



# **GLOBAL EPICENTER OF MOBILITY**

REVOLUTIONIZING THE DETROIT REGION

## **PROGRAM OVERVIEW**

Greg Pitoniak – CEO, SEMCA Michigan Works!

J.V. de la Fuente – Director, GEM Talent Transformation

# WHAT IS AT STAKE

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- ❖ The world is experiencing its most significant mobility revolution in the past century
- ❖ New technologies are disrupting the automotive industry while redefining what mobility is and how people and goods move
- ❖ As others have shared with you, the EV market and job potential is a huge opportunity for Michigan
- ❖ Amid this shift, no state has more to gain – or lose – than Michigan

# WHAT IS GEM

- ❖ Opportunity: BBBRC advanced mobility grant from the U.S. Economic Development Administration (EDA).
- ❖ Led by the Detroit Regional Partnership, the GEM Coalition was selected out of 529 applicants to become one of 21 funded initiatives.
- ❖ The GEM Coalition is made up of five co-recipient organizations, managing six pillars, and overseeing dozens of projects.
- ❖ Awarded \$52.2 million in 2022, the grant runs October 2022 – May 2027.
- ❖ GEM has an intentional focus on Historically Excluded Communities to ensure equal opportunities to fully participate in programs funded by the grant.

# GEM PROJECT PARTNERS

**SEMCA**  
Talent Transformation

**TECH TOWN**  
Mobility Acceleration  
& Innovation Network

**MEDC OFME**  
Proving & Testing

**U of M EGI**  
Supply Chain  
Transformation Center

**DRP**  
VIP Site Readiness

**PURPOSE**  
Assist companies in equitably meeting the region's advanced mobility talent needs, offset retirement and transition losses, and support career pathway advancement.

**PURPOSE**  
Accelerate the growth of mobility startups that drive innovation to fill gaps in the mobility value chain.

**PURPOSE**  
Equitably increase the number of companies and small entrepreneurs and help them access the state's world-class testing and proving assets.

**PURPOSE**  
Help existing small-to-medium-size manufacturers and suppliers transition to the future of mobility, including electrification and autonomy, or pivoting to new industries.

**PURPOSE**  
Verify and catalog development-ready sites to attract major mobility business investments across the Detroit Region.

**DRP**  
GEM Central

**PURPOSE**

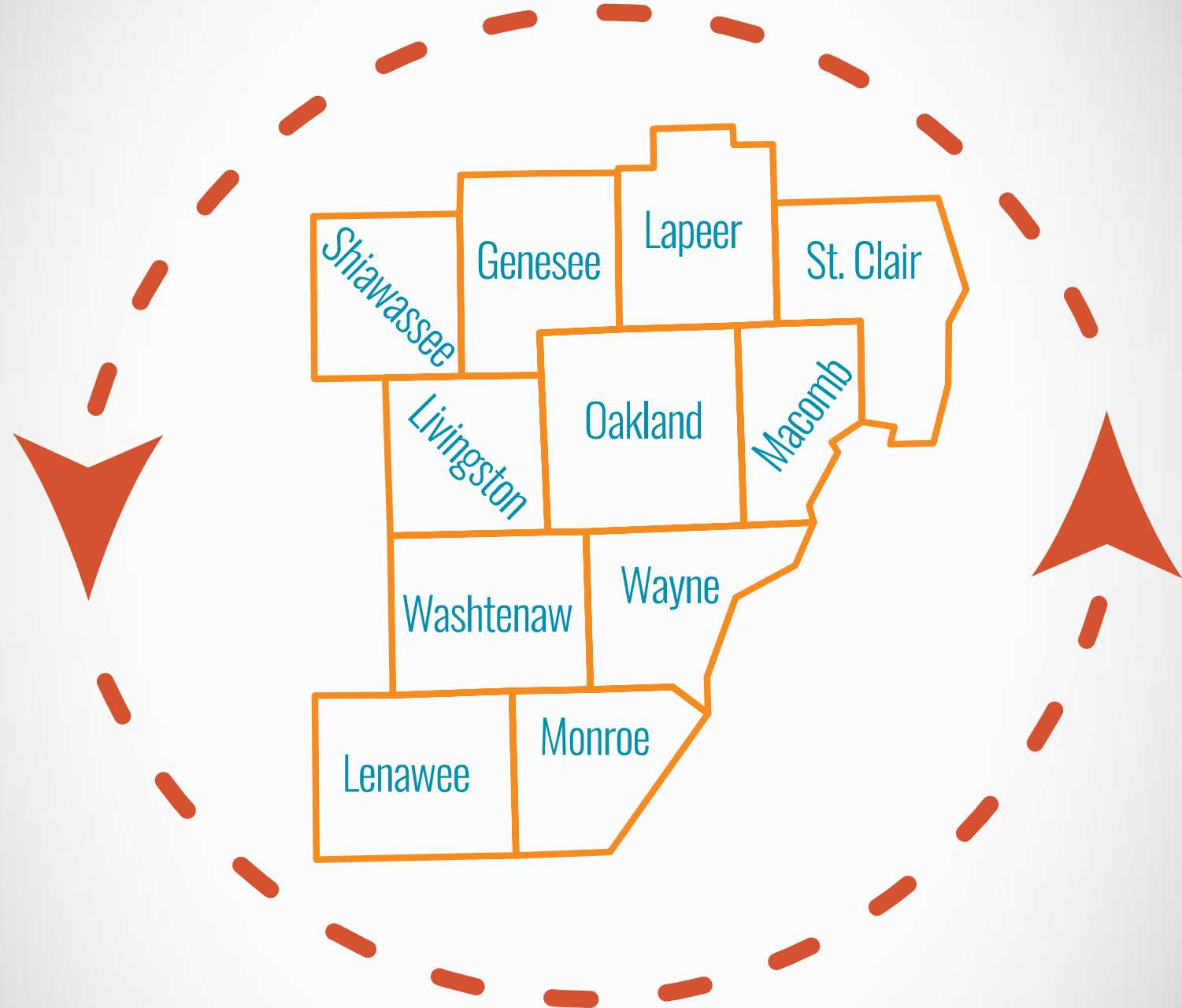
- Main Convener of Stakeholders
- Pillar Project Management & Central Technical Services
- Tracking Aggregate Metrics
- Mobility research and data support
- DEI expertise supporting all component projects
- GEM Communications



