



BUILDING PROSPEROUS PLACES: ENGAGING ALL POPULATIONS IN BUILDING, REBUILDING AND SUSTAINING STRONG COMMUNITIES

**A Place Called Home:
Understanding the Impact of Fair Housing**

*Monday, November 5, 2012
Kellogg Hotel & Convention Center
East Lansing, MI*

PRESENTATION OUTLINE

- Who Is in the Room?
- Changing U.S. Demographics
- Underserved & Marginalized Populations
- Placemaking: Housing Market Changes
- Inclusive Neighborhoods
- Strategies for Engaging Everyone in Planning
- Mid-Michigan Community Reinvestment Fund
- Sustainable, Inclusive Communities

Your Presenters:

Julie Powers, Mid-Michigan Environmental
Action Council

Mary Beth Graebert, MSU Land Policy Institute



LAND POLICY INSTITUTE

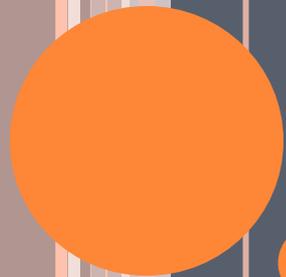
- Has a strong focus on research and outreach based on **analysis of land policy options** in many contemporary issue areas.
- The ways in which we use our land and build upon it **impact our quality of life**, today and tomorrow.
- Focus Areas: **Placemaking & Regional Prosperity**, Land & Planning, Land-Based Resources, and Energy.
- Affiliated with the School of Planning, Design and Construction, with Dr. Scott Witter, Interim Director.
- Please see our website for more information:
www.landpolicy.msu.edu.



MID-MICHIGAN ENVIRONMENTAL ACTION COUNCIL (COMMUNITY REINVESTMENT FUND)

- Mid-MEAC is a grassroots community organization serving Clinton, Eaton & Ingham counties.
- Founded in 1993, Mid-MEAC translates community concerns into action through volunteer programs, outreach and education.
- Focus areas: river protection, green transportation, land use and sustainability.
- Please see our website (www.midmeac.org) for more information.

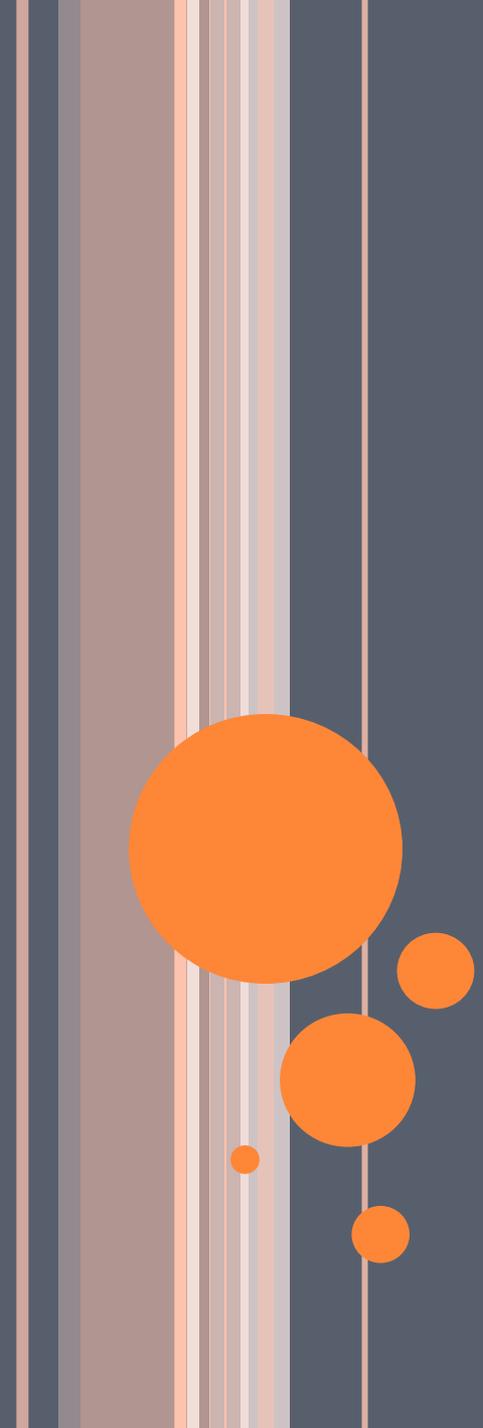




WHO IS IN THE ROOM?

Julie

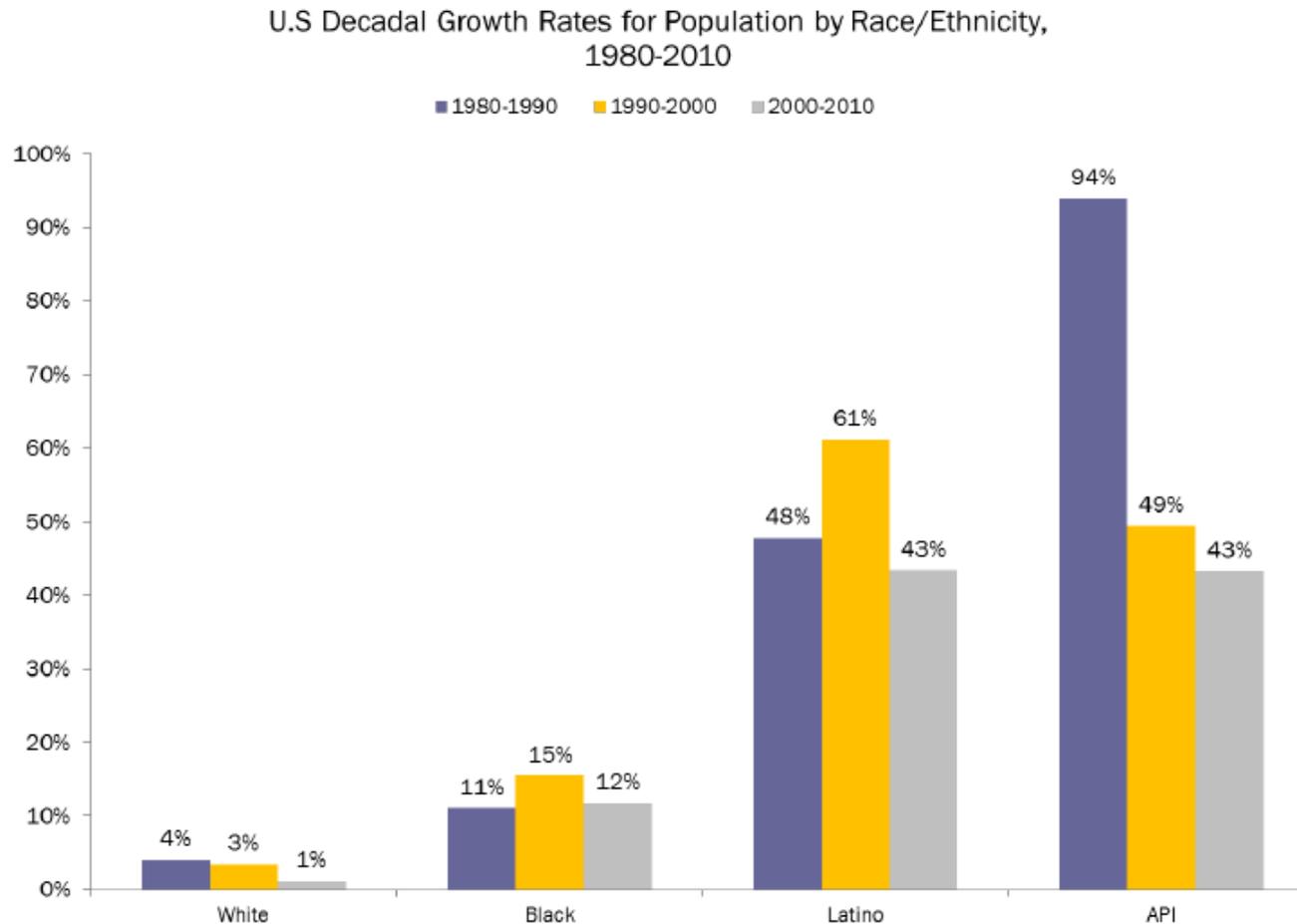




CHANGING U.S. DEMOGRAPHICS

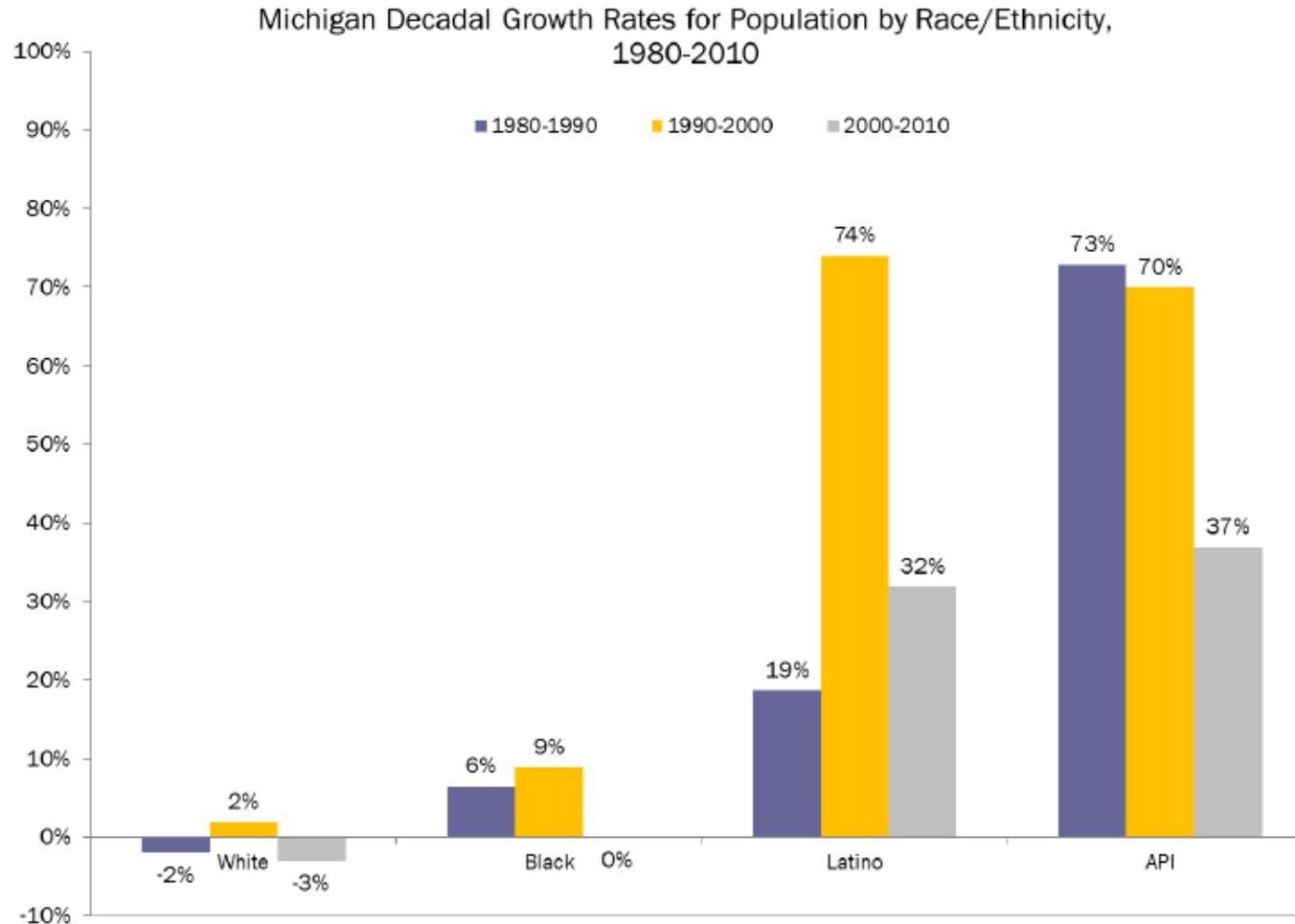
Mary Beth

DEMOGRAPHIC TRENDS: RACE/ETHNICITY UNITED STATES



Source: Dr. Manuel Pastor, University of Southern California. *Looking Forward: Demographic Trends and New Opportunities for Livable Communities*. April 2012.

DEMOGRAPHIC TRENDS: RACE/ETHNICITY MICHIGAN



Source: Dr. Manuel Pastor, University of Southern California. *Looking Forward: Demographic Trends and New Opportunities for Livable Communities*. April 2012.

DEMOGRAPHIC TRENDS: RACE/ETHNICITY UNITED STATES

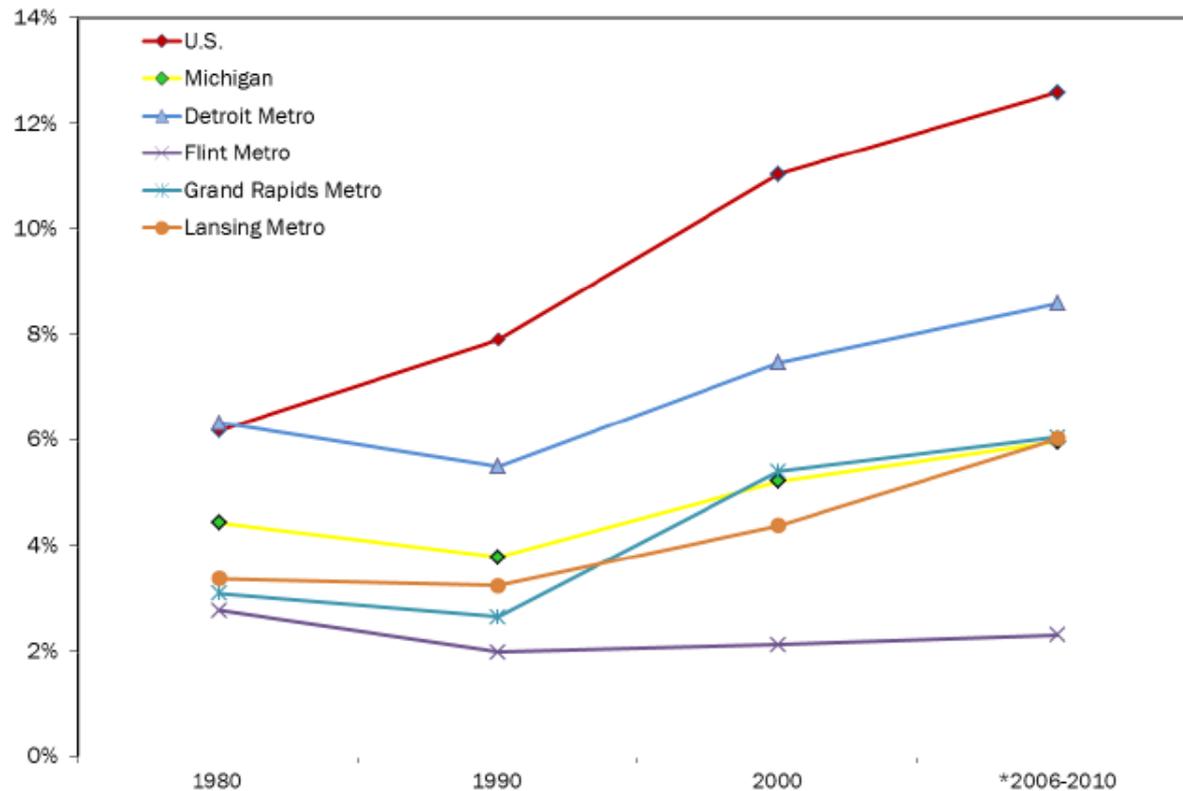
- The **Latino population will triple in size** and will account for most of the nation's population growth from 2005 to 2050.
- The non-Hispanic white population will increase more slowly than other racial and ethnic groups. **Whites will become the minority (47%)** in 2050.
- **African Americans will be roughly the same percentage** in 2050 (13%), and **Asian Americans will almost double their percentage** (from 5% to 9%) (Pew, 2008).



DEMOGRAPHIC TRENDS: IMMIGRANTS

MICHIGAN IMMIGRANT REALITIES

Immigrant Share of the Population,
U.S. and Michigan, 1980-2010*

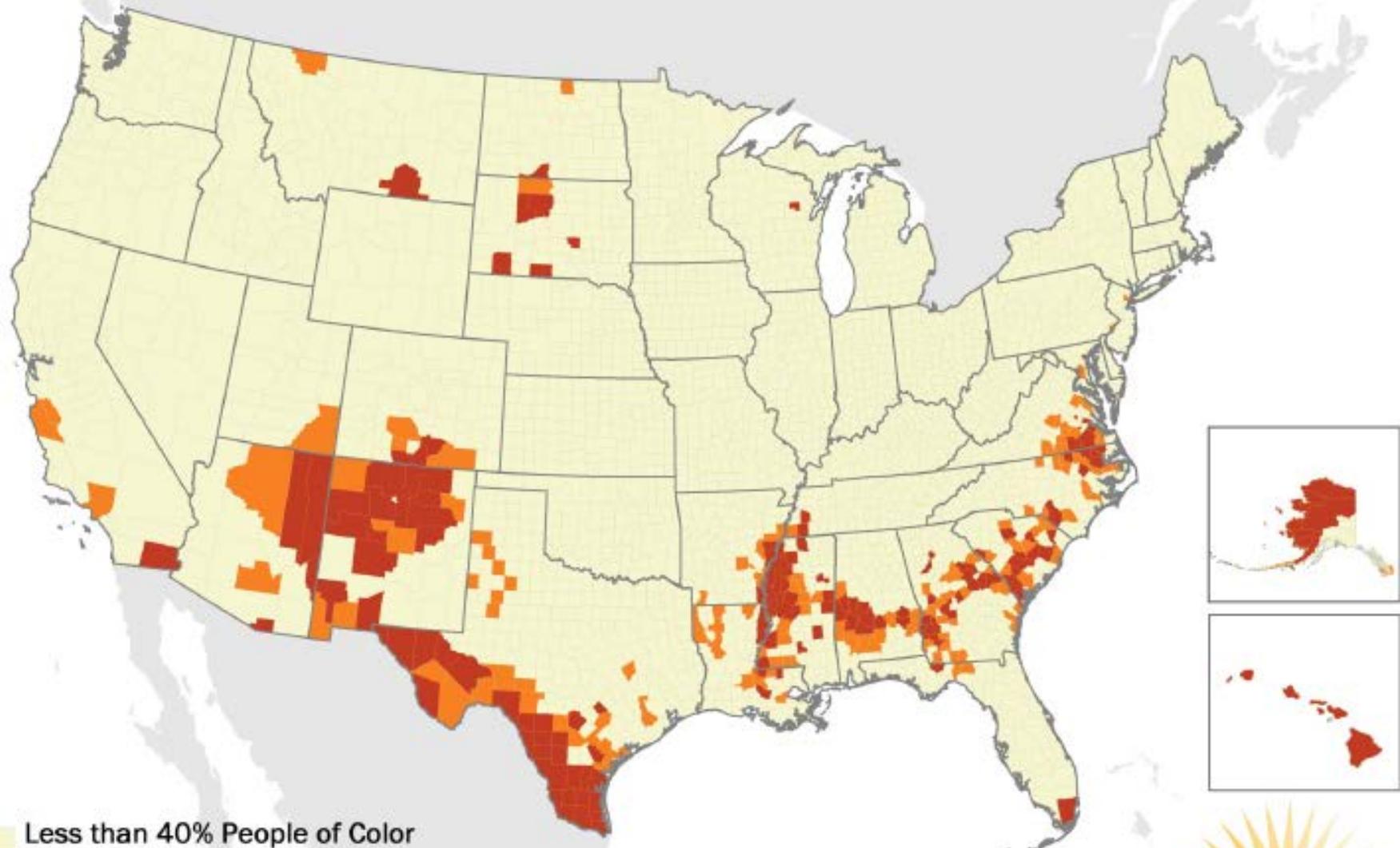


DEMOGRAPHIC TRENDS: IMMIGRANTS

- **Nearly one in five Americans (19%)** will be an immigrant in 2050, compared with one in eight (12%) in 2005 (Pew, 2008).
- Many immigrants live in **sub-standard housing** because they have trouble getting landlords to take care of repairs (NYIC, 2010).
- Historically, immigrants have moved to areas where there is **already an immigrant population**, particularly from their home country.



