MAP’S YEAR IN REVIEW

2020--2021
Dear MAP Member,

When we look back, we might consider 2020 to mark the beginning of a new era. What that new era will look like remains uncertain, but we do know that 2021 set us on the path toward recovery, and to shifting our vision toward the future.

This time of prolonged uncertainty, while painful and unsettling, also presents opportunity. As COVID has laid bare the vulnerabilities in our communities, the importance of investing in the assets that make us economically, socially, and physically strong has been made startlingly clear. For years, planners have recognized the intricate connections within our communities and how each element within them – housing, parks, transportation options, schools, health care, and services - impacts the health, wealth, educational attainment, safety, and access to opportunity of each resident. Now, as we are forced, in many ways, to reimagine “business as usual,” we have an opportunity to build the kinds of communities that will better serve their residents, and make us more resilient for future crises and disruptions.

As we consider the path towards resiliency, we’re fortunate to have the resources and commitment of the Michigan Association of Planning, who has been working alongside planners throughout the pandemic to provide the information and education we need to make sound decisions in a time of crisis. Since the pandemic hit in 2020, MAP has continued to serve its members with remote workshops and training, while diving deep into the urgent issues facing our communities in order to find local, regional, and statewide solutions.

MAP recognizes that this is a time when the world will need the comprehensive, forward-looking perspectives that planners have to offer – and is working to elevate those perspectives, broaden their reach, and build their influence. We’re grateful to MAP for both its leadership and support, helping to guide our work and decisions about the building a strong, healthy future for our communities.

Sarah Lucas, AICP
MAP President, 2020-2021
Dear Members,

When this 2020 – 2021 Annual Report is pulled from the archives in 10 or 20 or 50 years, the reader may wonder, looking back at history, how a little professional organization like MAP managed not only to stay afloat during some trying times, but to thrive. Now fully in its second year, the global pandemic has exacerbated an already complicated and tumultuous political landscape, at all levels of government; it has deepened inequality and made it even more difficult for vulnerable populations to get an economic leg up; and it has revealed the precarious balance of the natural environment, and how close to the dire consequences of climate change we remain.

Will the reader look back and say, whew, we narrowly escaped, because our leaders did the hard work of problem solving together, to create better, healthier, and more prosperous lives for everyone? Or will we consider with despair what we could have done, but didn’t. Let us hope that the former is the world a future reader is living in. And let us make that hope a reality by continuing the work of community building through planning.

Planners have long recognized the connections and interrelatedness of our world, and we’re drawn to the profession to make a difference, to connect the dots, to reflect the voices of all in our community, and to advance meaningful and impactful solutions to complicated problems. There is much that planners and elected and appointed leaders can do, and our role in solving the problems of our world is critical.

We did this during Covid, all of us. From harnessing something within that compelled us to work harder every day – from home or from the office – to make our communities places of lasting value. Has it been a difficult year or two? Yes, no doubt. But MAP survived the tumult, and you and your municipality continue to move forward. If nothing else, the past 18 months have demonstrated the resilience of our profession.

We will likely live with Covid in some fashion for some time to come. But if 2020 –21 has proven anything, it is that we can find and implement the tools to make next year even better.

Andrea Brown, AICP
Executive Director
THANK YOU TO OUR MEMBERS
WE COULDN’T DO IT WITHOUT YOU
MAP Corporate Members

MAP Contributing Members
Lisa Easterwood, CST | Christopher Graham, ASLA | Troy Jeschke | Daniel Reed, AICP, PCP | Emily Palacios

MAP Sustaining Members
Richard Carlisle, FAICP, PCP | Stephen Cassin, AICP | Kevin Christiansen, AICP, PCP | Bill Hartwig | John R. Jackson, AICP | Steve Langworthy | Phillip McKenna, AICP, PCP | Mark F. Miller, AICP | Gregory Need | Gerald Rowe, PCP | Andrew Schmidt, AICP | David Schneider | David Scurto, AICP, PCP | David P. Smith | Mark Wyckoff, FAICP
MAP’S GROUP MEMBERS

MEMBERSHIP BY THE NUMBERS

4234  Michigan Chapter Members
564   APA Members
322   Student Members
373   AICP Planners in Michigan
217   Community (Group) Members
213   Individual Chapter Only Members
49    APA Group Planning Board
32    APA Faculty Members
32    APA Life Members
16    MAP Life Members
10    APA Retiree Members
8     Emerging Planning Professionals
5     New Member Communities
PROGRAMS BY THE NUMBERS

