

RRC 2.0

Information Session



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



**Redevelopment
Ready
Communities**

February 1, 2021

Session Overview

1. Meet the RRC Team
2. Why RRC 2.0?
3. Updated Framework
4. Transitioning to 2.0
5. Available Resources
6. Wrap Up & Questions



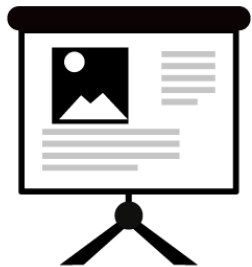
Session Logistics Notes



QUESTIONS

Feel free to send questions as we go along using the **Q&A Feature** found either along the top of side of your window.

We will monitor throughout but most questions will be reserved for the end of the session.



POST-EVENT ACCESS

A recording will be available at www.miplace.org/rrc2.0 by the end of the day.

Meet the RRC Team

Michelle Parkkonen, AICP, EDFP
Managing Director, Technical Assistance Programs

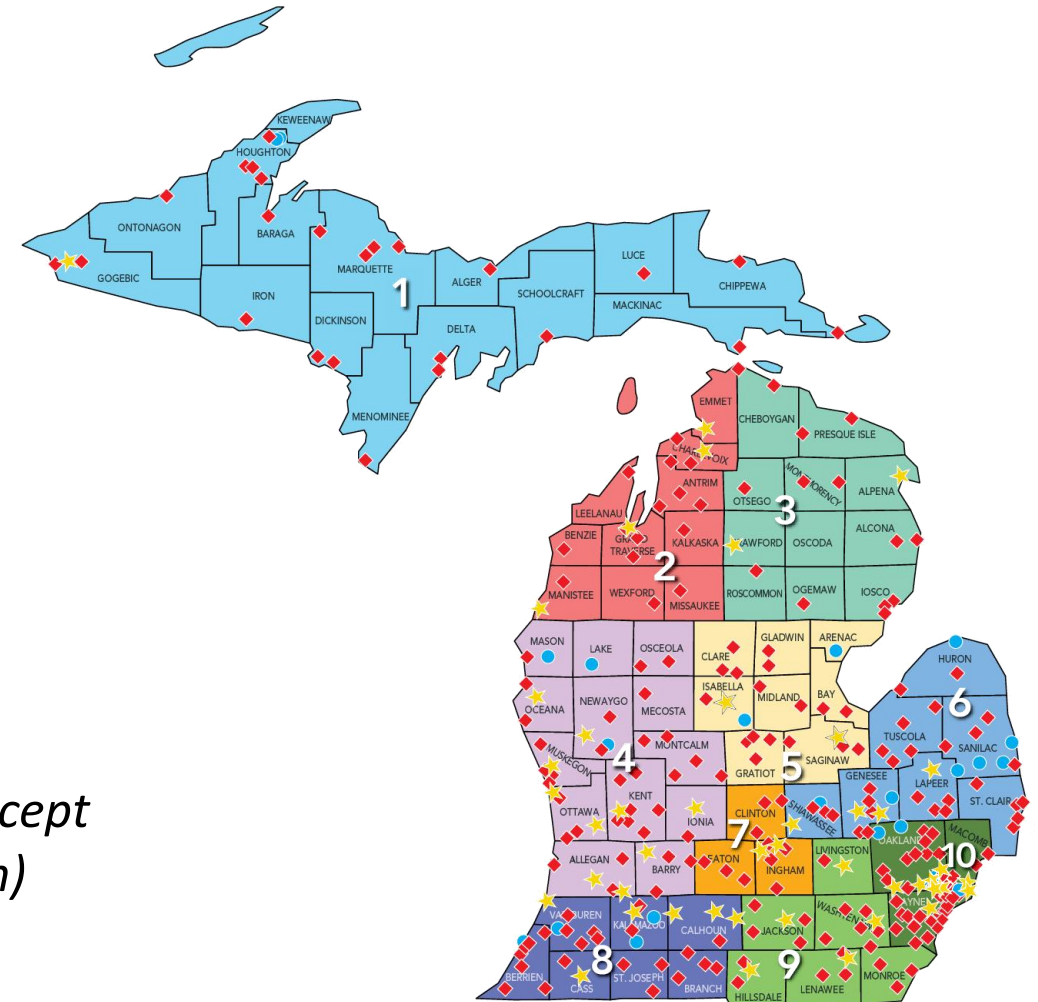
Christopher Germain, AICP, EDFP
Senior Planner, Regions 1 & 6

