

Michigan Association of Planning Annual Report 2018/2019



The Michigan Association of Planning exists so that Michigan will consist of healthy, safe, attractive, and successful communities built first and foremost on quality community planning.



President's Message

Dear Michigan Planners,

What an incredible year! I am pleased to share with you our 2019 Annual Report, which details what MAP has accomplished over the past twelve months. As you will see, MAP is working hard to advance the mission of healthy, safe, attractive, and successful communities built first and foremost on quality community planning.

Planning for resiliency is one highlight of MAP's 2019 work. Building on efforts from past years, this year MAP produced *Survive and Thrive: Lessons from Michigan Coastal Communities Planning for Resiliency*. This is a guidebook for planners that are working to help communities prepare for an economic downturn, extreme weather, environmental disaster or demographic shift. Preparing for these types of events is often a daunting and uncomfortable task, yet a critical one. This guidebook will help planners assist communities in taking the necessary steps for steady success through challenging circumstances.

Another highlight of 2019 that I'm especially proud of is the Board's work on exploring equitable economic development. Gaining a better understanding of the needs of diverse populations, and how the application of economic development incentives and techniques affects various groups of people, will help planners guide communities to economic development approaches that promote equity and access to opportunity. This is vital to truly achieving prosperity in our state.

Both the Board and the staff at MAP hope these resources, in addition to other materials and training opportunities available through MAP, support you in your work. As we all know, planning is hard work, but as a profession designed to serve the public interest, it tends to be calling. With this in mind, MAP aims to help planners tackle tough issues like resiliency and equity and indeed make the world a better place, a sentiment that seems to be in the heart of planners and what draws us to the profession.

Along these lines, as we close on 2019 I find myself grateful to be part of a profession that strives for positive change even though at times the challenges can feel overwhelming. Thank you fellow planners for all that you do and please know that as part of the MAP community you have an organization and a network of professionals that can serve as resources in your efforts to help Michigan communities flourish.

Onward to 2020!

Heather Seyfarth, AICP

2019 Board President | Michigan Association of Planning

Executive Director's Message

MAP's 2018 – 2019 fiscal year ends on so many high notes it will be hard to cover them all in a single annual report! The books are solid, the staff is amazing, and our special projects are delivering sound solutions to professional and citizen planners.

We are experiencing record high attendance at Chapter events. Our membership is growing, and enthusiastic testimonials are flooding in. We've entered into new partnerships, and continue to embrace long standing relationships with friends of planning. Our industry is solid, recognized, and thriving. The Michigan Chapter, American Planning Association, is humbled and honored to serve some 4,000 professional and citizen planners and to help you do the important work you do: Creating Great Communities for All.

While we have an annual work plan and calendar, MAP's staff of 5 relies heavily on both our elected board of directors and a corps of professional committee volunteers. We couldn't do a fraction of what we do without strong and passionate committee members. From programming conference sessions and writing laws, to contemporizing MAP workshop curriculums and publishing articles in the Michigan Planner magazine, we are a better organization because of the contributions of our members.

The MAP board of directors is a policy making entity, and each year identifies a planning theme or topic and then seeks to educate and inform itself about that. During the 2018 – 19 fiscal year the board continued its work on "pragmatic planning," with a focus on Right Here, Right Now, doing more with what you have, and recognizing that not all municipalizes are equally participating in a rebounding economy. The board kicked off a new policy priority in January 2019, Equitable Economic Development. The economic development focus was a natural extension of the board work under the pragmatic planning theme. See details later in the report about each of the initiatives.

Thank you for trusting us with your professional development needs; for allowing us to influence and train your planning and zoning officials; for continuing to invest in us MAP with your membership dues; and for working alongside of us to create great communities for all.

Andrea Brown, AICP

Executive Director | Michigan Association of Planning



Membership

MAP is the Michigan Chapter of the American Planning Association. We are a membership based 501 c 3 nonprofit organization with some 4,000 members. We have members from all over the state, from Marquette in the UP, to Monroe in southern Michigan, from South Haven to Fort Gratiot Township. From A (Ann Arbor!) to Z (Zeeland!), our membership is diverse and is generally divided into two categories:

- **Chapter only groups and individuals are typically local elected (township board and city council and commission members) and appointed officials (planning commissioners and zoning board of appeals members) representing all types of local government (townships, cities, villages and counties).** We count among our chapter only members 200 groups (up to 12 members of a municipality, usually the planning commission or zoning board, and sometimes non-professional planning staff), and more than 400 members classified as individual chapter only members. When we say “Chapter Only” we mean they do not also have a membership with the American Planning Association.