1980 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
- Greater than 50% People of Color

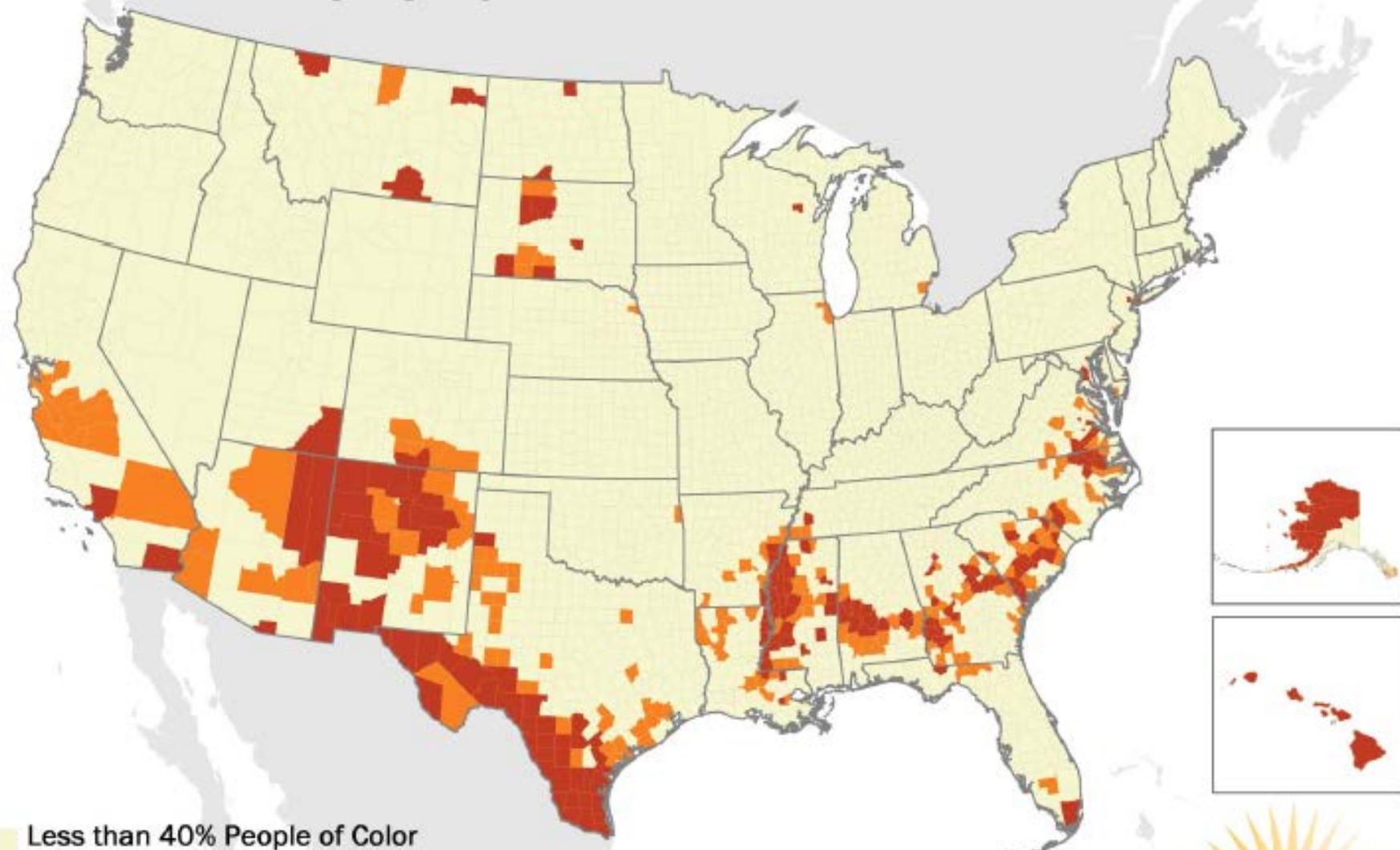
Sources: 1980 Census, Census TIGER/Line, NHGIS, and ESRI

Lifting Up What Works
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1990 Percent People of Color by County



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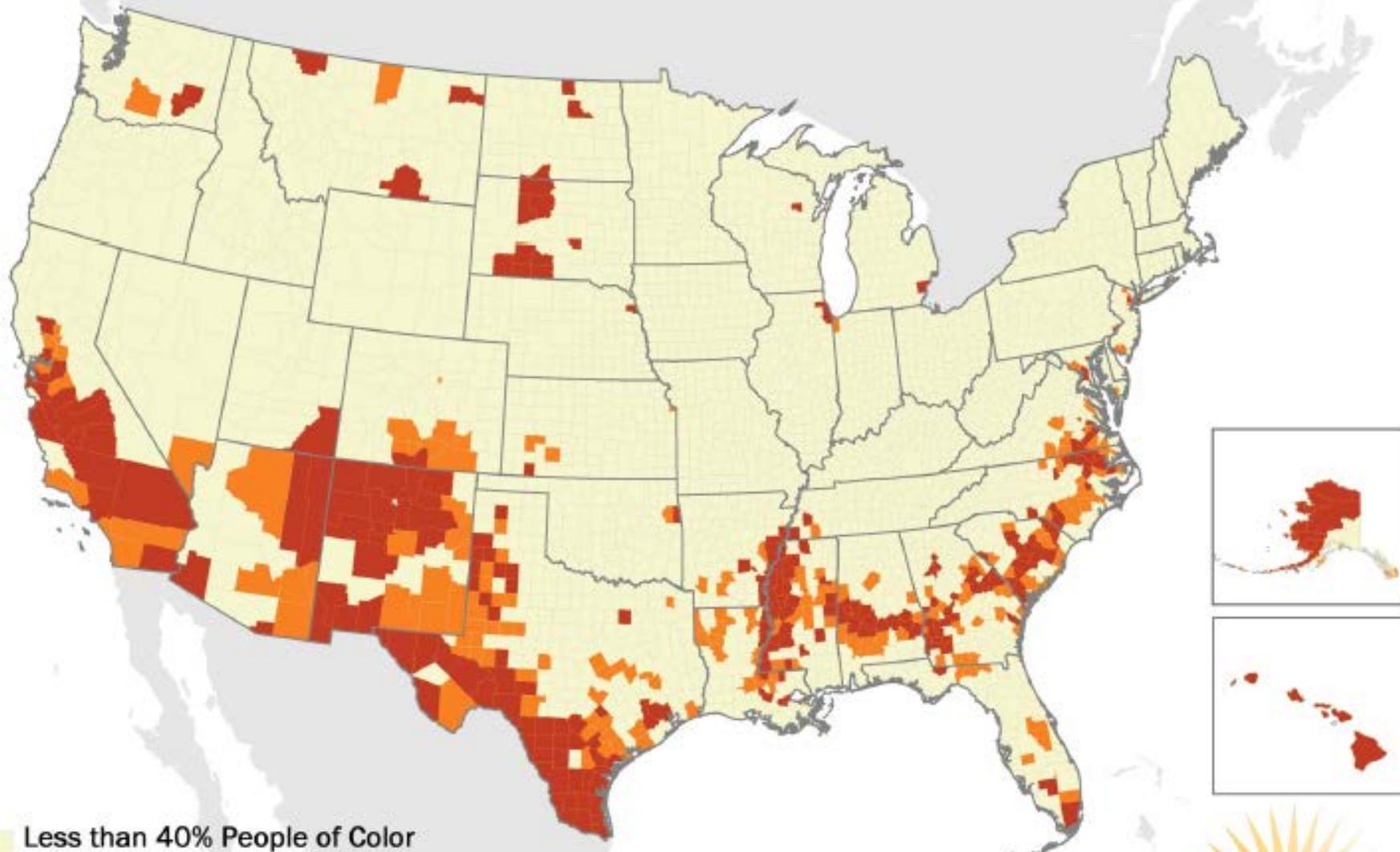
Sources: 1990 Census, Census TIGER/Line, NHGIS, and ESRI.

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2000 Percent People of Color by County



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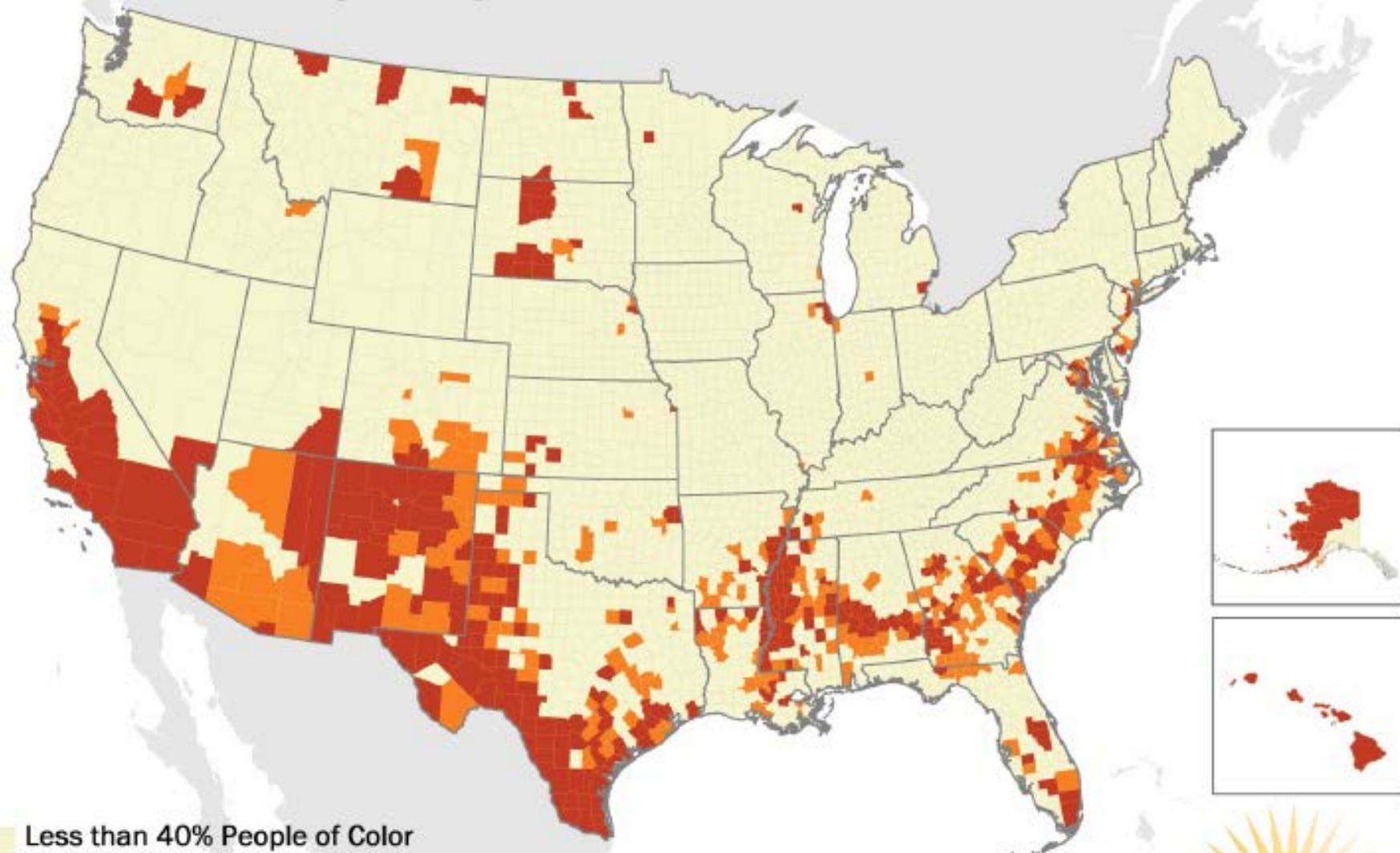
Sources: 2000 Census, Census TIGER/Line, NHGIS, and ESRI.

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2010 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
- Greater than 50% People of Color

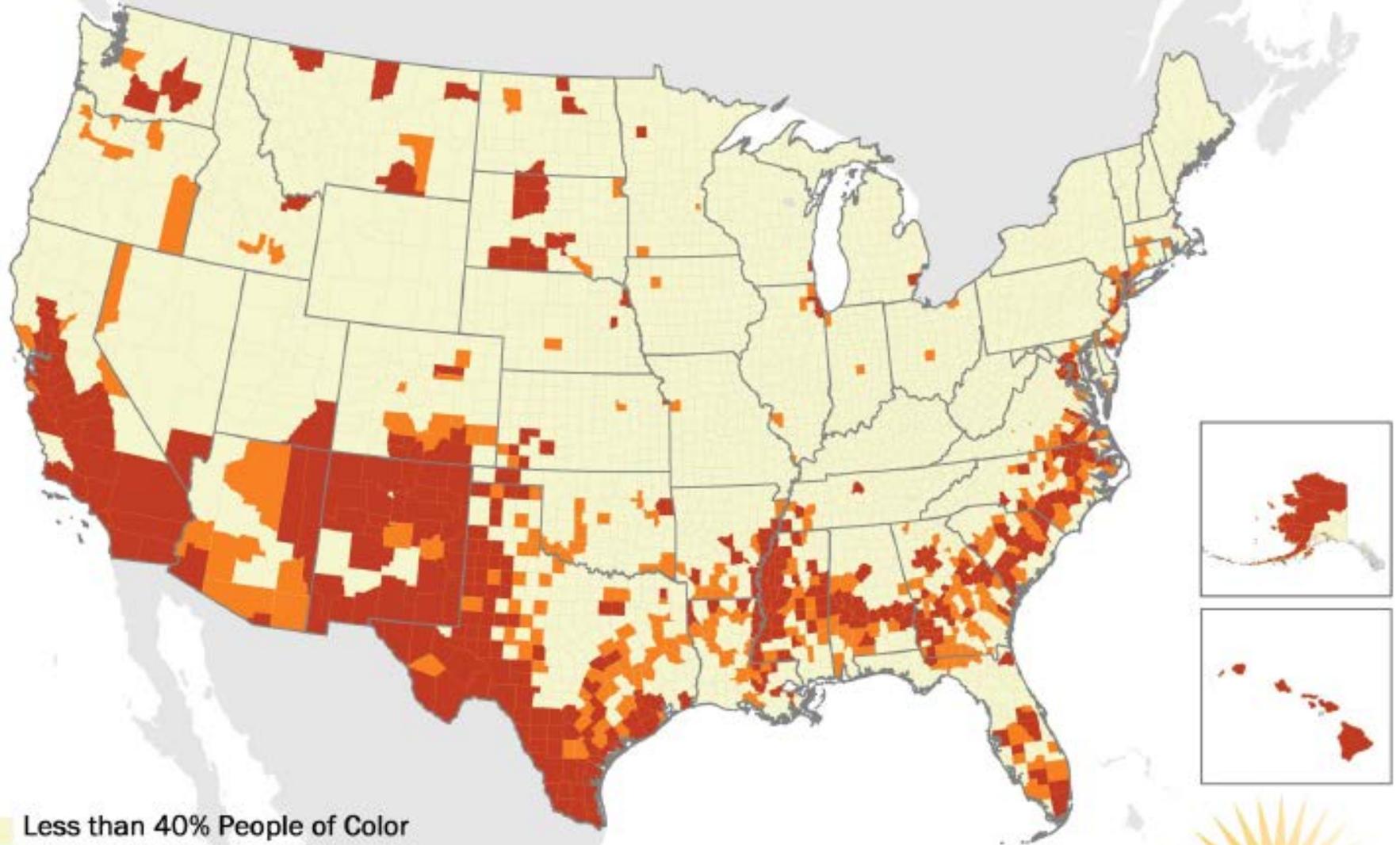
Source: 2010 Census, Census TIGER/Line, NHGIS, and ESRI.

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2020 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
- Greater than 50% People of Color

Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.

