

MICHIGAN PLANNER



Michigan Chapter
American Planning Association

DATA

Making
Evidence-Based
Decisions

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As we come to the end of another successful year, the Michigan Association of Planning Board of Directors and staff want to extend a heartfelt thank you to all of our members.

Of course, we appreciate your continued support through ongoing membership investments. We are grateful to those who expand their knowledge and acumen of planning and zoning by attending MAP conferences and workshops. We owe a great debt to the scores of professionals who compose our robust committee system and provide the technical expertise that elevates all that MAP delivers throughout the year. We embrace the input and feedback you provide – even if it sometimes stings! – because it makes us a better organization, and helps us to think more expansively about the issues that we all face.

MAP is humbled and proud to be a part of the incredible planning efforts that are happening across the state. From Michigan's tiny hamlets to our larger metropolitan areas, planners and elected and appointed officials do make a difference. You are trying pioneering approaches and taking risks. You understand that to make great places happen it is sometimes necessary to step outside of the box and influence innovative ideas. To sell them to your community. And to follow through with balanced solutions.

The planners we know are nimble, creative, thoughtful and informed. You respond to everything from disruptive technologies (scooters, anyone?), to navigating difficult conversations when community views are not aligned, to insinuating your expertise into some of the biggest issues facing society today, like affordable housing, equitable access, and climate change.

And if that weren't enough, planners must be hyper vigilant in our attention to an erosion of local control, as local authority is being pre-empted at every turn, undermining our ability to protect the health, safety and welfare of our residents. In the last few months, MAP responded to bills that threaten local government's ability to regulate Short Term Rentals and Tree and Vegetation protection ordinances, and member input helps MAP frame its legislative response. Keep the comments coming! We will continue to strategically advocate protecting and improving the statutes that guide our work.

Planning is often a profession that goes unrecognized, and much of our work goes on behind the scenes. But community planning is one of the most important functions of government, and our influence and impact make a difference.

MAP is grateful to serve the educational, informational and advocacy needs of our members; grateful for your engagement; and honored to support our planning industry through association work.

**Wishing you a happy and productive new year,
From the MAP Board of Directors and staff**

Happy Holidays!

 **ON THE COVER:** Mosaic Faces, by Fran Simo

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Dice
By Matthew

Evidence-based Decision Making

Data *noun*: individual facts, statistics, or items of information; a body of facts; information.

Data has always been critical to planners. We use data to determine where our communities have been and to make predictions of what the future holds. U.S. Census Bureau books contained hundreds of tables, soil surveys (volumes 1 and 2) were taken for each and every county. Aerial photos were taken in the spring before the trees blossomed so the photographer in the plane could better see the streets and buildings. We have come a long way.

Our ability to access data is easier than ever before. But in this era of ever increasing job duties and time constraints, it can be difficult to take the extra time to parse out relevant information and also to disseminate it. As information becomes easier to find, so too is the expectation that all information is created equal and that all information should be easy to find. A double edge sword for the community planner.

This issue is devoted entirely to data: how to find good data in order to make the best decisions and as well as how to communicate it.



Quincy3

By Robert Emberley

Understanding Stories

Every city has a story, sometimes more than one.

Chicago, for example, has stories that involve a cow, a goat, futures markets, and of course Michael Jordan. Detroit has a powerful legacy of music, cars, and in more recent decades, decline and blight. These stories and the images that often accompany them can have a strong influence on how places are perceived by residents and outsiders. They shape how cities frame their identities and who they think of as peers (think rustbelt vs sunbelt). However compelling these stories and legacies may be, they are rarely (if ever?) informed by data. And even more rarely do these stories shed light on current conditions, highlight assets and vulnerabilities, and potentially help identify solutions and best practices.

The Peer City Identification Tool (PCIT) developed by the Community Development and Policy Studies division of the Federal Reserve Bank of Chicago tells stories in a different way by enabling comparisons across and among cities. Not a ranking, but rather a way for places to understand characteristics and trends affecting community conditions.

Informed by more than two years of field based interviews, the PCIT clusters data variables across four themes:

- Economic resilience – describes economic change and labor market conditions
- Equity – considers a city’s racial and socioeconomic composition
- Housing affordability – measures

housing affordability, tenure, and age of housing stock

- Demographic outlook – explores signs of a city’s economic and demographic future

Users select from a dataset of 960 cities nationwide, choose a theme, and then can view peer cities to their subject city on a map as well as in a table format and chart. All data and graphics can be exported. Drawn from the U.S. Census and American Community Survey, the data is updated in the fourth quarter of each year.

The PCIT is different from other analogous tools in a number of ways:

1. As stated above, it is not a ranking. Cities are complex and nuanced. The intent of the PCIT is to explore those

nuances to help city leaders better understand trends.