Pablo Majano, MPA
Senior Planner, Regions 2, 3 & 4
(Ottawa, Kent & Muskegon)

Elizabeth King, EDFP
Senior Planner, Region 10

Brett Hanlon, AICP
Planner, Regions 5, 7 & 9

Julia Turnbull
Planner, Regions 8 & 4 (except
Ottawa, Kent & Muskegon)



MEDC Strategic Plan

FIVE YEAR STRATEGIC PLAN

MEDC is Committed to Enabling Long-Term Economic Opportunity for all Michiganders



Mission

Achieve long-term economic prosperity for Michiganders by **investing in communities, enabling the growth of good jobs and promoting Michigan's strong image worldwide.**

Strategic Focus Areas



Attract, retain and support businesses

Aggressively work to attract and retain companies in target industries that support growth in jobs, wages and investment



Foster high-wage skills growth

Collaborate on efforts to produce, attract and retain the skills needed for in-demand and high growth occupations in focus industries



Develop attractive places

Attract talent through innovative placemaking and streamlining development processes at the community level to transform underutilized properties into vibrant areas



Catalyze entrepreneurship

Strengthen the ecosystem that enables more entrepreneurship, commercialization and new business creation



Market the state

Promote Michigan's image as a world-class business location and travel destination

BUSINESS
NEEDS
TALENT



TALENT
WANTS
PLACE

PLACE
NEEDS
BUSINESS



TALENT ENHANCEMENT

Through community revitalization, RRC assists Michigan in keeping and attracting the educated, creative, and innovative workforce needed to grow and diversify its economy.



COMMUNITY VITALITY

RRC facilitates the reinvigoration of cities and villages across Michigan, which creates community vitality. Community vitality attracts and retains both talent and business growth.



BUSINESS INVESTMENT

By fostering community vitality, RRC creates an environment for communities to provide high-value services for retaining, growing, and diversifying Michigan businesses.

Community Development



Prioritization for CD Tools

Downtown?

A community's principal downtown is one with a grouping of 20 or more contiguous commercial parcels of property that include multi-story buildings of historic or architectural significance. The area must have been zoned, planned, built, or used for commercial purposes for more than 50 years. The area must primarily consist of zero-lot-line development, have pedestrian-friendly infrastructure, and an appropriate mix of businesses and services.

*Communities with this place type **must** demonstrate readiness through RRC **engagement**.*

High Impact Corridor/Gateway?

A high impact corridor or gateway offers unique connectivity and connections to downtowns, new economic opportunities, safe and sustainable transportation, and improvement in a community's quality of life. A corridor includes one or more routes that connect to economic activity, and often forms boundaries between neighborhoods and communities.

*Communities with only this place type **must** demonstrate readiness through RRC **certification**.*

