INDIVIDUALS WITH DISABILITIES REQUIRING AUXILIARY AIDS OR SERVICES SHOULD CONTACT THE COUNTY BY WRITING OR CALLING:

Dina Sutton  
Office Manager for Administrative Services  
KALAMAZOO COUNTY GOVERNMENT  
201 West Kalamazoo Avenue  
Kalamazoo, Michigan 49007  
TELEPHONE: (269)384-8111

**COUNTY OF KALAMAZOO  
RECOMMENDED TRANSFERS AND DISBURSEMENTS  
MARCH 21, 2017**

**DISBURSEMENTS**

**CLAIMS**

Claims	\$1,923,864.26
Claims Requiring Disclosure:	\$0.00
<b>Total Current Claims:</b>	<b>\$1,923,864.26</b>

**RELEASE OF FUNDS**

City of Kalamazoo	\$28,000.00
April 1, 2017 Public Safety Answering Point 911 Surcharge Distribution	
City of Portage	\$18,000.00
April 1, 2017 Public Safety Answering Point 911 Surcharge Distribution	
Kalamazoo Township	\$9,000.00
April 1, 2017 Public Safety Answering Point 911 Surcharge Distribution	
Western Michigan University	\$2,000.00
April 1, 2017 Public Safety Answering Point 911 Surcharge Distribution	
<b>Total Release of Funds:</b>	<b>\$57,000.00</b>

**TRANSFERS**

<b>DEPARTMENT/ACCOUNT</b>		<b>DECREASE</b>	<b>INCREASE</b>
<b>Finance</b>			
Sheriff New Road Patrol Vehicle	101-444-958.94	22,000	
New Equipment Sheriff	101-444-958.19		22,000

**Reason: Move budget to correct account.**

**COUNTY OF KALAMAZOO  
RECOMMENDED TRANSFERS AND DISBURSEMENTS  
MARCH 21, 2017**

**TRANSFERS CONTINUED**

<b>DEPARTMENT/ACCOUNT</b>		<b>DECREASE</b>	<b>INCREASE</b>
<b><u>Sheriff's Department</u></b>			
Police Supplies	101-303-742.00	2,300	
New Equipment Sheriff	101-444-958.19		2,300

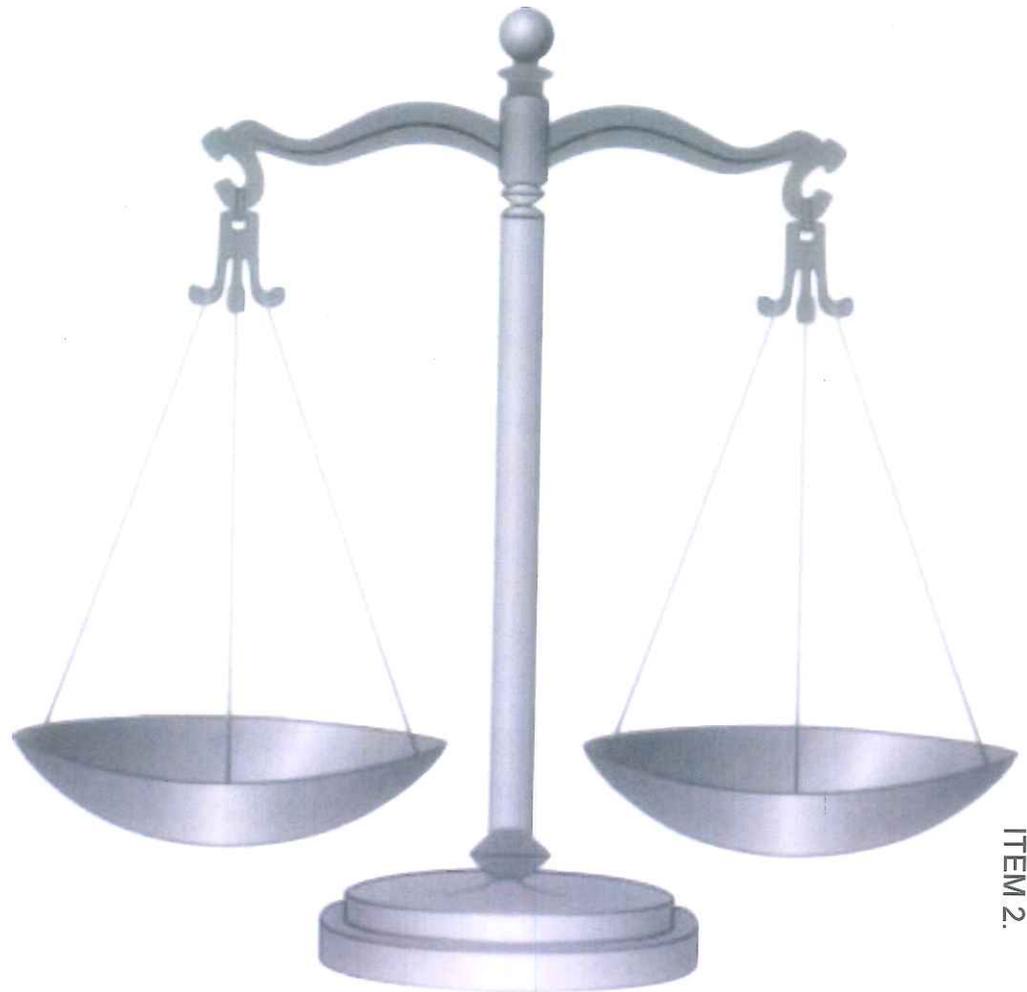
**Reason: Budget to cover cost of 2 laptops approved outside CIP at 12/20/2016 BOC meeting.**

# 8<sup>th</sup> District Court

2016

## **Kalamazoo County Board of Commissioners**

March 21, 2017



ITEM 2.

# Specialty Courts & Programs

- **Men's Adult Felony Drug Treatment Court**
  - 99 current participants
- **Women's Adult Felony Drug Treatment Court**
  - 22 current participants
- **Mental Health Recovery Court**
  - 31 current participants
- **OWI/Sobriety Court**
  - 67 Current Participants



# Specialty Courts & Programs,

## Continued

- **Domestic Violence Court Review**
  - 20 Current Participants
- **Eviction Diversion Program**
  - 3505 served in 2016
- **Young Adult Diversion Court**
  - 10 current participants
- **Veteran's Programming**
  - New for 2017



## Other Added Services:

- **Night Court**
- **Legal Services Clinic**
- **Michigan DHHS Office**
- **Mediation Service – Dispute Resolution Services**



# Financial Update

- Filed 1667 State of Michigan Income Tax Garnishments for 2015 tax year. Collected *\$336,308*.
- *\$46,143* in Victim Restitution collected from 2015 tax garnishments.
- Third Party Collections - *\$3,262* beginning in July 2016
- Bench Warrant Amnesty Program - 154 warrants cleared; *\$4,490* collected (many others put on payment plans and wage assignments)
- District Court returned over *\$110,000* to the general fund for 2016.





# Consolidation Efforts

- Cross-assignment of all 14 judges to preside in a court as needed
- Concurrent Jurisdiction Plan created
- District Court Judges presiding in Circuit Court Drug Court Programs
- District Judge presiding in the Circuit Court Family Division
- Probate Judge presiding in the District Court
- District and Circuit Court joint policy on Felony Process
- Pandemic Plan for Circuit, Probate, District, OPA approved
- Expedited felony pleas
- Coordination of Felony Cases in Sobriety Court
- Coordination of court records for Mental Health Recovery Court
- Strategic Planning with District, Circuit and Probate Courts
- Joint all court retreat in August, 2016

# Future Goals

- eFiling for General Civil and Landlord Tenant cases
- Document Imaging of information currently stored off-site
- Ongoing Automation of Processes and Procedures and move towards being paperless
- Continue to work to consolidate services among Kalamazoo County Courts
- Update to JAVS Centro and Bookshelf in all courtrooms





THANK YOU

## 8<sup>th</sup> District Court Veterans Program

### Introduction

- Designed to be intensive probation supervision of Veteran offenders in the 8<sup>th</sup> District Court.
- Designed to assist the participants in the program with the opportunity to become involved in treatment and other services that are specific to their needs.

