A PLANNER’S RESPONSE TO THE PANDEMIC
ECONOMIC RESPONSE AND RECOVERY
ECONOMIC RESPONSE AND RECOVERY

- Provide help and tools you can use now, as we navigate this new world
- Provide CM credits before the May 28 Grace period ends

Michigan Chapter Upcoming Events
- Lunch | Learn | Link on Tuesdays from 12 PM to 1 PM
- Webinars on Thursdays from 2 PM to 3:30 PM, *A Planner’s Response to the Pandemic*
- Planning Law Seminar on Tuesdays starting May 12
- Book Group, *MAP Reads*, on May 27

American Planning Association’s National Conference
Why Planning is Still Important: Ten Things Planners Can Do Now

1. Essential Service versus Work from Home (WFH).
2. Remote Work.
3. Hazard Mitigation Team.
4. Virtual Alternatives.
5. Economic Response and Recovery.
6. Repurpose Planning Staff.
7. Scenario Planning.
8. Messaging.
TODAY’S PRESENTER

CRISTINA SHEPPARD-DECIUS, CMSM
Founder/President of POW! Strategies, Downtown Dearborn DDAs’ Executive Director, Michigan Downtown Association Chairwoman

20 years of downtown management experience; and 27 years of non-profit management and public relations. Downtown Dearborn DDAs Executive Director managing over 700 businesses in two downtown districts. Founder & President of POW! Strategies in 2015 providing strategic economic, organizational and communications services. Former Executive Director of the 2010 GAMSA winning Downtown Ferndale, MI. Crain’s Detroit Business 40 Under 40 in 2009.
DOWNTOWN COVID-19
PLANNING & MANAGEMENT

Prepared by: Cristina Sheppard-Decius, CMSM,
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CRISIS PLANNING

GATHER THE TROOPS
• Assemble the Team
• Define Roles

ASSESS
• Identify & Prioritize Risks
• Determine Business Impact

BUILD THE PLAN
• Identify Short - and Long-Term Solutions
  • Duration– 30 Day/90 Day/180 Days
  • Plan A & B
• Minimize Impact
• Modify Services & Programs
CRISIS PLANNING

COMMUNICATE
• Identify Your Audiences
• How Best to Reach Them
• Provide Education

EVALUATE
• Document Actions
• Track Economic Impacts
• Is it Working?
Downtown Teams & Roles

Crisis Management Team & Extended Team Resources

- Economic Development
- Communications
- Planning
- Building/Code Enforcers
- Police & Fire
- Legal
- Chamber of Commerce
- Business Training/Support Service Providers
- County
- Statewide Organizations, ie: MAP, MDA
- Committees
Downtown Teams & Roles

• Leadership
• Advocate for Your Downtown
• Evaluate Team Member Leadership Styles
• Define Who Can Open Doors/Regulations
• Involve Your Board/Executive Board
• Bring on Expert Advisors
• Connect with Influencers
• Re-focus Committees
Assess Risks & Business Impact

- What Businesses Will Be Open
- Access to Businesses
- Access to Supplies (consumer & business)
- Stigma/Fear/Health
- Maintenance/Litter/Waste Management
- Events & Public Spaces
- Loss of Business Income/Commerce/Stability
- Loss of Jobs
- Business Vacancy
- District Deterioration
- Decrease in Property Values
- Loss of Sponsor/Participation Revenue
- Change of Habits (short & long-term)
Build the Plan – 30 Day Outlook

- Carryout/Delivery Parking & Parking Enforcement
- Postpone/Cancel Immediate Events
- Supply Chain Connections (ie: FrogHoller, PPE, Sanitizer)
- Litter/Maintenance Downtowns
- Permit Processing Procedures - Remote
Build the Plan – 30 Day Outlook

• Compile Open Business List/Promotions
• Legal Review of EOs/Train the Trainers
• Communicate:
  • Team Communication/Sharing
  • Business Education on Financial Resources & EOs
  • Communicate to Consumers
• Close Down Public Spaces/Facilities
• Close Publicly Shared Services, ie: Bike Share
Build the Plan – 90 Day Outlook

• Business Assistance Teams/Technical Assistance
• Employee/Business Owner Safety Education
• Monitor Business Access to Financial Resources
• Communicate with Legislature/Advocates
• Find Other Business Financial Support
• Review TIF Plan & DDA law
• Summer Event/Public Space Schedule & Procedures
• Construction Schedules
• Policies to Review/Change/Add: sidewalk cafes, outdoor sales, signage, cueing
• Temporary Traffic Flow Changes
Build the Plan – 180 Day Outlook

• Community Engagement Plan
• Recruitment Plan
• Public Space Modifications
• Revise TIF Plan
• FYE Budget
• Wayfinding Needs
• Waste Management Changes
• CofO Requirements/Business Licenses
• Are you ready for the potential of Fall shutdowns?
Build the Plan – One Year+ Changes

• Property Values
  • What Projects Can Move Forward
  • Financial Assistance for Properties
• Budgets
• Downtown Master Plan & City Master Plan Impacts
• Impact on Residential Sales/Trends
• New Business Trends
• Impact on Mobility/Transit
COMMUNICATION PLAN

- Identify Your Audiences
- Identify Issues
- Establish Key Messages
- How Best to Reach Them/Tools
Evaluate

- Document Actions – Changes in Policies/Procedures
- Track Economic Impacts
  - Base Inventory – Do you have it?
  - Integrate with GIS and Assessing
  - Baseline Questions
- Is the Plan Working?
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Thank you to our presenters

This presentation and other resources will be placed on MAP’s website, www.planningmi.org

Look for the Planning Tools During COVID-19 button