2. With the exception of the “demographic outlook” theme, peer comparisons are not based on population size or trends. This may lead to some unusual (and on occasion irrelevant) groupings, but users are encouraged to focus on the data and work to understand commonalities that connect Columbus, Ohio to Phoenix, Arizona, for example. (Hint: it has to do with manufacturing and median family incomes.)
3. Geography is also not a factor in grouping peers. There are 960 cities in the dataset, and data drive the clustering. Again, delving into the data will help users understand why Battle Creek, Michigan is a peer of Carson City, Nevada. (Hint: in addition to size, they have similar racial and socioeconomic profiles.)
4. The PCIT features data drawn from the U.S. Census and the American Community Survey. The data can easily be downloaded and sorted for individual use. Each city is geocoded to facilitate comparison across/integration with other datasets.
5. The PCIT contains data specific to cities (as opposed to MSAs or counties, or another geographic unit). Cities remain the economic engines of their respective regions, with direct responsibilities to their residents. Presently, at their core, many cities – regardless of size – are vulnerable. Isolating and highlighting these conditions is an important first step to address them.

How have other Cities used the PCIT?

The Federal Reserve Bank of Chicago has used the PCIT to ground conversations about economic inclusion in data. During the past year, the Community Development and Policy Studies department visited more than a dozen cities

across its 7th District¹ to understand how local leaders were thinking about and influencing positive labor market outcomes for their residents. By beginning these conversations with a presentation of PCIT peers for the city visited, participants were provided with a data-informed context. Participants saw how trends and disparities they perceive from daily experience were reflected in the data. For example, one city group shared that a very low labor force participation rate could be the result of a dearth of public transportation to reach manufacturers that had moved to the suburbs. Others noted that viewing data at the MSA level tended to dilute challenges faced by the core city, such as higher unemployment rates. The PCIT drew attention to some of the racial disparities faced by residents and the impact of areas of concentrated poverty, in one case. Others were not surprised (positively or negatively) by the data in the PCIT, but rather by who they learned were peers. Conversations then turned to what can be learned from peer cities about strategies to improve quality of life factors.

The PCIT has received a fair amount of media coverage. A profile in Next City described another use of the tool: “Rockford (IL) is about 70 miles outside of Chicago, and has a population of 150,000. In 2013 the unemployment rate was over 10%. That year, the city formed a coalition of business, community and government organizations called Transform Rockford to build out a road map for a more prosperous, equitable city by 2025. They’re working with about 300 volunteers to put together and continually update that 2025 strategy. Jake Wilson, Transform Rockford’s program manager, says they’ll be working with PCIT data as they undergo revisions this year. “We’re super excited to start to work with them to start to parse the data,” he says, referring to Rockford’s peer cities. One of those is Kenosha, Wisconsin, a match in the “outlook” section of the survey

¹ The 7th District of the Federal Reserve includes all of Iowa, parts of Illinois, Wisconsin and Indiana, and the lower peninsula of Michigan.

that looks at demographic growth.

The process taught Wilson and his colleagues to search for examples beyond the familiar. “Just because they’re in the upper Midwest doesn’t mean they’re a peer city,” he says. “There may be some community in Georgia that we never think about. Or maybe some in California. For a community our size, having access to the data the Chicago Fed has — there would have been no way we could have done that by ourselves,” he adds.”

Susan Longworth is a senior business economist in the community development and policy studies division at the Federal Reserve Bank of Chicago. Prior to joining the Fed in 2011, she had over 20 years of community development experience, with a special emphasis on community development financial institutions and community banks. She holds an undergraduate degree in English from the University of Michigan, a master’s in public service management from DePaul University and an international MBA from the University of Chicago.

MORE DATA IN JANUARY

This issue of the Michigan Planner introduces a number of data sources. In the January *Michigan Planner E-dition*, the conversation continues. We’ll include a case study on PCIT and hyperlinks to all of the data highlighted here. Be sure to check it out!

How Do We Know It's Affordable?

How Planners Can Use Information to Set Goals for Local Success

Today, planners are routinely asked to assess the economic impacts of proposed policies and programs; to support such consideration through public engagement and hearings; or to judge these as worthy of public investment. But assessing impacts requires defining the impact properly.

For example, in a recent study, officials at state departments of transportation were asked, by what measures do you judge the economic impacts of the dollars invested in the name of better transportation? The same question was posed to metropolitan planning organizations and local government transportation departments.

The answers were different. Overwhelmingly, the state officials' focused on the value of condition and performance of the transportation systems, and the "cost-effectiveness," which included such measures as average speeds and the estimated value of time saved from travel time reduction, as well as the construction jobs associated with capital investment.

By contrast, the regional and local officials' answers focused on local economic benefit, as typified by the cost of living; fiscal impacts such as tax base return on investment, permanent job

creation, and support for local supply chains, and equity; as well as livability, including health and walkability, environment and climate resilience, and local safety.

The majority of benefits highlighted by state officials are essentially systems benefits; while the benefits articulated by regional and local officials are community benefits. See Figure A below.

Of course, a healthy economy needs both types of benefits. But too often the only data considered in planning for public works and infrastructure, are those associated with systems benefits and costs, not the local tradeoffs. For example, if your only problem definition is congestion and your tool is a combination of road and bridge condition and modeled speeds, all solutions tend toward capacity additions. There is little demand for solutions that could lower travel demand or lower the cost of living if those considerations are excluded from the conversation, from formal benefit-cost ratios, or even from the data sets that are used to construct measures of benefits and costs.