### Program Eligibility

- Must reside in Kalamazoo County or contiguous counties.
- Meet the definition of a veteran as defined in MCL 600.122 (j), including dishonorable discharges.
- Diagnosed with a substance use disorder and/or exhibiting symptoms of a physical and/or mental disability connected to or having some relation to military service.
- Program is voluntary.

### Initial Screening

- Defendant sent down to probation after sentencing, fills out blue information sheet.
- Sue will flag all defendants who indicate they have military experience.
- Quick screen by Janet A. (residency, brief discussion with defendant about program, determine interest in participating, etc.).
- If interested and qualifies initially, schedule screening with Janet A.
- Defendant completes paperwork for NEEDS Assessment and VA-PTSD screening.
- Temporarily assign Janet A. as the assigned probation officer and PA type order as judge originally ordered.
- If determined defendant does not qualify after screening is completed, will go back in to regular rotation.

### Screening Appointment

- Interview
- NEEDS Assessment
- RANT
- VA-PTSD screening tool
- If determined meets eligibility, explain program.
- Advise sentencing Judge defendant qualifies and accepted in to program. Amend probation order to include “comply with the rules and requirements of the 8<sup>th</sup> District Court Veterans Program” and begin program.
- If determined does not meet eligibility, return to PA’s and re-assign probation officer.

### Program

- Program Length: Minimum 6 months
- Phase 1: 30 days. Minimum weekly reports with probation officer. Random drug/alcohol testing, goal setting, begin treatment, attend support group meetings (if applicable), meet with VJO and/or VA Peer Support Specialist, first status review with judge (if applicable).
- Phase 2: 2 month minimum. Minimum bi-weekly reports with probation officer. Random drug/alcohol testing, goal setting, comply with recommended treatment, attend support group meetings (if applicable), bi-weekly contact with VA Peer Support Specialist, monthly status reviews with judge (if applicable). Begin job searching (if applicable).
- Phase 3: 3 month minimum. Minimum monthly reports with probation officer. Random drug/alcohol testing, goal setting, comply with recommended treatment, attend support group meetings (if applicable), monthly contact with VA Peer Support Specialist, status reviews with judge (if applicable). Maintain employment (if applicable).

### Sanctions

- At this time there will not be a set sanction chart.
- Sanctions will be addressed via status reviews and probation violations.

## Veterans Program - Questions

1) **What will program help with?** Assist the participants in the program with the opportunity to become involved in treatment and other services that are specific to their needs. Including but not limited to:

- Substance abuse treatment
- PTSD treatment
- Individual and/or group treatment (co-dependency, practicing mindfulness, anger management, etc).
- Support group meetings (AA/NA, peer support meetings, etc)
- Housing assistance
- Employment assistance
- Benefit eligibility assistance
- Transportation assistance
- Transition assistance

2) **Connection with VJO and Peer Support Specialist and what that means?**

- The Veteran Justice Outreach (VJO) is the Veteran's link between the criminal justice system and the VA. This person helps facilitate services for the Veteran at the VA, whether it be inpatient substance abuse treatment, outpatient substance abuse treatment, psychiatric referral, etc.
- VJO coordinates with the probation officer for effective communication between the court and VA.
- Connection with a Peer Support Specialist will assist the Veteran with many if not all of the above listed needs.
- Peer Support Specialists will provide guidance and referrals, including referrals to mentors to assist with employment opportunities.
- Peer Support Specialists will facilitate group and individual sessions discussing issues from PTSD, transitioning, substance use and abuse, co-dependency, etc.

**Personal Goal Setting?**

- Each participant will be required to submit personal goals throughout the phases of the program.
- Phase 1 will be focused on proximal goals and be submitted on a weekly basis.
- Phase 2 will focus on both proximal and distal goals and submitted on a bi-weekly basis.
- Phase 3 will also focus on both proximal and distal goals and submitted on a monthly basis.

Please indicate how much you have been bothered by each problem in the past month. For these questions, the response options are: “not at all”, “a little bit”, “moderately”, “quite a bit”, or “extremely”.

		Not at all	A Little Bit	Moderately	Quite A Bit	Extremely
Question 1	Repeated, disturbing memories, thoughts, or images of a stressful experience from the past?	1	2	3	4	5
Question 2	Repeated, disturbing dreams of a stressful experience from the past?	1	2	3	4	5
Question 3	Suddenly acting or feeling as if a stressful experience from the past were happening again (as if you were reliving it)?	1	2	3	4	5
Question 4	Feeling very upset when something reminded you of a stressful experience from the past?	1	2	3	4	5
Question 5	Having physical reactions (e.g. heart pounding, trouble breathing, sweating) when something reminded you of a stressful experience from the past?	1	2	3	4	5
Question 6	Avoiding thinking or talking about a stressful experience from the past or avoiding having feelings related to it?	1	2	3	4	5
Question 7	Avoided activities or situations because they reminded you of a stressful experience from the past?	1	2	3	4	5
Question 8	Having trouble remembering important parts of a stressful experience from the past?	1	2	3	4	5
Question 9	Loss of interest in activities that you used to enjoy?	1	2	3	4	5
Question 10	Feeling distant or cut off from other people?	1	2	3	4	5
Question 11	Feeling emotionally numb or being unable to have loving feelings for those close to you?	1	2	3	4	5
Question 12	Feeling as if your future somehow will be cut short?	1	2	3	4	5
Question 13	Having trouble falling or staying asleep?	1	2	3	4	5
Question 14	Feeling irritable or having angry outbursts?	1	2	3	4	5
Question 15	Difficulty concentrating?	1	2	3	4	5
Question 16	Being “superalert” or watchful or on guard?	1	2	3	4	5
Question 17	Feeling jumpy or easily startled?	1	2	3	4	5

Revised 2/14/17

**BOARD AGENDA REQUEST FORM**

**PROPOSED FOR BOARD MEETINGS OF: March 21, 2017 COW and April 4, 2017 BOC**

**DEPARTMENT:** Planning and Community Development

**PREPARED BY:** Rachael Grover, Resource Coordinator

**SUBJECT:** Act 381 Combined Brownfield Plan and Work Plan for 381 and 383 S. Pitcher Street, City of Kalamazoo, Michigan.

**SPECIFIC ACTION REQUESTED:**

The Kalamazoo County Brownfield Redevelopment Authority (KCBRA) respectfully requests that the Kalamazoo County Board of Commissioners consider approval of a County Brownfield Plan for 2 parcels located at 383 S. Pitcher Street in the City of Kalamazoo, Michigan. As per State of Michigan Public Act 381, as Amended, the KCBRA is asking that the Board of Commissioners hold the prerequisite public hearing on April 4, 2017.

**DESCRIPTION OF ACTION (dollar amount, purpose):**

**1. March 21, 2017 – in the Committee of the Whole –**

The Kalamazoo County Brownfield Redevelopment Authority would like to present to the BOC the Act 381 Combined Brownfield Plan and Work Plan for the 381/383 S. Pitcher Street Project.

