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**Planning Michigan Conference Virtual + Meet Ups**

This year’s conference includes topics on resiliency and recovery strategies for Michigan communities, comprehensive planning, housing innovations, and so much more! Plus, the Michigan State University Extension Citizen Planner Program offered via Zoom, and virtual facilitated networking.

Bonus! In the lead up to the conference Regional In-Person Meet Ups throughout the state to network and connect are planned. Most meet ups include a walking tour followed by networking opportunities and camaraderie at a local watering hole.

Breaks will be offered throughout the day, so you can catch up on your emails and have lunch or connect to fellow planners and officials.

**Registration Policy**

All sessions will be recorded and available to the registrant for viewing until January 31, 2021. There is a $50 processing fee to cancel a conference registration on or before October 13, 2021. The cancellation request must be made in writing (info@planningmi.org) and sent to the MAP office. NO refunds will be granted on or after October 14, 2021.

**AICP Certification Maintenance (CM)**

All sessions except for the MSU Extension Citizen Planner sessions have been submitted to the American Planning Association (APA) for AICP Certification Maintenance credits. Refer to the session descriptions for AICP CM information.

**The Michigan State University Extension Master Citizen Planner Program**

All below sessions (except the Citizen Planner Program sessions) are designated for Master Citizen Planner Continuing Education Credits.

**Register at: www.planningmi.org**

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**The Planning Michigan Conference Committee**

Layla Aslani  
City of Grand Rapids

Christopher Germain, AICP  
Michigan Economic Development Corporation

Jay Gianotti, AICP  
City of East Grand Rapids

Laurel Joseph, AICP  
Grand Valley Metro Council

Kristen Kapelanski, AICP  
City of Rochester Hills

Nathaniel Mehmed, AICP  
Williams & Works

Chelsea Poole  
Jackson Housing Commission

Steven Stepek, AICP  
Kalamazoo Area Transportation Study

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HERE TO HELP MICHIGAN COMMUNITIES

To navigate through 2020 and beyond, Michigan communities had to adapt. And the Michigan Economic Development Corporation was right there alongside them, helping to connect communities to new resources, meet new partners and help build resilient communities from the start.

If your community needs support to reach its new potential, the MEDC is available to help in any way we can.

Learn more at miplace.org
For nearly a century, we’ve been developing creative and thoughtful solutions to strengthen communities and improve quality of life. We adapt our work processes to fit the unique demands of each project using a collaborative, friendly style. The result? Solutions you can stand behind.

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That’s how many jobs DTE and Pure Michigan Business Connect Initiative have helped create by investing in Michigan businesses. By focusing our resources in our home state, we plan to spend $10 billion with Michigan-based suppliers over 5 years and more than $2 billion this year alone. We’re also committed to investing in minority and women-owned businesses because we believe in helping bring work and economic growth to our community.

63

Michigan communities have a 22-person planning department. You can, too.

“That’s how many jobs DTE and Pure Michigan Business Connect Initiative have helped create by investing in Michigan businesses. By focusing our resources in our home state, we plan to spend $10 billion with Michigan-based suppliers over 5 years and more than $2 billion this year alone. We’re also committed to investing in minority and women-owned businesses because we believe in helping bring work and economic growth to our community.”

R. Brent Savidant, planning director, City of Troy

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THE COMMUNITY ADVANCEMENT FIRM

Tune in!

OCTOBER 27, 2021 · 1:45-2:45 PM
TACKLING THE BIG ISSUES OF THE 2020s IN A COMPREHENSIVE PLAN

OCTOBER 28, 2021 · 2:30-3:00 PM
VALUE METRICS: MAKING DECISIONS THAT ACHIEVE GOALS
planningmichigan 2021

Wednesday, October 27, 2021

9:00 - 10:30 a.m.
Welcome/ Opening Session: The Time is Now for Zoning Reform | 1.5 AICP CM
Sara Bronin is a Mexican-American architect, attorney, professor, and policymaker whose interdisciplinary work focuses on how law can foster more equitable, sustainable, well-designed, and connected places. She is a professor at the Cornell College of Architecture, Art, and Planning, an Associated Faculty Member of the Cornell Law School, and a Fellow of the Atkinson Center for Sustainability. She is also the lead organizer and founder of DesegregateCT, a coalition of neighbors and more than 75 non-profits who have been working to change the landscape of zoning in Connecticut. In 2021, the Connecticut legislature enacted Public Act 21-29, an important step toward a more affordable, sustainable, and economically dynamic state, marking the first significant update to the State’s zoning enabling act in decades. Learn about the statewide zoning atlas, the coalition, and the transformative changes to the Zoning Enabling Act. Can the Connecticut experience become a model for change in Michigan?