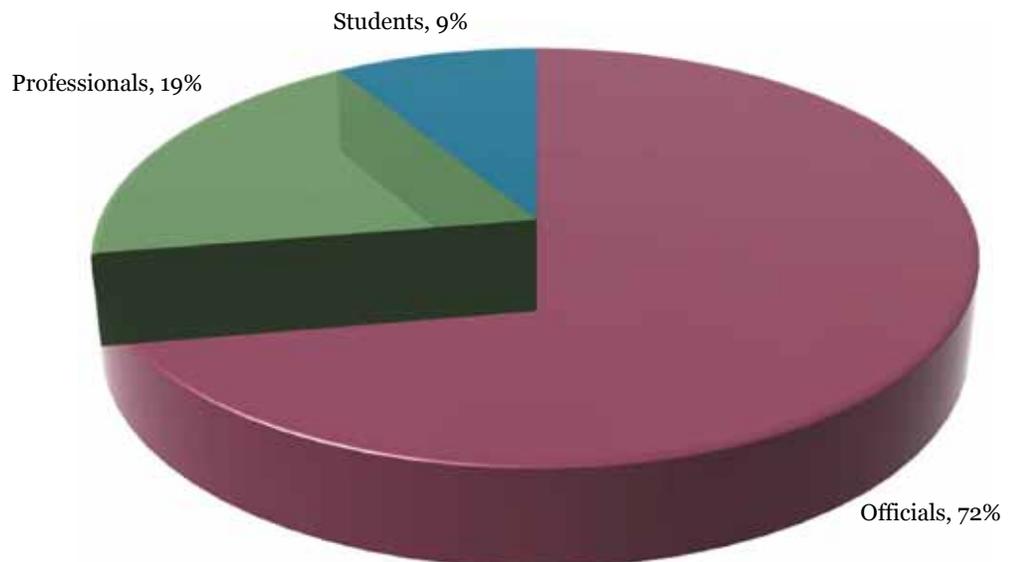
- **Michigan Chapter, APA members are typically professional planners.** 394 of our members hold the AICP or FAICP certification. More than 1,100 of members in this category are professionals (700) and students (404). It should be noted that in 2018 the American Planning Association initiated a new student membership policy, wherein any student studying in any field could sign up for a FREE APA membership. The goal was to expose students in many disciplines to planning, and to encourage more students to consider it as a major.

In addition, MAP provides an opportunity for private companies, state agencies and non-profits to invest in our work.

Corporate Membership was created to provide broad exposure to private planning consulting firms, as well as to emphasize the commitment of state agencies to MAP and to quality community planning.

- Contributing and Sustaining Members are members who obtain upgraded memberships to help advance the organization’s mission, and they invest above and beyond the annual membership dues.

MAP MEMBERSHIP



Corporate Members



*The Michigan Association of Planning thanks
our Corporate Members 2018-2019*

Beckett & Raeder, Inc.
Carlisle/Wortman Associates, Inc.
Consumers Energy
DTE Energy
Giffels Webster
HamiltonAnderson
ITC Holdings Corp.
LandUseUSA
Mannik Smith Group

McKenna
**Michigan Economic Development
Corporation (MEDC)**
MKSK
OHM Advisors
Safe Routes To School (SR2S)
Versa Development
Wade Trim

*MAP extends a big thank you to
our 2018-2019 Contributing Members*

Lisa Easterwood, CST.
Christopher Graham, ASLA
Troy Jeschke

Emily Palacios, JD
Daniel Reed, AICP, PCP



2018-2019 Sustaining Members

Richard Carlisle, PCP, AICP
Stephen Cassin, AICP
Kevin Christiansen, AICP, PCP
John R. Jackson, AICP
Steve Langworthy
Phillip McKenna, AICP, PCP
Gregory Need

Gerald Rowe, PCP
Andrew Schmidt, AICP
David Schneider
David Scurto, AICP, PCP
David P. Smith
Mark Wyckoff, FAICP