**2. April 4, 2017 – in the Regular Meeting of the County Commission –**

- A) Hold the prerequisite, duly noticed public hearing related to a Kalamazoo County Brownfield Plan for the 381/383 S. Pitcher Street Project. A notice is required 10 days prior to the hearing. Notices will also be sent 10 days prior to all taxing jurisdictions that levy taxes subject to capture under this Brownfield Plan.
- B) Adopt a resolution approving the Kalamazoo County Brownfield Plan for the 381/383 S. Pitcher Street Project.

**TIME FRAME OF ACTION:**

March 21, 2017 and April 4, 2017

**FUNDING SOURCE IF REQUIRED (Federal, State, or Local):**

As outlined in Plan. No County funds are requested.

**PERSONNEL IF REQUIRED:**

(indicate if elimination or creation and list FTE; job title; grade; full-time salary range; account number; and, if known, position number)

No new personnel or contracts will be required by this action

**NEW OR RENEWAL OR AMENDMENT:**

(If an amendment to a contract/agreement please provide the date in which the original was approved by the Board of Commissioners)

New Brownfield Plan

**ANY OTHER PERTINENT INFORMATION:**

The Brownfield Plan will be reviewed by County Legal Counsel prior to being presented to the County Board.

**Project Background:**

The property was historically used for printing and manufacturing purposes. The property is eligible for reimbursement of brownfield redevelopment expenditures because the property qualifies as a "facility" under Michigan Public Act 381. Environmental sampling activities from December of 2016 indicate volatile organic hydrocarbons (VOCs), polynuclear aromatic hydrocarbons (PNAs), and metals are present in soil samples at concentrations that exceed Part 201 Generic Residential Cleanup Criteria (GRCC). Additionally, groundwater samples indicate the presence of PNAs and metals above GRCC.

The developer of the property, PS383, LLC, intends to invest \$2 million in the redevelopment of the 1.82 acre parcel in Downtown Kalamazoo. The redevelopment intends to renovate, repair, and upgrade the one-story, 17,850 square-foot portion of the existing site and structure for use by a proposed tenant as an automotive performance shop/showroom for after-market performance vehicle upgrades. The remaining two-story section of the existing building (approximately 8,360 per floor) is expected to be office use for up to four tenants. The redevelopment is anticipated to create at least 30 new, full-time equivalent jobs, but the job number may be higher depending upon tenants that will be leasing the office space. The redevelopment is expected to be completed by the end of 2017.

**The Brownfield Plan:**

In response to PS383, LLC's request for assistance, the KCBRA is presenting a Brownfield Plan, prepared by Phillips Environmental Services, for the 383 S. Pitcher Street site. The Brownfield Plan will allow the KCBRA to use Tax Increment Financing (TIF) to reimburse the developer's eligible environmental expenses and the developer's eligible non-environmental site preparation expenses, as specified in the Plan. In addition, the Brownfield Plan includes reimbursement of KCBRA administrative expenses.

A County Brownfield Plan cannot be adopted without the concurrence of both the County Board of Commissioners and the local governing body. The City of Kalamazoo deferred this project to the KCBRA. The 381/383 Pitcher Street project will be the second Brownfield Plan that the KCBRA has done in the City of Kalamazoo. At the February 23, 2017 KCBRA meeting, the KCBRA Board approved and recommends approval of the 381/383 S. Pitcher Street Plan to the City of Kalamazoo and the Kalamazoo County Board of Commissioners. The Kalamazoo City Commission is expected to pass a resolution supporting approval of the County Brownfield Plan on March 20, 2017.

The Act 381 Combined Brownfield and Work Plan will be submitted to the Michigan Economic Development Corporation (MEDC) and the Michigan Department of Environmental Quality (MDEQ) following approval by the County Commission in order to obtain approval for capture of State Education Tax and State Public School Operation taxes for eligible expenses.

The development of the 381/383 S. Pitcher Street site is an improvement for the site and the surrounding area in several ways:

1. The County Brownfield Plan would constitute a cooperative inter-governmental effort.

2. TIF collected will reimburse the developer expenses for Brownfield Eligible Activities and the KCBRA for administrative expenses.
3. Local Brownfield Revolving Fund (LBRF) collection for 5 years, allows the KCBRA to remain sustainable and to support additional Brownfield Activities in Kalamazoo County.
4. All taxing jurisdictions will continue to collect taxes on the 2017 base value.
5. Debt millages are not captured by a Brownfield Plan, as per Act 381, therefore, there will be an immediate increase in taxes collected directly by the County Juvenile Home debt millage and School Building Debt millage starting in 2018.

The details of the TIF capture are in Tables 1- 5 of the 381/383 S. Pitcher Street Brownfield Plan. The following is a summary of the Brownfield Plan. These are planned estimates and are dependent on taxable values.

**381/383 S. Pitcher Street Combined Brownfield Plan and Act 381 Work Plan Summary:**

Initial Taxable Value of Property (2017 Base Value):	\$ 200,400
Estimated Taxable Value after Redevelopment:	\$ 677,000
Tax Increment available for Tax Increment Financing:	\$ 476,600

**Table 1 – Summary of Estimated Eligible Activities (over 16 years) \$ 545,914**

This total includes:

\$ 102,441	Environmental Eligible Costs reimbursed to the developer
\$ 112,480	Non-Environmental Activities, including site preparation activities, reimbursed to the developer
\$ 6,500	Brownfield Plan/Act 381 Work Plan preparation, paid to developer
\$ 28,752	15% contingencies
\$ 39,656	interest to the developer on qualified principal balance (3% simple interest)
\$ 28,237	State Brownfield Redevelopment Fund (3 mils of SET as required by Act 381)
\$ 41,029	KCBRA Administrative/Operating Costs
\$ 186,819	Local Brownfield Revolving Fund (LBRF) to be used to support additional Brownfield Activities in Kalamazoo County

**Table 3 – Captured Tax Increment Revenue per taxing jurisdiction (estimate over 17 yrs.)**

County Operating	\$ 57,756
Transportation	\$ 10,824
County Housing Fund	\$ 941
City of Kalamazoo	\$ 112,949
Solid Waste	\$ 16,942
State School Operating/SET	\$ 225,898
KRESA	\$ 56,866
KVCC	\$ 26,481
District Library	<u>\$ 37,257</u>
Total	<b>\$ 545,914</b>

**PROCUREMENT INFORMATION:**

NA

**CONTACT PERSON WITH PHONE NUMBER:**

Rachael Grover, [ragrov@kalcounty.com](mailto:ragrov@kalcounty.com) ; 384-8305

# KALAMAZOO COUNTY ID TASK FORCE REPORT MARCH 14, 2017

## Project Background and Description

In December 2016, the Kalamazoo County Board of Commissioners voted for the establishment of a task force to further explore the possibility of establishing a Kalamazoo County ID program. The Commissioners and their community saw the need to remove barriers limiting people in Kalamazoo County from obtaining a government issued photo ID. Without such an ID people are limited from participation in society and have difficulty receiving important services.

The following report reviews the findings of the taskforce. These findings were developed through intentional collaboration that sought to understand both if and how Kalamazoo County could implement a county issued ID program to further the County's self-proclaimed values of inclusivity and welcome. As outlined in the resolution, this report seeks to respond to the several questions posed by the Board and elaborate on the further findings and recommendations developed through the process of this extensive research.

**The task force was charged with answering the following questions:**

1. Who will facilitate a county issued identification card program?
2. Will any local law enforcement agencies, medical facilities, or financial institutions accept the county issues identification?
3. How will county issued identification be promoted in the community?
4. What criteria would be used to issue identification?
5. What is the financial burden to the county to implement a county issued ID program?
6. What can be done to work in conjunction with other groups so as to prevent duplication of service?
7. Can the County utilize other funding streams, state, federal or private to help offset costs?