The planning profession can help expand our understanding of the dimensions of problems we face so that

change becomes possible. With data that is meaningful at the local level, place matters as much as systems do, a broader sense of performance becomes apparent, and a more dynamic sense of willingness to support outcomes that are both community benefits and systems benefits emerges. Planners can only do this if they have the tools to help frame a set of better choices. Let's examine one set of tools that is helping.

Redefining Affordability

Housing affordability is now a universal topic, but it is still measured in terms defined in a scrap of old poetry once taught in schools, "a week's wage for a month's rent." Officially, housing affordability is measured against a benchmark of a fixed percentage of targeted income, and the outcome used for such purposes as qualifying households for rent subsidies or for mortgage approvals, assessing the gap in affordability in a community, region or State's housing stock, or for counseling means-tested households on how to achieve a family success goal such as homeownership, small business startup, or educational advancement.

When the components of the cost of living were first published at the end of the 19th century and through the first quarter of the 20th, the costs to beat were food and clothing and only the very wealthy owned an individual means of transportation.

Affordability measures were not adopted for mortgage lending until the Great Depression, and not for affordable rental housing policy until the late 1970s. By the late 1980s, the top household expenditures as a percentage of household income were, in order, housing, transportation, food, and healthcare (which costs most households less than a third of what they spend for transportation).

Housing expenditures typically run

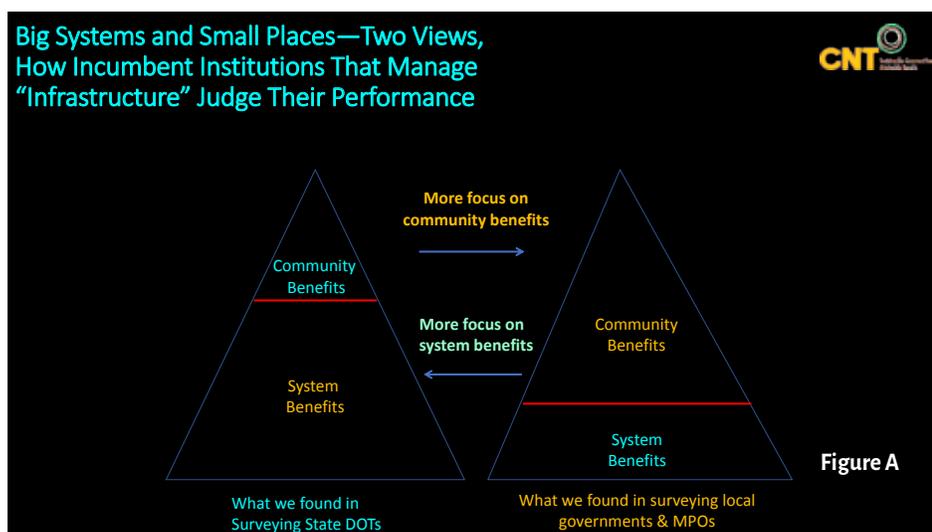




Figure B

around 30% of area median income, while transportation expenditures come in at 20%, respectively. Prior to the advent of GIS when it became possible to map how transportation costs varied within regions, the general academic finding was that the dominant influence on travel demand was income, with only slight variation for neighborhood conditions, and transportation choice. Studies have since confirmed it's the other way around—local convenience and regional accessibility, together now dubbed location efficiency, explain more of the observed variation in travel, holding income and household size constant. Since local convenience and accessibility are place-determined, the typical costs for a location can then be added to the typical local cost of housing to derive a new measure of affordability, which the Center for Neighborhood Technology

called the Housing + Transportation Affordability (H+T) Index.

The Index, at <http://htaindex.org> is a web-based, open source tool that provides data at the Census Block Group, Tract, Place, County, Core Based Statistical Area, and Congressional District levels for the entire United States. The data can be downloaded in Excel spreadsheet format or accessed in a direct query. Direct query will recognize any address also recognizable in a Google Maps query, and a click-and-point feature results in a pop-up on a map comparing the score at each of these geographic levels.

For Example

In Lansing, the relationship between net residential density (households per residential acre) and vehicle miles traveled (VMT) per household per year is shown

in Figure B. VMT increases as density drops and vice versa. In this map, the tool provides a systematic illustration of where compactness varies, a table to score how many and what percentage of block groups fall into certain ranges; the information is also depicted as a histogram. See Figure B above.

As contrasted with the “official” guideline of keeping housing costs as 30% of Area Median Income (AMI), the H+T Index uses a benchmark of 45% for the combined cost of housing + transportation expenditures by households. In the image below, the yellow areas depict zones where a household of median income can meet the affordability criterion. In the map on the left, the benchmark is for housing-only at 30% of income; the map on the left only colors block groups yellow where median income households can keep expenses at



Figure C



Figure D

45% of area median income, respectively. The “shrinkage” in households in the yellow areas is an expanded gap due to the high cost of transportation. See Figure C.

It’s worse for areas where average income is below 80% of AMI, in which case in these comparison maps, the shrinkage is even more pronounced. See Figure D.