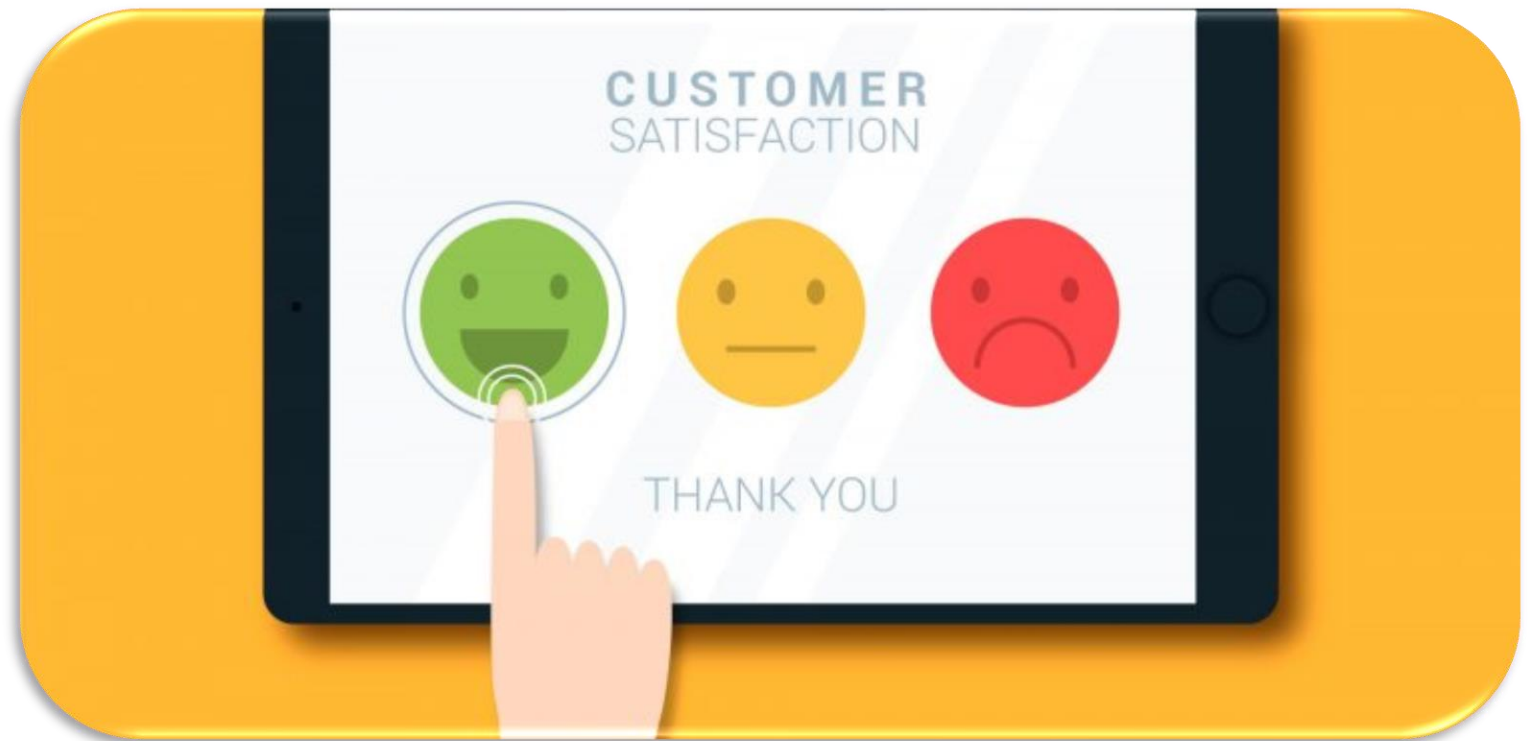
OR



Feedback-What we heard



A State Affiliate of ICMA



RRC 2.0 Framework

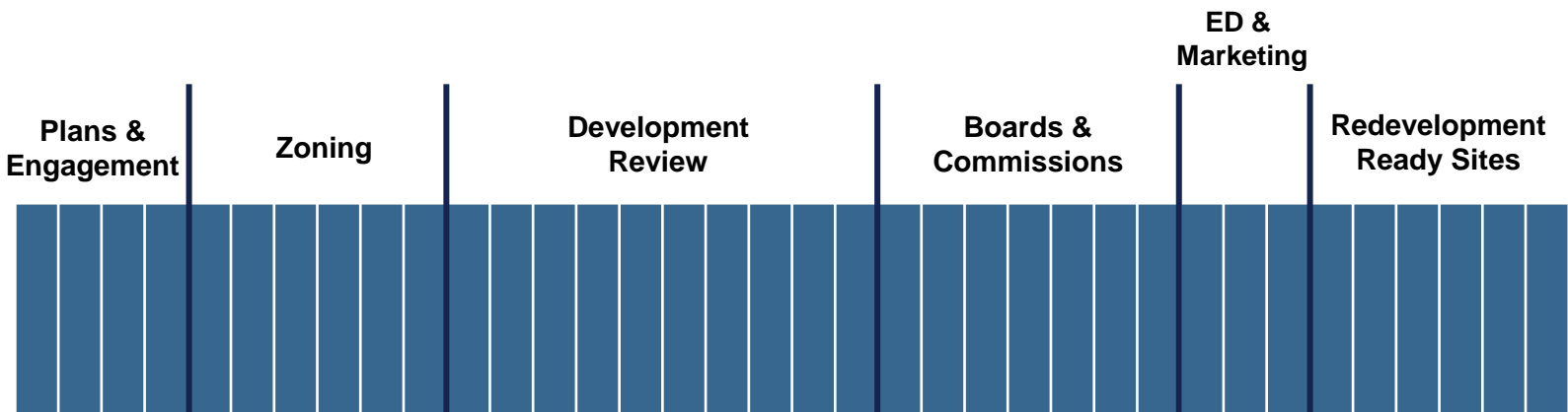


RRC Levels – Overview



- Two paths to choose from based on local goals, needs, and capacity.
- Both provide a path for integrating best practices into local processes.
- Essentials focuses on predictability in development.
- Certified focuses on predictability and proactive development activity.
- Communities can move between levels as local considerations change.