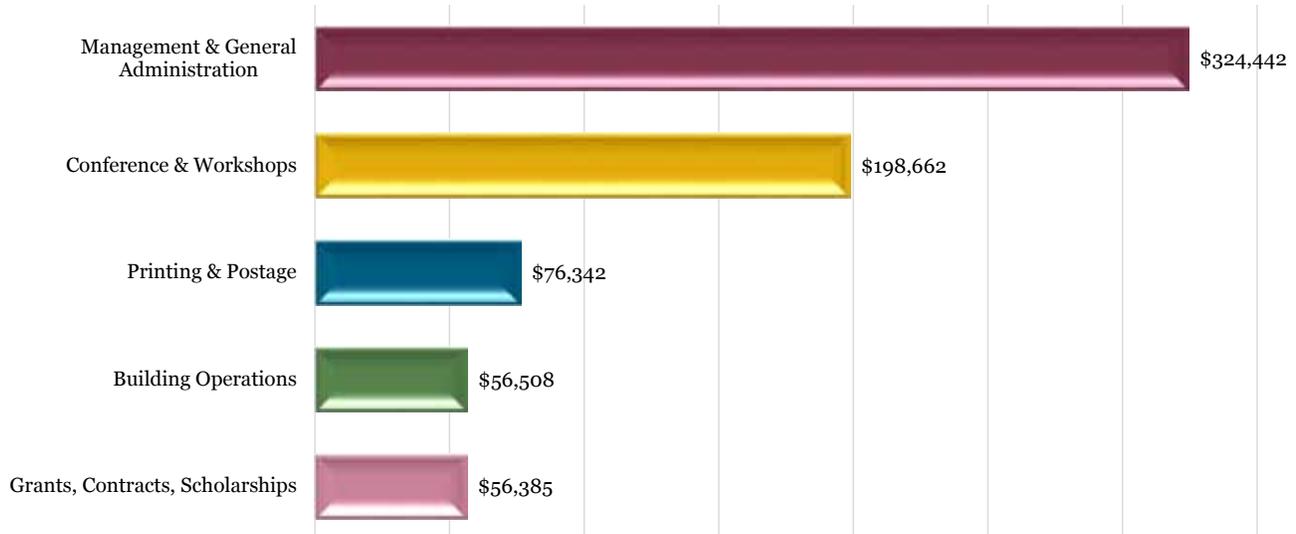
Treasurer's Report

Our 2018-2019 ends the year on a fiscal high note.