Other Applications

- The City of El Paso, Texas, passed a resolution directing expenditures for affordable housing away from areas with high transportation expenditures and toward areas being served by that city’s new Bus Rapid Transit and streetcar services
- Metropolitan Planning Organizations in Chicago, San Francisco, and Washington DC used the Index to justify shifting funding toward cost-reducing transit investments
- The City of Albuquerque NM used the tool to show how proceeding with a Bus Rapid Transit investment along Central Avenue (aka Route 66) would lower the cost of living, reduce poverty, while increasing the tax base
- The State of California uses a version of location efficiency to illustrate the greenhouse gas reduction which will result from siting affordable housing near transit. The evidence qualifies such private developments for public subsidies.

During the Obama administration, the Partnership for Sustainable Communities used the Index to qualify hundreds of city and regional applications for direct support. It also included a version, known as the Location Affordability Index, as a screening criterion for the Affirmatively Furthering Fair Housing initiative, meaning that CDBG entitlement communities must show how transportation cost reduction will contribute to segregation reduction. The current administration has put this on hold until 2020.

Transportation isn’t the only such cost. In a recent survey of cities with stable or dropping populations in the Great Lakes

states, the Center for Neighborhood Technology found that up to two-thirds of the expenses on water bills are due to increased water infrastructure (water distribution, treatment plants, waste water systems, lead service line replacements, and stormwater management). The sum of these three expenditures can easily exceed the local cost of shelter. Investments in location efficiency and in the efficient use of water and energy produce a kind of permanent endowment.

Implications for Planning in Michigan

Too many cities in Michigan have high poverty rates. Reduction in unemployment alone cannot solve this problem, as the cost of living has risen faster than household incomes for the bottom half of wage earners. The Center for Neighborhood Technology’s Urban Opportunity Agenda, showed that poverty reduction is possible by reducing household expenditures on transportation, energy, water and stormwater services, among others. In Memphis TN this type of analysis is being adopted as part of the city’s master plan. *Links to additional Urban Opportunity Agenda projects will be in next month’s Michigan Planner E-dition.*

And transportation isn’t the only such cost. In a recent survey of cities with stable or dropping populations in the Great Lakes Basin states, we found that up to two-thirds of the expenses on water bills are due to increased water infrastructure (water distribution, treatment plants, waste water systems, lead service line replacements, and stormwater management).

Unlike the situation at the turn of the last century, neither energy nor transportation nor water are “too cheap to meter.” Planners can start at little to no cost to take leadership in building public understanding of what drives these costs, helping support a more sustainable future for their communities that will be more affordable for everyone.

Scott Bernstein leads the Center for Neighborhood Technology’s work to understand and better disclose the economic value of resource use in urban communities. Scott is a Fellow of the Center for State Innovation; a Board Member of the American Council for an Energy-Efficient Economy and Congress for the New Urbanism; works with governors, mayors and metropolitan organizations across the US; and helped create the Chicago Climate Action Plan at the request of Mayor Richard M. Daley. Scott also offered strategies for incorporating location efficiency into Memphis Mayor A C Wharton’s visionary plan to reduce the city’s poverty rate by 10% in 10 years.



**Student MAP Conference
February 2, 2019**

at the
**Taubman College
University of Michigan**

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Michigan's Missing Housing – Here's the Scoop

Across the state, cities and developers are beginning to respond to the market gaps and missing housing formats – particularly in the urban places and waterfront settings. Analytic results from countless studies across the state support what most developers know instinctively – the demand for new housing is being driven by singles of all ages who are on the move and seeking for-lease, attached formats located in the downtowns and urban neighborhoods.

The following information is provided for state-wide averages and generally applies to individual cities, villages, and townships. However, each place has a unique profile, including geographic setting, household composition, tenure, migration, lifestyle clusters (target markets), and existing housing formats. Therefore, the magnitude of market gaps will vary greatly between places.

Renters are four times more likely to move than homeowners. Homeowners are more inclined to choose detached houses in rural settings, and they tend to be quite settled. Migrating renters across Michigan have high **movership rates** and are **turning-over** the existing supply of rental units about every 3 years. In comparison, it takes 10 to 15 years for migrating ho-

meowners to turn-over the stock among detached houses, depending on the place. See Exhibit 1.

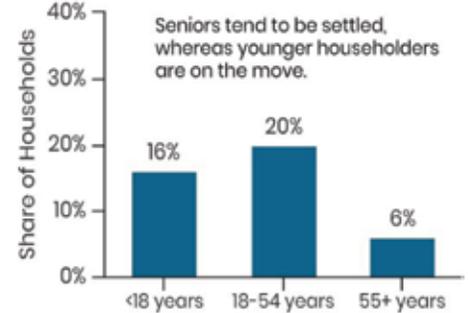
Compared to homeowners, renters are more likely to choose attached units in urban places. And, because they have high movership rates, they are generating most of the demand for lofts, townhouses, and other formats in traditional downtowns. Caution is recommended against over-planning and over-building attached formats (like new townhouses and lofts) for owner-occupied households unless they are clearly supported by market demand and they offer vista views of waterfronts and/or vibrant downtown districts.

