



## Michigan Association of Planning's 2020 Winter Institute

**Member Registration Fee: \$65 | Non-Member Rate: \$85**  
**Student Member Rate: \$15 \*\*\* Add \$15 after December 1 \*\*\***



**Friday, December 4, 2020 | 9:00 a.m. - 4:00 p.m. | Virtual Event**  
**6 AICP CM Credits | 6 Master Citizen Planner Cont. Education**

*Institute Sponsor*

*The post-recession rate of economic rebound over the last decade in Michigan municipalities varied across the state, and progress will be further stymied by the COVID pandemic. While interventions like placemaking, tax abatements and incentives, and the RRC program might nudge investment, we must look holistically at how we grow our cities and towns into places where economic prosperity is inclusive. Planners can influence state and local development policy by demanding a shift in practice to be more equitable and inclusive, by contemporizing master plans to amplify equity and inclusion, and by thinking creatively to innovate. Intentional planning can help ensure that economic development efforts yield positive results for all residents.*

### **9:00 a.m. - 10:15 a.m. Planner's Tools for Equity and Opening Remarks | 1.25 AICP CM**

*Christopher Coes is the Vice President for Land Use and Development at Smart Growth America and is a nationally recognized leader in leveraging public policy, the private sector and community assets to build equitable, sustainable communities. For nearly a decade, Christopher has worked with communities pursue sustainable and equitable economic development and has facilitated over \$1 billion in new smart growth real estate deals. He will discuss one of the toughest challenges facing the built environment today --- how to achieve a more equitable and just society through land use and zoning.*

*Opening Remarks: Andrea Brown, AICP, Executive Director, MAP | Sarah Lucas, AICP, President, MAP*

### **10:30 a.m. - 11:00 a.m. The Michigan Economic Development Corporation's New Focus on Equitable Investment | .5 AICP CM**

In Fall 2019, the MEDC adopted a new strategic plan with a significant focus on equitable investment and the effort to drive equitable pathways toward high-wage growth by enabling industries, communities and businesses that provide opportunities for all. Since the adoption of this plan, it has become increasingly apparent how important it is for us to find ways to create a more equitable and resilient economy for all Michiganders, particularly in the wake of this global pandemic. Learn how the MEDC is unlocking opportunities for diverse and emerging developers, among other updates to help ensure the state's economy will be even more equitable and prosperous for all.

*Amanda Bright McClanahan, MEDC Chief Operating Officer*

### **11:30 a.m. - 12:30 p.m. | Catalyzing City Centers for Economic Equity | 1 AICP CM**

For 40 years, the National Main Street Center (NMSC) has focused on the revitalization of America's downtowns and urban neighborhood commercial districts, and much progress has been made, with billions in private and public investments, small business growth, and an explosion of living opportunities. Learn how NMSC, through the intersection of research, content development, and network engagement, has embarked on an introspective journey to improve its approach by ensuring that revitalization vision and benefits are open to everyone. *Matt Wagner, National Main Street Center, Inc.*

### **1:15 p.m. - 2:15 p.m. | The Social Equity Impact Protocol | 1 AICP CM**

Many evaluative tools for measuring economic, environmental and social progress have been put forward to create better buildings, better outcomes and more equitable development. This protocol is a work in progress for evaluating the social impacts of housing redevelopment and guiding socially-minded stakeholders. The protocol offers a baseline assessment to measure redevelopment against stated missions, visions, and ethics commitments. The hope is to reorient planning and decision-making in the redevelopment process toward co-power and, where relevant, reparations to acknowledge past displacement and the on-going disparities of multi-generational social and economic disconnection and disinvestment. *Marc Norman, Associate Professor, University of Michigan*

### **2:30 p.m. - 4:00 p.m. | Equity in All Plans | 1.5 AICP CM Ethics**

Dr. Carolyn Loh, Wayne State University planning professor and member of MAP's Social Equity Committee, developed and launched an equity audit in late 2019 to gather information about how Michigan planners are integrating equity into master plans. The results are in! Learn about what we learned, and concrete steps you can take locally. We'll highlight 3 Michigan communities who will share how they are committed to articulating their community values through planning vision and policy.

*Christina Anderson, AICP, City of Kalamazoo | Kathleen Kline-Hudson, AICP, Livingston County  
Dr. Carolyn Loh, Wayne State University | Bonnie Wessler, AICP, City of Ypsilanti*

### **4:15 - 5:00 p.m. Debrief and Discuss | .75 AICP CM**

Stick around to debrief and discuss take-aways from the day's sessions, and close the day with a game plan to move your community forward. Moderated breakout rooms to facilitate small group conversations will culminate with a full group discussion.

**Thank you, general sponsors!**