RRC Levels – Applicable Best Practices



RRC Levels – Benefits

| Essentials | Certified |
|--|---|
| Access to RRC Planner & resources | Access to RRC Planner & resources |
| Access to RRC Technical Assistance Match Funding | Access to RRC Technical Assistance Match Funding (higher cap) |
| Marketable Asset (logo only) | Marketable Asset (logo & additional materials) |
| Access to special discounts, training, and other benefits as developed | Access to special discounts, training, and other benefits as developed (additional opportunities) |
| Prioritization factor for MEDC Community Development requests ¹ | Prioritization factor for MEDC Community Development requests |
| | Access to the Redevelopment Services Team |
| | Dedicated sites marketing page |

¹For communities with a traditional downtown (MEDC definition)

RRC Best Practice Updates



- Content of the RRC Best Practices remains similar, but significant overhauls to the structure have been made
- Changes based on feedback and on-the-ground insight into how the best practices were being met locally
- Three criteria have been removed: Two from zoning and one from marketing
- Two new criteria: Bylaws and Incentives

RRC Best Practice Updates – Format

Best Practice One: Plans and Public Engagement

1.1 Master Plan

Master plans establish a community vision through public engagement and identify how to implement that vision. The plan is an essential document that guides future development throughout the community, adding predictability and community support to the development process.

CRITERIA: The governing body has adopted a master plan in the past five years.

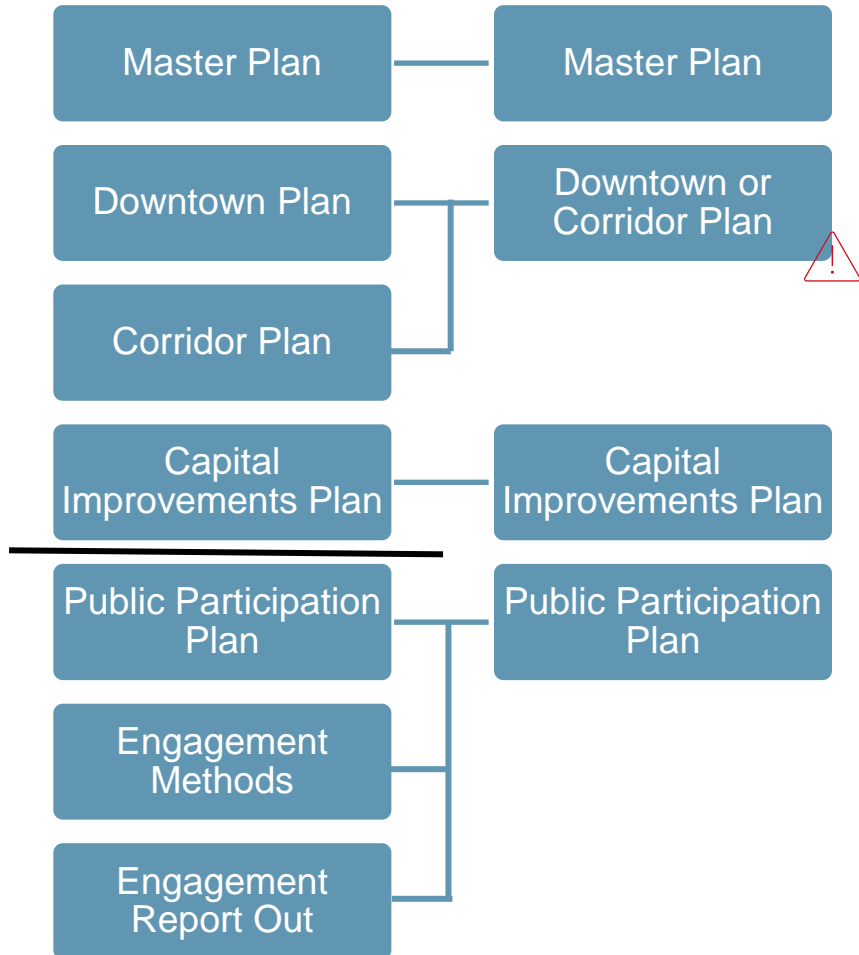
| ESSENTIALS EXPECTATIONS | CERTIFIED EXPECTATIONS |
|---|---|
| <ul style="list-style-type: none"><input type="checkbox"/> The master plan reflects the community's desired direction for the future.<input type="checkbox"/> The master plan identifies strategies for priority redevelopment areas.<input type="checkbox"/> The master plan addresses land use and infrastructure, including complete streets.<input type="checkbox"/> The master plan includes a zoning plan.<input type="checkbox"/> The master plan establishes goals, implementation actions, timelines and responsible parties.<input type="checkbox"/> The master plan is accessible online. | <ul style="list-style-type: none"><input type="checkbox"/> The master plan reflects the community's desired direction for the future.<input type="checkbox"/> The master plan identifies strategies for priority redevelopment areas.<input type="checkbox"/> The master plan addresses land use and infrastructure, including complete streets.<input type="checkbox"/> The master plan includes a zoning plan.<input type="checkbox"/> The master plan establishes goals, implementation actions, timelines and responsible parties.<input type="checkbox"/> The master plan is accessible online.<input type="checkbox"/> Progress on master plan implementation is assessed annually. |