About half of all households moving in Michigan are actually new residents to the state; and the other half are moving from one address to another within the state. Among all renters, almost 11% are in-migrating from beyond Michigan; and over 20% are moving within (unadjusted for out-migration). Within each unique place, in-migration can be used as a basis for calculating the minimum **market potential** (the “**conservative scenario**”). In comparison, total migration should be used as the basis for estimating the maximum market potential (the “**aggressive scenario**”).

Stakeholder discussions on housing often gravitate toward the topic of Michigan's aging residents. The theory is that senior households are gaining as a share of total, and they are seeking low-maintenance “age in place” formats like patio homes, courtyard cottages, and townhouses. In reality, seniors still represent a relatively small group; and they tend to be very settled in their detached houses. See Exhibit 2.

Only 6% of all senior-headed households move each year, compared to 20% among younger households. Used as a basis for calculating market gaps, the data consis-

Exhibit 2 Household Movership Rates by Age Bracket*



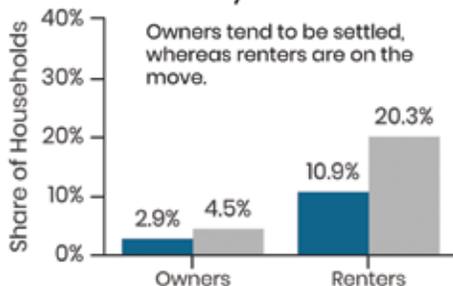
*For the Head of the Household

tently shows that the need for new “age in place” choices is small. Instead of building entirely new senior developments, the need should be addressed by improving or modifying existing houses to be barrier-free; delivering new services to senior in their existing homes; and building new formats that appeal to single renters of all ages.

Housing **affordability**, **attainability**, and **tolerance** are also important topics that must be addressed within each unique place. Measures of affordability are usually aligned with HUD's Low-Moderate-Income (LMI), with parameters for 80% or less of Area Median Income (AMI). Attainability softens the rules to include units that are priced just below, at, or slightly above market rates. Tolerance recognizes that shifts in supply and demand can result in price jumps that residents will tolerate – even if they are overburdened by HUD's standards. See Exhibit 3.

Regardless of these varying standards, migrating renters tend to have half the income of owners. Furthermore, new households migrating into Michigan have lower incomes than established households. Statewide, there is a need for more income-integrated choices across all building formats, including townhouses or high-rise lofts that have been traditionally

Exhibit 1 Household Movership Rates by Tenure



● In-Migration of New Households
 ● Movership of Existing Households

Exhibit 3



marketed as “luxury” units.

With remarkable consistency place-to-place and across the state, there is a mismatch between the preferences of migrating households and the formats of available housing choices. Renters in particular are seeking new housing formats in urban places, and particularly attached units that offer spectacular views of downtown or a waterfront. When they are

unable to find this, renters compromise by renting detached houses. See Exhibit 4.

Statewide, only 65% of migrating households are seeking detached houses, and 35% are seeking attached units. However, attached choices represent only 15% of the housing supply. This reinforces the need for more attached renter-occupied housing formats in urban places. This does not mean that there is a need for more “apartments” at the fringe of the community. Rather, there is a need for ongoing reinvestment into downtowns with the rehab of lofts above street-front retail, and the addition of townhouses and other transitional formats nearby.

Experian Decision Analytics has defined 71 **lifestyle clusters** within its Mosaic of households across the nation. All households are clustered within block groups, and then the block groups are assigned to a single lifestyle cluster. The clusters are

based on demographics and socio-economic data; financial, debt, and property characteristics; and geographic location. The lifestyle cluster “*Striving Singles*” target market represents an amazing 38% of all migrating households seeking buildings with four or more units in urban places. The second largest group is *Family Troopers*, followed by *Full Steam Ahead* and *Senior Towers* (low-income seniors living in high-rise towers). See Exhibit 5.

The *Striving Singles* group has a code of O54, which generally means that it is 54th in income among 71 lifestyle clusters living across the nation. The most affluent urban target market migrating within Michigan is the *Wired for Success* group, with the 37th highest income among the group. The lowest income urban target market is called “*Tough Times*”.

These lifestyle clusters all represent good targets for new housing formats

Exhibit 4 Household Demand v. Housing Unit Supply

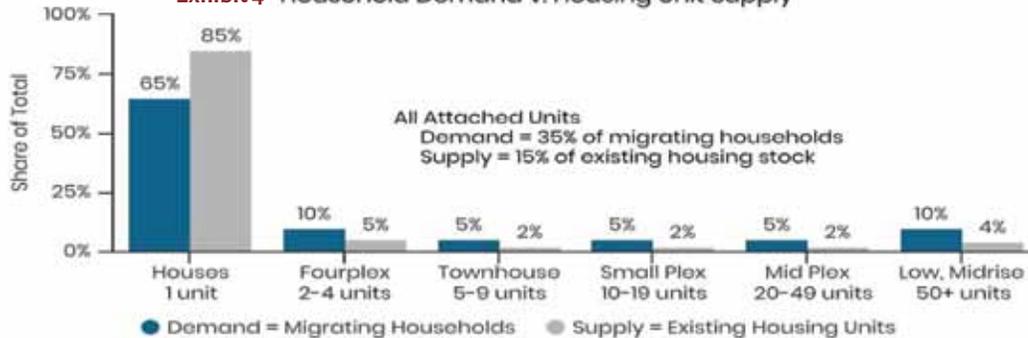


Exhibit 5



in urban places. However, new developments must not be targeted exclusively at any single target market. Rather, income-integrated buildings are needed to capture a wide variety of target markets. Avoiding exclusive formats and branding like “affordable housing”, “worker housing”, “senior housing”, “student housing”, and “luxury living” will help new developments achieve the highest possible absorption rates while encouraging diversity.