10:30 - 11:00 a.m.
Break

11:00 a.m. - 11:30 a.m.
Short Term Rentals, Sponsored by Harmari | .5 AICP CM
Short Term Rentals present a challenge in terms of regulating and bringing into compliance for many municipalities. They present the immediate problem of nuisances, but also the more long term impact on affordability of housing and shape of the community. Find out how Harmari STR helped Traverse City and Harbor Springs monitor over 80+ STR websites, identify with at least 2 upfront supporting evidence screenshots, and bring into compliance some of the over 13,000 STRs operating in Michigan. Furthermore, Harmari can also address whether short term rentals can invalidate a Homestead exemption through our partnerships. 
Allen Atamer, Harmari by LTAS

11:00 a.m. - 12:00 p.m.
Building Community Resilience is Both Necessary and Possible | 1 AICP CM
Quality of life hinges on stability for people as well as systems. Stability is not a fixed state; it is an active process of collaboration, adaptation, and investment. Building resilience is about working toward social, economic, and environmental stability. As part of the MEDC’s pandemic recovery strategy, the RRC program and SmithGroup created a resource for Michigan communities to assess their resiliency approach holistically across people, place, infrastructure, and economy. Learn about the RRC Resiliency Toolkit and how to strengthen your next plan, policy, or assessment.
Alicia Adams, LA, SmithGroup; Katrina Kelly-Pitou, PhD, SmithGroup; Pablo Majano, Michigan Economic Development Corporation

12:00 p.m. - 1:00 p.m.
Lunch Break

1:00 - 1:30 p.m.
Keynote: The New Framework for Connection | .5 AICP CM
Zoom meetings, colleagues you haven’t seen face to face in … more than a year, yearning for connections with others, and with ourselves. The challenge is real, and as public servants planners are often on the front lines navigating codes, helping residents, easing developers through the review process. Work and family demands were challenging before the COVID-19 shutdowns, and now more than ever we crave connections that make our work meaningful, our contributions valued, and our place in the world balanced.
The Oh-Lay framework provides practical tools to uncover the foundation of any strong organization - its culture and its people. Learn how building strong connections enhances personal power and increases professional performance while tapping into community strength. This session tees up the interactive breakouts scheduled later during the conference (Thursday at 1:00 p.m.) that will help us create meaningful connections and build greater engagement in the workplace.
Nikolay Borisov, Ohlay. Alex Oh, Ohlay

1:30 - 1:45 p.m.
Break

1:45 - 2:45 p.m.
Bringing it all Together: Tackling the Big Issues of the 2020s in a Comprehensive Plan | 1 AICP CM
If it exists in Michigan, it can be found in Holland Charter Township. The community features redeveloping urban neighborhoods, growing suburban greenfields, prime farmland, waterfront, industry, and even a re-imagined mall. Join us as we explore how the Township’s Unified Vision Plan process combined these disparate elements to form a coherent comprehensive plan in order to create a resilient, dynamic community.
Christopher Khorey, AICP, McKenna; John D. Said, AICP, Ada Township; Corey Broersma, PLA, Holland Charter Township

12:00 p.m. - 1:00 p.m.
Effective and Efficient Master Planning | 1 AICP CM
Master planning is an essential tool to guide your community’s future, but the master planning process can be time consuming and expensive. This session focuses on how to define your community’s planning needs upfront, and provides techniques and approaches to efficiently address them.
Ben Levanger, AICP, Downtown Redevelopment Services; Rob Bacigalupi, AICP, Mission North

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It's All About the Process! The Tricks to Becoming a More Effective Project Manager Hosted by the Emerging Professional Planners Section | .75 CM | Pre-recorded
What are the elements and best practices for managing a project from start to finish? A veteran project manager will walk through the basics, from requests for proposals (RFPs) to contracting and project implementation, scheduling and communication, and financial management.
Thomas Covert, AICP, Midwestern Consulting
A Conversation with the 2021 Award Recipients | 1 AICP CM
You can watch the MAP award program videos to learn about the communities and projects, but come to this session to hear what happened behind the scenes. Did the panelists always think these plans would be award worthy? From start to finish, what were the opportunities and challenges? How can their “lessons learned” help you with your community and its projects?