Best Practice: Overall best practice. Organizes criteria into related topics.

Criteria: Specific components or deliverables which help implement the best practice. Includes the *why* to help local staff and officials communicate with stakeholders.

Expectations: Used to determine if the criteria has been fully aligned.

RRC Best Practice Updates – Best Practice 1



Structure updates

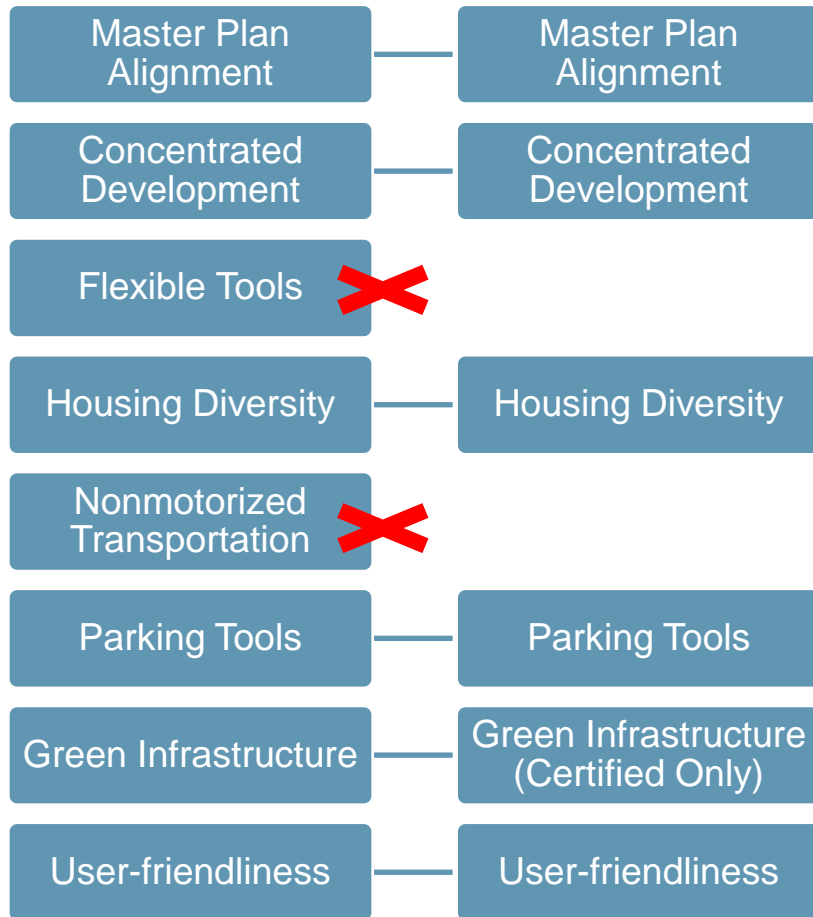
- Former 1.1 (Plans) and 1.2 (Engagement) are now one best practice
- Merged several criteria to reduce from 7 to 4

Content Updates

- Clarified CIP six-year calculation
- Public participation tracking expectation removed
- Downtown/Corridor plan for Essentials level only applies to communities with an active TIF

Certified only: Master plan annual review and public participation annual report (new).