Migrating target markets seeking new choices in urban places are also more inclined to seek lifestyle amenities. Compared to national averages, the target markets are more inclined to visit theaters, restaurants, nightclubs, and billiard halls. They are also more likely to shop among downtown merchants and participate in educational classes and studio demonstrations. Similarly, there are higher participation rates in waterfront settings (beaches, marinas, and boating), trails, fitness centers, and other recreational venues. Together with a smart placemaking strategy, all of these amenities should be integrated in so far as possible into each downtown however small to help intercept urban target markets who are on the move.

Sharon Woods is a certified Counselor of Real Estate and advises communities and developers on market-wide opportunities and the highest and best use of development sites. She conducts residential and retail Target Market Analyses across the nation, and has completed nearly 100 studies in Michigan over the past 5 years. She is also the founder of LandUseUSA, which specializes in urban market strategies and land use economics.



KEY TERMS

Affordability: Home values and rents can be differentiated as ‘Market Rate’ and ‘Affordable’, as defined by the Department of Housing and Urban Development (HUD)’s Low to Moderate Income (LMI) limits; and with place variations based on Area Median Income (AMI). In general, households earning more than 80% of the AMI should be able to pay market rates and are most inclined to seek new-builds. Households earning below 80% of AMI are low-income and are more likely to accept rehabs and remodeled units.

Attainability and Tolerance: Regardless of their income, households paying more than 30% of their income on housing (excluding utilities) are considered to be over-burdened by those costs. (Similarly, households spending more than 40% of their income on housing plus utilities and transportation are also considered to be over-burdened by those costs). Even households earning 80% or more than the Area Median Income can be overburdened by these costs. Developers are continually challenged with building new choices that are attainably and tolerably priced for moderate income households; while also providing enough rehabbed and new units that are affordably-priced for low-income households.

Conservative v. Aggressive Scenarios: The conservative scenario reflects the wants of in-migrating households only; and the aggressive scenario reflects the needs of households moving internally within the market.

Lifestyle Clusters: Experian Decision Analytics has defined 71 lifestyle clusters within its Mosaic of households across the nation. All households are clustered within block groups, and then the block groups are assigned to a single lifestyle cluster. The clusters are based on demographics and socio-economic data; financial, debt, and property characteristics; and geographic location – including urbanicity.

Market Potential: The total number of housing units that migrating households will seek in any given market annually. Usually the market potential can be met by rehabbing, remodeling, and expanding existing units; and by adding some new-builds among missing formats like lofts and townhouses.

Rural Target Markets: Rural target markets are interesting to developers seeking to build new units in ex-urban, suburban, and rural places. However, rural target markets tend to be homeowners and are settled into detached houses. There also tends to be a surplus of detached housing formats to meet their needs. For these reasons, caution is recommended against building detached, owner-occupied, for-sale houses on speculation alone.

Turn Over Rate: The average number of years that it takes for the existing supply of housing units to change hands from one owner or renter to another.

Urban Places: As used within the context of a Target Market Analysis, urban places can be found in cities, villages, and townships of all sizes, large and small. To qualify, they should have a compact distribution of households within a neighborhood; the neighborhood should be organized around a traditional street grid pattern; and it should be walkable to a downtown with a traditional character, including some two-level buildings with merchant space.

Urban Target Markets: A lifestyle cluster becomes a target market when it is identified as the ideal candidate for a specific product – such as missing housing formats like lofts and townhouses in urban places. Lifestyle clusters with high movership rates represent ideal target markets for Missing Middle Housing formats in downtowns and surrounding urban neighborhoods.

THE POWER OF GIS

The best decisions that planners make are informed decisions based upon data. A geographic information system (GIS) is a system designed to capture, store, manipulate, analyze, manage, and present all types of geographical data.

Since 1968, GIS technology has revolutionized our way of understanding, adapted with the times and kept us better informed. On everything from the natural landscape to the built environment, GIS can be used for gathering information, overlaying spatial datasets, and using that data to make the best decisions possible. In the recent past, GIS analysis was the purview of GIS professions, but technology has evolved to put the power of mapping into everyone's hands.