2:45 - 3:00 p.m.
Break

3:00 - 4:00 p.m.
Placemaking-Your River is Actually a Freeway | 1 AICP CM
Southfield, a first-ring suburb of Detroit, was developed in the 1960’s with auto-centric wide roads, large setbacks for parking, few sidewalks, and limited public transit. The City is addressing a legacy of inequity by recapturing and developing the public realm for pedestrians, persons with disabilities, and cyclists, while supporting public transit and greater access to education and employment. The Southfield City Centre Trail is the backbone of this network. Hear about a new urban greenway that brings community-desired walkability to a suburb once hostile to any form of transportation other than the personally owned vehicle.
Terry Croad, AICP, ASLA, City of Southfield

3:00 - 4:30 p.m.
How Can Planners Shape Michigan’s Future? | 1 AICP CM
Planners are uniquely positioned to lead innovative policy and practice change at the local, regional, and state level. Though we each serve in our individual capacities, we think about issues on a large scale and beyond jurisdictional boundaries. Michigan faces new challenges in our changing world, but existing structures and institutions were designed to respond to different issues. As big thinkers, what is our responsibility to forge a different future? How can we embrace the influence of our profession to develop integrated, innovative, and impactful solutions for the 21st Century? How can we apply and lead with our collective wisdom to transform Michigan’s ability to be a successful and vibrant state? This brainstorming session will challenge ourselves to think about how our profession can shape the future of Michigan.
John Sych, AICP, Charter Township of Garfield;
Steve Hannon, AICP, Charter Township of Garfield

Ethics Cases of the Year: 2021 | 1.50 AICP CM ETHICS
This session will provide an overview of the AICP Code of Ethics with a summary of developments from the past year, and go on to explore several recent ethical scenarios based on real-life situations. Panelists will explore the applicable areas of the Code and APA Ethical Principles relating to each scenario and reveal how each of these situations was actually resolved.
Erin Perdu, AICP Commission; Wayne Beyea, JD, AICP, MAP Board of Directors and MAP Professional Development Officer (PDO)

5:00 - 6:00 p.m.
Emerging Planning Professional’s Trivia Challenge
Hosted again this year by MAP’s Emerging Planning Professional section, these remarkable leaders are developing questions sure to stymie even the most experienced planners. Test your knowledge of planning and have some fun!

6:30 - 7:30 p.m.
7th Planniversary
Michigan State University MSU Urban & Regional Planning Alumni Reception

Thursday, October 28, 2021

9:00 - 10:30 a.m.
Keynote Session | Planners’ Friends in DC | 1.5 AICP CM
With every new administration comes new policy, new directions, and new faces. COVID-19 brought a moment of reckoning to global health systems, and it also served as a reminder that federal policy has huge implications on the work of government and of planners. This trifecta of federal power players will highlight the potentially transformational actions coming out of Washington DC. Not since FDR and the New Deal have we seen the kind of investment – from the historic Infrastructure deal, to the American Rescue Plan and the USDOT Transportation funding bill – that can alter our built environment and improve lives. This session features four standalone presentations. Jason Jordan, APA’s Policy Director, will connect the presentations to APA policy.
9:00 a.m. Welcome and Introductions by Andrea Brown, AICP and Carmine Avantini, AICP, MAP Board of Directors
9:15 a.m. Dan Kildee, Congressman, Michigan’s 5th District
9:30 a.m. Arthur Jemison, Principal Deputy Assistant Secretary for Community Planning and Development, HUD
10:00 a.m. Jason Jordan, Policy Director, American Planning Association

10:30 - 11:00 a.m.
Break

11:00 a.m. – 12:00 p.m.
Recovery and Resilience Planning for Rural Communities | 1 AICP CM
Rural communities in Michigan were hard hit by the COVID-19 crisis and continue to struggle with recovery efforts. Small businesses and local non-profit organizations led the way during the crisis and continue to do so during the long recovery. This session will explore lessons learned, as well as tools and programs that communities can use to build resilience into the local economy.
Dr. Mary Ann Heidemann, FAICP, EUP Regional Planning;
Jeff Hagan, EUP Regional Planning;
Mariah Goos, EUP Regional Planning
Detroit's Corktown – Past, Present, Future | 1 AICP CM

Greater Corktown is one of the fastest growing areas within the City of Detroit. When Ford announced it would be redeveloping Michigan Central Station to host a campus focused on the Future of Urban Mobility, it presented many changes that centered around equitable development: land disposition, housing, parking. Building on a Community Benefits Agreement established between Corktown residents and Ford Motor Company, the City of Detroit’s Planning Development Department, along with Perkins + Will, launched the Greater Corktown Neighborhood Framework Plan. Hear about the planning opportunities in this historic neighborhood and how they align with other planning efforts around the city.

