



Michigan Association of Planning
Annual Report
2021-2022





December 2022

MAP Members,

This past year felt like we were finally pulling out of the Covid pandemic and starting to get back to normal. It appears that the resulting Zoom meetings are now a regular part of our work lives, allowing us to become more efficient and access distant locations more readily. And while virtual meetings didn't affect the productivity of your MAP board of directors, I admit feeling a bit melancholy about not being able to meet regularly in person with my fellow board colleagues. With 9 elected board members, plus 2 ex officio members representing the voice of planning school faculty and elected and appointed officials, as well as 2 student board members, face to face meetings really matter as we work together to identify issues facing our industry, and determining how the organization can develop and disseminate products to help our members create great communities.

But we did manage two face to face meetings, plus a board meeting at the annual conference, this year. In January 2022, the board convened its first in-person meeting – our annual two-day retreat in Midland Michigan - since Covid-induced shut downs in March 2020. We spent the time collectively identifying issues we recognize to be important to our members, and identifying policy priorities to take on in 2022, which included continuing to advance housing policy solutions, and beginning initial research on an energy policy.

A really important element of the board's work is meeting - or "linking" - with our members, where the board as a whole travels to a region, and conducts listening sessions with our members. Stymied by Covid for 2 years, we had our first membership linkage meeting in August, 2022, in Kalamazoo, and more than 20 members – professional planners AND appointed and elected officials – joined the MAP board for a robust conversation about the challenges and successes being experienced in this region. The responses were codified, and the Board will be considering them at our 2023 Board Retreat, where we begin the annual policy priority process all over again. We'll be planning at least one membership meeting in 2023 at the retreat; stay tuned for details!

To learn more about the issues and priorities of our members, the Board also developed an online survey, which has been distributed to our members throughout the fall. The results of the survey will be discussed at the retreat, informing the Board of member needs and a new or amended policy direction.

The work of MAP was capped off with the announcement that MAP received the American Planning Association's (APA) Karen B. Smith Chapter Achievement Award for the recently completed Zoning Reform Toolkit for Housing Supply and Choice. The housing shortage continues to be at the forefront of the MAP board and the planning profession overall. The Toolkit project was developed to advance the Board's housing policy priority, and provides planning professionals with regulatory solutions necessary to open up housing supply locally.

This 2022 Annual Report highlights the extensive work of the MAP Executive Director and staff, your Board of Directors, and our many committees. Both professional and local elected and appointed planning and zoning leaders can be confident that MAP is well-positioned as one of the leading chapters in APA, especially with innovative approaches to real world challenges.

I am honored to have served as the 2021 - 2022 MAP President.

Carmine Avantini, AICP
MAP President, 2021-2022



Dearest Members, Sponsors, Partners, Supporters and Friends of Planning,

As 2022 draws to a close, I can't help but contemplate how "near normal" this year seemed . . . compared to the Covid affected two years prior. We came up for air, programmed more events and meetings in person, took on new projects and initiatives, and carried forward some lessons learned from our Covid experiences into present day best practices. Who knew so many of our meetings could be conducted virtually? Of course there is always value in face to face meetings, but more virtual meetings certainly reduces the carbon footprint of statewide travel, and here at MAP we've landed on a hybrid approach that provides for a bit of both, and seems to be a happy medium.

Education and Training. Our annual 2022 March Regional Workshop series for officials – 6 topics, most conducted via webinar, only 2 in person, confirmed what we had been coming to understand: Officials love our content but don't love distance driving to get it. We trained more officials in March than ever before, with many affirming that webinars are just fine, thank you.

The May 17 Spring Institute | Housing Summit advanced the MAP Board housing policy, and was our biggest event up to that point, with more than 150 planners and housing professionals coming together in East Lansing for an immersive and inspiring educational experience. The Summit was the inaugural event for our MSHDA funded Zoning Reform Toolkit for Housing Choice and Supply (more on that included on page 12 of this annual report.)

And in October, we held our first in person conference in 3 years, on Mackinac Island, and with about 400 participants it was clear folks were eager to see colleagues, network, and celebrate.