RRC Best Practice Updates – Best Practice 2



Structure updates

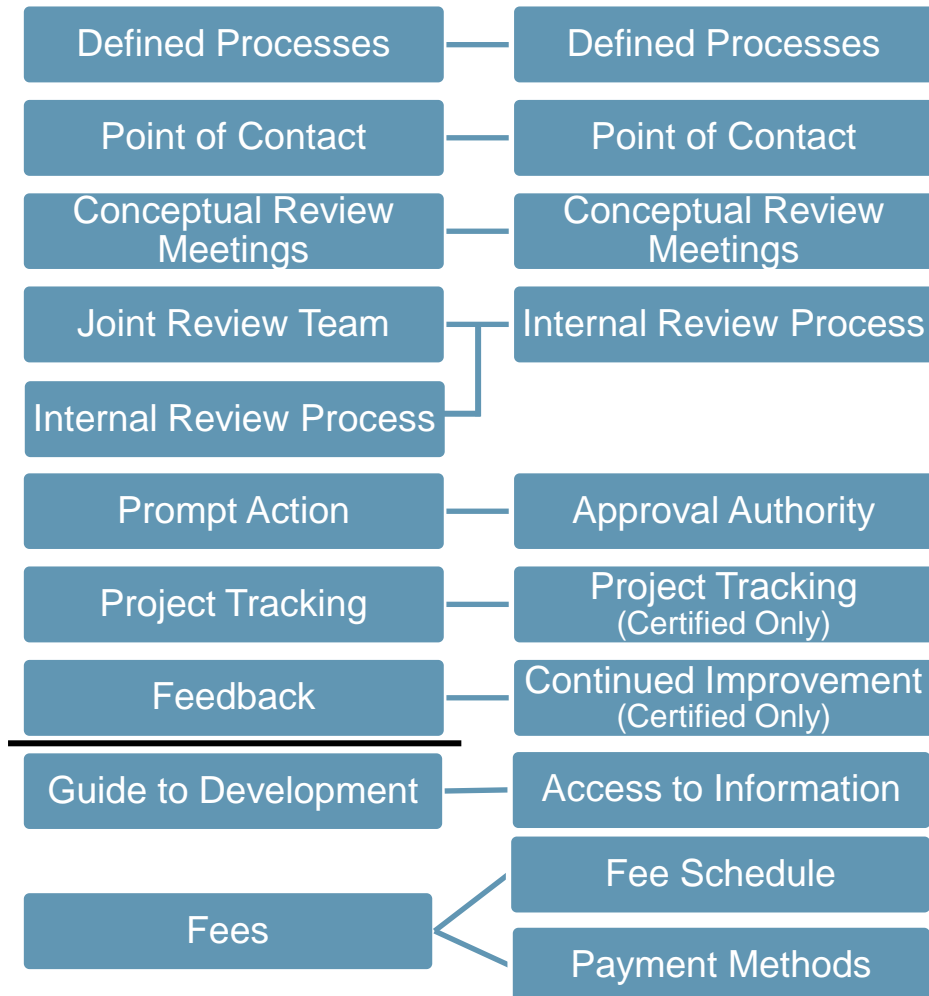
- Criteria reduced from 8 to 6
- Some numerical reorganization

Content Updates

- Removed: Flexible Tools criteria
- Removed: Nonmotorized criteria
- Historic preservation expectation removed
- General clean up
- Differences between levels in all criteria

Certified only: Green infrastructure, implementation of master plan recommendations, additional housing, parking and placemaking provisions, additional user-friendly elements in ZO.

RRC Best Practice Updates – Best Practice 3



Structure updates

- Former 3.1 (Development Review) and 3.2 (Guide to Development) are now a single best practice
- Second half has been renumbered
- One merger and one split

Content Updates

- Simplification of several criteria
- Focus on portions of the process a community directly controls (zoning/building)
- New: Expectation regarding public hearings for permitted uses (certified only)

Certified only: Project tracking, continued improvement, joint review team, public hearings, credit cards, annual fee schedule update, guide to development and more.

