Remote Work In The Western Upper Peninsula
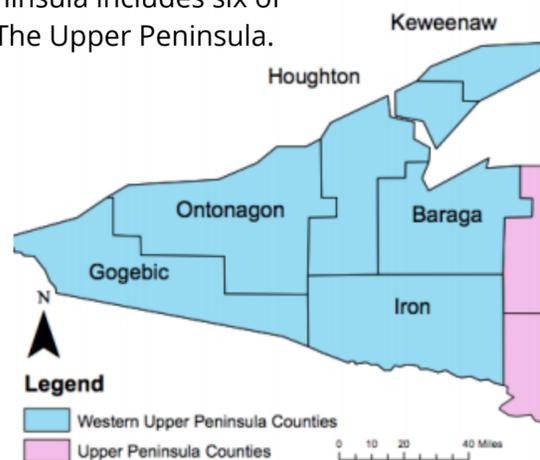
School of Planning, Design and Construction

Done By: Abdulla AlZaabi, Kelsey Martin, Sax Morgan, Steve Hemgesberg, Jacob Desrosiers

Western U.P. PLANNING & DEVELOPMENT REGION

Introduction

- The focus of this project is the Western Upper Peninsula.

- The Upper Peninsula is surrounded by three of the five Great Lakes: Lake Superior, Lake Huron, and Lake Michigan.

- The Western Upper Peninsula includes six of the fifteen counties of The Upper Peninsula.

Objective

- Attract remote workers to the Western Upper Peninsula in order to stimulate the local economy and appreciate the region as a desirable place for both work and leisure.

Recommendations

- **Social Media**

- Social media can be used to brand the Western Upper Peninsula as a beautiful and safe place to work online.

- **Advertisement of Natural Assets**

- Promotion of parks, hiking paths, waterfronts, and other natural attractions.

- **Local Online Coworking Space**

- A co-working space can provide access to broadband internet without mass infrastructure implementation.

- **Remote Work Certification**

- Courses can be developed to educate residents about online workforces.

- **Municipal Broadband**

- Municipal Broadband is a service that connects and expands local hot spots to rural areas.

Key Findings

- About a quarter of all jobs in the Western Upper Peninsula are able to transition to remote work

- Total crime in the region is 42% below the national average.

- Unemployment rates in the Western Upper Peninsula have decreased from 2015 to 2019.

- Residents of the Western Upper Peninsula have a high rate of educational attainment.

- Local work opportunities create a sense of community and purpose, helping local people.