Grants. Beyond events, we secured and managed 5 different grants, mostly from State agencies, including EGLE, MDOT, MEDC/RRC, and MSHDA. We partnered with the University of Michigan and Michigan State University Extension to deliver alternative energy workshops for professionals and officials. A complete summary of MAP grant activities is included on page 13 of this 2022 Annual Report.

The Phillip C. McKenna Symposium was established in 2022, and launched at the Annual Planning Michigan Conference with the inaugural speaker Jill Jonnes, author of Urban Forests. This extraordinary and generous \$100,000 contribution cements Phil McKenna's legacy as the owner of Michigan's largest planning consultancy, as a guide and mentor to hundreds of planners working at the local, regional, state and federal level, and to our profession. We remain humbled by Phil's thoughtfulness in developing this Symposium, and in funding it for many years into the future.

Advocacy. For three full years MAP fought the Short-term Rental bills, and for 3 years – with much heavy lifting being done by our advocacy partners at MML and MTA – we were successful. Bad sand and gravel bills also were not codified. Sad when success is measured by stymying bad bills; perhaps changes to the Michigan legislature in fall 2022 will prove more fruitful for meaningful planning and zoning bills.

We were busy. We know you were too. We posted more planner jobs on our website than ever before, so the demand for planning and recognition of its value is increasing. Help us maintain that momentum by telling your stories to your community, to your municipal professional staff, to anyone who provides an audience and can help amplify why planning is important, and how it can intentionally shape our futures.

In gratitude for all you do for MAP, your professional association.

Andrea



Thank You to Our Members!
We couldn't do it without you.





MAP Corporate Members

Beckett & Raeder, Inc. | Carlisle Wortman Associates, Inc. |
CIB Planning | DTE | Giffels Webster | ITC |
Mannik Smith Group | McKenna | MKSK |
Michigan Economic Development Corporation (MEDC) |
Michigan Safe Routes to School | Munetrix | OHM Advisors |
Progressive AE | Smith Group | Spalding DeDecker | Wade Trim

MAP Contributing Members

Lisa Easterwood, CST | Christopher Graham, ASLA |
Troy Jeschke | Bill Reniger

MAP Sustaining Members

Richard Carlisle, FAICP, PCP | Stephen Cassin, AICP |
Kevin Christiansen, AICP | Bill Hartwig |
John Jackson, AICP | Steve Langworthy |
Phillip McKenna, AICP | Mark Miller, AICP | Gregory Need |
Emily Palacios | Daniel Reed, AICP | Gerald Rowe |
Andrew Schmidt, AICP | David Schneider |
David Scurto, AICP | Mark Wyckoff, FAICP



MEMBERSHIP BY THE NUMBERS

4061	Michigan Chapter Members
640	APA Members
393	AICP Planners in Michigan
341	Student Members
255	Individual Chapter Only Members
227	Community (Group) Members
64	APA Group Planning Board Members
39	APA Life Members
27	APA Faculty Members
16	MAP Life Members
13	New Member Communities
12	Emerging Planning Professionals
10	APA Retiree Members



PROGRAMS BY THE NUMBERS

(July 2021 to June 2022)

2868	Registrants for all events
650	Publications sold
542	Officials attended March Officials Training Workshops
411	Officials trained in their own communities
405	Registrants for Planning Michigan 2021 Conference
276	Attendees at Meet Ups, Planners Night Out, and Tours
107	Registrants at Student Conference, February 2022
40	Participants at MAP Reads
19	On Site Workshops held for Michigan communities
11	Walking Tours, Meet Ups, and Gatherings
8	Planning Excellence Awards Bestowed
7	Officials Trainings Workshops held in March
5	Scholarships Granted
4	Specialty Topic Webinars



MAP BOARD BY THE NUMBERS

January 2022 to December 2022

The MAP Board of Directors meets 11 times annually. At the annual retreat each January the board identifies a theme or topic to learn more about through linkage and other research throughout the year. At the January 2022 Annual Retreat the board identified Housing for the 3rd year as a policy priority, and also began initial research into energy.

10 - Regular Meetings in 2022

3 - Linkage Meetings – Board invites experts to help us better understand policy priority, or to learn from our members.