**Task force findings:**

## 1. Who will facilitate a county issued identification card program?

After research into several alternative locations and with ongoing discussion with the Kalamazoo County Clerk, it is both recommended and possible for the County ID program to be facilitated by the County Clerk. This agreement is made under the understanding that the implementation of the County ID program will be sensitive to the current office's limitation in space and staff. There is currently confidence in the appropriate accommodations being both available and possible pending support from the commissioners and the respective allocation of resources.

The availability of space on the second or third floor of the County Administration building is the best potential for housing the project. The availability of this space is also supported by the Kalamazoo County Administrator. In addition to the benefits of this location, it is believed that this space would accommodate stations that would facilitate an ideal flow of application processing to better serve applicants.

Recommendation for increased staffing for the County Clerk is believed to be possible in a fiscally responsible manner. Similar to implementation of the Washtenaw County ID program, the Kalamazoo County ID program could be staffed by one central part-time staff supported by volunteers, interns, and the oversight of the County Clerk. It is already the practice of other county offices to use interns and a similar arrangement can be established in the Clerk's office.

Example for Staffing: One part-time employee would be hired under the County ID program. The hours worked by the employee would determine the hours of operation for the card to be issued. Interns would then offer supplemental support in issuing the IDs, particularly in the initial year of implantation which Washtenaw County reports as being most trafficked by applicants. Further facilitation of the program would be offered by 2-5 volunteers who would help screen applicants and prepare applications before being brought to staff and interns for the issuance of the ID.

Housing the ID program within the Clerk's office has additional benefits of being centrally located and accessible to the populations are likely to benefit from the ID program.

*Additional questions the task force could research regarding program facilitation:*

- What are the projected estimates of the number of people seeking IDs?

- What County departments currently use interns and how are they structured?
- What local organizations can help to coordinate additional volunteer assistance for the program?

**2. Will any local law enforcement agencies, medical facilities, or financial institutions accept the county issues identification?**

Sheriff Fuller has been instrumental in the development of the criteria and security features that would be included in the Kalamazoo County ID. The need for a balance of appropriate credentialing and ease of access for applicants is important. The goal is to maximize acceptance of the ID while making it available to as many people as possible.

Washtenaw county has had success gaining acceptance from banking institutions such as Old National Bank and several local credit unions. Washtenaw provided a letter from the FDIC and Office of the Comptroller which informs financial institutions that a Municipal ID can be accepted for financial transactions. As we finalize the security details included in our program, this information will be shared with additional financial institutions for their buy in. Several local credit unions expressed the potential willingness to accept the ID if it includes a photo, a unique identifying number, and the ID can be traced back to the issuing source.

Certain state and federal programs will not be able to accept the county ID such as DHHS and HUD. It will be important in promotional materials of the program to clearly express the services that people can gain access to with it, and those they cannot.

Regardless whether people will be able to access all community services and supports, the ID still creates a bridge for those who are without ID so they can begin to access more of a civic life, some people will never be able to go on to obtain State ID cards.

**Businesses/ organizations/governments that have already signed support:**

- Arcadia Ales
- Bab el Salom
- Bank Street Farmer's Market
- Borgess Medical Center
- Catholic Charity Services
- City of Kalamazoo
- City of Portage
- Farm Worker Legal Services

Gorilla Gourmet  
Gryphon Place  
ISAAC  
Kalamazoo College  
Kalamazoo Library, Wash  
Kalamazoo Public Library  
Kalamazoo Public Schools  
League of Women Voters  
Nina's Café  
Papa's Italian Sausage  
Portage Public Library  
Portage Public Schools  
St. Catherine's  
Victorian Bakery  
Zoorona  
Kalamazoo Township  
Hispanic American Council  
Loaves and Fishes

*Additional questions the task force could research regarding acceptance:*

- Are there partners who would accept the ID under specific circumstances such as established security measures?
- What components will subsequently be incorporated into this card to satisfy both the requirements by accepting institutions and maximize the accessibility of the card?
- Identify agencies under federal and state regulations and see if they have any choice in whether they can accept the County ID?

### **3. How will county issued identification be promoted in the community?**

Washtenaw county clearly identified the marketing campaign as a weakness in the design of their program. Clear and effective community education about our county ID program will be essential for it to be useful for the community.

Members of the task force recommended that a variety of tools be used to reach impacted communities and additional options still will to be explored. The robustness of the marketing program will be highly dependent on the budget approved by the

Board of Commissioners. Yet, additional community donations and grants can also be investigated to supplement budget constraints.

ISAAC offered to help get the word out to the community of churches in their network and will focus on the Northside Ministerial Alliance to help reach African American community members who may be without ID.

Additional potential marketing platforms to promote county ID:

- Promotion on Metro Transit busses and fixed bus stops
- Flyering through local schools districts to parents and families
- Community conversation through stakeholders on the task force
- Promotional materials to distribute at Michigan Works, Public Libraries, Social Service organizations, Colleges and Universities, Senior Programs, etc.
- Social Media campaign

The task force wants to build opportunity for economic growth across the community by building a community campaign where interested local businesses volunteer to offer discounts on goods and services when patrons present the Kalamazoo County ID. This can help to increase patronage to local businesses across the community.

*Additional questions the task force could research regarding marketing:*

- What grants are available to marketing funds?
- Would Southwest Michigan First or the Better Business Bureau be interested in collaborating on billboards?
- What will be the design of marketing materials?

#### **4. What criteria would be used to issue identification?**

Under review by the County Sheriff. Current model remains a 300 point system such as the one used in Washtenaw. Sheriff Fuller is still reviewing many different possibilities, but wants to ensure the security and credibility of the IDs that we will issue. From conversation he has had the a variety of community stakeholders and law enforcement officials the 300 point system is one that works.

Commissioner Kendall noted that 1/10 people in NYC carry their Municipal ID and the criteria is far less complicated than what is used in Washtenaw, however, they have a budget that is not as vulnerable to pressures from other levels of government. Document procurement is a still going to be a problem for the homeless population in particular.

A noted benefit of the 300 point system is that is not all based off of document procurement and affidavits are able to be used as part of the documentation level needed.

Further research is being completed at K College regarding the credentials used at different programs across the country.

*Additional questions for the task force to resolve under ID requirements:*

- Is there a more accessible criteria that can be established that helps more people get access to County ID.

**5. What is the financial burden to the county to implement a county issued ID program?**

The subcommittee obtained information from Washtenaw County regarding both the start-up and ongoing costs for implementation of their program. The committee determined that a program in Kalamazoo would have similar needs in terms of start-up, staffing, ongoing, outreach, and marketing costs. A weakness in the development of the Washtenaw program was the initial marketing of the initiative. Kalamazoo can improve upon the design of the Washtenaw program by establishing an appropriate marketing budget at the outset of the program.

The following budget and financial proposal assumes the Kalamazoo County ID Program would be housed within the county government under the jurisdiction of the Clerk/Health Department.

**Low Cost Program:**

The research of the finance subcommittee determined that the Washtenaw ID program was instituted at extremely low cost to their county government. After accounting for all expenditures and revenues of the program during the first two budget cycles Washtenaw program had very little impact on their budget.

Summary of Washtenaw County Clerk Total Actual Expense:

Year	Total Actual Expense
2015	\$7,660.83
2016	\$9,551.78

**Start-up Costs:**

**Equipment:**

Initial discussions amongst task force members suggested that the hardware for the program was expensive. However, initial figures were based on the total start-up budget for the program not just the hardware. After obtaining the budget breakdown from Washtenaw the hardware/software expense was much lower than expected. This figure was corroborated with some initial research on hardware options that price out similar to the expenses Washtenaw incurred at \$8,990.00.