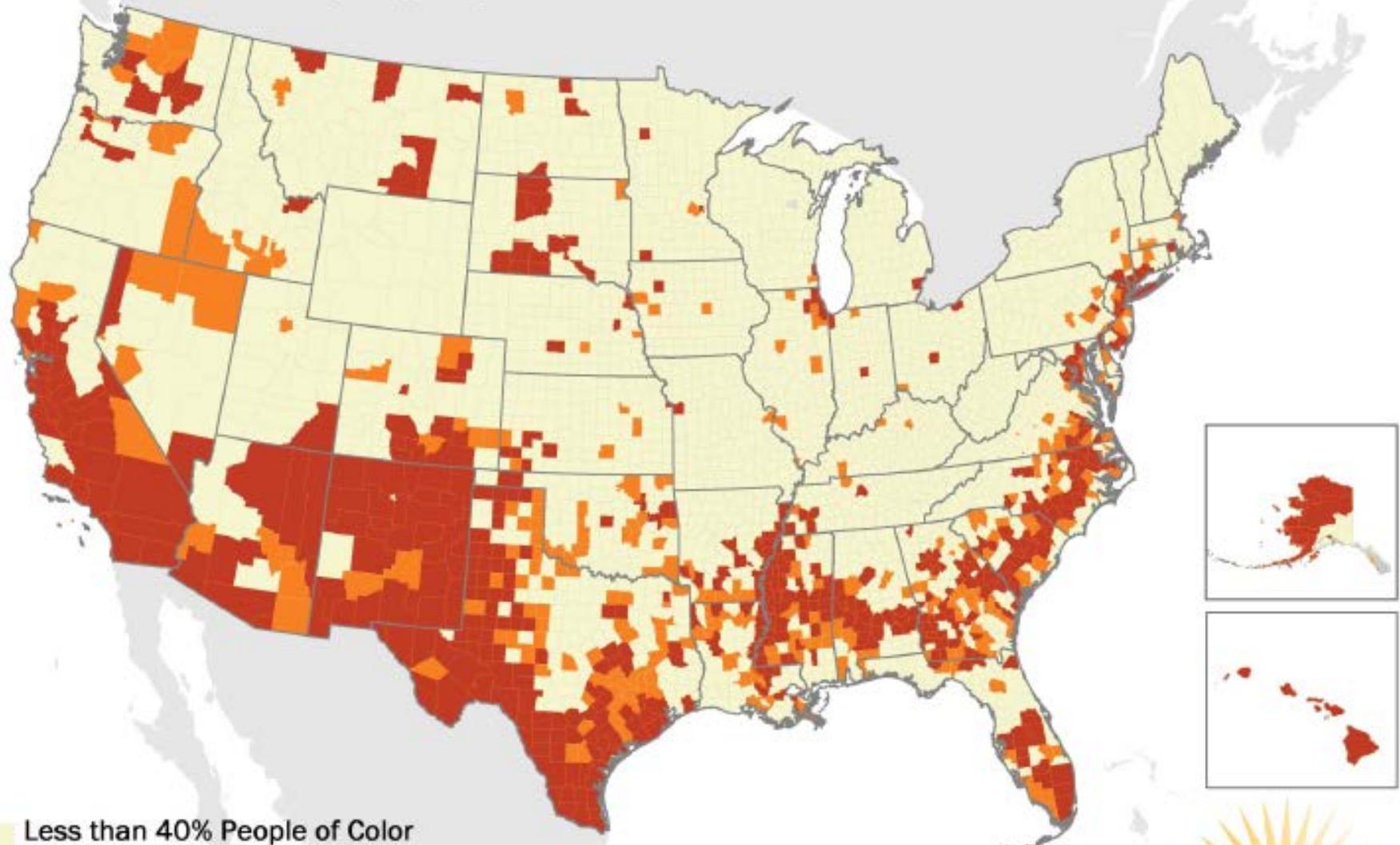
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2030 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
- Greater than 50% People of Color

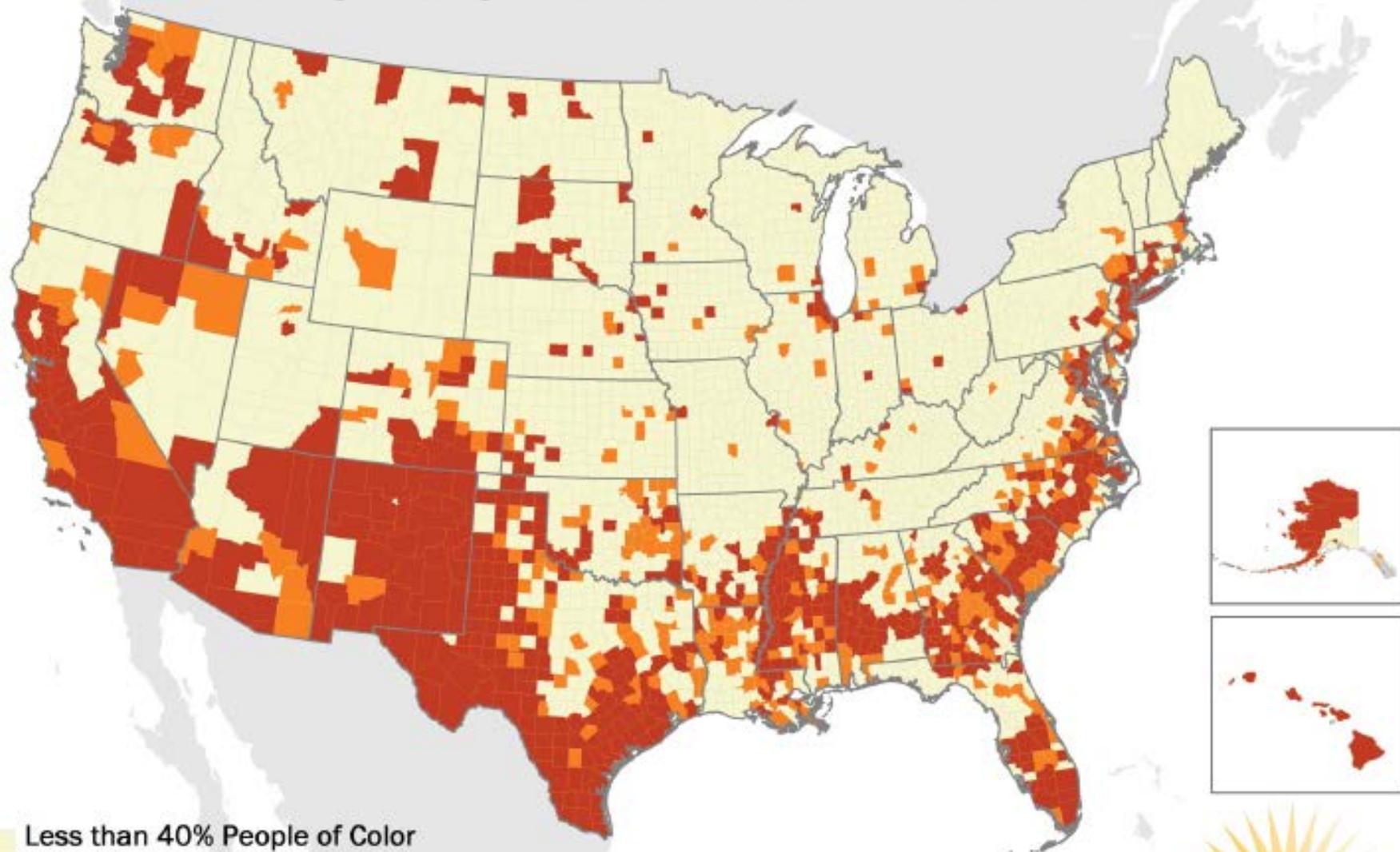
Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.

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2040 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
- Greater than 50% People of Color

Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.

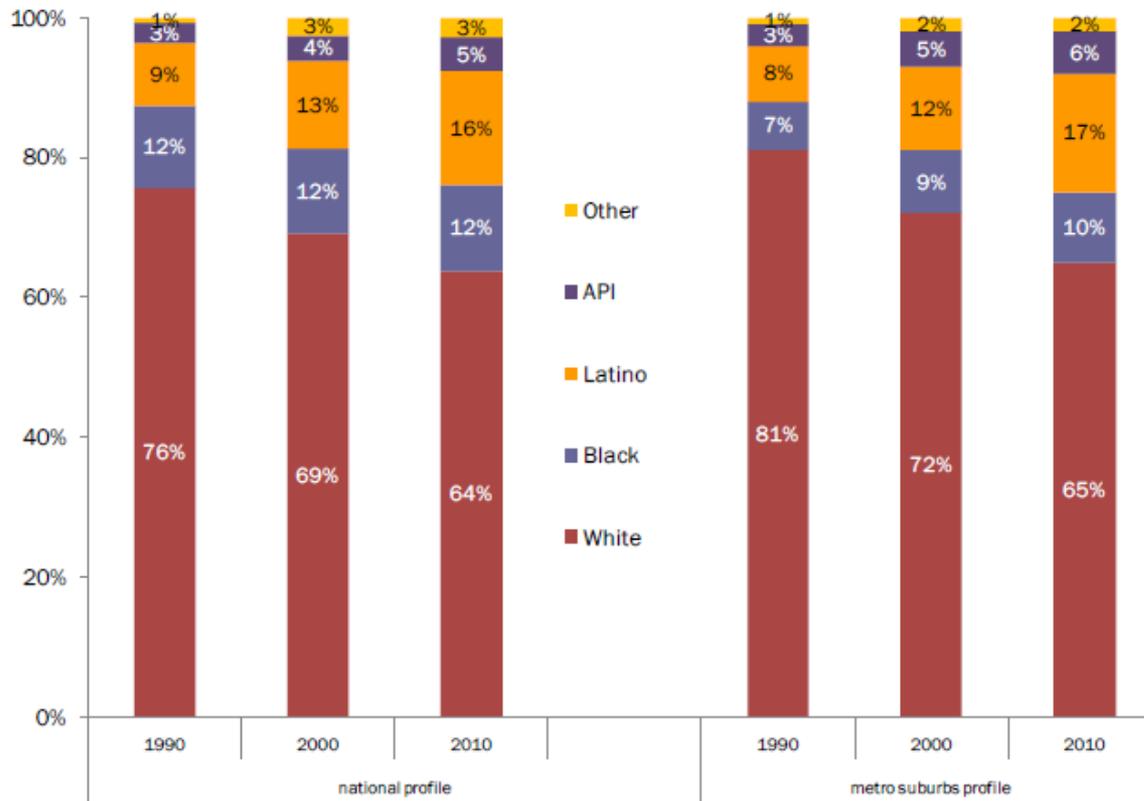
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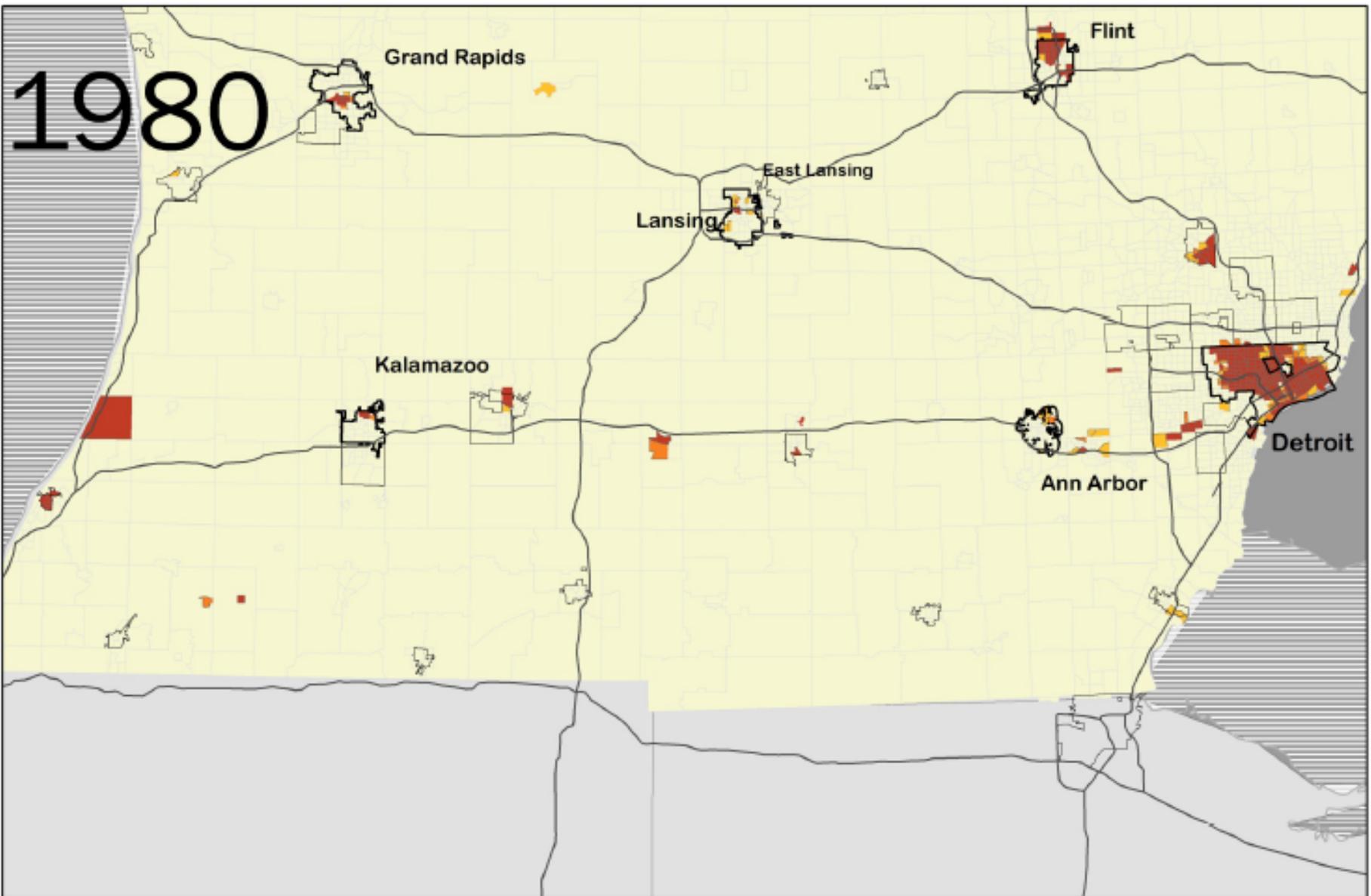
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DEMOGRAPHIC TRENDS: RACE/ETHNICITY SUBURBS

Portrait of America: The Changing Suburbs

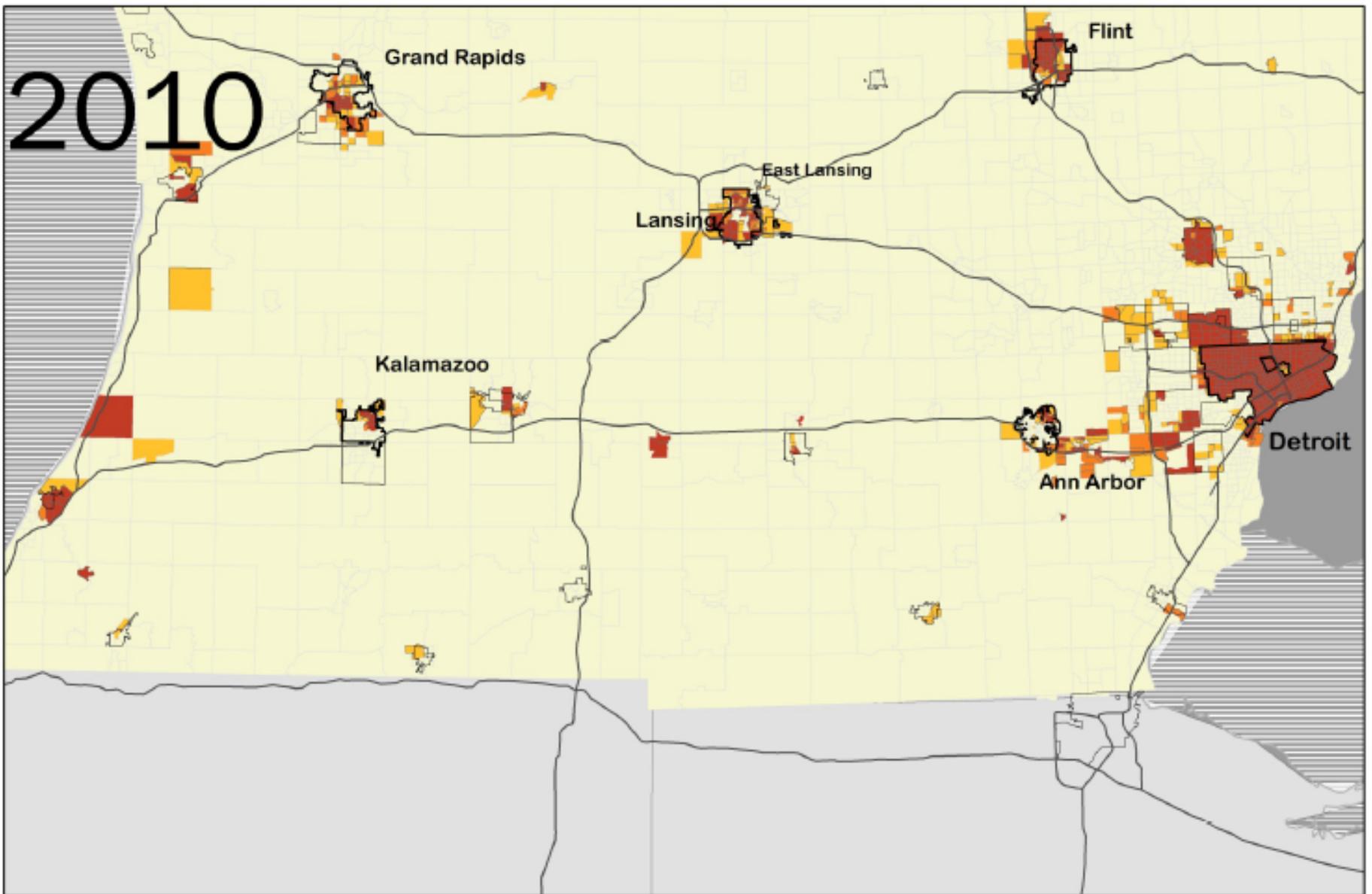


Source: Dr. Manuel Pastor, University of Southern California. *Looking Forward: Demographic Trends and New Opportunities for Livable Communities*. April 2012.



Percent People of Color by Census Tract, Southern Michigan





Percent People of Color by Census Tract, Southern Michigan

Less than 30% People of Color
 30% to 40% People of Color

41% to 50% People of Color
 Greater than 50% People of Color

DEMOGRAPHIC TRENDS: RACE/ETHNICITY

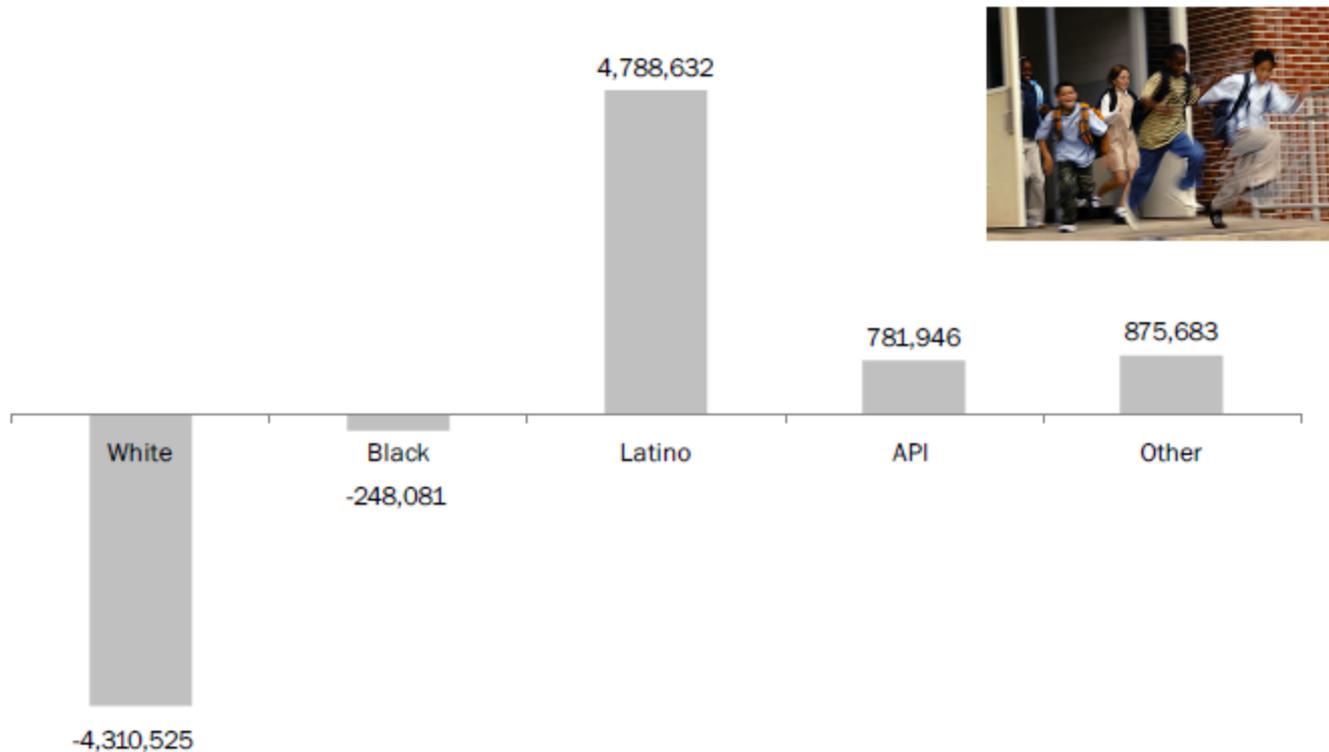
HOUSING DEMANDS

- African Americans and Latinos are more likely than other racial/ethnic groups to indicate that **they plan to buy a home** in the next three years.
- African Americans and Latinos are also more likely to **prefer city living** than other racial/ethnic groups.
- Roughly seven in ten African-American families (72%) and Latinos (68%) **prefer neighborhoods with a mix of houses and businesses**.
- African Americans also prefer to live in communities with **racial diversity**; this is not the case with Latinos.
- These two groups are more likely to identify the **need for more low-income housing** than the general population (NAR, 2011).