- January 2022 Annual Retreat – Housing and Energy identified as 2022 policy priorities
- February 14, 2022 Annual Joint meeting with MAP Government Relations and Law Committees
- March 18, 2022 – General Board Business, Board Survey, Planning for Kalamazoo Membership Meeting.
- April 15, 2022 – Board Business
- May 20, 2022 – MAP Annual Budget
- June 17, 2022 - Upper Peninsula Tourism, guests Dennis Stachewicz, City of Marquette, and Michael Meyer, Ironwood Chamber of Commerce
- August 19, 2022 – Kalamazoo Area membership meeting, 20 planners from the Kalamazoo region joined the board for a listening session.
- September 16, 2022 – Board business, Survey, takeaways from Kalamazoo meeting
- October 27, 2022 – Board Conference Meeting, introduce new board members
- November 18, 2022 – Policy Governance Training

New Elected Board Members (August 2022)

Mandy Grewal, PhD, Pittsfield Township | Trudy Gala, AICP, Leelanau County | Scott Kree, Oakland County
Jill Bahm, AICP, Giffels Webster (appointed February 2022)

New Appointed Board Members (August 2022)

Elected and Appointed Official Ex Officio Appointee | Kevin Martin, Van Buren Township
Student Board Representatives: Ashly Amey and Alexis Wilkerson, Eastern Michigan University

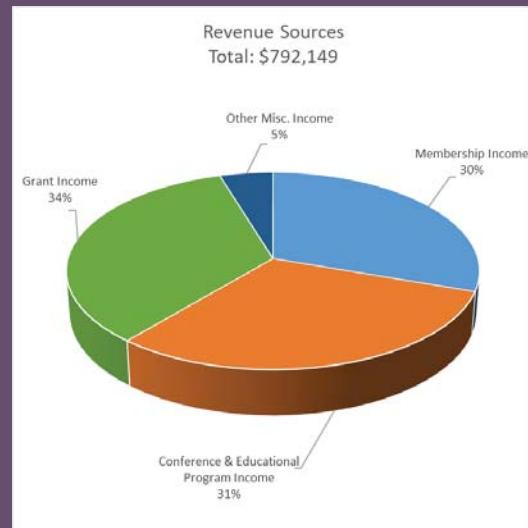
Retiring Board Members

Sarah Lucas, AICP | Jerrell Harris | Sharlan Douglas | GVSU Students Mallory Prangley and Alex Bollin

2021-2022 FINANCIAL REPORT

Total revenues, including both general operations and Grants, totaled \$792,149

- About 30% of our revenues are from membership dues (\$239,986)
- About 27% from conference and education program income (\$231,543)
- Some 34% or \$270,943 comes from Grants.
- And the remainder 5% comes from sponsorships, books and publications sales, Michigan Planner calling cards, and other miscellaneous income sources.

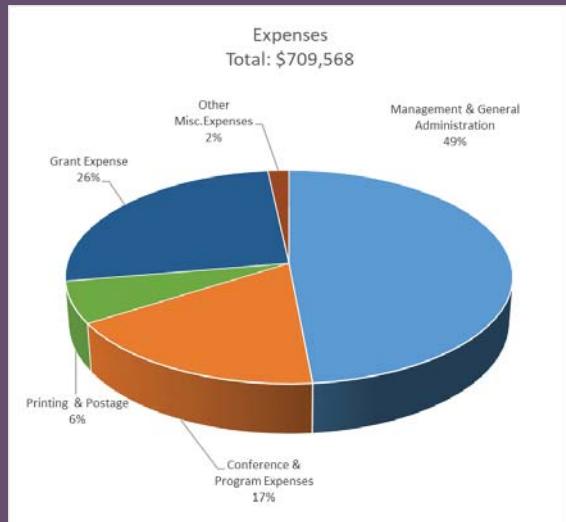


Grant revenue is about 1/3 of our overall revenues, and allows us to advance our mission, develop relationships with state agencies and other funding organizations, and help to stretch your membership dollars. See a detailed review of grants on page 13.

Expenses totaled \$709,568.

Management and general admin covers wages for general program areas, rent, tech support, and technology fees for our membership data base, zoom, communications systems.

MAP's overall profit across the combined general operating and grants budgets was \$82,581.