**Recommendation 1:** With the goal of creating the best possible municipal ID program in the State, Kalamazoo County should invest in purchasing their own hardware and software required for the implementation of our ID program. This will allow Kalamazoo County to have full autonomy in the administration of our county identification. The task force explored the potential of outsourcing the printing of ID to another location, such as Washtenaw, and found that we would be dependent on the equipment and/or staff of another municipality and wait times for identification would be increased significantly. With investment in the needed hardware, Kalamazoo County can create IDs in the most efficient manner possible so that people who qualify for our government issued photo ID can obtain the benefits of having it quickly.

Equipment costs for in-house program:

<b>Equipment</b>	<b>Cost</b>
Printer	\$12,000.00
Software	\$1,000.00
ID Camera	\$500.00
ID Back-Drop	\$250.00
<b>Sub-Total</b>	<b>\$13,750.00</b>

**Annual Ongoing Costs:**

The task force used an analysis of the budget projections, and actual expenditures obtained from the Washtenaw County clerk, as well as, information obtained from the Kalamazoo County Administrator, and the Kalamazoo County Clerk. Assuming a

similar traffic to the Washtenaw program, our Clerk estimated the need for a .5 Full-time Equivalent (FTE) staff to support the program. Additional resources, such as WMU interns, and community volunteers would be designed in as additional support to the program to provide assistance for people with completing applications and obtaining translation support as needed, particularly during the launch of the program. A conservative estimate was given to these ongoing expenses and are projected above what Washtenaw incurred.

Recurring Costs	Cost
Printing	\$2,500.00
.5 FTE staff member	\$17,500.00
Office Supplies	\$5,000.00
<b>Sub-Total</b>	<b>\$26,000.00</b>
<b>Total estimate for start-up</b>	<b>\$38,750.00</b>

Potential income to be generated through program:

Washtenaw County elected to charge a \$25.00 license/permit fee for each county ID. The following represents the actual revenue generated from the sale of Washtenaw County ID.

Overview of income generated by Washtenaw program - Calendar 2015

2015 - Month	Income
January	\$0.00
February	\$0.00
March	\$0.00
April	\$0.00
May	\$0.00
June	\$15,075.00

July	\$5,495.00
August	\$2,275.00
September	\$1,025.00
October	\$725.00
November	\$1,855.00
December	\$625.00
<b>Total</b>	<b>\$27,075.00</b>

Overview of income generated by Washtenaw program - Calendar 2016

Month	Income
January	\$500.00
February	\$575.00
March	\$450.00
April	\$475.00
May	\$350.00
June	\$475.00
July	\$200.00
August	\$425.00
September	\$300.00
October	\$252.00
November	\$525.00
December	\$500.00
<b>Total</b>	<b>\$5,300.00</b>

Three year budget projections for Kalamazoo County ID:

Year	2017	2018	2019

Expenses	\$38,750.00	\$27,000.00	\$28,000.00
Revenue	-\$15,000.00	-\$14,000.00	-\$13,000.00
Total Cost	\$23,750.00	\$11,000.00	\$15,000.00

**Recommendation 2:**

Washtenaw program identified marketing as a weakness in their current program. Kalamazoo County should build in sufficient resources to raise community awareness of the existence of the county ID program and the benefits of the government issued ID for all people in our community with the establishment of a proposed discount program.

Potential marketing costs:

Marketing Platform	Cost
Metro Transit Ads	\$400.00/month
Billboards	\$1500.00-\$3000.00/month
Website	unknown
Social media	\$20.00 to ???/month
Radio	unknown

**Finances of the Program:**

The general benefit to people without ID being high, and the overall cost of the administration of the program being low, the finance subcommittee sees the following options as ways to fund the program.

**Start-up:**

County general fund support:

Possible places to find funds - 911 Contingency fund

Grant exploration:

Kalamazoo Community Foundation

W.K. Kellogg Foundation

Gilmore Foundation

Crowd-sourcing:

Go fund me

Other

Community Contributions:

Establishment of a Fiduciary

**Annual Costs:**

County general fund

*Additional financial issues for the task force to resolve:*

- Further research into the costs of marketing options
- Submission of grant proposals

**6. What can be done to work in conjunction with other groups so as to prevent duplication of service?**

Robert from the United Way noted that the Kalamazoo County ID program would be “complementary” to other ID programs already operating in the community. Other programs help people obtain birth certificates and other documents needed for a state ID. Homeless individuals will still have barriers obtaining the County ID, but there are other populations that may benefit from it more.

Sheriff Fuller notes that the implementation of such a program would be a way of stepping to greater advocacy at the state regarding the barriers that exist to obtain a State ID.

Commissioner Kendall expressed not seeing a duplication of services as most other services are finding records that people need to obtain a state ID.

Antonio Mitchell and Sheriff Fuller noted that people often are waiting 3-7 months after re-entry from incarceration to get the needed documents to obtain a state ID. A County ID program would help them as a stepping stone to a State ID and would allow them to begin the process of rebuilding their lives.

**7. Can the County utilize other funding streams, state, federal or private to help offset costs?**

The potential to explore grants, community donations and fundraisers, are all potential options to fund the program. As many of the details of the program have yet to be solidified it has been difficult to make much progress in this area. A

commitment from the commission on the development of the program will make such efforts much more likely to succeed.

*Other information learned by the task force:*

- Hospitals note that people who present with an ID are more likely to make payments on medical bills.
- Washtenaw test cases- it was successful with 95% of retailers and pharmacists

**Conclusion and Request to the Board of Commissioners:**

We are asking the Board of Commissioner for a time extension. The task force has worked incredibly hard to this point, but three months has not been enough time to substantively answer the many important questions for this important program.

*We ask that the Board of Commissioners accept this initial report and grant us extra time to submit a final report within 90 days.*

*We also ask that each Commissioner submit to Commissioner Hall and Commissioner Kendall questions they would like to see further addressed. We ask that these questions be provided to Hall and Kendall by March 28, 2017.*

**Thank you to the members of the Kalamazoo County ID Task Force whose efforts helped to create the information included in this report:**

Commissioner Tracy Hall, Commissioner Ron Kendall, Don Jones, Hannah Turner, Steve Zerbe, Julie Pioch, Jen Strebs, Robert Elchert, Dallas Oberlee, Alex Pulido, Sheriff Richard Fuller, Dan Mills, Thell Woods, Launda Wheatley, Brendan Nagler, Lizbeth Fuentes, Yazmin Fuentes, Antonio Mitchell, Brendan Nagler, Meagan Roche, Prosecutor Jeff Getting, County Clerk Tim Snow, Megan Buwalda, Adrian Vazquez, Janet Jones, Marissa Klee-Peregon, Denise Crawford, Jessica Clanton, Nelly Fuentes, Jake Andrews, Dakota Torolski, Lisa Robert, Dianna McMunn, Larry Provancher, Tobbi Hanna-Davies, Eileen Stryker, Stacy Fulbright, Dr. Francisco Villegas.

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**Board of Governors of the Federal Reserve System  
Federal Deposit Insurance Corporation  
Financial Crimes Enforcement Network  
Office of the Comptroller of the Currency**

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April 30, 2015

Commissioner Julie Menin  
New York City  
Department of Consumers Affairs  
42 Broadway  
New York, New York 10004

Commissioner Nisha Agarwal  
New York City  
Mayor's Office of Immigrant Affairs  
City Hall  
New York, New York 10007

Michael P. Smith  
President and CEO  
New York Bankers Association  
99 Park Avenue, 4th Floor  
New York, New York 10016

Dear Commissioners Menin and Agarwal and Mr. Smith:

The Federal Deposit Insurance Corporation, the Board of Governors of the Federal Reserve System, the Office of the Comptroller of the Currency, and the Financial Crimes Enforcement Network (collectively, the "Agencies") are in receipt of your letter dated November 25, 2014, regarding the newly instituted New York City Municipal Identification Card ("ID Card") and whether it can be used to verify identity under the customer identification program ("CIP") requirements when opening bank accounts. In addition, you are seeking guidance as to whether the ID Card's number may be used as an identification number for non-U.S. persons, and whether banks can rely on the ID Cards to open accounts when certain cards are issued without an address.<sup>1</sup>

The Agencies recognize the importance of ensuring public access to financial services in an environment that promotes trust and confidence. At the same time, supervisory requirements address oversight for compliance with the Bank Secrecy Act (BSA), which requires banks to

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<sup>1</sup> A limited number of cards will be issued without a residential address to individuals who can otherwise demonstrate identity and residence in New York City, but who are domestic violence survivors or homeless individuals.

adopt and implement a BSA/Anti-Money Laundering (AML) Compliance Program. One important component of a BSA/AML Compliance Program is a bank's CIP.