1308 Registrants for all online conferences
532 Officials Attended March Workshops
452 Registrants for Planning Michigan 2020 Conference
310 Publications Sold
248 Officials Trained in Their Own Communities
101 Participants at MAP Reads
78 Registrants at Student Conference, February 2021
12 Workshops Held for Michigan Communities
9 Books read for MAP Reads
7 Planning Excellence Awards Bestowed
6 Officials Workshops held in March
6 Online conferences
4 Scholarships Bestowed
3 FAICP Nominations
2 Planning Leadership Awards Bestowed
MAP BOARD BY THE NUMBERS
July 1, 2020 to June 30, 2021

10  Regular Meetings
6  Linkages Conducted
(meetings with leaders from ancillary industries to inform our policy development)
  • March 2021 - Steve Schnell, Housing North | Ryan Kilpatrick, Housing Next |
    Kimberly Faison, DFC
  • April 2021 - Housing Michigan Coalition Executive Committee (Homebuilders, 
    Grand Rapids Chamber)
  • May 2021 – Board Linkage Lessons Learned Discussion
  • June 2021 – Financial Institutions with Cinnaire (Mark McDaniel) and the State 
    Land Bank (Emily Doerr)
  • August 2021 - Manufactured Housing Industry and Huntington Bank
  • September 2021 - University Faculty from EMU, GVSU, UM, MSU, and WSU
  • October 2021 - MSHDA, MEDC and CEDAM

2  Policy themes identified and studied: Climate Change and Housing
1  Annual Budget approved
1  Election Held – August 2020
    2 new board members (Christina Anderson and Shari Williams)
    2 incumbents re-elected (Kelly Freeman and Brad Kaye)
1  New Executive Committee
    (President Sarah Lucas, Vice President Carmine Avantini, Secretary Treasurer Brad 
     Kaye, Professional Development Officer Wayne Beyea, Past President Jerrell Harris)
Total Revenues - $530,350 (Including general operations and grants)
- Nearly 1/3 of our revenues are from membership dues
- About 1/3 from conference and education program income
- And the remainder from grants, sponsorships, and other misc. income sources

Total expenses - $463,700 (including general operations and grants)
- About half of that - $321,000 - covered wages and salaries, benefits, and administrative costs for both general operations and grants management combined.
- The remainder of expenses is for non-wage costs associated with our educational programming, printing and postage, and building operations.

A Word About Grants
Grants help MAP expand capacity, advance our mission, and increase our influence. Grants often cross fiscal years; the following summarizes fund collected this fiscal year.
- EGLE Coastal Leadership Academy 1, Pilot - $15,521
- EGLE Coastal Leadership Academy 2- $1,857 (of an $80,000 grant, balance for 2021 – 2022 fiscal year)
- MDOT SR2S Transportation Bonanza - $42,880
- DNR Tourism - $22,256
- MEDC Planning Tear Sheets - $13,716 (two year $26,000 project)
- Total Profit 2020 – 2022 - $67,000*
  *includes a $48,000 CARES Act PPP loan, now forgiven
PARTNERSHIPS

Safe Routes to School/MDOT Network Partners
| MSHDA & MML Sense of Place Council and Leadership Team | MSHDA Housing Partner Advisory Council, Michigan Statewide Housing Plan | MEDC/RRC/MMS Advisory Council | LIAA, UM MTU, MSUE, SeaGrant and our partner work on resilience grants from EGLE | MML | MML Michigan Prosperity Roadmap | MTA | CEDAM | Mobility for All Coalition | Housing Michigan Coalition | Various Regions and COGs | AARP | DFC Equity Summit | MSHDA Zoning Reform
MAP Grants and Special Projects

**MDOT and Safe Routes to School – Transportation Bonanza 12** —
multidisciplinary training event that brings together planners, officials, transportation engineers, planners and policy professionals, and community health professionals. Our February 2021 TB attracted 275 participants.

**Michigan Department of Environment, Great Lakes, and Energy (EGLE)** —
Coastal Leadership Academy (CLA).

**MSHDA Zoning Reform Initiative** — Funds were secured in the 2020 – 2021 fiscal year, with work to be conducted mostly in the 2021 – 2022 fiscal year. The purpose of the project is to develop a Guidebook for Zoning Reform highlighting code modernizations that can be accomplished without changes to the Planning or Zoning Enabling Acts, sample master plan language, and communications tools to help planners influence change.

**Michigan Economic Development Corporation (MEDC)**

- **Planning Resources Tear Sheets** — 30+ topics researched and designed with RRC communities as the audience to teach basic and advanced planning, zoning and development topics.
- **Five Workshops for RRC Communities** — customized for CAT Team regions. Conducted 1 of 4 in the 2020-2021 reporting year.
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