2022 Michigan Chapter Fellows of the American Institute of Certified Planners (FAICP) Recipients

Every other year the Chapter FAICP nominating committee identifies candidates who are eligible to be nominated for the Fellows of the American Institute of Certified Planners (FAICP). The selection criteria is onerous, and the submission process difficult. Fellows of AICP are nominated and selected by their peers to recognize and honor their outstanding contributions as a professional planner. The outcomes of their individual efforts left demonstrably significant and transformational improvements to the field of planning and the communities they served. All Fellows are long-time members of AICP and have achieved excellence in professional practice, teaching and mentoring, research, and community service and leadership.

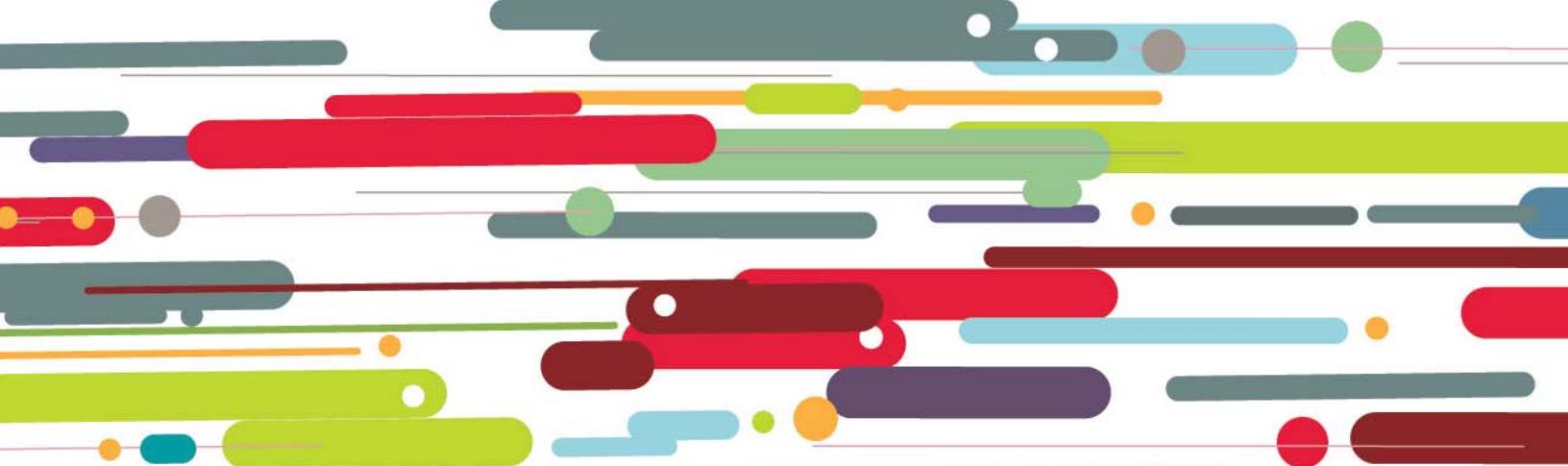
In April 2022 Douglas Piggott, FAICP, Suzanne Schulz, FAICP, and Russell Soyring, FAICP were inducted into AICP College of Fellows.

Doug, Suzanne and Rusty join the ranks of Michigan's other FAICP's: Rory Bolger, Richard Carlisle, Mary Ann Heide-mann, John Iacoangeli, Zenia Kotval, Robert W. Marans, James A. Segedy, James E. Tischler, Norman R. Tyler, Cynthia E. Winland, and Mark A. Wyckoff.

Doug Piggott's career exemplifies his commitment to serve his profession, his colleagues, and the rural communities of mid-Michigan. He has worked for 40 years to provide citizens and professionals the tools to develop a unifying vision for their communities and the path to achieve it. He has demonstrated that planning can serve as a tool to bring residents together in a culture of mutual respect.

Suzanne Schulz harnessed a major Michigan community's vision and moved it forward with stunning results. She is an implementer who sees urban systems as opportunities to be leveraged. Her planning processes engage and empower stakeholders to become passionate changemakers. Suzanne's innovative work in Grand Rapids, Michigan, includes eliminating single-family zone districts to increase housing types and price points, creating unique citizen participation strategies, and writing integrative policies and ordinances across disciplines to operationalize plan goals. She is known for valuing the wisdom of community voices, passionately leading with her values, and believing that planning is an essential service.