The CIP rule, 31 C.F.R. 1020.220, requires a bank to have procedures in place to identify its customers at account opening by obtaining at a minimum the customer's name, date of birth, address, and identification number, and to verify the customer's identity using documentary or non-documentary means. For a U.S. person, the identification number is their taxpayer identification number. For a non-U.S. person, their identification number may be from a passport, alien identification card, or any other government-issued document evidencing nationality or residence and bearing a photograph or similar safeguard.

The rule also requires the bank to obtain from an individual customer a residential or business street address. For ID Cards issued without an address, the rule permits the individual customer to provide a residential or street address of next of kin or of another contact individual.

Banks using documentary methods to verify a customer's identity must have procedures in place that set forth the documents the bank will rely on to verify a customer's identity. The CIP rule neither endorses nor prohibits a bank from accepting particular types of government identification cards. Indeed, a bank's procedures may permit any unexpired, government-issued identification evidencing nationality or residence and bearing a photograph or similar safeguard. Ultimately, each bank's management must determine which forms of documentation are acceptable in meeting such requirements.<sup>2</sup> Other forms of identification may be used, alone or in combination, provided the bank is able to form a reasonable belief that it knows the true identity of the customer. *See*, Interagency Interpretive Guidance on Customer Identification Program Requirements under Section 326 of the USA PATRIOT Act, 2005 FAQs: Final CIP Rule, April 28, 2005. Therefore, a bank may accept the ID Card as a means of documentary verification as provided in the bank's CIP procedures. Since the ID Card is a government-issued document, its number may be used as an identification number for non-U.S. persons, provided the ID Card evidences residence in New York City and bears a photograph or similar safeguard.

Because the rule is risk-based, the bank must assess the risk presented by the customer. In some cases, the bank may determine that more information than the ID Card is necessary to verify the customer's identity.

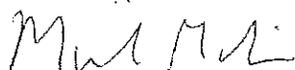
In addition to satisfying CIP requirements, the bank should also assess the AML risks posed by the customer, and conduct appropriate due diligence to manage those risks. Please note that this letter only applies to the CIP requirements under the BSA and does not alter any other recordkeeping or reporting requirements calling for additional information, such as a taxpayer identification number.

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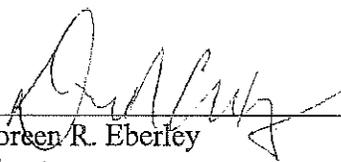
<sup>2</sup> A bank need not establish the accuracy of every element of identifying information or document obtained, but the institution must verify enough information to form a reasonable belief that it knows the true identity of the customer.

This letter represents the views of the Agencies. We hope you find this information helpful.

Sincerely,



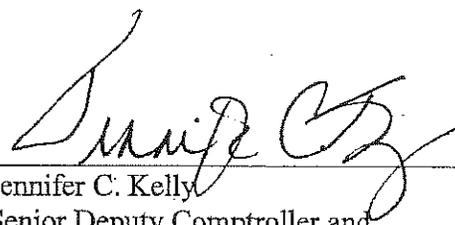
Michael Gibson  
Director  
Banking Supervision and Regulation  
Board of Governors of the  
Federal Reserve System



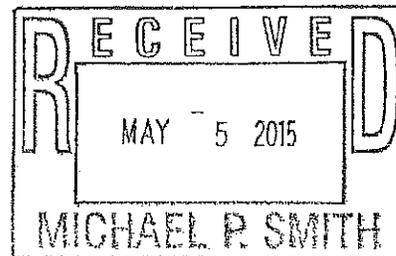
Doreen R. Eberley  
Director  
Division of Risk Management Supervision  
Federal Deposit Insurance Corporation



Jamal El-Hindi  
Acting Deputy Director  
Financial Crimes Enforcement Network



Jennifer C. Kelly  
Senior Deputy Comptroller and  
Chief National Bank Examiner  
Office of the Comptroller of the Currency



Object Account	Jan Actuals 2015	Feb Actuals 2015	Mar Actuals 2015	Apr Actuals 2015	May Actuals 2015	Jun Actuals 2015	Jul Actuals 2015	Aug Actuals 2015	Sep Actuals 2015	Oct Actuals 2015	Nov Actuals 2015	Dec Actuals 2015	Total Actuals 2015	Total Budget 2015	Total Variance 2015	Total Variance % 2015
<b>10104080 - Clerk - County ID</b>																
<b>450 - Licenses &amp; Permits</b>																
48510 - County ID Cards	0.00	0.00	0.00	0.00	0.00	-15,075.00	-5,495.00	-2,275.00	-1,025.00	-725.00	-1,855.00	-625.00	-27,075.00	-12,500.00	-14,575.00	116.60
<b>Total 450 - Licenses &amp; Permits</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-15,075.00</b>	<b>-5,495.00</b>	<b>-2,275.00</b>	<b>-1,025.00</b>	<b>-725.00</b>	<b>-1,855.00</b>	<b>-625.00</b>	<b>-27,075.00</b>	<b>-12,500.00</b>	<b>-14,575.00</b>	<b>116.60</b>
<b>700 - Personal Services</b>																
70200 - Salaried-Permanent	0.00	0.00	0.00	0.00	1,211.86	1,211.86	1,829.91	1,223.98	1,223.98	1,223.98	1,223.97	2,085.63	11,235.17	17,817.00	-6,581.83	-36.94
71520 - Fringe Benefits	0.00	0.00	0.00	0.00	1,001.80	1,001.78	1,256.90	1,005.88	1,005.89	1,005.88	857.21	1,358.44	8,493.78	13,049.00	-4,555.22	-34.91
<b>Total 700 - Personal Services</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,213.66</b>	<b>2,213.64</b>	<b>3,086.81</b>	<b>2,229.86</b>	<b>2,229.87</b>	<b>2,229.86</b>	<b>2,081.18</b>	<b>3,444.07</b>	<b>19,728.95</b>	<b>30,866.00</b>	<b>-11,137.05</b>	<b>-36.08</b>
<b>725 - Supplies</b>																
72700 - Office Supplies	0.00	1,940.29	269.57	359.96	2,761.73	268.82	0.00	0.00	0.00	0.00	0.00	-268.82	5,331.55	3,081.00	2,250.55	73.05
<b>Total 725 - Supplies</b>	<b>0.00</b>	<b>1,940.29</b>	<b>269.57</b>	<b>359.96</b>	<b>2,761.73</b>	<b>268.82</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-268.82</b>	<b>5,331.55</b>	<b>3,081.00</b>	<b>2,250.55</b>	<b>73.05</b>
<b>800 - Other Services and Charges</b>																
80800 - Consultants & Contracts														1,025.00	-1,025.00	-100.00
81900 - Telephone														480.00	-480.00	-100.00
<b>Total 800 - Other Services and Charges</b>														<b>1,505.00</b>	<b>-1,505.00</b>	<b>-100.00</b>
<b>940 - Internal Service Charges</b>																
94200 - Cost Allocation Plan														10,762.00	-10,762.00	-100.00
<b>Total 940 - Internal Service Charges</b>														<b>10,762.00</b>	<b>-10,762.00</b>	<b>-100.00</b>
<b>950 - Capital Outlay</b>																
95260 - DP Hardware/Software	0.00	8,990.00	0.00	685.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,675.33	15,560.00	-5,884.67	-37.82
<b>Total 950 - Capital Outlay</b>	<b>0.00</b>	<b>8,990.00</b>	<b>0.00</b>	<b>685.33</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>9,675.33</b>	<b>15,560.00</b>	<b>-5,884.67</b>	<b>-37.82</b>
<b>Total 10104080 - Clerk - County ID</b>	<b>0.00</b>	<b>10,930.29</b>	<b>269.57</b>	<b>1,045.29</b>	<b>4,975.39</b>	<b>-12,592.54</b>	<b>-2,408.19</b>	<b>-45.14</b>	<b>1,204.87</b>	<b>1,504.86</b>	<b>226.18</b>	<b>2,550.25</b>	<b>7,660.83</b>	<b>49,274.00</b>	<b>-41,613.17</b>	<b>-84.45</b>