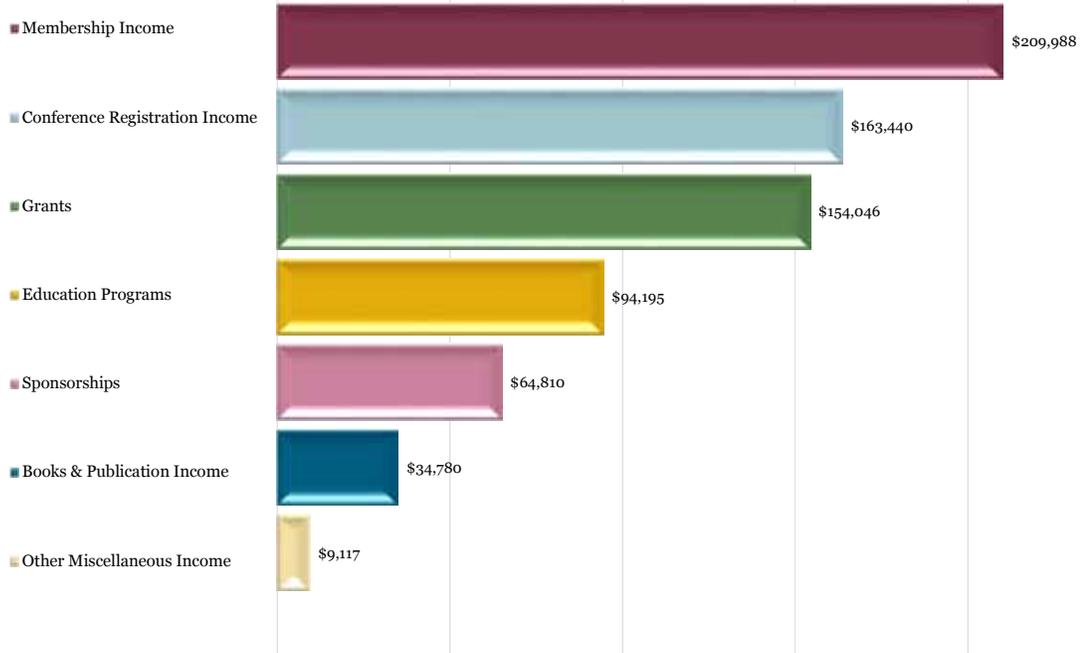
EXPENSES

Total: \$712,338

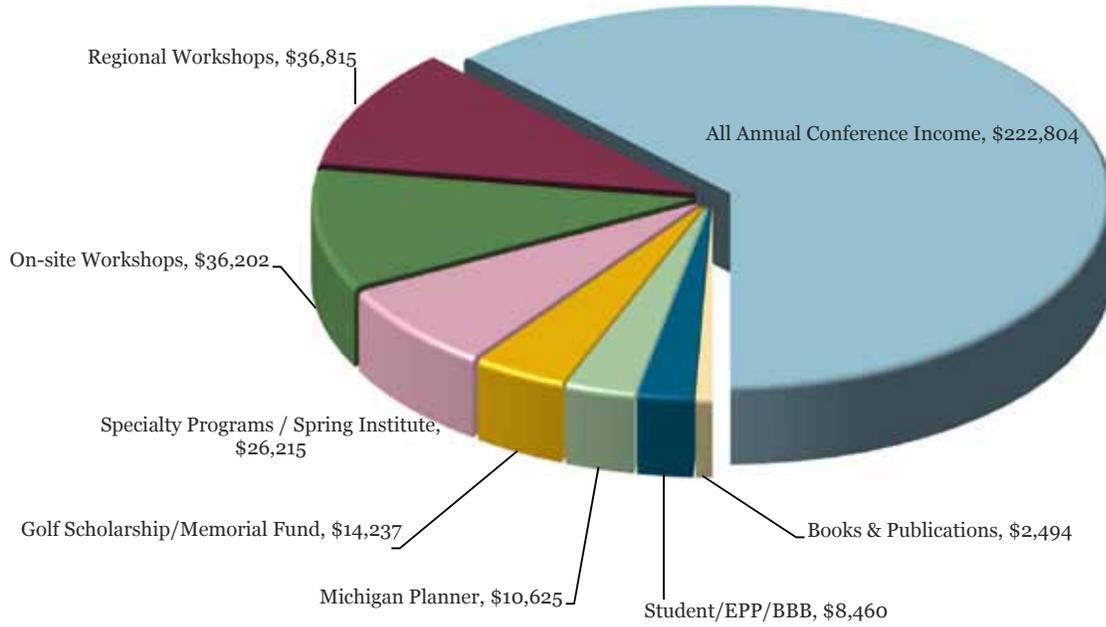


REVENUE SOURCES

Total: \$730,375

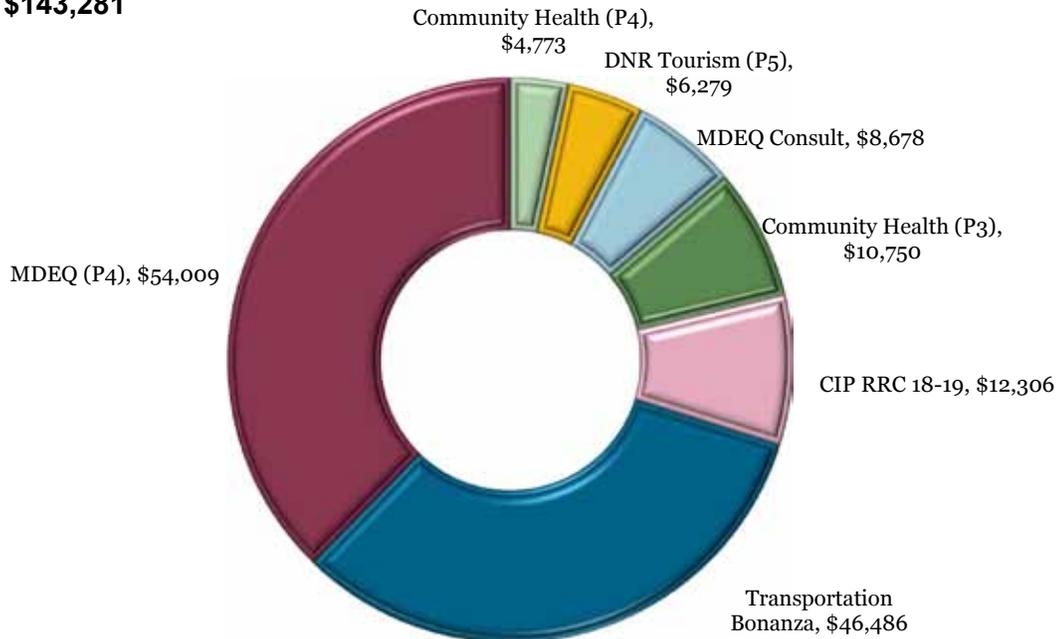


EDUCATION PROGRAMS INCOME



GRANT INCOME

Total: \$143,281



Educational Programs

By every measure, MAP's educational programming experienced high attendance, high quality content, expert speakers, and satisfied participants. From the annual joint conference with the Michigan Municipal League (MML) in September 2018 to hosting more On Site Workshops than ever, we are delivering the educational goods to our members. We educated over 2,300 individuals in 2018-2019 fiscal year.