## \$52.2 Million

BBBRC grant serves the 11-county region and is designed to accelerate economic growth by building on the region's mobility assets.

GEM will create a smart, secure, sustainable, and inclusive advanced mobility industry, starting with the transition to next-generation electric, autonomous, and fully connected vehicles.



# TALENT TRANSFORMATION

## PURPOSE

Assist companies in equitably meeting advanced mobility talent needs, offset retirement and transition losses, and support career pathway advancement and system coordination to support advanced mobility talent retention and development.

### Project Support Organizations (subrecipients)

**Detroit Regional Chamber**

**Detroit Future City**

**Ann Arbor Spark**

**MI Founders Fund**

**Global Detroit**

**GST Michigan Works!**

**Michigan Works! Southeast**

**Oakland County MI Works!**

**Macomb/St. Clair MI Works!**

**Detroit Employment Solutions Corp.**

**SEMCA Michigan Works!**

# TALENT TRANSFORMATION

The Talent Transformation project is comprised of three pillars:

## BUSINESS SERVICES

- ❖ Develop and operate a network of Business-facing advanced & customized talent consulting, assessment and referral services to help business **attract, retain, upskill and reskill teams.**

## TALENT SERVICES

- ❖ Development and operation of Talent-facing network to **support talent at all levels** through the Michigan Works! Agencies.

## NETWORK DEVELOPMENT AND ALIGNMENT

- ❖ **Creating alignment** with key talent stakeholders

# HISTORICALLY EXCLUDED COMMUNITIES

- ❖ Certain communities have experiences that prevented them from fully participating in high-growth manufacturing, technology, or mobility jobs.
- ❖ GEM's HEC definition is inclusive and broad, but distinct to address issues specifically to each sector.
  - MBEs /WBEs/VOB
  - Disability and Neurodiverse
  - LGBTQA+
  - Distressed Rural
  - Distressed Urban
  - Justice 40: Communities of color and low-income communities with fewer government resources, community capacity, and political power
  - Black/Indigenous/Hispanic/Latino/a/x
  - Women
  - Returning citizens
  - Veterans
  - Refugees and Immigrants
  - Justice 40: Low-income and working-class households



# FUNDING AVAILABLE FOR TRAINING IN MOBILITY SECTOR

- ❖ \$2.25M in GEM training funding
  - \$5,000 per job seeker/ALICE
  - \$3,000 per incumbent worker
- ❖ \$8.4M EVJA training funding available from the State of Michigan through the Michigan Works! Agencies
- ❖ \$3.6M training funding in on-going EV Infrastructure Training Program
- ❖ \$55M Going PRO Talent Fund available state-wide

# EVJA AND GEM WORKING TOGETHER

- ❖ GEM and EVJA are working collaboratively
- ❖ Avoiding duplication
- ❖ Maximizing resources
- ❖ Many common partners - e.g., all Michigan Works! Agencies
- ❖ SEMCA Michigan Works! is the common administrator/coordinator for both initiatives

# *EV Jobs Academy*

## EDUCATION AND TRAINING PROVIDERS

### COMMUNITY COLLEGES

10

- HENRY FORD
- MACOMB
- WASHTENAW
- SCHOOLCRAFT
- OAKLAND
- MACOMB
- LANSING
- MONROE
- MOTT
- NORTHWESTERN MICHIGAN

### UNIVERSITIES

4

- WAYNE STATE UNIVERSITY
- UNIVERSITY OF DETROIT MERCY
- MICHIGAN TECH UNIVERSITY
- UNIVERSITY OF MICHIGAN

### TRAINING PROVIDERS

6

- LHP ENGINEERING SOLUTIONS
- NEXT EDUCATION
- SAE
- SQUARE ONE
- AUTOMATION WORKZ
- DIVERSE NOTE

# CONTACT INFORMATION

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