DEMOGRAPHIC TRENDS: RACE/ETHNICITY YOUTH

U.S. Change in Youth (<18) Population by Race/Ethnicity, 2000-2010

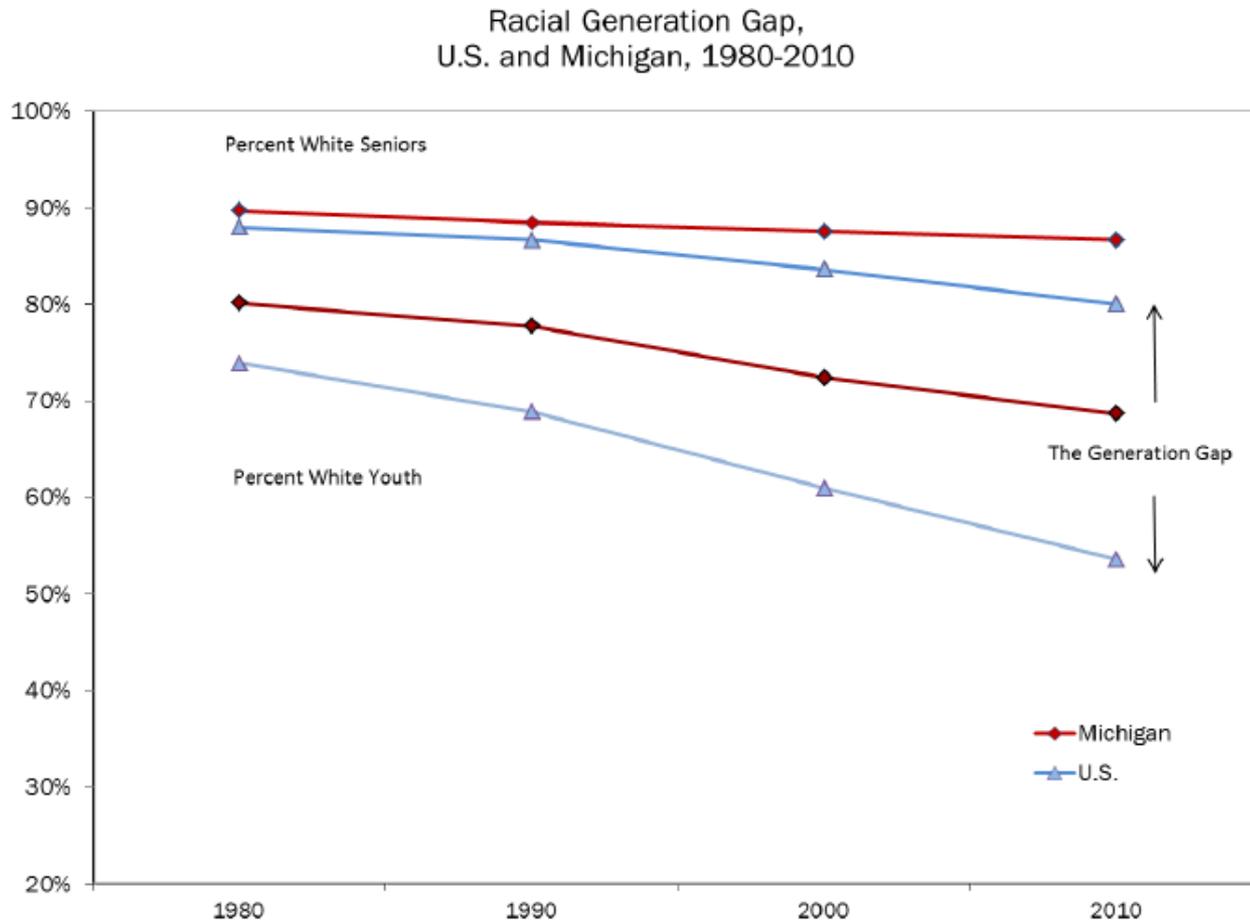


Source: Dr. Manuel Pastor, University of Southern California. *Looking Forward: Demographic Trends and New Opportunities for Livable Communities*. April 2012.



DEMOGRAPHIC TRENDS: RACE/ETHNICITY

GENERATION GAP



DEMOGRAPHIC TRENDS: BABY BOOMERS

- As the Baby Boom generation enters the traditional retirement age, the **nation's elderly population will more than double in size** from 2005 to 2050.
- The number of working-age Americans and children will **grow more slowly** than the elderly population (Pew, 2008).
- There is a trend toward senior development in downtown areas **for seniors who want convenient access** to arts, shopping, museums, education, employment, technology centers, and good healthcare systems (ULI, 2011a).



DEMOGRAPHIC TRENDS: YOUNG PEOPLE

- Overflowing college campuses cannot handle the demand through existing dorms, and older **students prefer off-campus residences.**
- However, in ten years, **the number of college-age adults will sharply decline** (ULI, 2011b).
- The “**Creative Class,**” of young, talented individuals in the STEM fields, prefer **urban living** with easy access to a variety of entertainment and recreation options.



DEMOGRAPHIC TRENDS: MARITAL STATUS

- **Marriage rates hit a record low** in 2009-2010; they are down from 72% in 1960 to 51% today.
- People are **waiting until they are older to get married**; the average age for first marriages has climbed to 26.5 years for brides and 28.7 years for grooms (Pew).
- Younger people who are unmarried tend to **prefer the convenience of dense, walkable communities** (NAR, 2011).



DEMOGRAPHIC TRENDS: INCOME LEVELS

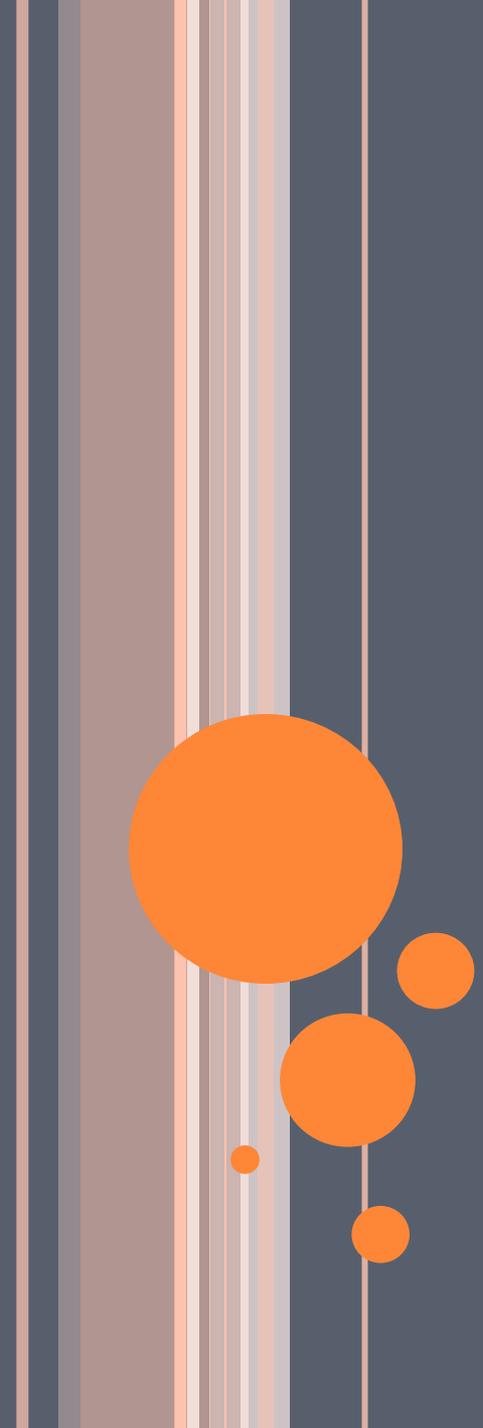
- In 2011, **48% of Americans were considered “low income,”** according to the U.S. Census Bureau definition of less than \$45,000 household income, while **24% fall below the poverty line.**
- The majority of low-income families (62%) **spent more than one-third of their earnings on housing,** surpassing a common guideline for what is considered affordable.
- **Children** were most likely to be poor or low-income (57%), followed by **seniors over 65.** By race and ethnicity, **Hispanics** topped the list at 73%, followed by **blacks,** Asians and non-Hispanic whites (Census, 2011).



DEMOGRAPHIC TRENDS: INCOME LEVELS

- Based on a national survey, those on both ends of the socio-economic scale (**rich and poor**) prefer **Smart Growth communities**, while the middle class prefers to the suburbs (NAR, 2011).
- Transportation costs make up a large percentage of household expenses for **low-income and car-dependent societies**.
- Compact development and greater transit access can help **reduce household expenditures** on transportation costs (Benner & Pastor, 2012).
- Transit-oriented development, with housing along transportation corridors can be critical for providing “**affordable living**” opportunities.





UNDERSERVED & MARGINALIZED POPULATIONS

MID-MICHIGAN PROGRAM FOR GREATER SUSTAINABILITY



- Category II: Refinement of Tri-County Regional Growth Plan
- Nine Projects:
 - Project 1: 5-year Comprehensive Regional Fair & Affordable Housing Plan
 - Project 2: Regional Affordable Housing Study
 - Project 3: Community Reinvestment Fund to Build Capacity**
 - Project 4: Energy Audit Study of Built Structures
 - Project 5: Regional Urban Service Management Area
 - Project 6: Multi-faceted Green Infrastructure System
 - Project 7: Sustainable Corridor Design Portfolio
 - Project 8: Complete Streets Planning and Implementation
 - Project 9: Online Portal for Information Sharing & Evaluation

MMPGS PARTNERS



TRADITIONALLY UNDERSERVED & MARGINALIZED POPULATIONS – MID-MICHIGAN

- Clinton, Eaton & Ingham counties
 - Total Population: 464,039
 - Municipalities – 114
 - Clinton
 - 16 townships, 5 unincorporated communities, 7 villages and 4 cities
 - Eaton
 - 16 townships, 26 unincorporated communities, 5 villages and 6 cities
 - Ingham
 - 16 townships, 5 unincorporated communities, 3 villages and 5 cities



THE PROJECT

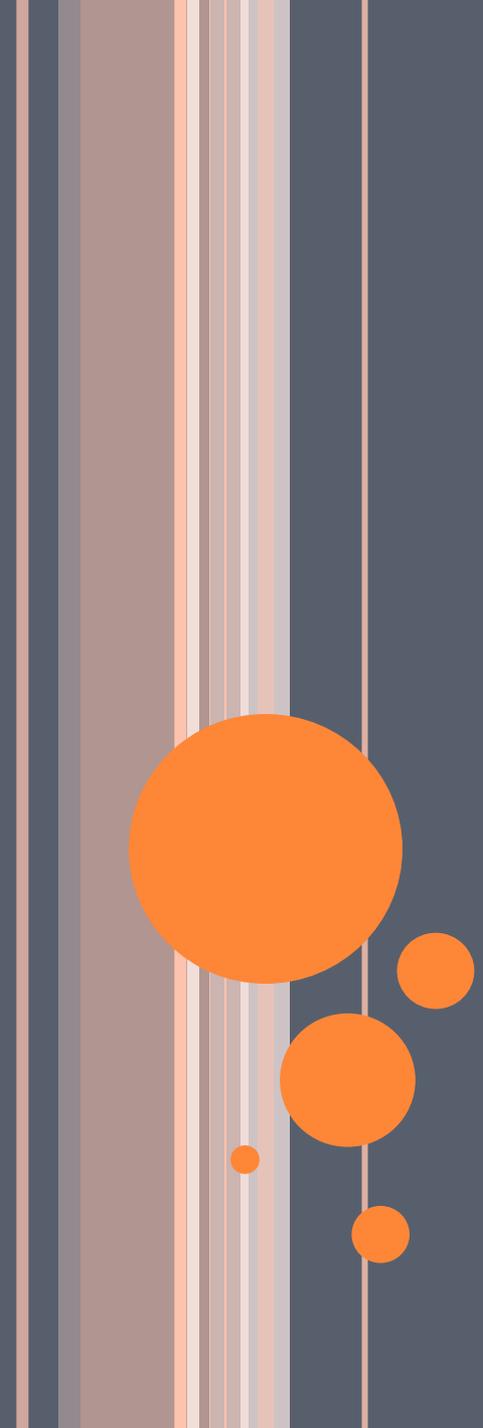
- 114 municipalities:
 - 6 – 10 planning bodies per municipality
 - 40 school districts (public & private) plus PTA/PTO
 - 11 regional planning bodies
 - 6 Health departments (community & mental)
 - 54 Planning bodies in the areas of: Housing, transportation, economic development, environment, energy & education
 - Neighborhood councils
- > 1000 bodies, boards, committees & councils



WHO ISN'T REPRESENTED?

1. Female heads of household
2. Households at or below area median income (low income)
3. Households at or below the federal poverty limit (extremely low income)
4. LGBT individuals
5. Minorities (non-Caucasian in the tri-county area)
6. Persons age 85 and over ("oldest old")
7. Persons age 65 - 84 ("elderly")
8. Persons for whom English is not their first language and/or persons with limited English proficiency
9. Persons with disabilities
10. Refugees, immigrants and new citizens
11. Small business owners
12. Students (college)
13. Students (K-12)
14. Veterans





PLACEMAKING: HOUSING MARKET CHANGES

Mary Beth

WHAT IS PLACEMAKING?

“Placemaking” is defined as:

. . . the development or redevelopment of a place, within a neighborhood or community, that uniquely creates a **functional** space with a variety of uses, that is **appealing** to a wide range of people and that has an identifiable **character**, or “sense of place.”



PLACEMAKING ELEMENTS

- Mixed use development
- Pedestrian-orientation
- Opportunities for social activity and engagement
- Arts, cultural and other entertainment opportunities
- Alternative transportation choices
- Public/Green/open spaces
- Diverse housing choices
- Energy Efficiency



WHY PLACEMAKING IS IMPORTANT NOW

- Our “places” are built upon the Old Economy paradigm, where **uses are separated, people are auto-dependent,** and infrastructure is outdated and inefficient.
- In the New Economy, the **precursors to growth (e.g., talent, entrepreneurship, knowledge industries)** are attracted to communities that are enhanced through placemaking.
- Michigan and the Rust Belt states have not shifted quickly enough to this new mindset to have a **critical mass of these places to attract growth.**



2011 NATIONAL ASSOCIATION OF REALTORS

Community Preference Survey



RESULTS FROM 2011 NATIONAL ASSOCIATION OF REALTORS STUDY

- Nearly 60% of respondents prefer to live in a neighborhood with a **mix of uses in easy walking** distance, while 40% prefer housing-only neighborhoods, where they have to drive to other amenities.
- High priorities in choosing where to live include privacy, **commute time**, high quality public schools, and **sidewalks/places to walk**.
- Respondents placed a greater priority on having **sidewalks and places to walk** (77%) than on being within walking distance of amenities (66%).



RESULTS FROM 2011 NATIONAL ASSOCIATION OF REALTORS STUDY

- Eighty-eight percent of people said that the **neighborhood where a house is located is a bigger consideration** than the size of the house.
- **Being within an easy walk of a grocery store** was important to 75% of respondents. Other important places included pharmacy, hospital, restaurants and cultural resources.
- Americans see **improving existing communities** (57%) and **building new developments within existing communities** (32%) as much higher priorities to building new developments in the countryside (7%).