Our content is constructed to meet the discreet needs of two diverse audiences: the professional planner and the local elected or appointed official. In addition, students and emerging planning professionals are a significant portion of our membership, and they have their own particular education and networking needs. MAP's professional development events are established anew each year to ensure that topics are timely and relevant.

MAP | MML Joint Conference The first ever MAP and MML partnership conference held on September 20 to 22, 2018 was a resounding success, attracting more than 1,100 participants to the Amway Grand in Grand Rapids during Art Prize! While we collaborate and work closely with the MML on a regular basis, this joint conference provided an opportunity to reach a collective audience of professional planners and city managers, along with planning commissioners and mayors and city council members, with messages and programming that would reinforce and inspire united approaches and solutions to the issues facing Michigan municipalities. What a way to bring together the municipal leaders that are making great places happen in Michigan. From keynote speakers like Bruce Katz and Patrice Frey and a general session panel hosted by Bridge Magazine, to breakout sessions on leadership versus management, the role of elected leaders in the planning process, and others relevant to members of both organizations,



MAP took the opportunity to lift up planning to an expanded audience we don't always have access to.

Regional Workshops for Planning and Zoning Officials Our Annual Regional Workshop Series was hugely successful once again. With updated content, and a brand new Zoning Administrator workshop, we launched 5 programs at 7 locations across the state, and trained 350 planning and zoning officials, and zoning administrators. Communities send new officials year after year, recognizing the great value informed officials bring to decision makers, as well as repeat participants there for a refresh, and we are humbled that they turn to us for our workshops.

On Site Workshops 24 locations, 713 officials, 4 counties: our 2018 – 19 On Site Workshop season was successful beyond our wildest dreams. We've made it so easy to deliver quality training to local planning and zoning officials that the demand is higher than ever. On Sites are one of our most popular training products, and demand continues to grow. Topics range from the ever-popular Planning and Zoning Essentials to more specialized and advanced topics



like Managing Risk, Site Plan Review and Planning for Health. On site workshops allow groups or municipalities to host a MAP workshop in their community, thereby saving money on travel costs and providing more people access to the education. MAP arranges for an instructor and sends workshop materials to the community. MAP's partnerships with MEDC's Redevelopment Ready Communities Program, regions, and counties have allowed even greater access to excellent information.

Zoning Administrator Workshop MAP training products are developed with the municipality in mind: What does the local government need most to operate efficiently and legally? We know that communities vary in size and capacity, and that sometimes the zoning administrator serves as command central where building and development are concerned. We developed this training program with the small town and rural zoning administrator in mind, although the curriculum is scalable to zoning administrators even in Michigan's largest metro areas. Developed, vetted and launched in the 2018 – 19 fiscal year, our first outing was a success by every measure, attracting 48 registrants, and to extremely positive reviews. This will become part of our annual regional workshop series.

Transportation Bonanza (TB) 2019 TB 10 marked a decade of partnership with the Michigan Department of Transportation and their Safe Routes to School Program. In February 2019, we trained 217 professional planners, transportation and policy planners, engineers and health professionals at this annual event, highlighted 2 general session

national speakers, and continued to move the needle on innovative, multi-modal transportation options for all. This year we leveraged a partnership with the Michigan Department of Health and Human Services to add session offerings. A portion of this project was made possible through funding from Michigan's Health & Wellness 4X4 Plan.

Spring Institute (SI) 2019 APA mandated certification maintenance (CM) continuing education requirements in 2007, with reporting beginning in 2008. MAP launched Spring Institute in 2008 to address the increased need for educational credits. And we've been programming this event ever since, focusing on the hottest topics in planning, innovative solutions, in-demand national speakers, and advancing board policy priorities. This year, Pragmatic Planning was the theme. Sessions included public private partnerships, municipal finance, and making data driven - rather than reactive - decisions about resource allocation. This continues to be MAP's premier mid-year professional development event, and 160 professionals registered for our April 2019 workshop.

Breakfast | Beverages | Bright Ideas | Books (BBB) MAP developed its BBB series in 2012, 7 years ago, as part of our intentional efforts to connect more deeply in the City of Detroit, and to provide informal opportunities to network and learn. Over the years it grew, and we've now hosted events at communities across the state. In 2018-19 we hosted 7 BBB events (Traverse City, Grand Rapids, Detroit, Lansing, and Washtenaw Co), 6 Book Groups, and 2 Beverages events.

The MAP Reads book group meets every other month in Detroit to discuss books related to planning, racial justice, and the City of Detroit, although the themes have expanded since the group's inception. For instance, recent books have ranged from *The Death and Life of the Great Lakes* by Dan Egan to *Devil in the White City: Murder, Magic Madness at the Fair that Changed America* by Erik Larson. It is a fluid and informal group. On average 15 people attend this event.