Andrew Broderick, AICP; Perkins + Will; Trey Scott, City of Detroit Planning and Development Department; Kevin Schronce, City of Detroit Planning and Development Department

11:00 - 11:30 a.m.

Shoreline Planning, Sponsored by Beckett & Raeder, Inc. | .5 AICP CM

Hazard mapping utilizes Geographic Information Systems (GIS) to predict what areas are at risk during various storm and climate scenarios by leveraging historic water data, elevation, and FEMA flood zones. Risk assessment combines the hazard mapping with property and community information to provide an overview of which properties and key community facilities are at risk of inundation. Understanding the relationship between hazard areas and land use allows planners to implement mitigation and resiliency strategies in the most effective places along the shore.

Michelle Bennett, AICP; Beckett & Raeder, Inc; Rowan Brady, Beckett & Raeder, Inc

12:00 p.m. - 1:00 p.m.

Lunch Break

1:00 - 1:30 p.m.

Park Access for All: Connecting the Metroparks to Transit | Sponsored by OHM | .5 AICP CM

In 2020, the Huron-Clinton Metroparks saw one of the largest increases in park visitors ever, driven primarily by the COVID-19 pandemic. Although record numbers of visitors were using the parks, not all residents of Southeast Michigan have been able to attend because many of the Metroparks are only accessible by car. Building on 2020’s Park Access Plan, the Metroparks sought to connect Lake St. Clair Metropark to the existing transit network. Working closely with the suburban transit provider, SMART, and utilizing new transit technology, a new microtransit pilot service was started on Labor Day weekend 2021 and will run through Labor Day 2022. The Lake St. Clair Metropark Transit Access Plan identifies future improvements that can help grow ridership and make transit service to the park even more convenient for all visitors.

Eric Dryer, AICP, OHM; Nina Kelly, AICP, CPRP, OHM

1:00 - 2:00 p.m.

Boundaries for Greater Personal Development and Care | 1 AICP CM

“Empathy without boundaries is self-destruction” (Silvy Khoucasian) and a direct, accelerated road to burnout. If we don’t set boundaries for ourselves, our work, our responsibilities, then others will set those boundaries for us. In this workshop, we will reflect on where we’re feeling depleted and burnt out, and build practices that prioritize our well-being, allow us to recharge, and communicate more effectively.

Nikolay Borisov, Ohlay; Alex Oh, Ohlay

2:00 - 2:30 p.m.

Break

2:30 - 3:00 p.m.

Value Metrics: Making Decisions that Achieve Goals. | Sponsored by McKenna | .75 CM (pre recorded)

Today’s decision makers are fraught with complexity. There is a growing need to utilize evaluation processes with predetermined metrics. Presenters will share innovative approaches from Keego Harbor, Rochester, and Flushing that employ methods for aligning decisions with plans, goals, and objectives.

John Jackson, AICP, NCI, McKenna; Vidya Krishnan, McKenna; Paul Lippens, AICP, NCI, McKenna

2:30 - 3:30 p.m.

The Project for Code Reform: Small Updates for Big Impacts | 1 AICP CM

Is an outdated zoning ordinance holding your community back because you don’t have the staff time, budget, or political support to tackle a rewrite? The Project for Code Reform, working with MEDC’s Redevelopment Ready Communities program, has produced Michigan-specific guidebooks that show how to fix your codes incrementally. You will walk away from this session with fixes you can implement to overcome the biggest obstacles to better development.

Richard Murphy, AICP; Michigan Municipal League; CNU Project for Code Reform; Christina Anderson, City of Kalamazoo; CNU Project for Code Reform
Networking

5:00 p.m. - 6:30 p.m.

Jennifer Acosta, Jenifer Acosta Development
Ryan Kilpatrick, AICP, Housing Next; Cinnaire; Mark McDaniel, higher quality development products.

Before and after can help both the planner and the developer deliver. Understanding what happens been done long before the planner sees a site plan. Planners often get a project through the municipal review and approval process. And the principles of finance, the market, or what a developer must to do development in their community, they often lack understanding about.

While planners typically possess a strong grasp of master planning, development review, and the role of the zoning ordinance in guiding development in their community, they often lack understanding about the principles of finance, the market, or what a developer must to do get a project through the municipal review and approval process. And THAT process is only part of the equation: A lot of work has already been done long before the planner sees a site plan. Planners often start in the middle of the process. Understanding what happens before and after can help both the planner and the developer deliver higher quality development products.