MSU-LPI REBUILDING PROSPEROUS PLACES STUDY

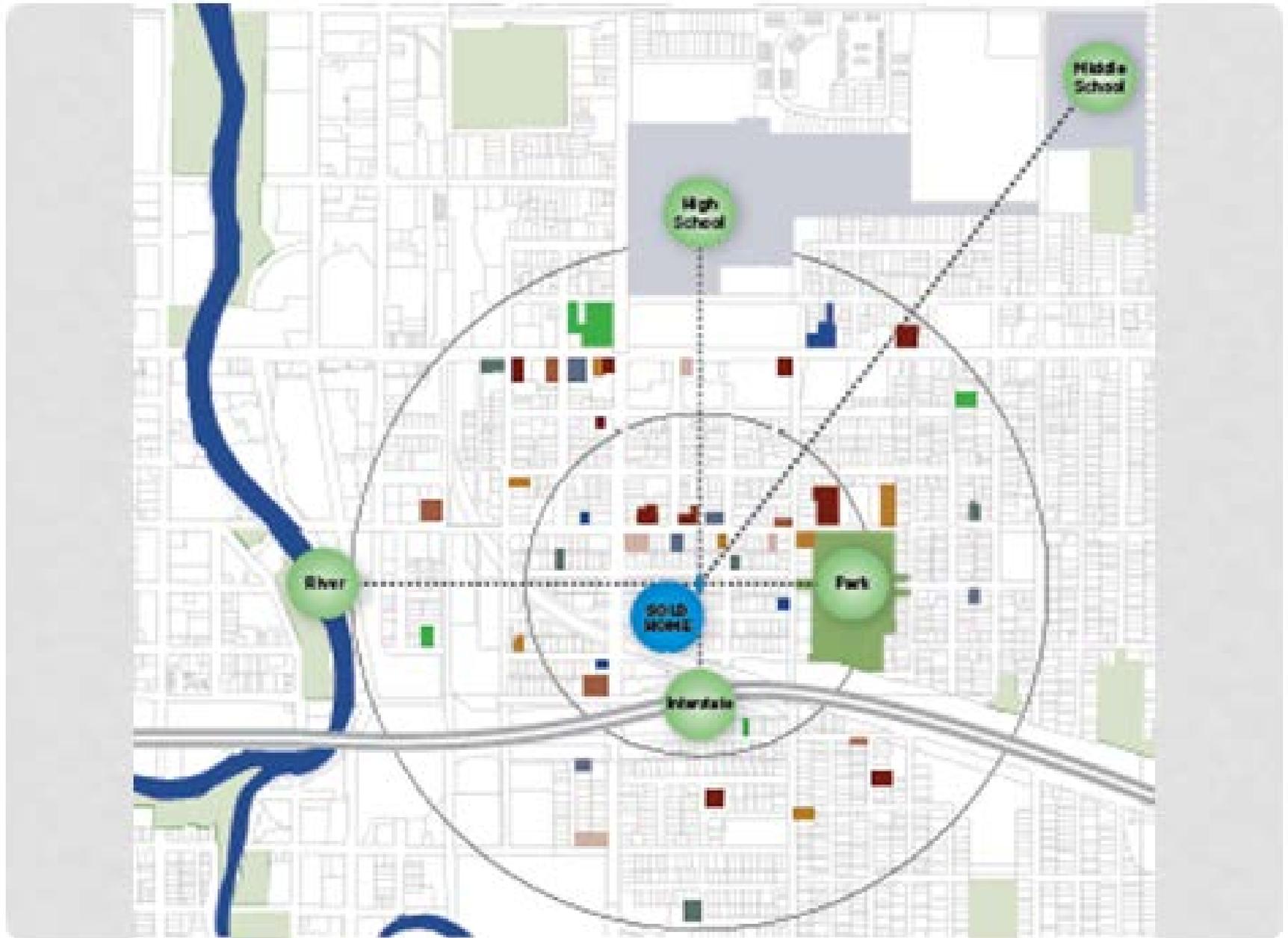
Property Impact Assessment

Stakeholder Survey

Community Preference Surveys

Please note: Results from the community preference surveys are preliminary and should not be cited. Final results will be issued in early 2013.





PROPERTY IMPACT ASSESSMENT

- Assessment of six Michigan communities and five Midwest communities to determine the **economic value of property and neighborhood characteristics**, as measured by home prices.
- Preliminary results show that certain features (like **being within walking distance** to schools, parks, restaurants, arts & cultural venues) are associated with higher property prices.
- This information can help realtors and developers to better understand **what people value** in their homes and neighborhoods. It can also help local and regional entities to plan for community and economic development that coincides with **changing trends in the Built Environment**.



STAKEHOLDER SURVEY

- Surveyed **financial institutions, local government officials and developers in Michigan** (stakeholders involved in built environment decisions).
- A majority of respondents agree that **placemaking is closely related to its economic well-being**.
- Barriers include a general **lack of financing** for progressive developments that are viewed as “risky,” more expensive upfront, or outside of the traditional real estate investment categories.
- Better availability of information about the benefits of new strategies for the Built Environment, and **checklists or how-to toolkits**, would be conducive to progress in Michigan communities.

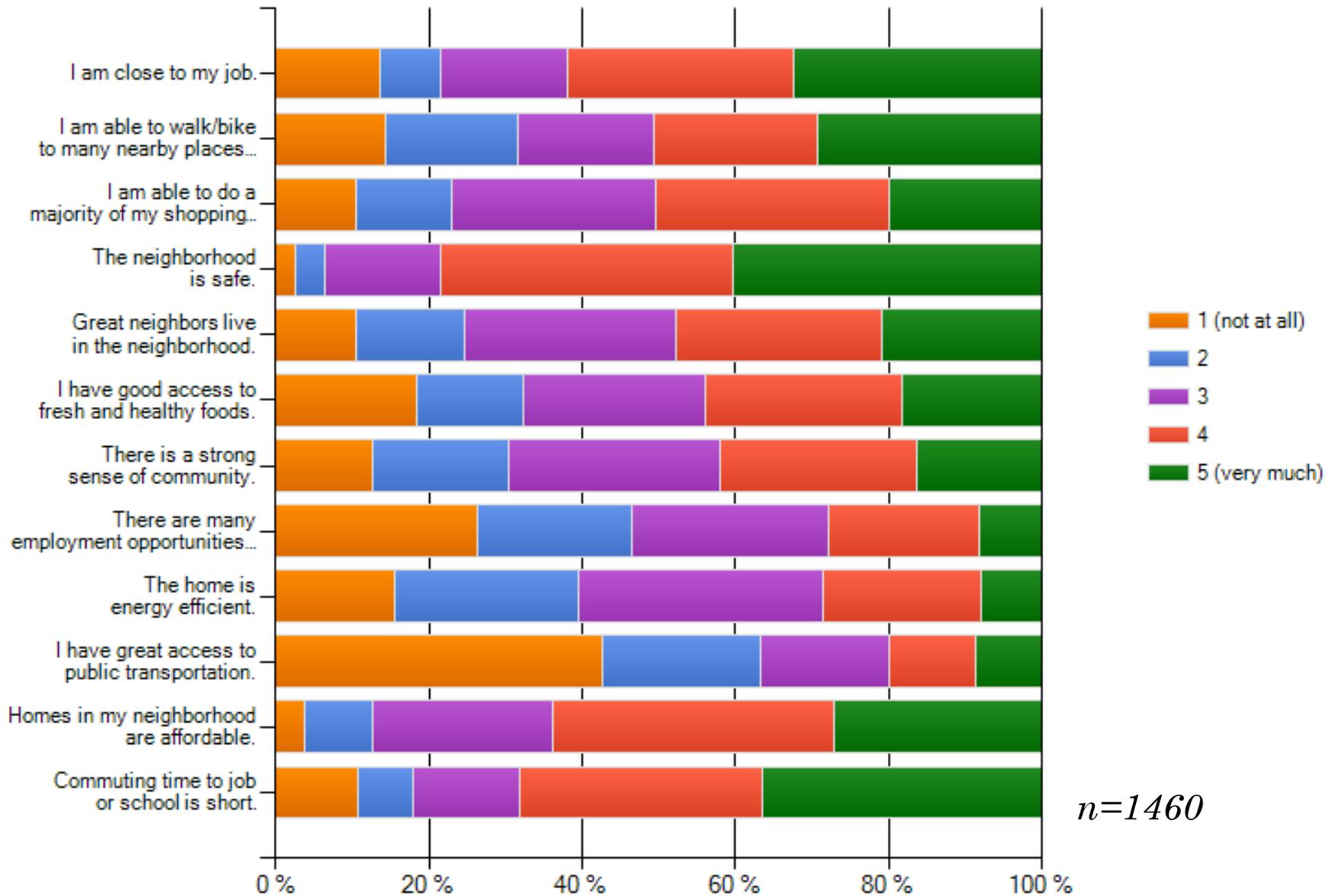


VIEWS ON PLACEMAKING

Question	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree	Unsure
Increase economic activity.	32%	39%	18%	5%	3%	4%
Improve opportunities for jobs.	33%	36%	19%	6%	3%	3%
Improve the quality of life.	41%	35%	16%	4%	2%	3%
Positively affect home prices.	33%	36%	21%	4%	2%	3%
Enhance the sense of community belonging.	37%	37%	18%	4%	2%	3%
Attract new people to our community.	35%	37%	19%	4%	2%	3%

Between 69-76% of respondents agree that placemaking has positive economic impacts; around 20% responded neutrally on this point, while only a small percentage (around 3%) appeared to be unsure.

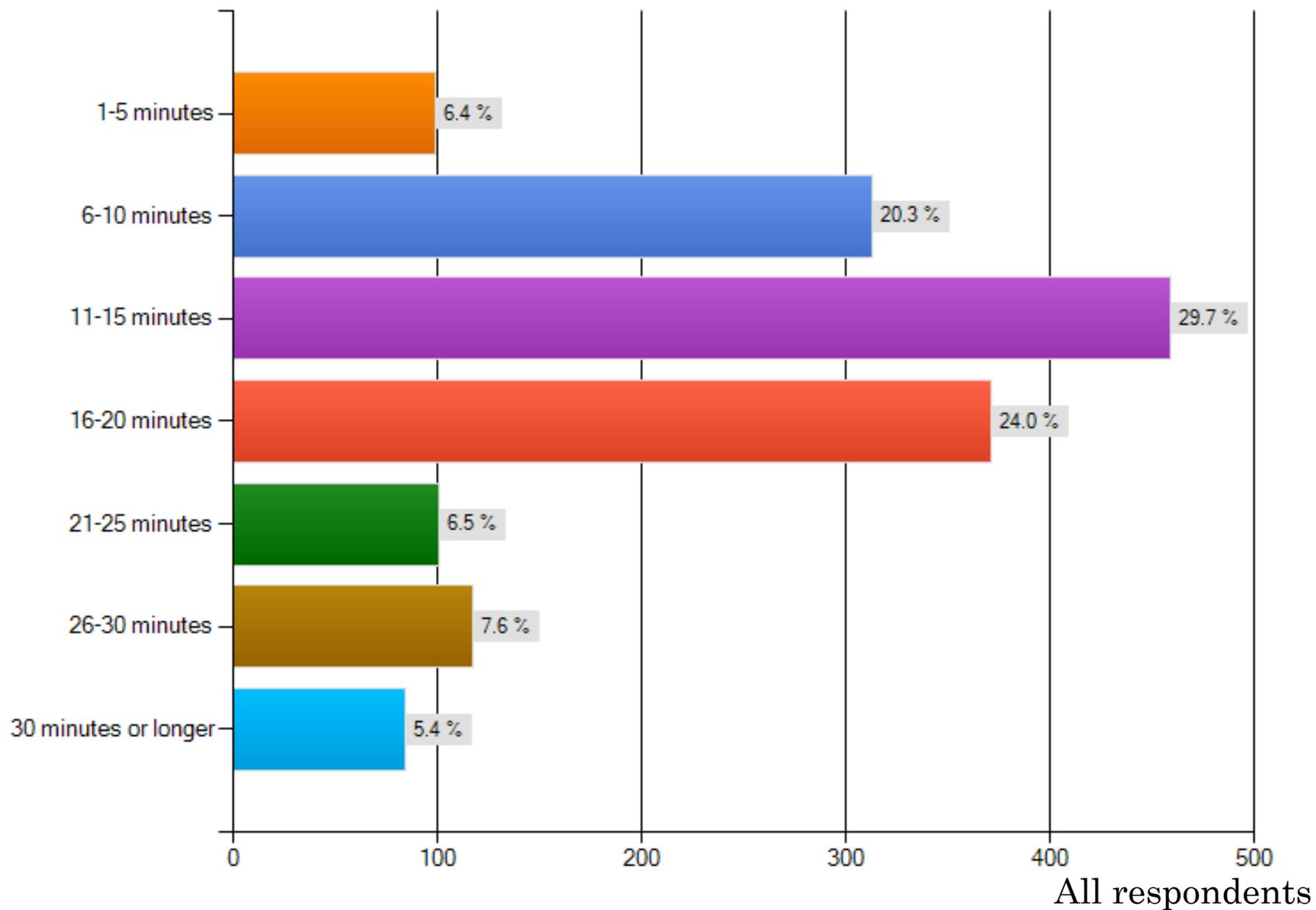
Please indicate how much the following statements influenced your decision to purchase your home:



n=1460

Homeowners

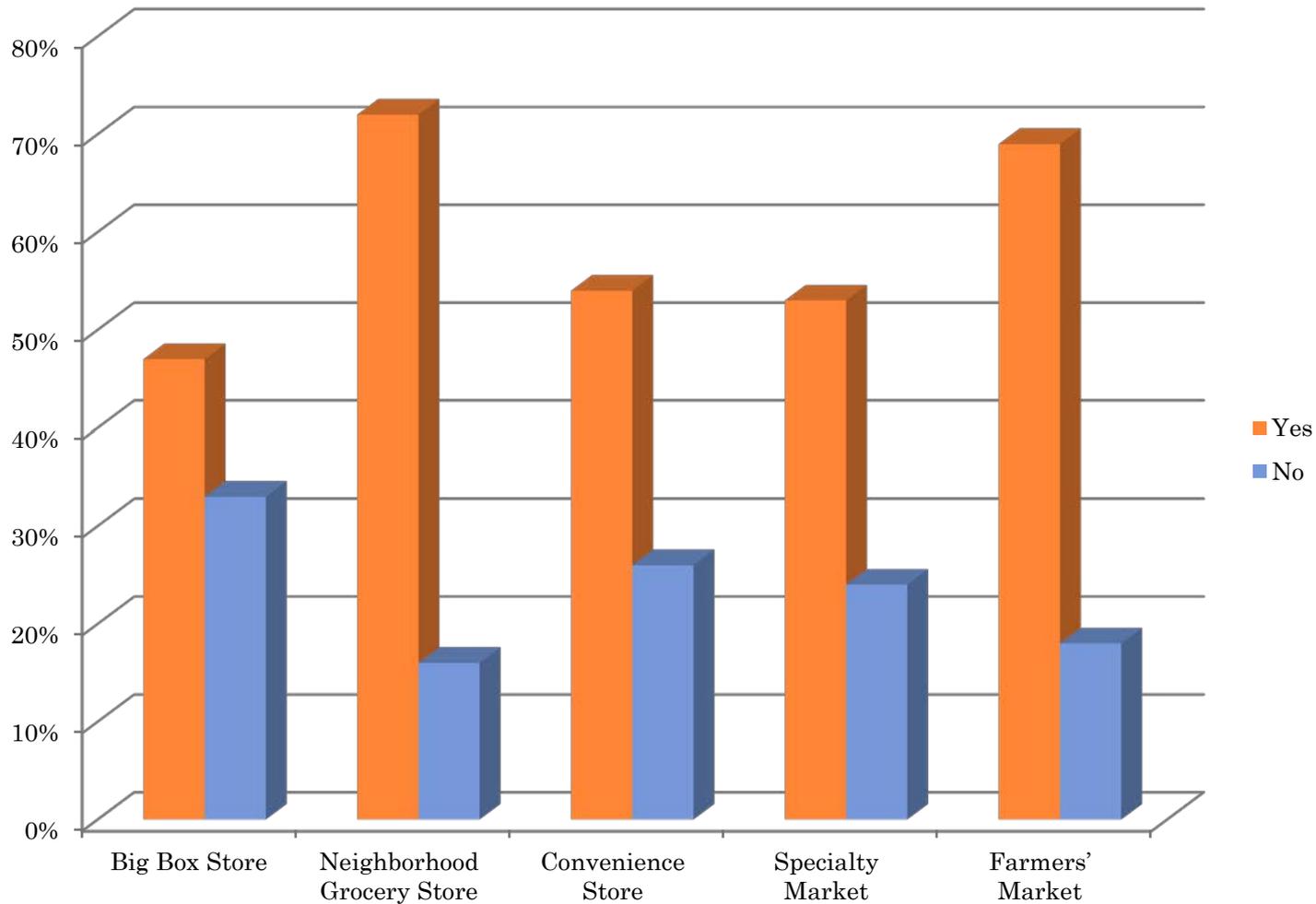
Generally speaking, how many minutes are you willing to walk to reach a destination? (such as a restaurant, store, park, or other places you might frequently visit)



WHAT ARE SOME OF THE PLACES THAT
PEOPLE WANT IN THEIR NEIGHBORHOODS
(WITHIN WALKING DISTANCE)?



WHAT TYPE OF GROCERY SHOPPING DO YOU WANT?

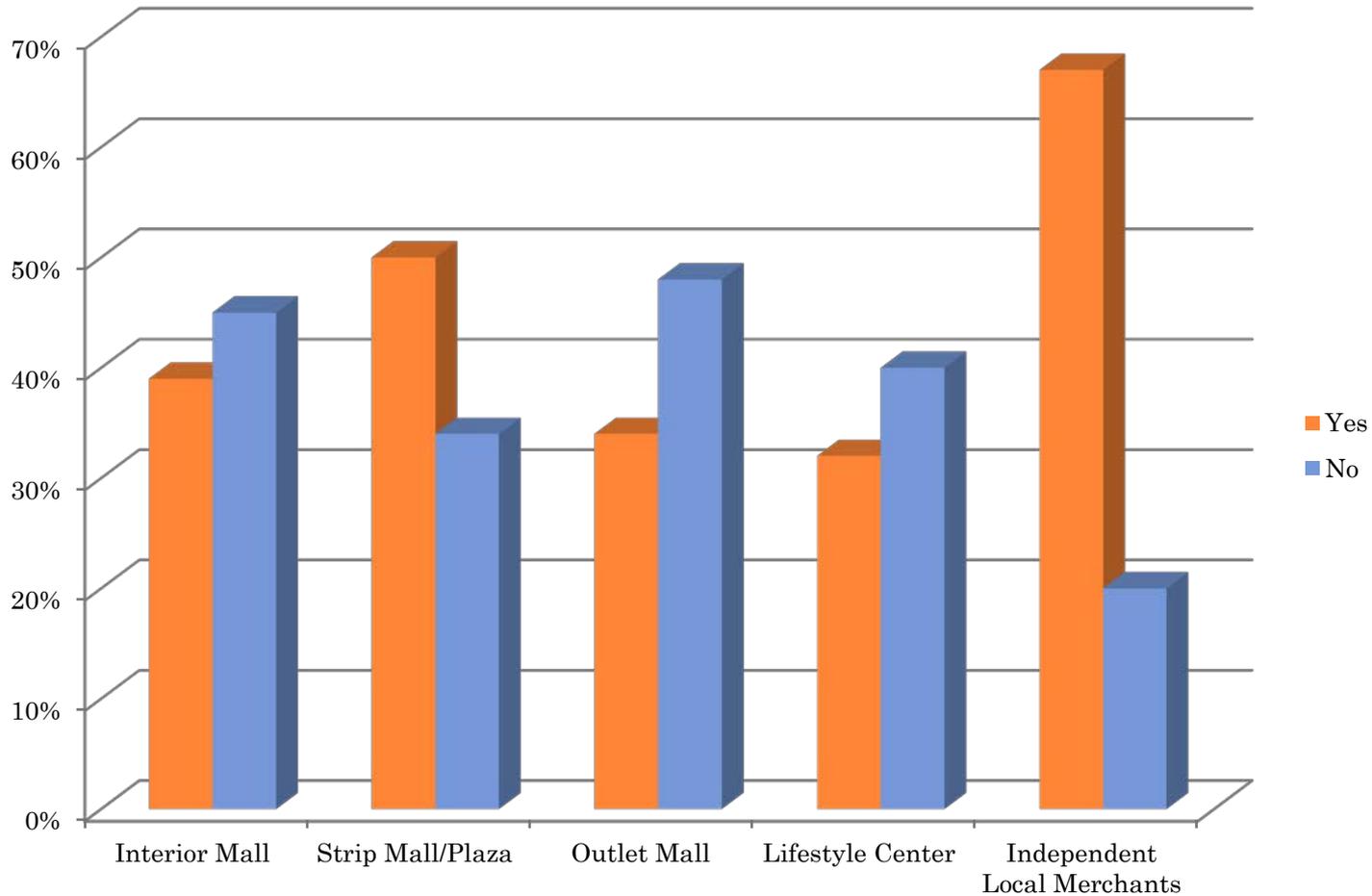


WHY OR WHY NOT?