Grants

MAP values the relationships it has with state agencies and other partners who recognize the benefits of collaborating to integrate planning into state policy priorities. MAP worked closely in 2018 – 2019 with the Michigan Department of Environment, Great Lakes, and Energy (EGLE); the Michigan Economic Development Corporation (MEDC); and the Michigan Department of Transportation and its Safe Routes to School Program (MDOT|SRTS).

Office of the Great Lakes Coast Zone Management Program (EGLE | CZM | OGL) During this fiscal year, we closed out our Phase IV DEQ (now EGLE) funded project, Planners as Community Resilience Leaders. This project crossed two fiscal years, and built upon 3 prior Coastal Zone Management funded projects: The Phase I Master Planning for Community Resilience project; Phase II Master Plan Grant Project; and Phase III Resiliency Implementation Grant Project. For Phase IV, we developed and ran a Resilience Summit that attracted 135 professionals; updated the Phase I Master Planning for Community Resilience workshop product; conducted the Resilience Summit program at 3 additional locations; and developed a Survive and Thrive guidebook outlining best practices and lessons learned from our re-granting projects.

We were also invited to seek a contract addendum to customize a high level, technically sophisticated coastal planning curriculum with planning consultants as the audience, recognizing that our consultant planning community delivers planning services in many coastal communities, and preparing them to do this work would have significant benefit moving forward. MAP hosted a workshop highlighting this curriculum in June 2019.

Michigan Department of Transportation and its Safe Routes to School Program (MDOT|SRTS) The MAP and MDOT collaboration remains stronger than ever, and we completed the 11th year of our Safe Routes to School Partnership, and the 10th Transportation Bonanza. This event has become

foundational to MAP's educational offerings, and the grant funding allows us to develop multidisciplinary, innovative and forward thinking programming. This year's event attracted 217 attendees. We offered two national speakers, 3 breakout session tracks, and a new partnership with the Michigan Department of Health and Human Services with a customized track for their 4 x 4 communities.

Michigan Economic Development Corporation (MEDC) MAP continues to support the MEDC Redevelopment Ready Communities (RRC) program by supplementing the training MEDC delivers to RRC communities with workshops from our menu of offerings. This year we partnered to deliver the Capital Improvements Program and Risk Management.

Michigan Department of Health and Human Services (MDHHS) MAP provided technical assistance to East Bay Township, Gun Lake Tribe and the City of Detroit as part of the MDHHS Planning for Health Phase 3 project, which ended in September 2018. As part of the Planning for Health Phase 4 project, MAP developed a special session track at Transportation Bonanza focused on the health aspects of active transportation. The MDHHS grant covered registration for health coalition members from throughout the state and MDHHS staff. As part of the Phase 4 grant, MAP continues to provide technical assistance to three health coalitions as they work to implement active transportation action plans. This grant will continue through September 2019.

Michigan Department of Environment, Great Lakes, and Energy (EGLE) MAP's most recent EGLE grant project, approved in October 2018, and launched in January 2019, will create a tourism planning best practice guide for community planners. This Tourism as an Economic Development and Natural Resource Preservation Tool is well underway, and will be completed in the 2019-2020 fiscal year.

Partnerships & Collaborations

Partnerships and collaborations allow MAP to integrate planning, community resilience, and equity into the work and policies of other organizations. We are frequently called upon to represent the voice of planning in many state and non-profit organization's initiatives.

This year we worked with the AARP on their Age Friendly Communities Initiative, adopting a resolution of support, and serving on an advisory board; as a steering committee member for the Michigan Department of Transportation's Long Range Transportation Plan 2045; as a member of MSHDA/MML's Sense of Place Council, and as a member of the smaller leadership team which guides the work of the Council; as a member of the Michigan Economic Development Corporations' (MEDC) Redevelopment Ready Communities (RRC) Advisory Board and as a member of their Michigan Main Street Program Steering Committee. We provided input and feedback on the MEDC| Michigan Municipal League |Congress for New Urbanism's Code Reform Project; served as ad hoc advisor to the Building the Engine of Community Development in Detroit, conducting research and developing a community engagement report; participated on a leadership team with our funders at DNR|DEQ|EGLE to strategize with partners about implementing coastal resilience best practices to mitigate impacts of severe weather events; and served as advisor to Community and Economic Development Association of Michigan (CEDAM) Ameri Corp fellows.