In the upcoming E-dition, we will provide hyperlinks to all of the sites and portals highlighted in this article. Assessing the landscape, natural resources, and sensitive areas of any community adds immeasurable value to land use decisions. Map viewer web applications exist, already built and ready for public use, on a variety of topics and datasets, including the MDEQ Wetlands Map Viewer, the National Flood Hazard Layer, the EPA EJSCREEN (an Environmental Justice Screening and Mapping Tool), and the NOAA Lake Level Viewer (<https://coast.noaa.gov/llv/>), which allows users to investigate lake level changes in each of the five Great Lakes with an assortment of potential impacts, mapping out the effects of these changes on vulnerable populations and local businesses.

The U.S. Census Bureau has a range of informative and interactive mapping tools, as does the Social Explorer web platform. Both allow users to visually interpret maps of census information dating back to 1790 for any community in America. The U.S. Census Bureau also has a range of informative and interactive mapping tools.

As technology moves into the "cloud" environment online, public data portals are becoming increasingly

common, and increasingly helpful. The Michigan GIS Open Data portal hosts an astonishing amount of GIS data, all available to the public. The Michigan DNR Maps & Data portal includes interactive story maps and other web applications. County and regional GIS systems also offer ready-to-view built map applications and a repository of GIS data.

While GIS is definitely for everybody and the basics described above should be in the toolbox of every land use practitioner, the power of spatially-informed decision-making can be vastly amplified through the services of a GIS professional. In-depth spatial analyses, asset and feature inventories, preservation studies, and interactive maps are among the products that a GIS professional can develop, which can better inform and empower planning decision makers, and help these decisions resonate with public support and inclusiveness.

GIS can ensure that your community's master plan, zoning ordinance, or site plan review process accurately reflects the physical environment and its existing conditions. The availability, power and usefulness of GIS will only continue to advance.

Marisa Laderach, GISP, is the GIS Specialist at Beckett & Raeder, Inc. and assists dozens of communities with GIS services throughout the state. Her expertise includes interactive online mapping, spatial analysis, demographic analysis, zoning and master plan mapping, Redevelopment Ready® mapping, and asset and geodatabase management. BRI has most recently been awarded the GIS Innovation Award from IMAGIN for her work on the Acme Township Solar Suitability Analysis.



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JANUARY/FEBRUARY

RECONNECTING PLANNING & HEALTH

- Auburn Hills: Working to Become a Community for All – *Stephen Cohen, AICP and Karen Adcock*
- Saginaw and APA CPAT Plan for Healthy Parks – *Leslie Dornfeld, FAICP and Jennifer Graeff, AICP*

MARCH/APRIL

RESILIENCY

- Building Community Resilience in Michigan – *Harry Burkholder, AICP and Matt Cowall*
- Planning for a Resilient Future in the Village of Sebewaing
- How the City of Trenton is Talking about Resiliency – *Leah DuMouchel, AICP*

MAY/JUNE

HARNESSING WIND POWER

- Wind Energy in Michigan: Step Back and Plan – *Sarah Mills, PhD*
- Planning for Wind: The First Step for Successful Siting – *Emily Palacios, M.U.P., J.D.*
- Blowing in the Wind: The Answer to Farmland Preservation – *Sarah Mills, PhD*
- Planning for Wind: Conflict of Interest Considerations – *Emily Palacios, M.U.P., J.D.*

JULY/AUGUST

DESIGN MATTERS

- Planning for Good Urban Design – *Rodney Arroyo, AICP and Joe Tangari, AICP*
- Evercentre: Sustainable Alternative to Suburban Sprawl – *City of Southfield, Gibbs Planning Group, and Hamilton Anderson Associates*

SEPTEMBER/OCTOBER

COMMUNITY PLANNING MONTH: MICHIGAN STYLE

- East Cross Street, Ypsilanti: A Great Street – *Joe Meyers*
- Placemaking in a Historic Mining Town – *Emily Bosch*
- A Communi-versity Planning Partnership – *Rebecca J. Harvey, AICP*
- How the Headlee Amendment and Proposal A Affect Local Government Revenue – *David S. Rowley, MPA*
- Planning & Action in Flint – *Kevin Schronce*
- Green Macomb Urban Forest: One Tree at a Time – *Gerard P. Santoro, AICP*
- 50 Years of Planning in the Eastern Upper Peninsula – *Jeff Hagan, AICP and Angela Nebel*
- Kalamazoo County: Cooperation & Coordination – *Leah DuMouchel, AICP*
- Community Engagement: The New Normal – *Dean Walrack*

NOVEMBER/DECEMBER

DATA

- Understanding Stories with Data – *Susan Longworth*
- How Do We Know its Affordable? – *Scott Bernstein*
- Target Market Assessments – *Sharon Woods, CRE*
- The Power of GIS – *Marisa Laderbach, GISP*

DATA DRIVEN DETROIT – THE DATA HUB

Data Driven Detroit (D3) serves as metro Detroit's community data hub, providing unbiased data analysis and information to drive informed decision making.

D3 serves a variety of stakeholders from large firms and foundations to small community organizations and everyone in between. In addition to maintaining an open data portal and a variety of data tools, D3 recently released a new tool called State of the Detroit Child (SDC).

SDC provides profile data from the American Community Survey, Michigan Department of Education, and Michigan Department of Health and Human Services. The profiles cover a variety of geographies from county and metropolitan areas all the way down to block groups for the entire state of Michigan. In spite of its name, the tool also offers information on a variety of topics, including basic demographics, housing, public assistance, birth rates, health insurance, immunization rates, commute times, education levels, infant mortality, employment, and migration.