- I don't like the **traffic** associated with big box stores.
- I like big box stores because they are **one-stop**.
- I prefer a more rural environment; I can travel to shop.
- I prefer smaller, **owner-operated** shops.
- I like to **walk** to my neighborhood grocery store.
- I view convenience stores as being **unsafe**.



WHAT TYPE OF RETAIL SHOPPING DO YOU WANT?

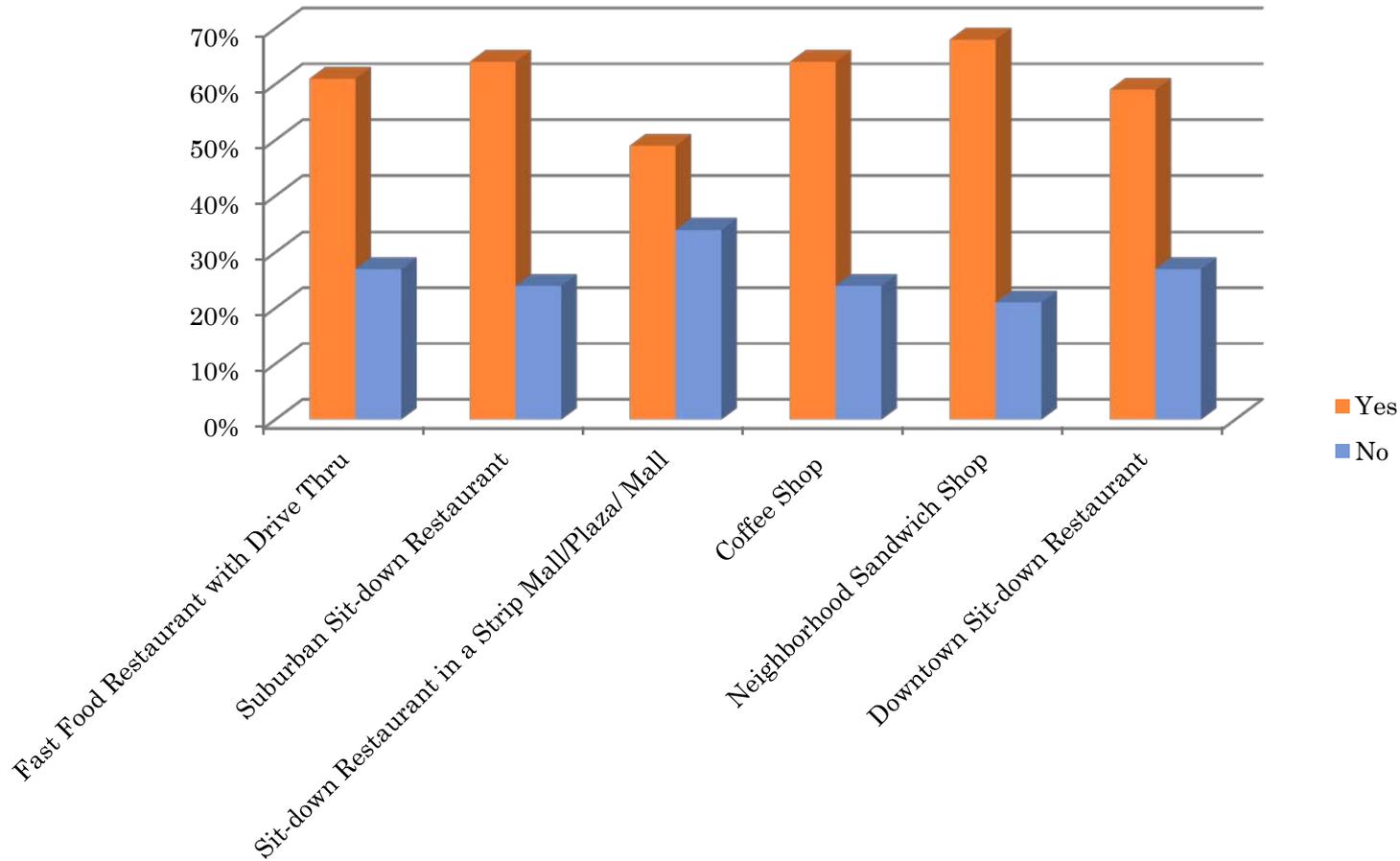


WHY OR WHY NOT?

- Being too close to the mall creates temptation for over-spending.
- Too much traffic associated with big malls.
- Too much **vacancy** associated with strip malls.
- I like strip malls with **unique shops**.
- Outlet malls are an **eye sore**.
- Lifestyle centers are **expensive** and snobby.
- Local merchant shops **promote local businesses**.



WHAT TYPE OF RESTAURANTS DO YOU WANT?

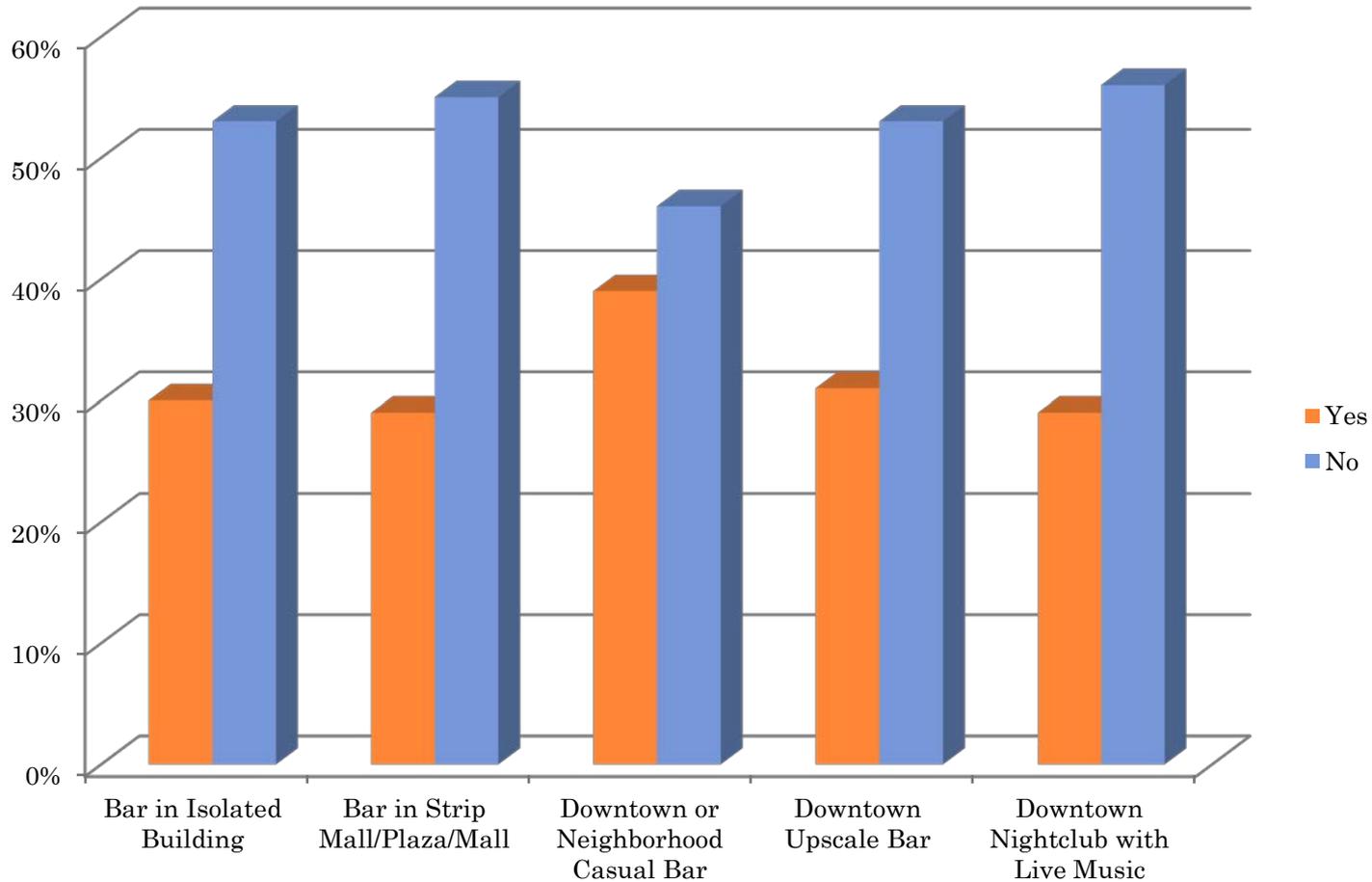


WHY OR WHY NOT?

- I like the **convenience** of fast food.
- I don't like the traffic associated with fast food.
- I don't like restaurants in malls.
- It would be nice to be able to **walk** to a coffee shop.
- Downtown sandwich shops are **good for downtown businesses**.
- I don't go downtown to eat.



WHAT TYPE OF BEVERAGE ESTABLISHMENT DO YOU WANT?

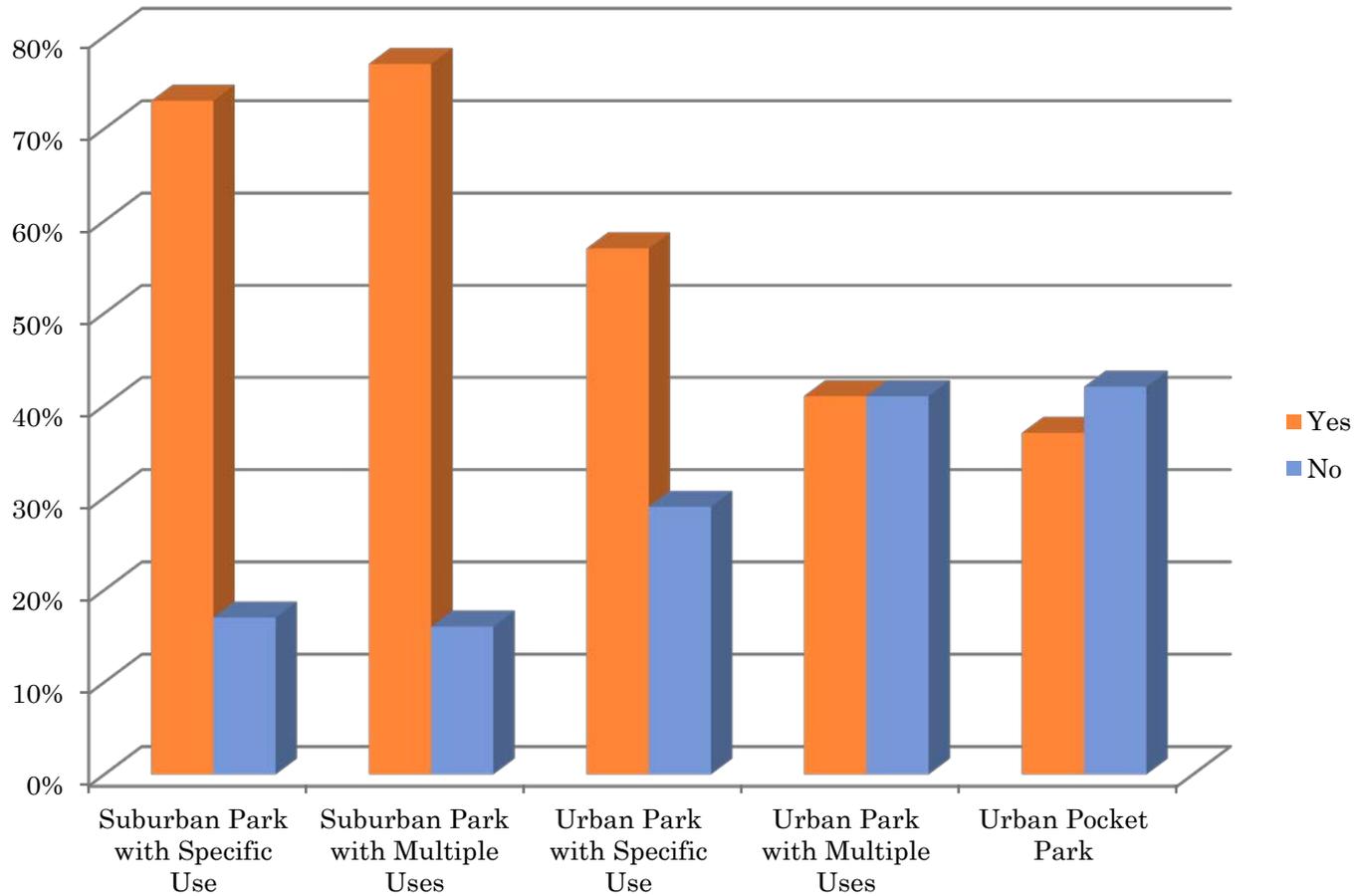


WHY OR WHY NOT?

- Bars in isolated buildings use **too much land**.
- **Isolated** bars increase chances of DUI.
- Bars are not right for family neighborhoods in general; but **suitable for community at large**.
- Downtown/neighborhood bars are good **meeting/social spaces**.
- Bars are not right for newer subdivisions, but okay for older (1910-1950) neighborhoods.
- We don't want strip clubs in our neighborhood.



WHAT TYPE OF PARK DO YOU WANT?

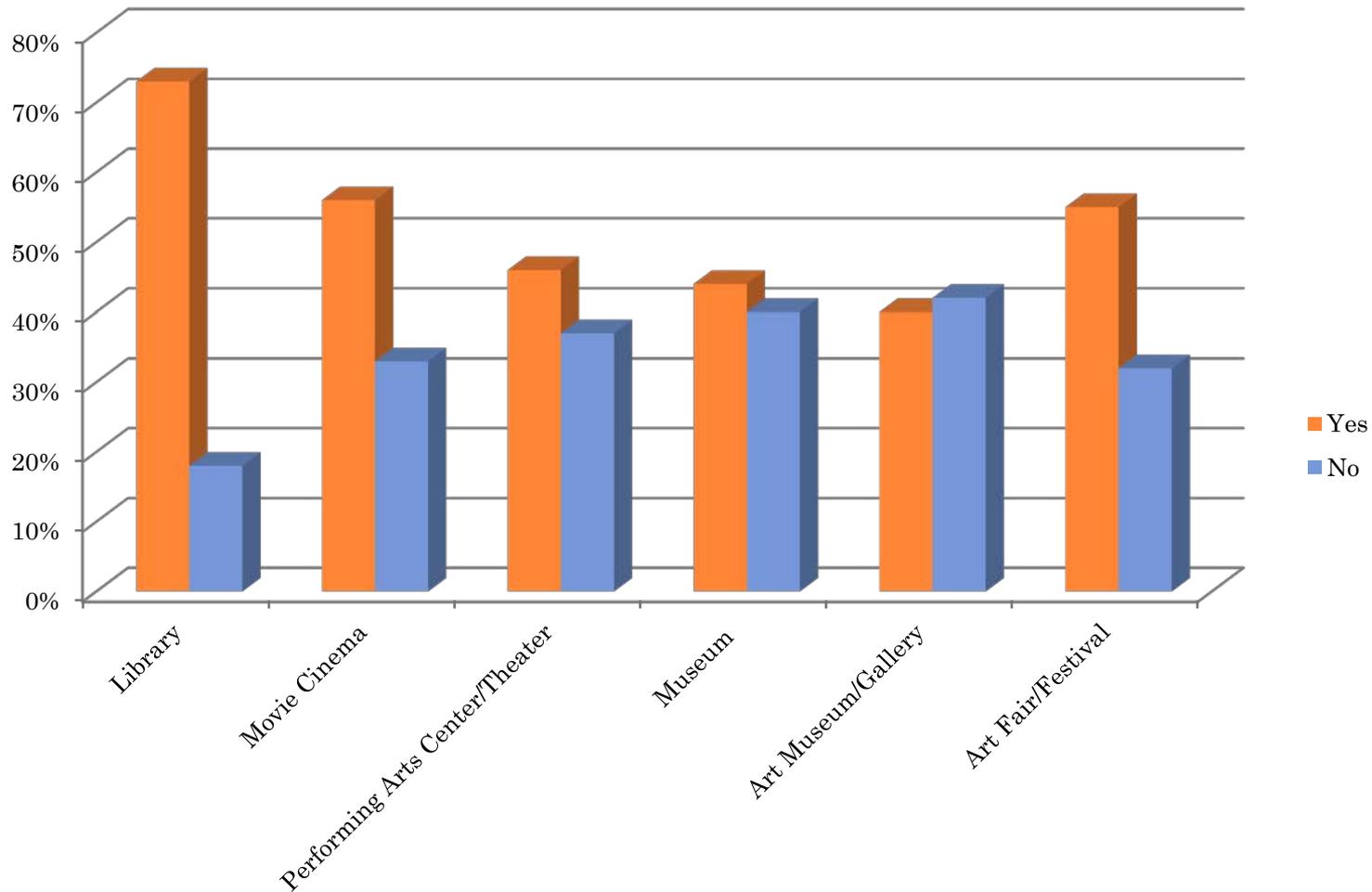


WHY OR WHY NOT?

- I like the opportunity for **exercise** and relaxation with a single-use suburban park.
- There is no money for **upkeep** of suburban parks.
- We don't need parks in the suburbs – we have backyards for **open space**.
- Urban parks create too much traffic.
- It would be nice to have an urban park for more **events**.
- Concerned about **crime** in urban parks.



DO YOU WANT ARTS & CULTURE?