Mark McDaniel, Connaire; Ryan Kilpatrick, AICP, Housing Next; Jennifer Acosta, Jennifer Acosta Development

Friday, October 29, 2021

8:30 - 9:00 a.m.
MAP Annual Business Meeting

9:15 - 10:15 a.m.
General Session | The Future is Here: Housing Strategies for Today and Tomorrow | 1 AICP CM

Demographic change, the impacts of COVID-19 and awareness of long-standing disparities are drawing attention to housing solutions that address the issues of today, while preparing us for the needs of tomorrow. Rodney Harrell, PhD, is AARP’s VP of Family, Home and Community and Enterprise Housing Lead. He leads the development of a multi-year cross organizational effort to improve housing options for people of all ages, impacting consumers, the private sector and public policy. AARP has long been on the cutting edge of advancing complex and diverse policies that address the intersection of housing, transportation, and related issues in the built environment. With a doctoral degree in urban and regional planning, alongside master’s degrees in planning and policy analysis, Dr. Harrell is influencing national policy in important ways that are anchored in planning.

Rodney Harrell, PhD, Family, Home and Community, AARP.
Facilitated by Jill Bahn, AICP, Giffels Webster

10:30 - 11:30 a.m.
Master Planning for Renewable Energy Systems | 1 AICP CM

The session will provide Michigan communities with perspective and strategy for how to plan for renewable energy, including solar and wind energy systems. We will discuss why we need to plan and zone for deployment of solar and wind energy systems. Participants will learn about policy tools and successful examples so that they can lead an informed conversation in their own community.

Brad Neumann, AICP, MSU Extension;
Mary Reilly, AICP, MSU Extension;
Sarah Mills, PhD, University of Michigan, Graham Sustainability Institute

The Care and Feeding of Planners | 1 AICP CM

Planners are often required to handle highly emotional situations and face public criticism, which can cause a great deal of stress and lead to burnout. Self-care is vital to a successful and fulfilling career in planning, yet it is not typically part of our professional education and training. This session works to remedy that, by exploring the need to make self-care a core competency in the planning profession and how we can get started.

Heather Seyfarth, AICP, City of Ann Arbor

10:30 a.m. – Noon
Sign Regulation Guidebook | 1.5 AICP CM LAW | Pre-recorded

As the U.S. Supreme Court takes up yet another sign regulation case this year, sign regulation remains one of the thorniest areas of planning and law. This session will focus on legal and planning updates in the area of sign regulation, with special focus on the recently-released second edition of the Michigan Sign Guidebook.

Brian J. Connolly, JD, Otten Johnson Robinson Neff + Ragonetti PC
### MSU Urban & Regional Planning Alumni Reception

**Wednesday Oct 27th @ 6:30-7:30pm (EST)**

Join fellow MSU Urban and Regional Planning (URP) alumni, students, and faculty to reconnect at the 2021 Michigan Association of Planning Conference via Zoom. You do not need to be registered for the conference to attend!

During the mixer you will have an opportunity to interact with fellow Spartans and strengthen alumni connections and learn about the URP 75th Planniversary. We will be using Zoom to connect. During the meeting we will be using features of Nearpod to gather input (nearpod.com).

**RSVP by Oct 22nd** to Wayne R. Beyea, JD, AICP beyea@msu.edu

We look forward to seeing you!

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### planningmichigan 2021 Conference at a Glance

#### Wednesday, October 27

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**Join Zoom Meeting**

[http://msu.zoom.us/j/9766195827](http://msu.zoom.us/j/9766195827)

Meeting ID: 976 6195 827

Password: Alumni

You do not need to be registered for the conference to attend! Recommended to use a computer or tablet to participate.

RSVP by Oct 22nd to Wayne R. Beyea, JD, AICP beyea@msu.edu

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<tr>
<td>10:15 - 10:30 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 - 11:30 a.m.</td>
<td>Master Planning for Renewable Energy Systems</td>
</tr>
<tr>
<td>10:30 a.m. - 12 p.m.</td>
<td>The Care and Feeding of Planners</td>
</tr>
<tr>
<td>10:30 a.m. - 12 p.m.</td>
<td>Sign Regulation Guidebook</td>
</tr>
</tbody>
</table>
CIB Planning strives to serve our partners by providing innovative and implementable planning and development solutions.

CIB’s mission is deliver uncommon planning, marketing, and development solutions, meeting community needs, helping them to prosper.

Innovative Code Solutions

- Expert codification services
- Interactive zoning map
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- Custom Local Building Codes

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