Object Account	Total Budget 2016	Jan Actuals 2016	Feb Actuals 2016	Mar Actuals 2016	Apr Actuals 2016	May Actuals 2016	Jun Actuals 2016	Jul Actuals 2016	Aug Actuals 2016	Sep Actuals 2016	Oct Actuals 2016	Nov Actuals 2016	Dec Actuals 2016	Total Actuals 2016	Total Variance 2016	Total Variance % 2016
<b>10104080 - Clerk - County ID</b>																
<b>450 - Licenses &amp; Permits</b>																
48510 - County ID Cards	-12,500.00	-500.00	-575.00	-450.00	-475.00	-350.00	-475.00	-200.00	-425.00	-300.00	-525.00	-525.00	-500.00	-5,300.00	7,200.00	-57.60
<b>Total 450 - Licenses &amp; Permits</b>	<b>-12,500.00</b>	<b>-500.00</b>	<b>-575.00</b>	<b>-450.00</b>	<b>-475.00</b>	<b>-350.00</b>	<b>-475.00</b>	<b>-200.00</b>	<b>-425.00</b>	<b>-300.00</b>	<b>-525.00</b>	<b>-525.00</b>	<b>-500.00</b>	<b>-5,300.00</b>	<b>7,200.00</b>	<b>-57.60</b>
<b>700 - Personal Services</b>																
70200 - Salaried-Permanent	16,812.00	998.83	1,248.44	1,292.54	1,292.55	646.22	0.00	0.00	0.00	0.00	969.44	1,292.54	2,261.81	10,002.37	-6,809.63	-40.50
71520 - Fringe Benefits	13,067.00	429.21	528.61	542.62	542.61	337.00	131.46	181.46	131.46	131.46	439.71	537.88	915.93	4,849.41	-8,217.59	-62.89
<b>Total 700 - Personal Services</b>	<b>29,879.00</b>	<b>1,428.04</b>	<b>1,777.05</b>	<b>1,835.16</b>	<b>1,835.16</b>	<b>983.22</b>	<b>131.46</b>	<b>181.46</b>	<b>131.46</b>	<b>131.46</b>	<b>1,409.15</b>	<b>1,830.42</b>	<b>3,177.74</b>	<b>14,851.78</b>	<b>-15,027.22</b>	<b>-50.29</b>
<b>725 - Supplies</b>																
72700 - Office Supplies	3,350.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-3,350.00	-100.00
<b>Total 725 - Supplies</b>	<b>3,350.00</b>	<b>0.00</b>	<b>-3,350.00</b>	<b>-100.00</b>												
<b>800 - Other Services and Charges</b>																
81900 - Telephone	480.00														-480.00	-100.00
<b>Total 800 - Other Services and Charges</b>	<b>480.00</b>														<b>-480.00</b>	<b>-100.00</b>
<b>Total 10104080 - Clerk - County ID</b>	<b>21,209.00</b>	<b>928.04</b>	<b>1,202.05</b>	<b>1,385.16</b>	<b>1,360.16</b>	<b>633.22</b>	<b>-343.54</b>	<b>-18.54</b>	<b>-293.54</b>	<b>-168.54</b>	<b>884.15</b>	<b>1,305.42</b>	<b>2,677.74</b>	<b>9,551.78</b>	<b>-11,657.22</b>	<b>-54.96</b>

# Kalamazoo, Michigan



810 Verona Rd. Marshall, MI 49068 Phone 800-711-5660 Fax 269-789-1176



## Monthly Rates

Exterior Drivers Side	1 Month	6 months	12 months
# of signs			
20	\$4000	\$3600	\$3400
10	\$2500	\$2250	\$2100
5	\$1250	\$1125	\$1050
1	\$250	\$225	\$210
Exterior Curb Side	1 Month	6 months	12 months
# of signs			
20	\$2400	\$2200	\$2000
10	\$1300	\$1250	\$1200
5	\$650	\$625	\$600
1	\$130	\$125	\$120
Exterior Rear Displays	1 Month	6 months	12 months
# of signs			
20	\$3000	\$2800	\$2600
10	\$1500	\$1400	\$1300
5	\$750	\$700	\$650
1	\$150	\$140	\$130

Interior Displays- \$20 per bus per month  
 There is a ten bus minimum on interior signs  
 Full bus wrap- \$900 per month on a one  
 year investment. We offer discounts for more  
 than one bus wrap running at the same time.

\*Production is in addition to all rates

## MARKET PROFILE

TOTAL VEHICLES: 36 fixed route buses on 19 fixed routes

TRANSIT SYSTEM: Metro Transit

AREAS SERVED: Kalamazoo Metro Transit provides service to the Cities of Kalamazoo, Portage, Parchment, the townships of Comstock, Kalamazoo and Oshtemo as well as Western Michigan University and Kalamazoo Valley Community College

ANNUAL RIDER SHIP: Over 3.2 million

## HIGHER IMPACT ADVERTISING

No other medium delivers your message more effectively. Transit ads carry your message where it counts, close to the points of purchase, the mall, the grocery and many other retail centers. Bus routes coincide with highly populated areas, such as the downtown business district ensuring that your ads get maximum exposure. Transit ads reach high income residential areas, lower income areas and everything in between. Interior displays give you high visibility with a consistent daily audience, bus riders who are otherwise difficult to reach. For high visibility, consistent repetition and cost effectiveness, transit advertising delivers.

## Local Market

Transit advertising in the Kalamazoo market is a great value with very little wasted circulation. Exterior displays communicate to an audience on the move, both vehicular and pedestrian. The transfer center is centrally located downtown and is a hub of activity.