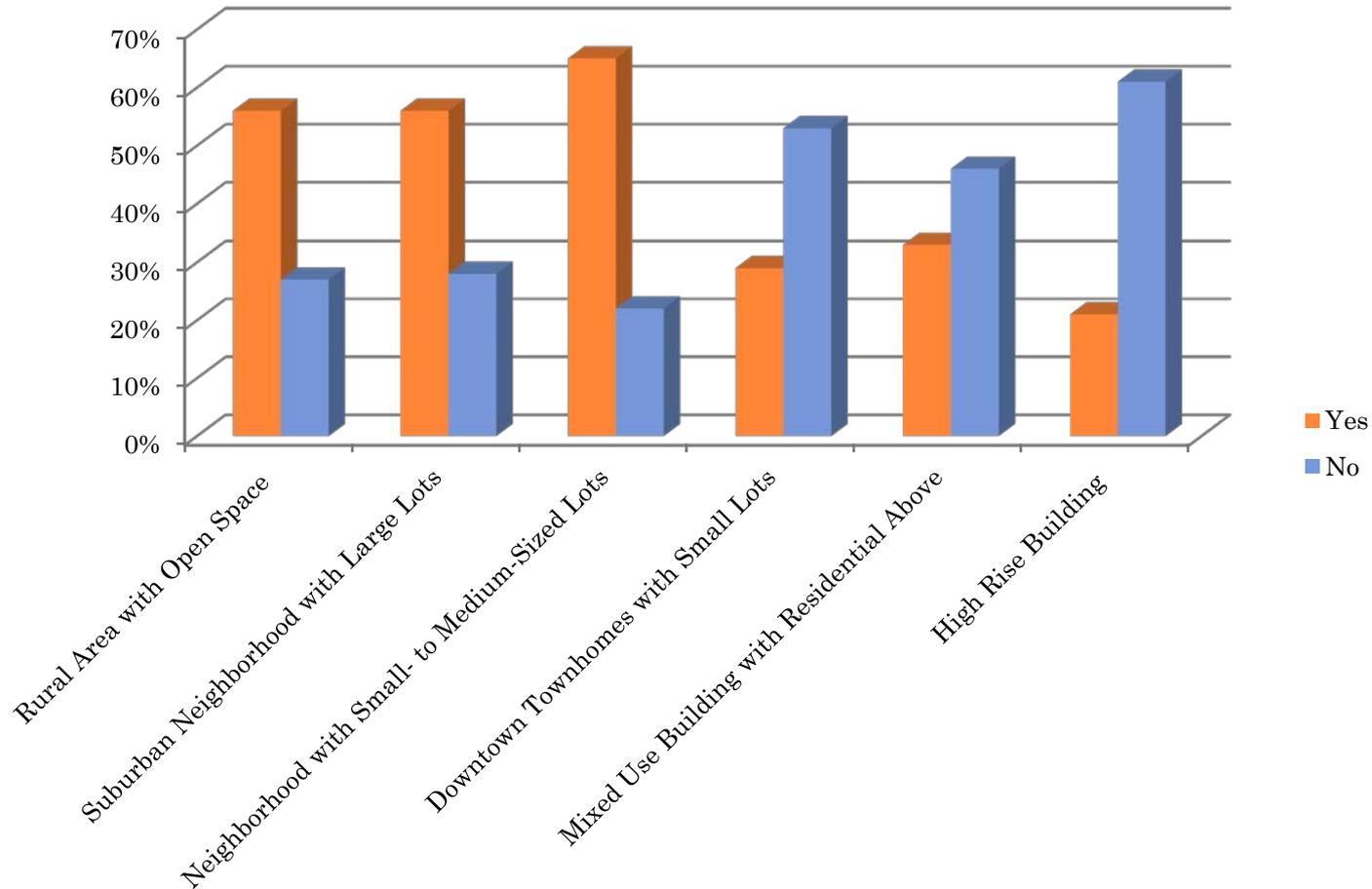


WHY OR WHY NOT?

- Our neighborhood is **too small** to support a library, but there is one in the community.
- It would be nice to have a movie cinema close by for **affordable** entertainment.
- Performing arts are too expensive to attend and/or maintain facility.
- Museums are **appropriate** for big cities, not for suburban/small town areas.
- Small art galleries **support local artists**.



WHAT TYPE OF NEIGHBORHOOD DO YOU LIKE BEST?



WHY OR WHY NOT?

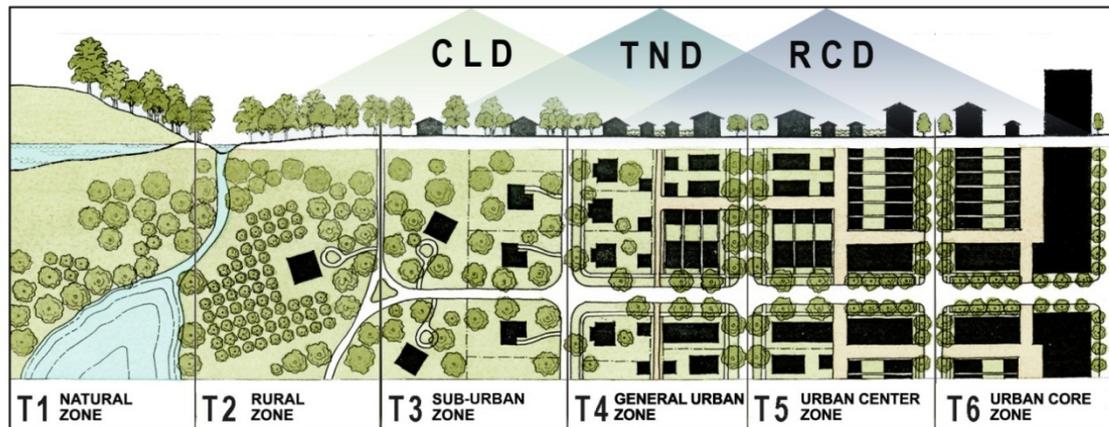
- I like rural areas for the open space.
- I prefer areas that are **supported with water**.
- I grew up in the city and **want more room**.
- Suburban neighborhoods have **sense of community**.
- Smaller lots **bring down home values**.
- I like having everything **centrally located**.
- Crowding fosters **crime**.
- There are **too many rules** with condos.
- **Zoning** laws don't allow for **mixed use housing**.



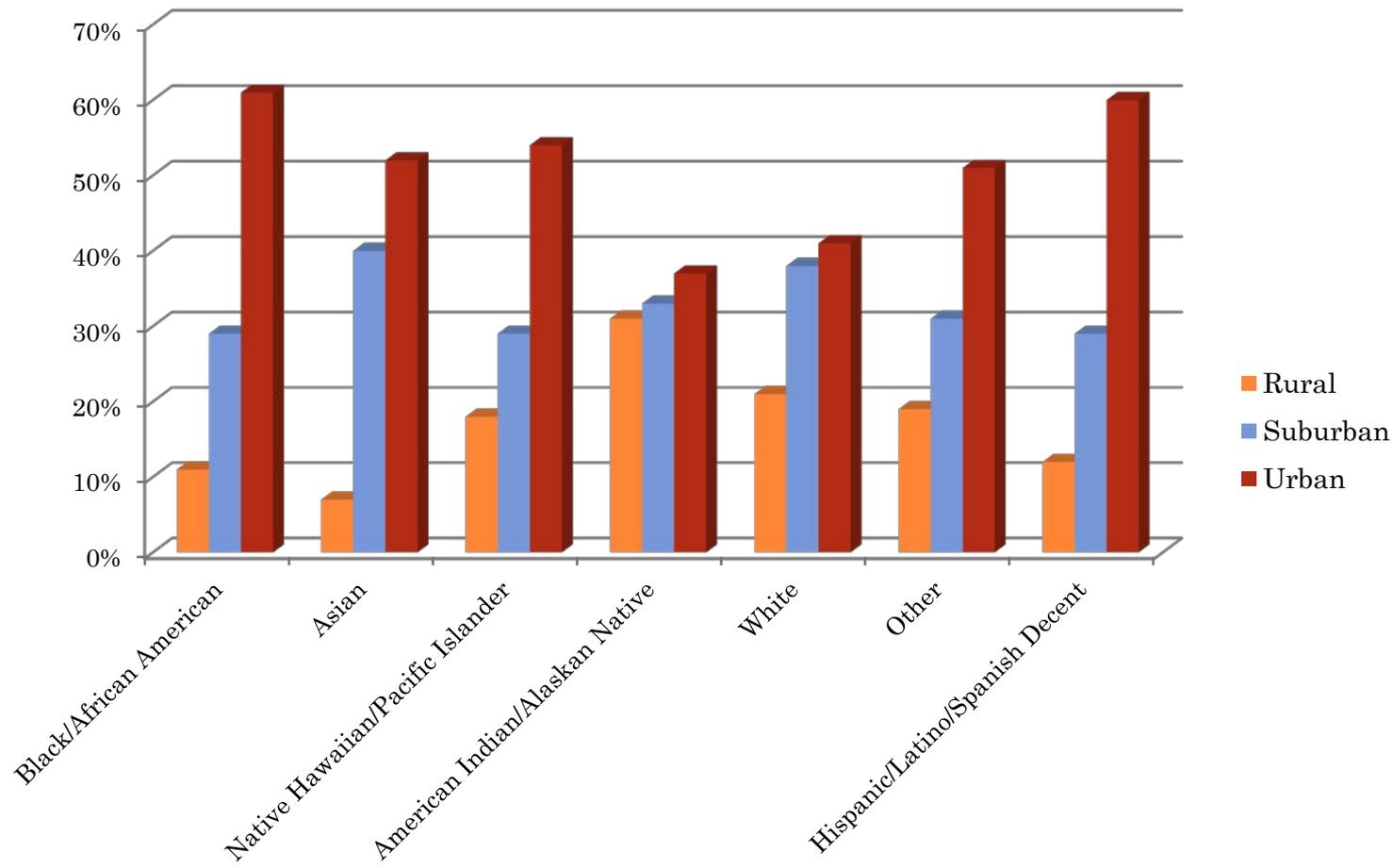
RESPONDENTS BY TRANSECT: WHERE DO YOU CURRENTLY LIVE?

Transect	Number	Percent
T2: Rural	648	18.4%
T3: Suburban	1,277	36.4%
T4: General Urban	1,063	30.3%
T5: Urban Center/Small Town	348	9.9%
T6: Urban Core	176	5%

THE TRANSECT AND
COMMUNITY UNITS



RACE/ETHNICITY BY URBAN/RURAL



- Non-whites appear more likely than whites to live in urban areas.

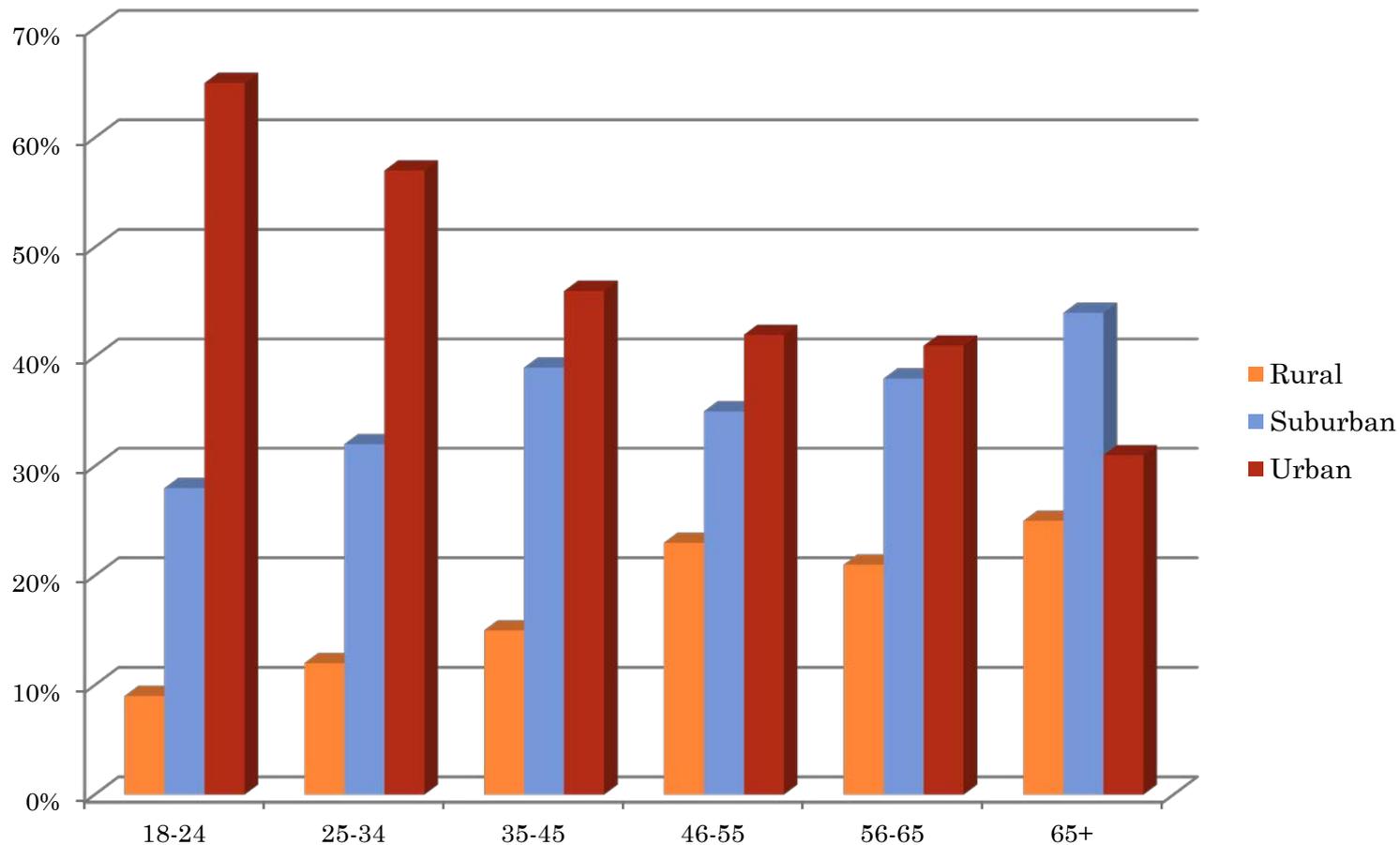
TRANSECT: IMMIGRANTS

Race/Transect	T2	T3	T4	T5	T6
Immigrant	10%	37%	32%	15%	7%
Native	20%	36%	30%	9%	5%

- Immigrant families appear to be more likely than non-immigrant families to live in more urban and suburban areas (as opposed to rural areas).



AGE BY URBAN/RURAL



- Young people appear more likely to live in urban areas than their elders.



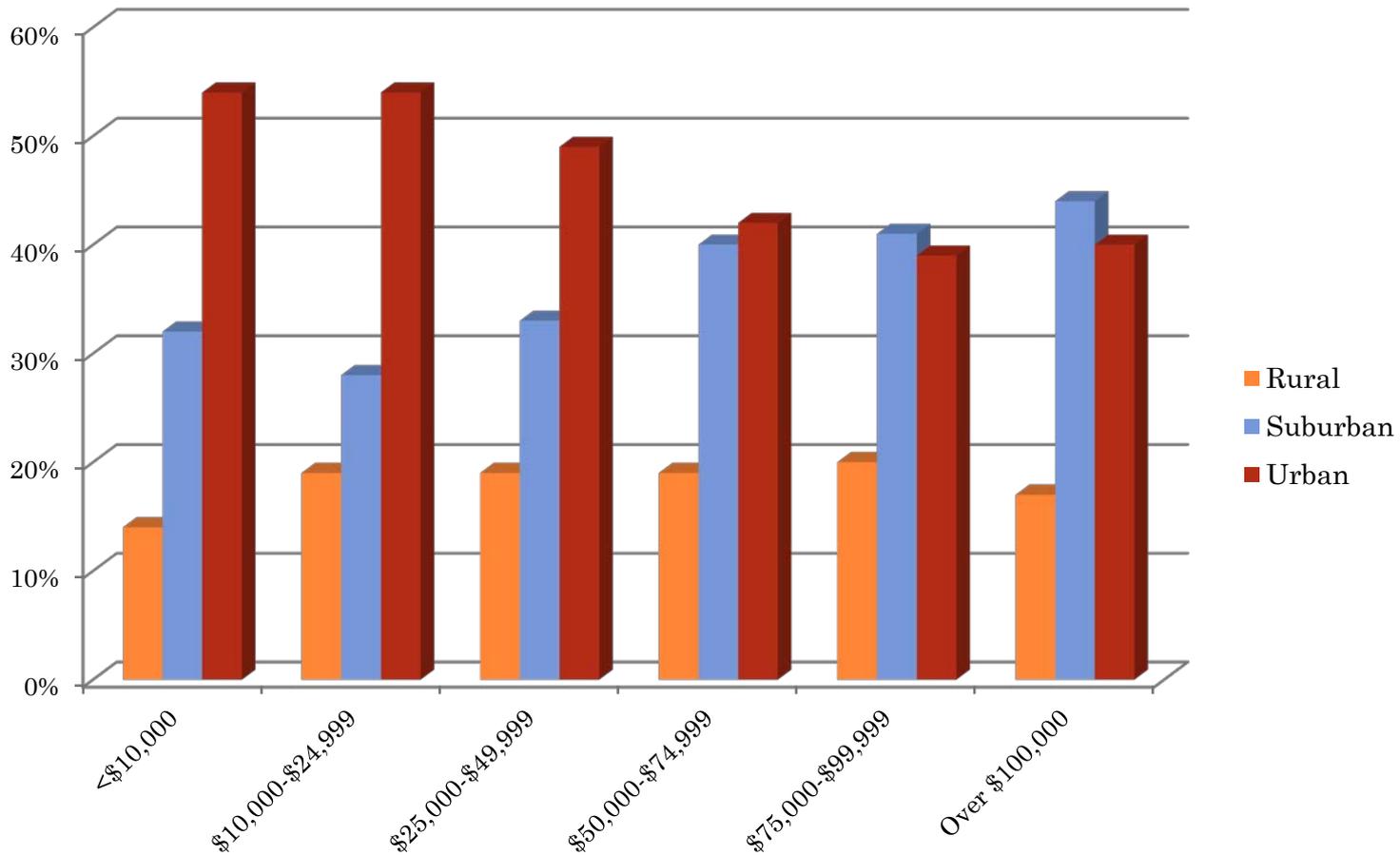
WHAT IS THE RANGE OF YOUR ANNUAL HOUSEHOLD INCOME?

Answer	Response	%
Less than \$10,000	210	6%
\$10,000-\$24,999	460	14%
\$25,000-\$49,999	930	28%
\$50,000-\$74,999	813	24%
\$75,000-\$99,999	472	14%
Over \$100,000	458	14%
Total	3,343	100%

- Roughly 48% below 2012 low-income level (\$46,100 for 4-person family).



INCOME BY URBAN/RURAL



- Lower income families appear more likely to live in urban areas than the middle class and wealthy.



RACE BY INCOME LEVEL

	Below Poverty	Low Income
Black/African American	30%	61%
Asian	16%	40%
Native Hawaiian/Pacific Islander	36%	47%
American Indian/Alaskan Native	29%	58%
White	18%	45%
Other	33%	62%
Hispanic/Latino/Spanish Decent	24%	53%

- Those in blue represent higher than average 2011 poverty and low-income rates (24% for poverty and 48% for low-income).

