ECONOMIC GROWTH INSTITUTE
UNIVERSITY OF MICHIGAN

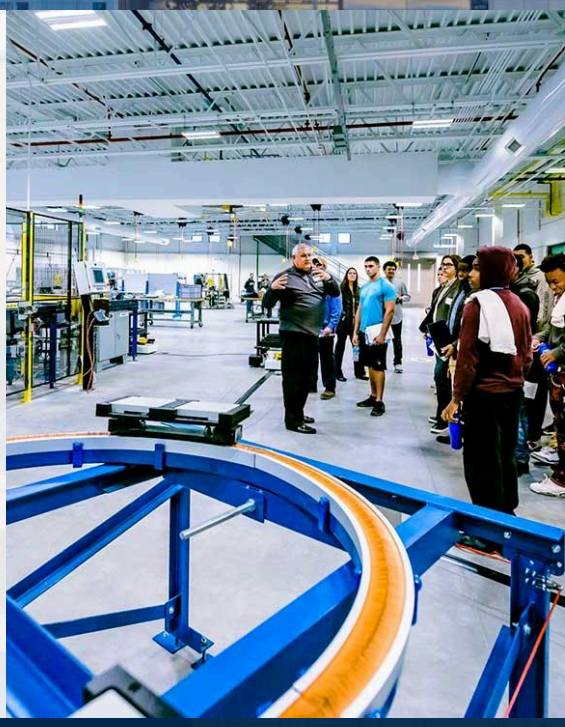
Michigan Clean Cities

ADVANCING LANSING'S CLEAN MOBILITY TALENT PIPELINE

MiVTTP Impact Story

THE BACKGROUND

Lansing, Michigan, has long been a regional hub for automotive manufacturing, engineering, and energy infrastructure, supported by major manufacturers, utilities, educational institutions, and workforce organizations. As the region adapts to emerging clean mobility technologies, partners including Michigan State University, Lansing Community College, Capital Area Council (CAMC), and Lansing Economic Area Partnership (LEAP) provide a strong foundation for workforce development. However, realizing the region's full potential requires greater alignment between education, workforce training, and evolving employer needs.



THE CHALLENGE

As investments in electrification, battery technologies, grid modernization, and advanced manufacturing continue to accelerate across Michigan, the Lansing region faces challenges in developing a workforce needed to support these evolving sectors. Employers reported difficulty filling critical technical roles in skilled trades, maintenance, engineering, automation, and electrical infrastructure. However, stakeholders indicated that labor shortages were only part of the challenge. They identified gaps in regional coordination around emerging occupations, competency requirements, career awareness activities, and work-based learning opportunities as key barriers.

To address these gaps and prepare the region for the clean energy economy, partners participating in a strategic planning process identified the need for a coordinated workforce strategy as the central regional priority.

THE SOLUTION

The Lansing region's participation in the Michigan Vehicle Technology Transition Impact Project (MiVTTP), a statewide initiative co-led by the University of Michigan Economic Growth Institute (EGI) and Michigan Clean Cities, provided an opportunity to better understand the region's workforce needs.

Leveraging its expertise in community-oriented workforce development, EGI engaged employers, workforce organizations, educational institutions, economic development partners, utilities, and community stakeholders to develop a comprehensive understanding of regional workforce priorities within the clean energy sector. Insights gathered through this engagement helped define the project scope. To advance the work, EGI contracted the Workforce Intelligence Network (WIN) to conduct additional outreach and identify priority occupations, emerging skill requirements, workforce challenges, and opportunities for stronger collaboration across the region's talent ecosystem. This enabled recommendations that reflected both employer perspectives and broader labor market evidence.

THE RESULT

Based on WIN's research and analysis, the project yielded recommendations to strengthen coordination across Lansing's education, workforce, and employer communities.

Strengthening Employer Collaboration

A key recommendation was to establish an employer-led collaborative focused on energy and EV workforce development. The collaborative would enable employers to collectively validate workforce competencies, identify emerging skill requirements, and inform regional workforce development priorities. This coordinated approach would improve alignment among employers, education providers, workforce organizations, and economic development partners, while also reducing duplication of efforts.

Aligning Education with Workforce Needs

WIN's research provided greater clarity on the occupations, competencies, and career pathways most critical to the Lansing region's evolving workforce needs. By combining available employer input with labor market analysis, the project generated insights that education and workforce partners can use to better align curriculum and career awareness with evolving employer demand. These findings can inform regional workforce initiatives and support long-term talent pipeline development.

> ***"The principles of the work and the data were valuable and can inform future work, especially as there may be future shifts in the industries that we will need to be ready for if/when there may be renewed focus and resources directed to these areas of work."***
>
> ***Carrie Rosingana,*** *Chief Executive Officer, Capital Area Michigan Works!*

Together, these recommendations offer a path to better align education, workforce development, and employer needs, strengthening Lansing's talent pipeline to support Michigan's growing EV and clean energy economy.