RRC Best Practice Updates – Best Practice 4



Structure updates

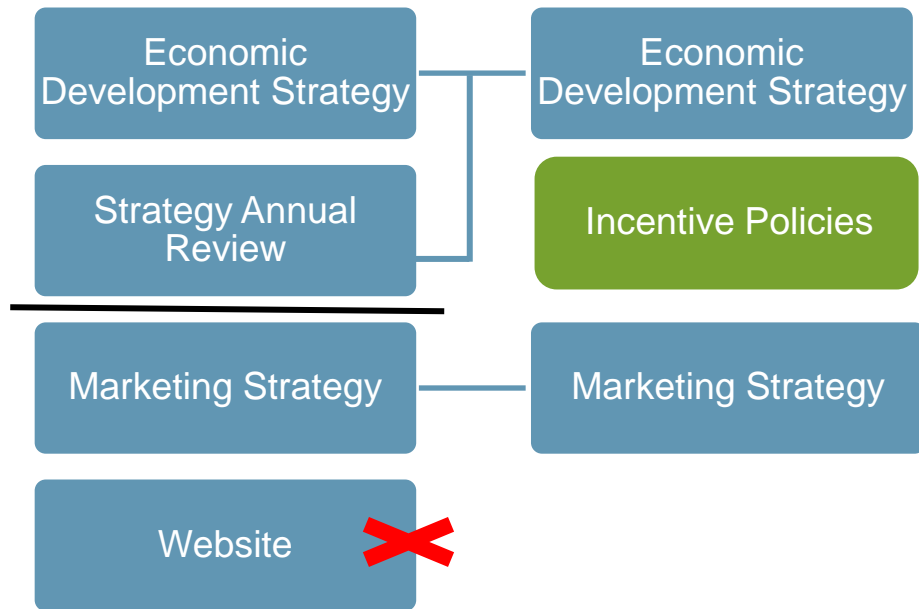
- Former 4.1 (Recruitment) and 4.2 (Training & Communication) now under a single best practice: Boards and Commissions
- All training criteria now merged into a single criteria
- Recruit and communication criteria split for clarification
- One new criteria

Content Updates

- New: Bylaw criteria
- Removed: Training tracking expectation
- New focus on cohesive training strategy versus components

Certified only: Documented recruitment process, skill sets, annual training strategy update, joint meetings

RRC Best Practice Updates – Best Practice 5



Structure updates

- Former 5.1 (Economic Development) and 5.2 (Marketing) combined into a single Best Practice
- Reporting criteria folded into strategy criteria
- One criteria removed and one added
- Entire best practice applies to Certified level only

Content Updates

- Clarifications on content for an economic development strategy & marketing strategies
- New: Incentive policy criteria
- Removed: Website criteria

Certified only: Entire best practice applies to Certified level only

RRC Best Practice Updates – Best Practice 6

Identify Priority Sites

Gather Information

Establish Vision

Identify Resources

Package Site(s)

Site Marketing

Best Practice Six (Redevelopment Ready Sites®) remains unchanged and is a Certified level only best practice.

The Redevelopment Services Team will continue to support communities in completing this best practice as a **POST-CERTIFICATION** activity.

Transition to RRC 2.0



Transition to RRC 2.0

*Planners will work with each community on the transition to RRC 2.0 with a goal of full transition **by June 1, 2021.***



RRC LEVELS: ESSENTIALS & CERTIFIED

Based on feedback from communities and other stakeholders, RRC offers two levels: "Essentials" and "Certified." Communities can determine which level is most appropriate for their needs based on capacity, community goals and other local factors. Communities are encouraged to consult with their assigned RRC planner if they are unsure which level they would like to pursue. RRC understands that no two days are the same when it comes to running a local government; in recognition of that, communities can move between

levels if local considerations change.

Each best practice in this handbook includes expectations for Essentials and for Certified. This allows for maximum transparency and easy comparison. In some cases, they are identical, but in many criteria, RRC Certified level includes additional expectations. Once a community determines the level it would like to achieve, it should focus on the appropriate expectations throughout this handbook.



What if my community is unevaluated?

After having a conversation with your planner, choose the path that is best for your community. Your planner will set you up on Trello.