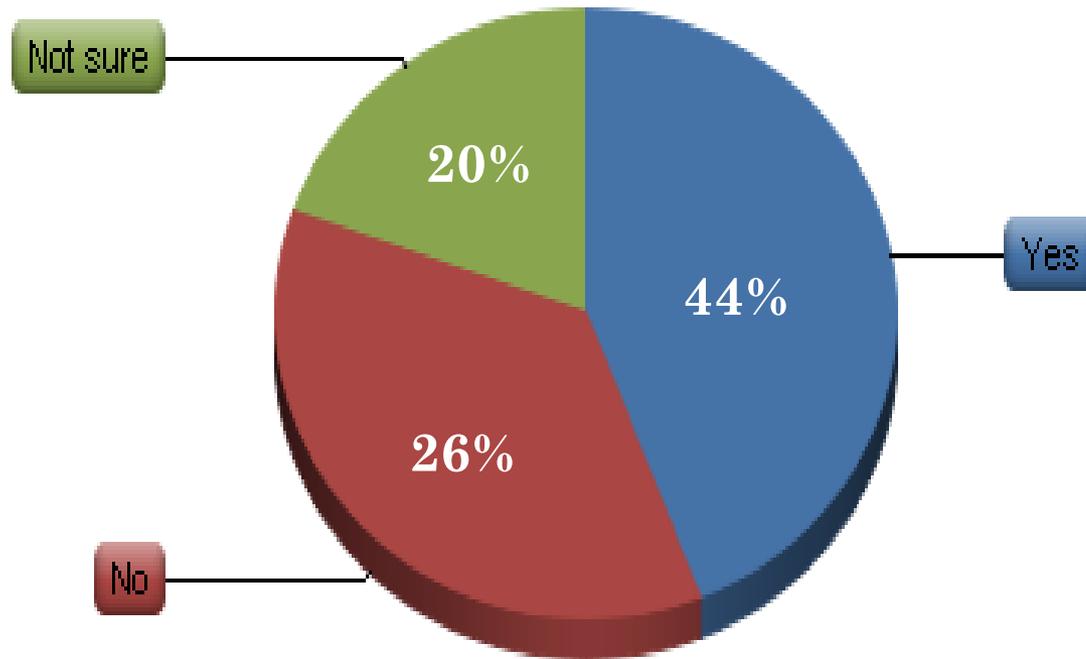


MY NEIGHBORHOOD IS ETHNICALLY DIVERSE

	Agree	Disagree	Neutral
Black/African American	64%	21%	14%
Asian	65%	14%	19%
Native Hawaiian/Pacific Islander	64%	14%	18%
American Indian/Alaskan Native	55%	25%	17%
White	55%	26%	17%
Other	60%	20%	20%
Hispanic/Latino/Spanish Decent	66%	17%	16%

- Whites seem less likely than Black/African Americans, Asians and Latinos to indicate that their neighborhood is ethnically diverse.
 - “Other” includes: Bi-racial, Hispanic, Caribbean, Jewish, Lebanese, etc.
 - Hispanic row is from a separate question, since other rows more closely represent “race,” rather than “ethnicity.”
- 

IF YOU WERE ABLE TO MOVE OUT OF YOUR CURRENT HOME, WOULD YOU?



IF YOU WERE TO MOVE, WHAT DO YOU SEE AS THE MAIN BARRIERS TO MOVING FOR YOU?

Answer	%
I can't sell my house.	19%
I owe more on my mortgage than the house is worth.	11%
Moving costs are too high (e.g. closing costs, moving van, etc.).	24%
I (or my spouse) can't find a job elsewhere.	12%
I can't get a loan.	11%
I can't afford a house where I want to live.	31%
There is a lack of transportation options elsewhere.	5%
Personal reasons (divorce, family, health, etc.).	18%
Other (please specify)	7%
None	20%



BARRIERS TO MOVING

SELECTED OPEN-ENDED ANSWERS

- I have a reverse mortgage.
- **Rents** elsewhere are higher (rent control).
- I'm disabled and need the **accessibility**.
- I'm waiting to retire.
- Not all places allow pets.
- I'm unemployed.
- I can't **afford** it (down payment/security deposit).
- I like where I live and don't want to move.



WHAT DOES ALL OF THIS MEAN?

- **Growing population segments**, like immigrants, non-whites and low-income families, appear to be **more likely to live in urban environments**, where there is, ideally, greater connectivity, mixed use and accessibility.
- Young “creative class” individuals also appear to be drawn to these areas.
- To attract and retain these segments of the population, we need to **improve their quality of life in urban environments**, especially.
- **Placemaking can** enhance walkability, transit access, connectivity, arts & culture, recreation, entertainment, services, etc.



PROS & CONS TO PLACEMAKING

- Under traditional development projects, the majority of the benefit is concentrated towards one stakeholder; with placemaking, the **benefits are often shared** (Leinberger & Kozloff, 2003).
 - Placemaking creates a *sense of place* for community members, which **encourages community engagement and participation** in the development process (Wyckoff, 2010).
 - Some communities harbor **NIMBY (Not in My Back Yard)** mentality toward placemaking and want to maintain traditional zoning structures that encourage socioeconomic segregation and separation of housing and retail.
- 

WORKFORCE HOUSING CONSIDERATIONS

- Placemaking encourages housing provision in densely populated urban centers in order to not only increase **social equity**, but secure access to resources, a viable workforce and reduce environmental degradation (Arigoni, 2001; Crowe, 2004).
- Some researchers argue that smart growth principles (which are embedded in placemaking) inevitably **increase housing prices** and **reduce affordability** (Demographia, 2008).
- Certain methods can be used to maintain housing affordability, like **inclusionary zoning** (Haughey, 2002) and **subsidies** for developers and/ or consumers (Arigoni, 2001)



PLACEMAKING PERSPECTIVES & BARRIERS

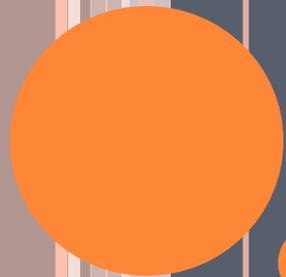
- Some placemaking elements – including **proximity to certain types of retail and green space** - are associated with higher home prices in at least 3 Michigan communities.
- A majority of respondents from the placemaking stakeholder groups seem to **recognize the importance of placemaking for economic development**.
- Barriers to placemaking – such as **restrictive zoning, capital access and perceptions about density** – appear to still exist in Michigan communities.
- People still have **mixed feelings** about leaving their cars and living a more walkable lifestyle.



POLICY CONSIDERATIONS

- **Regional visioning and community values** should be taken into consideration in placemaking projects for success, **engaging all populations**.
- State and regional programs that **educate stakeholders** about placemaking and **encourage public-private partnerships** are needed in Michigan communities.
- State and regional programs that “**de-risk**” **placemaking for developers and financiers** are more likely to get off the ground.





INCLUSIVE NEIGHBORHOODS

Both



LOCAL EXAMPLES

- The Villages: National initiative designed to foster aging in place, neighborhood stability and diversity in a community.
- Co-Housing: National effort to create a commune style living environment with homeownership, shared responsibilities and flexibility about lifestyles.
- Mixed-Use Development: Efforts to combine retail and commercial various living options (e.g. rented and owned apartments).



KINGSBURY PLACE, WALKER, MI



Affordable, Accessible Homes



AGNES STREET APARTMENTS, DETROIT, MI



Affordable, Mixed Use and
Environmentally Sustainable



GENESEE COUNTY LAND BANK



Reuse of Blighted Property for
Affordable Housing

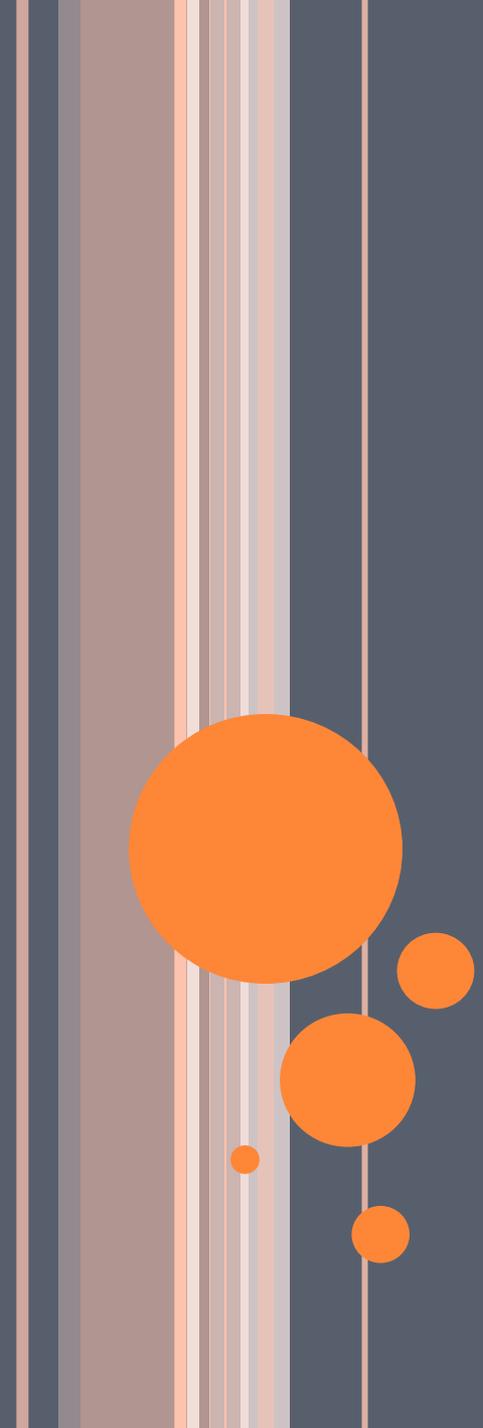


HERON WOODS, GRAND RAPIDS, MI



Affordable, Independent Living





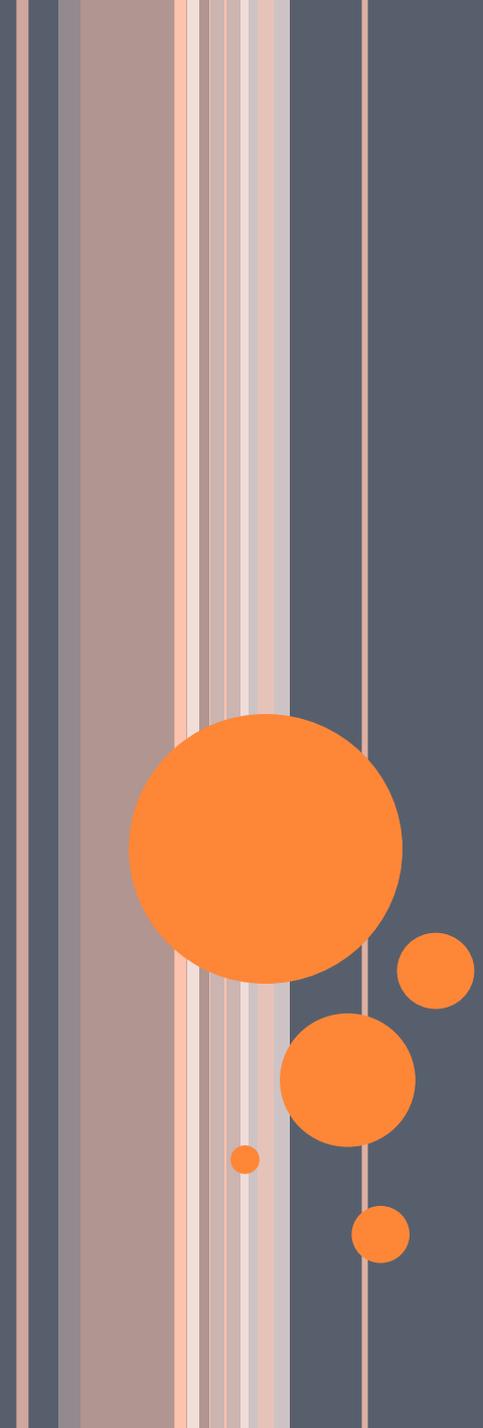
STRATEGIES FOR ENGAGING EVERYONE IN PLANNING

Julie

LESSONS LEARNED

- Narrative engagement techniques
- Culturally competent staff/volunteers managing project
- Trusted advisors are different from community leaders
- Avoid the “well meaning” but ill-informed philanthropists
- The RDC story





**MID-MICHIGAN COMMUNITY
REINVESTMENT FUND**

Julie

COMMUNITY REINVESTMENT FUND

- The Mid-Michigan Program for Greater Sustainability is a regional initiative designed to expand and improve the planning process for housing, transportation, green infrastructure, energy efficiency, environmental issues, economic development, education and more.
- The Community Reinvestment Fund was established to ensure that traditionally underserved and marginalized populations have the opportunity to get involved in the planning process at all levels of government.
- <https://sites.google.com/site/mmpgscommunityreinvestmentfund/>



ROUND 1

- The details:

- Launched August 31, 2012
- 30 day application window
- Online/email only
- 1 ½ page application form
- Partnership with CADL for internet/computer access

- The results:

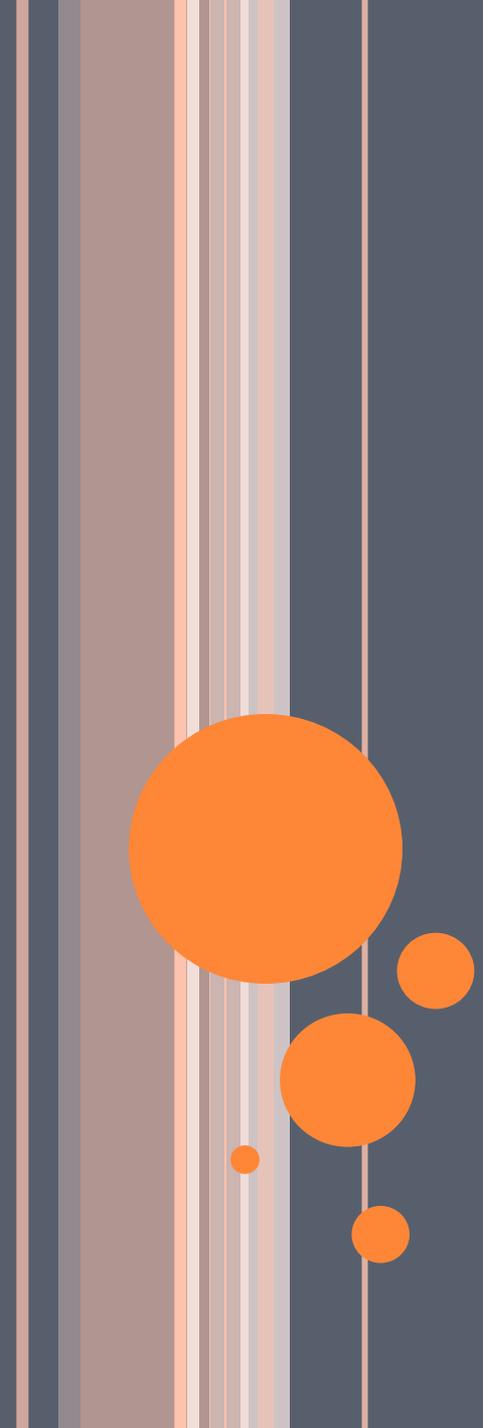
- 23 applications
- 15 rejected on technical issue
- 1 rejected for not meeting the criteria
- 7 grants funded



THE GRANTEES: ROUND I

- Allen Neighborhood Center: Urbandale Plans Itself
- Capital Area Community Services: Parents As Leaders
- Fenner Nature Center: Regional Parks Planning
- Old Town Commercial Association: Robert Busby Memorial Park & Community Engagement Project
- Refuge Development Center: Teaching New Americans/Refugees About Planning & Engagement
- South Lansing Community Development Association: Municipal Budgeting 101
- Westside Commercial Association: Community Engagement in Placemakng





SUSTAINABLE, INCLUSIVE COMMUNITIES

Mary Beth

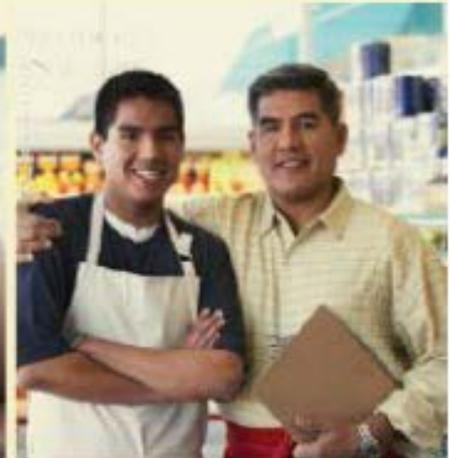
SIX LIVABILITY PRINCIPLES OF SUSTAINABLE COMMUNITIES

1. Provide more transportation choices.
2. *Promote equitable, affordable housing.*
3. Enhance economic competitiveness.
4. Support existing communities.
5. Coordinate and leverage federal policies and investment.
6. *Value communities and neighborhoods.*



PUTTING IT TOGETHER

America's Tomorrow: Equity is the Superior Growth Model



Lifting Up What Works®
PolicyLink

PERE
USC Program for Environmental
& Regional Equity

NO REGIONAL PROSPERITY WITHOUT EQUITY

- An analysis of 341 U.S. metros from 1990-2000 found that **inequity** (as measured by poverty and white/black segregation) **had a negative effect** on per capita income.
- Federal Reserve of Cleveland found that some unusual suspects predict failure of regional prosperity: **income inequality, racial exclusion, and concentration of poverty.**
- “Equity and inclusion are no longer luxuries, but **imperatives for economic and social sustainability.**”

POLICIES FOR METROPOLITAN EQUITY

WORKFORCE STRATEGIES

Need to promote clusters that have career ladders, integrating this with neighborhood-based delivery systems and learn from the local model of community benefits agreements to include local hiring and other targets in federal spending.

TRANSPORTATION STRATEGIES

A continuing need to reverse the bias toward highway spending to public transit, from infrastructure to operations. Transit-oriented development can offer real possibilities for neighborhood revitalization.

HOUSING STRATEGIES

Provide real incentives for inclusionary zoning and acknowledge that the recovery of urban areas requires protection against displacement and gentrification.



POLICIES FOR METROPOLITAN EQUITY



ASSET BUILDING

Need to consider the financial deserts that result from lack of bank services. “Bank On” programs help banks see the customer base with new data, help customers see the banks with financial literacy, and create systems of accountability.



HEALTHY COMMUNITIES

Need to consider the lack of fresh food as well as environmental disparities in both exposures and opportunities. The Fresh Food Financing Initiative pioneered by The Reinvestment Fund and others is a start; park and other access is key.



EDUCATIONAL IMPROVEMENT

The toughest nut to crack and yet absolutely essential to retention of families in cities. There may be many different strategies but metropolitan leaders cannot stand apart from this and there are significant federal opportunities

CONCLUSIONS

- **Equity** among different population segments (race/ethnicity, age, income) is important for creating prosperous, sustainable communities.
- **Engaging** underserved and marginalized populations in planning conversations about the future of our places is critical to achieving equity.



THANK YOU FOR YOUR PARTICIPATION!

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CITATIONS (IF NEEDED/REQUESTED)

- National Association of Realtors (NAR). 2011. *The 2011 Community Preference Survey*. March 2011.
- New York Immigration Coalition (NYIC). 2010. *Promote Affordable Housing and Access to Housing Services*. April 2010.
- Pew Research Center. 2008. *U.S. Population Projections: 2005-2050*. February 11, 2008.
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