Russ Soyring transformed Traverse City, Michigan, a post-industrial town, into one of Michigan's most thriving, walkable, and equitable communities. He achieved this through leadership, educating elected officials, and engaging residents. Soyring never wavered on his passion for making cities enticing and inclusive places to live. Soyring was never shy to engage student planners and citizens to advance city planning initiatives, be the voice for those with lesser means, advocate for affordable housing opportunities, and encourage compact development to support walking, bicycling, and public transit. His results have resulted in Traverse City being designated "The Strongest Town in America."



Phillip C. McKenna Symposium Established in 2022

In a gesture of extraordinary generosity after a decades-long career in the planning industry, Phillip C. McKenna, AICP donated \$100,000 to the MAP to establish the Phillip C. McKenna Symposium. The gift is the single largest financial donation ever received by the Michigan Chapter, and the funds will be used to create an educational symposium that will positively influence the knowledge and strategies of professional community planners and elected and appointed leaders for decades to come.

The Phillip C. McKenna Symposium launched its inaugural event at the MAP Annual Conference in October 2022. Mr. Phillip McKenna, AICP, until 2016, was the owner of the largest planning consulting firm in Michigan. His keen instincts, professional acumen and commitment to the public good built a company that would touch hundreds of Michigan, Ohio and Indiana communities, and his impact on community planning is unparalleled. He was a mentor and guide to scores of emerging and established professional planners whose careers he influenced. Many of them subsequently rose to leadership roles in federal, state and local government and private sector planning and design firms, further advancing Phil's legacy. He was a confidante and advisor to a multitude of Midwest mayors and managers, Township supervisors and agency administrators. And he is a longtime friend of MAP and of the planning profession.

Phillip C. McKenna began his professional career as a teacher and he undertook graduate studies under a federal continuing education program at Southern Illinois University. He was introduced to urban planning and he quickly developed his strong interest for the discipline and its career possibilities.

Phil enrolled in the Master of Urban Geography program at Eastern Michigan University and moved his family to Detroit's Rosedale Park. In 1969, Phil began his long career as a planning consultant, starting with eight years at Perkins Rogers in Detroit, and in 1977, Phil joined Christopher Wzacny & Associates as Director of Planning. In 1984, Phil became a partner at Wzacny-McKenna

He formed McKenna Associates in 1986, with expansions in the 1990s into West Michigan municipalities and later in Ohio, with branches in or near Akron, Cleveland, Dayton and Kalamazoo. Phil moved the McKenna headquarters to Northville in 2001.

During his 48-year planning career, Phil has employed, mentored and managed close to 300 planners and served an estimated 500 Midwestern communities. He is known to municipal officials, colleagues and former employees for his integrity and deep commitment to the success of appointed and elected officials and the elevation of the planning practice through rigorous deployment of the best methods and techniques.

Phil's impacts on community planning in Michigan and beyond are indisputable. His influence on the professional careers of hundreds of planners is incalculable. That Michigan communities have benefitted greatly from his guiding hand in their future is undeniable. That his legacy will live on for generations to come as a result of this extraordinary donation is humbling to MAP and we are grateful for his commitment to planning, planners and to our organization.



Zoning Reform Toolkit for Housing Choice & Supply

In 2021, MAP secured a grant from the Michigan State Housing Development Authority (MSHDA) to develop a Zoning Reform Toolkit. The purpose of the Toolkit was to provide local regulatory remedies and communications strategies to overcome resistance to new development rules that would encourage the design and construction of a variety of housing units to meet changing demographic needs. Our project tackled local municipal codes and review processes rather than state enabling legislation.

We believe that local government has far more flexibility – and political will and desire - to adapt to housing supply issues, and understands how lack of housing supply affects livability, economic prosperity, quality of life, and fairness. Local regulations can directly or indirectly affect the cost of developing housing, making it harder or easier to accommodate affordable – or even market rate - housing. Zoning is local. Zoning determines where housing can be built, the type of housing that is allowed, and the form it takes.

The Zoning Reform project followed nearly three years of exploratory work by the MAP Board of Directors and MAP professional staff. Over two years, the board met with other professional disciplines including banks and CDFI's, manufactured housing, non-profit housing providers, state agency leaders, developers, and community leaders to learn more about the issues, and to better understand what the Chapter could do to help planners identify the most impactful solutions using zoning reform tactics.