## DESIGN SERVICES

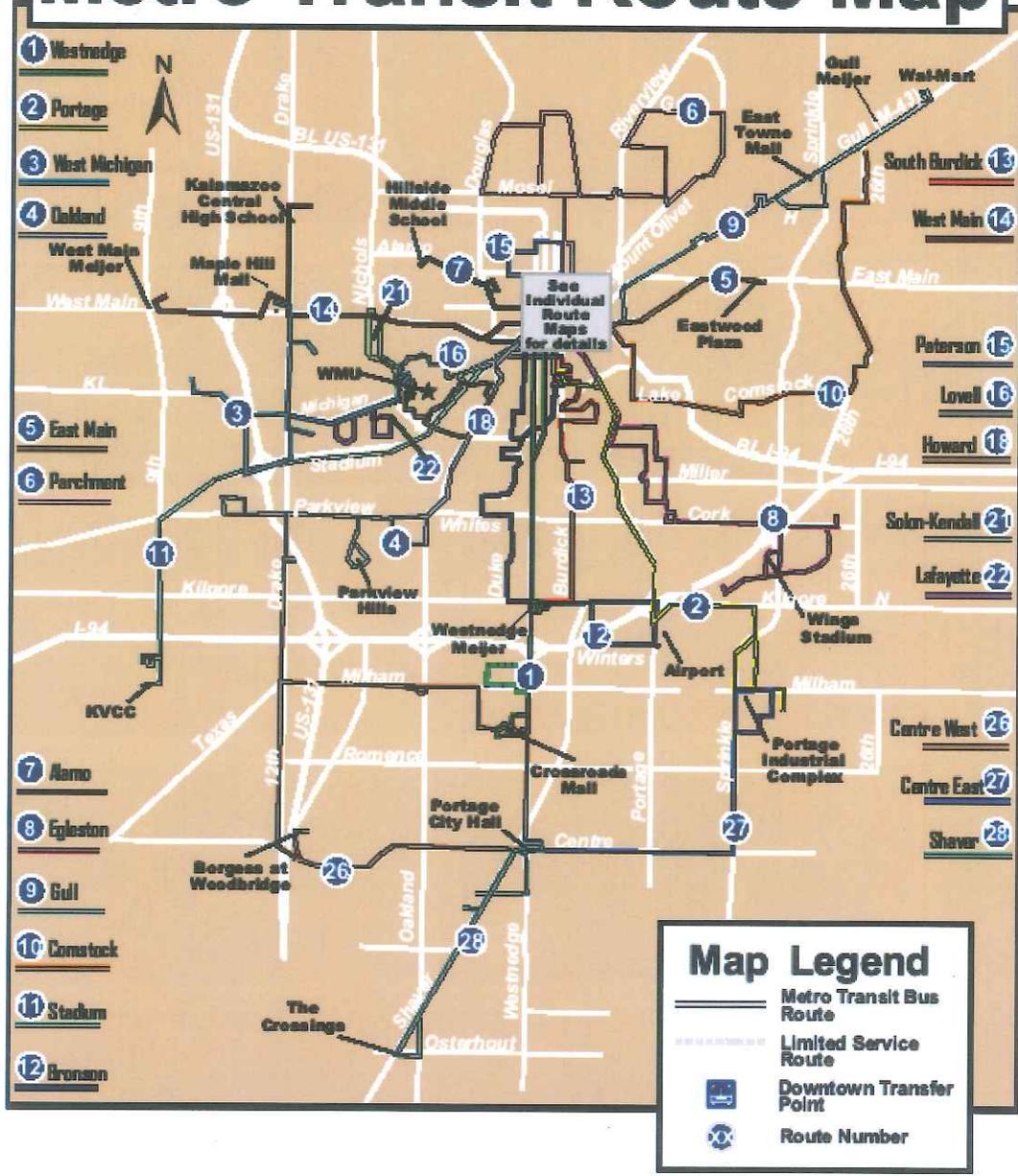
Crosstown offers complete design and graphic services. An award winning staff is ready to assist customers in the design and production of effective displays. Everything from initial concept to final art is at the clients disposal.

All items to be shipped should be addressed:

Crosstown Communications  
 810 Verona Rd. Marshall, MI 49068  
 Phone 800-711-5660 Fax 269-789-1176

Email: [Steve@crosstownbusads.com](mailto:Steve@crosstownbusads.com)

# Metro Transit Route Map



**Full bus Wrap**



**Curbside**



**Driver's Side**



**Rear**





Kalamazoo County Board of Commissioners  
**RESOLUTION HONORING**  
**President John Dunn**

In Honor of President John M. Dunn for his 9 years of proactive and dedicated service to Western Michigan University, the County of Kalamazoo and the State of Michigan, and for being a worldwide Bronco Ambassador extraordinaire; and

**WHEREAS**, President Dunn became the eighth President of Western Michigan University in 2007, and has served with great distinction. He guided the University to be named one of the first "Tree Campuses" in the nation and one of Chronicle of Higher Education's Best Colleges to Work For.

He established the Seita Scholars Program, which is the largest and most comprehensive college support program for former foster youth in the nation and has led to the establishment of Postering Success Michigan as a state and national resource. He founded the WMU Homer Stryker M.D. School of Medicine, a community partnership funded by the largest gift in University history, a \$100 million gift from the Stryker family in 2011, as well as the gift that became the W.E. Upjohn M.D. Campus from MPI and Upjohn great grandson William U. Parfet, with its first class in 2014; and

**WHEREAS**, he presented WMU's first strategic plan adopted in 2012, which has since led to a new five-year iteration of the plan designed to keep the University moving forward as a learner-centered, discovery-driven and globally engaged university. He established a formal affiliation with the Thomas M. Cooley Law School in 2014 to form the WMU Cooley Law School, expanding opportunity on Cooley's four campuses and bringing first-year law classes to Kalamazoo in 2016. He fostered a minority enrollment increase of 5,043 students, with minority students now comprising more than 21 percent of the student body which is up from 10.2 percent in 2006-07; and

**WHEREAS**, WMU has been honored by Diversity in Higher Education Magazine for three consecutive years, and President Dunn was honored with the Magazine's "Giving Back" award in 2016. President Dunn was responsible for the construction of a new 230,000 square-foot, four-story, \$60 million structure, the sustainably designed Sangren Hall which is home to the College of Education and Human Development, and the Department of Sociology. He also expanded the Lee Honors College facility to accommodate dramatic increases to the size of the honors population which grew 56% from 2010 to 2015 to a record of nearly 1,800 students; and

**WHEREAS**, President Dunn brought on campus the construction of the Zhang Legacy Collections Center, an \$8.3 million, 16,000-square-foot facility to house and organize the WMU Archives and Regional History Collections, and the expansion of WMU's national and international reputation in the area of sustainability, acknowledging WMU's commitment to energy savings, LEED certification for all new construction, solar arrays and EV charging. He also led the way for the construction of a new 67,000-square-foot, \$36 million Valley Dining Center to serve as a focal point for the Valley Residential Neighborhood on campus and offer nine restaurant-style venues, and the \$25 million renovation of Heritage Hall, the birthplace of WMU, returning the facility to use as an alumni center and a campus and community resource; and

**WHEREAS**, his perseverance resulted in a dramatic increase in service to veterans, with the 2009 establishment of an Office of Military and Veterans Affairs, the 2011 location of a VetSuccess On Campus Office at WMU leading to repeated national recognition for the University's commitment to student veterans and a ranking of 16<sup>th</sup> in the nation on *Military Times* "Best for Vets Colleges" list. His dedication resulted in an expansion of the International Community that included establishment of a WMU Confucius Institute, expanded relationships with such nations as Saudi Arabia, Brazil, the Dominican Republic and China, and the launch on campus of the Light Center for Chinese Studies (2011) and the Saga Japan Center (2014); and

**WHEREAS**, he expanded WMU facilities geographically, ranging from a new Metro Detroit location to expansion of aviation, health and human services programs and other academic offerings to Florida.

NOW THEREFORE, BE IT RESOLVED, the Kalamazoo County Board of Commissioners demonstrates their appreciation for all that President Dunn has done for the University and the Kalamazoo County Community.

STATE OF MICHIGAN                    )  
  )SS  
COUNTY OF KALAMAZOO            )

I, Timothy A. Snow, County Clerk Register, do hereby certify that the foregoing is a true copy of a Resolution adopted by the Kalamazoo County Board of Commissioners at a regular session held on April 4, 2017.

\_\_\_\_\_  
Timothy A. Snow  
County Clerk/Register