American Planning Association (APA) Activities The APA Chapter President's Council (CPC) representative Suzanne Schulz, AICP, travels twice annually for leadership meetings with APA staff and presidents of other APA Chapters. MAP was represented at the fall leadership meetings in September 2018 in Washington DC, and again in San Francisco in April 2019 at the APA Annual Planning Conference. Our Professional Development Officer (PDO) Lynee Wells, AICP, attended the PDO meetings at the APA Planning Conference in April. MAP staff hosted a reception for Michigan attendees.

Fellows of the American Institute of Certified Planners (FAICP) Every other year the Chapter FAICP Committee identifies and prepares nominations for candidates for the FAICP. The committee has been working on 3 nominations packages, and will submit for consideration in October 2019.

Financial Reports|Membership Rosters The Michigan Chapter provides quarterly financial statements to the APA. The APA provides quarterly membership rosters to the Chapter, and also quarterly reimbursements for the Chapter dues our APA members make directly to APA.



Student Membership



MEMBERSHIP. Due in large part to the APA's expanded free student membership criteria, MAP's student member cohort grew from 295 in July 2018 to 403 in June 2019, a 37% increase. Many of the members on the list have graduated, and APA is in the process of contacting student members to move them to a new member/introductory paid membership in the fall.

Activities and Events To encourage student members to engage in the chapter, MAP staff visited orientation and classes at Wayne State University, University of Michigan-Flint, Eastern Michigan University and the University of Michigan-Ann Arbor in the fall 2018. MAP staff created monthly student e-bulletins highlighting MAP events, the AICP candidate program, scholarship announcements and networking opportunities. In particular, students were the key audience for the EPP's Career Building Trifecta, held in Detroit in November 2018.

Student MAP Conference The Student MAP conference, organized by student representatives from five universities, was held in February at the University of Michigan. The one-day conference, with 120 in attendance, included keynote addresses by Tim Augustine of Atwell and Lisa Nuszowski of MOGO Detroit; student presentations; breakout sessions on GIS, cultural competency, charrettes and real estate for planners; resume review and portfolio tips; advice from early career professionals; and roundtable discussions with professional planners.

University Reaccreditation Michigan has 4 universities with planning programs accredited by the Planning Accreditation Board (PAB): University of Michigan, Michigan State University, Wayne State University and Eastern Michigan University. The Michigan Chapter staff play a role in the university re-accreditation process. In 2018, both WSU and MSU were up for reaccreditation. MAP provided comprehensive reports to the Planning Accreditation Board, covering everything from program curriculum, contributions by the university to the Chapter, quality and leadership of students, and more. We also participated in on site meetings with the PAB, university faculty, and students to provide candid appraisals of the program. Both MSU and WSU were successfully reaccredited.

Student Board Members Two student board members are appointed to the MAP board each year, with representation rotating between the 4 accredited universities. In 2018 – 19 University of Michigan students Andrew Moss and India Solomon served through April 2019, at which time Shaniqua Gibson and Vickie Swanson from Wayne State University were appointed. The student terms cross fiscal years.



Emerging Planning Professionals (EPP)



MAP is committed to making life long members out of recent college graduates. To this end, beginning in 2013 we developed an intentional strategy to develop programming and create opportunities for this membership cohort to connect more strongly with their Chapter. MAP supports an active committee of EPP members that plans activities connected to the group's goals to be a voice for new professionals and a bridge between recent graduates and professionals.

Emerging Planning Professionals (EPPs) are working students and entry-level-to-mid-level planners starting out on their careers. MAP supports an active committee of EPP members that plans activities connected to the group's goals and objectives:

EPP is a voice for new professionals (Our Advocacy Role)

- Participate in the Student MAP Conference
- Link back to Student Planning Organizations
- Advocate for AICP accreditation
- Work to retain recently graduated planners in Michigan

EPP is able to bridge needs between recent graduates and professionals (Our Professional Development Role)

- Provide assistance to recent graduates
- Provide opportunities to get recognition and take a leadership role
- Provide education and skills-building to fill the gaps in knowledge
- Develop relationships within the profession

During FY2018-2019, the EPP Committee developed and hosted a Planner Trivia night at the 2018 *Planning Michigan* conference; piloted a mentorship program; organized a Career Building "Trifecta" in Detroit featuring a tour of the M1 rail, panel discussions and a networking afterglow; provided an EPP panel at the Student MAP conference; and organized several MAP event and after hour meet-ups. The EPP Committee meets monthly and is chaired by Christopher Germain, AICP (MEDC) and co-chaired by Donovan Smith (City of Pontiac).



Advocacy

Much of MAPS legislative advocacy efforts in recent years were focused on defending the Michigan Planning Enabling Act (MPEA) and the Michigan Zoning Enabling Act (MZEA) from damaging amendments introduced by various legislators, often with their outcome intended to help an individual property owner or a single industry. We fought the good fight again this year, often in collaboration with our advocacy partners at the Michigan Municipal League and the Michigan Townships Association. We testified, submitted letters of opposition (and offers to assist!), and sent legislative alerts to our members with talking points and links to their legislators for many bills.