The final product was the culmination of a yearlong effort with the Michigan Chapter leadership, a 15-member steering committee, consultants Progressive AE and Housing Next, and deep research from the management team. In the first chapter, we lay out the elements of the housing crisis and create a case for zoning reform as a necessary intervention. We focus on the context of the crisis from an economic and historical perspective and detail the changing policy and demographic contexts that frame the issue. We then address communications strategies for discussing the housing shortage and detail fifteen zoning tools to address it. The 15 tools are separated into three categories: Zone Districts, Form and Context, and Processes. Each tool can stand on its own, but often would work more effectively in conjunction with another tool or two. Each category includes 1) an explanation of the tool, what it is; 2) why it impacts housing; 3) how it is used; 4) a paradigm shift; 5) case studies; and 6) identification of possible obstacles to design and implementation.

Since completing the Zoning Reform Toolkit in mid- 2022, we've promoted the tool at various conferences including MML Capital Conference, Building Michigan Communities Conference, Housing North Housing Summit, and MAP's Spring Institute among others. The publication is free, open source material and available on the web page devoted to the project, along with other resources.

The Zoning Reform Toolkit will leverage additional MAP projects going forward including additional workshops (we developed a Housing in Four Parts webinar series in late 2022 that will be launched in early 2023), a statewide Zoning Atlas is in the works, and more.



MAP GRANTS

MAP works hard to identify grant funding sources that allow us to both create and deliver innovative planning and zoning products to our members and other local government professionals while advancing our policy priorities and our mission: Our funding priorities are aligned with our policy priorities. That these grant projects often also provide us with a seat at the table with state agency leaders where we are able to integrate best practice and thought into state level programs and policies is value add.

Many of our grants cross fiscal years. This report covers grants we have actively managed in 2022.

Michigan Department of Environment, Great Lakes and Energy (EGLE) Coastal Management Program (CMP) Coastal Leadership Academy (CLA). In its 3rd year of funding, MAP and CMP have partnered most recently to develop and launch a Coastal Leadership Academy. The objectives of the CLA are to bring together planners, officials, and other municipal leaders for 2 days of immersive and collective learning in order to build a “community of practice” that will continue to work together long after the CLA is complete. The CLA’s is built on a decade of partnership and funding between MAP and CMP, and the cumulative knowledge MAP has built over more than a decade positons us to integrate coastal protection policies into master plans and through regulatory methods like zoning.

Michigan Department of Transportation and the Safe Routes to School Program. Since 2008, MAP and its partners at MDOT and SRTS have collaborated to deliver a multidisciplinary, one-day conference to community planners, transportation planners, policy professionals and engineers, and education and health officials. Our Transportation Bonanza – TB – is in its 14th year and draws some 250 professionals annually to this transportation planning and policy event.

Michigan Economic Development Corporation (MEDC) and its Redevelopment Ready Communities (RRC) program. MAP was a charter member of the RRC, and helped develop the program long before it was acquired by MEDC. We are funded regularly by MEDC RRC to provide planning and zoning training and technical assistance to RRC Communities. This year we provided on demand training for municipalities to help them enshrine planning principles into local plans and codes and MAP developed new curriculums to address the increasing urgency of housing supply in Michigan.

Michigan State Housing Development Authority (MSHDA). Our Zoning Reform for Housing Choice and Supply was developed in 2021 and completed in June 2022 with the contributions of contractors Progressive AE and Housing Next. The Toolkit was designed to help municipal leaders implement zoning reform measures to increase housing supply and combat the affordability crisis. Page 12 of this report provides details on the project.

University of Michigan, Michigan Association of Planning, Michigan State University Extension Partner Program. UM, MAP and MSUE partnered to develop and launch a Solar Academy, a three-part collection that meets the educational needs of a range of decision makers, from appointed and elected officials to planning professionals and attorneys. The collection consists of 4 components: MAP curriculum for professional planners and attorneys, MSUE curriculum for officials, a bus tour of wind and solar installation, and mini workshops conducted by energy expert Sarah Mills from the University of Michigan. We will continue this program in 2023.



2022 BOARD AND STAFF MEMBERS

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