The layout of SDC allows everyone to easily access consistent data for every geography in one place. The tool is easily searchable and helps minimize manual pulls for data across different communities. SDC's resulting charts and tables result in less work, more efficiency, and linkable insights for planners across the entire state.

D3 provides up to two hours of free data work to all community members.



Michigan Association of Planning's 2019 Training Workshops for Planning & Zoning Officials

PLANNING & ZONING ESSENTIALS | 11 am - 4:30 pm
 March 13, Frankenmuth March 14, Taylor
 March 20, Kalamazoo

This program is a robust introduction for new planning commissioners and zoning board of appeals members, but also a great refresher for more experienced officials looking to build upon existing knowledge. Public hearing procedures, site plan review, master planning, zoning ordinances, variances, how to determine practical difficulty, and standards for effective decision-making are covered.

Light meal provided.

ZONING ADMINISTRATION | March 6, Mount Pleasant
11 am - 4:30 pm | 3 Master Citizen Planner Credits

The zoning administrator is responsible for ensuring the integrity and effectiveness of the zoning process and for the public support it receives. Since he or she is often the initial contact with affected property owners, intelligent administration and enforcement conducted with sensitivity to public relations is essential. This program is for zoning administrators in rural, suburban, or urban settings as well as municipal officials, other staff members, or citizens interested in a more complete understanding of all facets of zoning administration. **Light meal provided.**

MASTER PLANNING PROCESS | March 7, Gaylord
5 pm - 9 pm | 3.5 Master Citizen Planner Credits

This workshop is designed for those communities updating existing master plans as well as those creating entirely new ones. Roll up your sleeves and learn step-by-step about the requirements, components, and stakeholder involvement you'll need to organize when drafting or amending a master plan. **Light meal provided.**

SITE PLAN REVIEW | March 13, Frankenmuth
5 pm - 9 pm | 3.5 Master Citizen Planner Credits

This program will demonstrate the site plan review and approval process and provide practical tools and techniques on how to read a site plan. You'll discuss site design principles, such as pedestrian and traffic considerations, lighting, utilities, ADA compliance, inspections, and landscaping. Participants in this hands-on workshop receive an engineering scale, turning template, and a sample site plan to evaluate. **Light meal provided.**

**MANAGING RISK: MAKING SOUND PLANNING &
ZONING DECISIONS | March 20, Kalamazoo**
5 pm - 8 pm | 2.5 Master Citizen Planner Credits

As more communities face litigation related to planning and zoning decisions, this is essential training for all elected officials, planning commissioners and zoning board of appeals members and emerging planning professionals. Topics include identifying a conflict of interest, applying discretionary standards during special land use reviews, reasonable expectations of a developer and how your comprehensive plan can minimize risk. **Light meal provided.**

REGISTRATION FORM

Complete one form per registrant.

CONTACT INFORMATION:

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<input type="checkbox"/> \$100	<input type="checkbox"/> \$130	Planning & Zoning Essentials March 13 Frankenmuth March 14 Taylor March 20 Kalamazoo
<input type="checkbox"/> \$100	<input type="checkbox"/> \$130	
<input type="checkbox"/> \$100	<input type="checkbox"/> \$130	
<input type="checkbox"/> \$110	<input type="checkbox"/> \$135	Zoning Administration March 6 Mount Pleasant
<input type="checkbox"/> \$95	<input type="checkbox"/> \$125	Master Planning Process March 7 Gaylord
<input type="checkbox"/> \$110	<input type="checkbox"/> \$135	Site Plan Review March 13 Frankenmuth
<input type="checkbox"/> \$95	<input type="checkbox"/> \$125	Managing Risk March 20 Kalamazoo
<input type="checkbox"/> \$25		Student (Full time) Member Rate List workshop and date: _____

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 p: (734) 913-2000 | f: (734) 913-2061 | info@planningmi.org

Register online

Registration Policy: For cancellations received in writing 5 business days prior to the workshop, a refund (minus a \$25 administration fee) will be given. Those received less than 5 days prior will not be refunded. You may send a substitute or receive workshop materials in the mail.

CALLING CARDS

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CALENDAR OF EVENTS

Check www.planningmi.org for event details.

January 23, 2019

MAP Reads
Detroit

February 2, 2019

Student Conference
Ann Arbor

February 21, 2019

Transportation Bonanza
Lansing

March 6, 2019

Zoning Administration
Workshop
Mount Pleasant

March 7, 2019

Master Planning Process
Workshop
Gaylord

March 13, 2019

Planning and Zoning
Essentials Workshop
Site Plan Review
 Frankenmuth

March 14, 2019

Planning and Zoning
Essentials Workshop
Taylor

March 20, 2019

Planning and Zoning
Essentials Workshop
Managing Risk: Making
Sound Planning and Zoning
Decisions Workshop
Kalamazoo

March 27, 2019

MAP Reads
Detroit

April 25, 2019

Spring Institute
Lansing

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