Some highlights include:

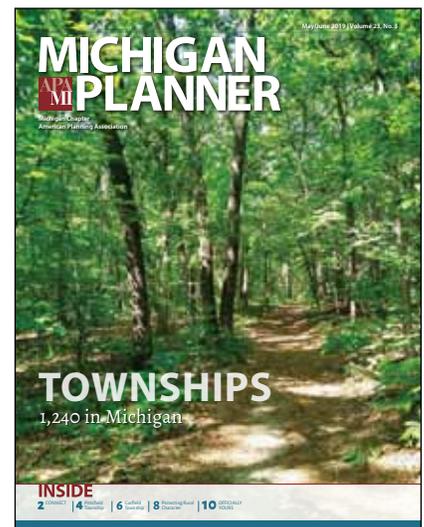
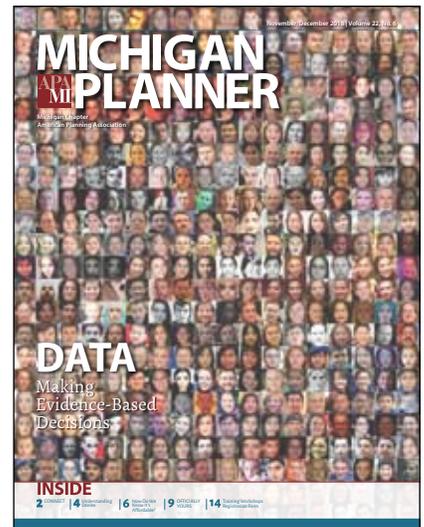
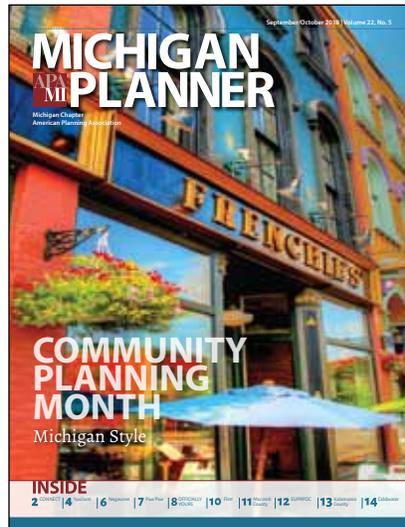
- **HB 4968 (House Energy Policy Committee)** sought to “fix” a conflict of interest provision in the MPEA by mandating that members of a planning commission abstain from voting when a conflict is present, and making failure to do so a felony. MAP testified, wrote letters, and alerted our members and the bill died in committee.
- **SB 1188 (Senate Natural Resources Committee)** would have prohibited local government from adopting and enforcing tree and vegetation removal ordinances. Our legislative alert helped fill the committee hearing room, and the bill died in committee.
- **HB 4046 (House Local Government and Municipal Finance Committee) Short Term Rentals (STR)**, would have largely prohibited municipalities from regulating STR’s. A very strong push by MAP and our advocacy partners brought out local government leaders and resulted in over-flow capacity in the committee chambers. While this bill died in committee without enough votes, it was reenergized almost immediately by another legislator.
- **HB 4554 (House Commerce and Tourism Committee)** was one of several in a package of bills which took a different approach to regulating STR’s by creating a Short Term Rental Promotion Act that would provide a registry for STR’s, among other things. This time around the bill sponsor was open to bringing together key stakeholders to hammer out a compromise; members of MAP’s law committee contributed a framework from which the group is working. This will carry over in to the next legislative session.

We also weighed in on “dark stores” legislation, licensed residential facilities, and a bill to exempt from regulation signs that commemorate veterans or those who have died in the line of duty, among others.

The MAP Law Committee dusted off the long dormant MZEA clean up language that the MAP law committee has been working on for several years, and we’ve devoted considerable time on final fixes. You may recall that when the Municipal, Township and County Zoning Acts were unified into a single act back in 2008, no substantive changes were made. This set of MAP led changes will address necessary corrective amendments, like removing references to Zoning Commissions, improving public hearing notifications, providing simple mechanisms to correct drafting errors, and correcting typos and other miscellaneous issues.

Michigan Planner

The *Michigan Planner* got a big makeover this year. MAP staff worked with a graphic designer to contemporize the magazine and the companion *E-dition* newsletter. We are so pleased with the results! The magazine refresh went hand in hand with a brand new website and join brochure.



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