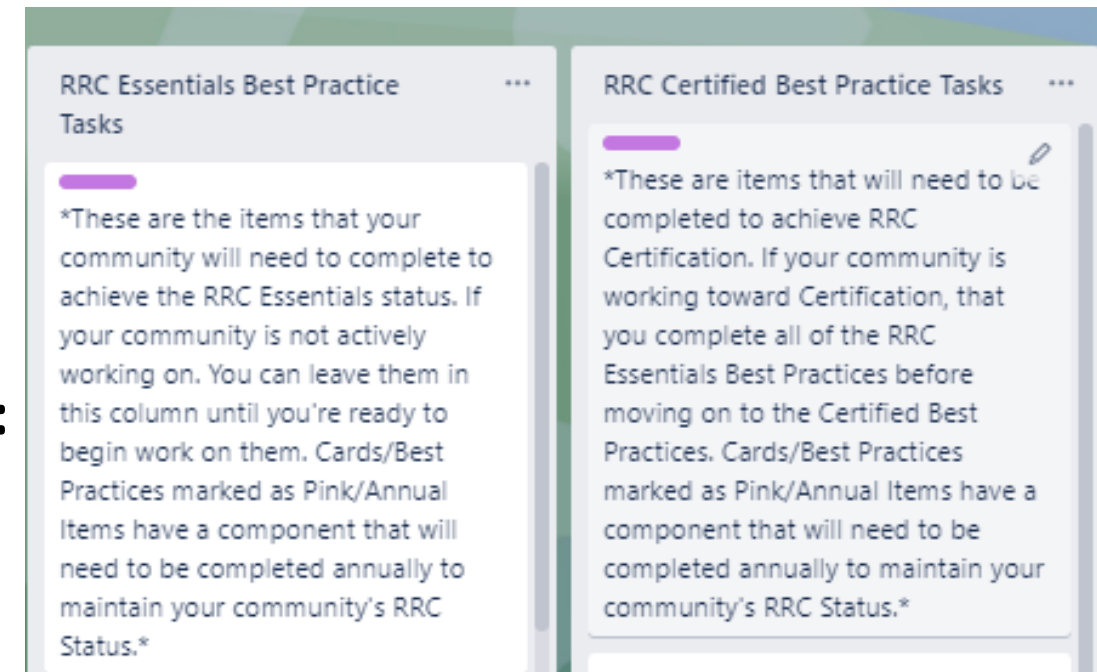
What if my community has been evaluated?

Questions to Consider:

1. What are the goals of the community?
2. Does my community have a traditional downtown or commercial strip style development?
3. Are staff and local officials fully onboard with RRC?
4. Where does my community stand with RRC?

Whichever path you choose, your planner will:

- Transition your Trello board;
- Remove/replace & transition to updated best practices.



What if my community is already certified or is close to being certified?

If your community is certified:

No immediate changes are expected; however, your RRC planner will update your community's Trello board with the new Best Practices. The expectation is that your community will work to meet the new Best Practices/Expectations by recertification.

If your community is close to certification:

The RRC planner and the community will connect on expectations for certification based on the existing Best Practices.



Resource Updates & Reminders



RRC 2.0 Library

REDEVELOPMENT READY COMMUNITIES (RRC)

RRC Online Resource Library

Best Practice 2

- Library Link:
mipace.org/rrclibrary/
- Library is split up by each individual best practice and includes community resources, guides, and additional information

Best Practice 2 (Zoning) evaluates a community's zoning ordinance and how it meets community goals, enables the form and type of development the community is seeking and includes modern approaches to zoning. Zoning is a key tool for plan implementation and obsolete zoning regulations can discourage development and investment. Outdated regulations can force developers to pursue rezoning or variance requests thus extending project timelines, increasing costs, and creating uncertainty. Communities should look to streamline requirements and regulate for the kind of development that is truly desired. Zoning should be used to shape inviting, walkable, vibrant communities, rather than inhibit them.

2.1 | Alignment with Master Plan

2.2 | Accessibility & User-friendliness

2.3 | Concentrated Development

2.4 | Housing Diversity

2.5 | Parking Flexibility

2.6 | Green Infrastructure

2.4 | Housing Diversity

CRITERIA

The zoning ordinance allows for a variety of housing options.

WHY

Having an ordinance which clearly allows for diverse housing types creates unique neighborhoods, provides lifestyle options for residents of all ages and income levels, helps attract talent, and provides flexibility for meeting market demand.

RESOURCES

[Best Practice 2.4 - Housing Diversity](#)

ADDITIONAL RESOURCES

[Accessory Dwelling Units \(ADU\)](#)

[Townhouses/rowhouses](#)

[Mixed-Use Development](#)

[Micro Units](#)

RRC eLearning Tool

- Can be found on miplace.org
- Best practice online training will be updated to match the RRC 2.0 changes in the next few months.
- Current RRC online training is still available prior to 2.0 version release.



The Redevelopment Ready Communities (RRC) program is pleased to offer staff and officials from any Michigan community or partner organization the opportunity to learn more about the RRC Best Practices through an online training series. This series can be completed from the comfort of your own home or office over a 60 day period. For more information, read the [online learning document](#).

LOG IN

REGISTER

For detailed information/instructions, check out the [RRC eLearning User Guide](#).

For information on other training resources, visit our [Training and Events Calendar](#) [↗](#).

Updated RRC 2.0 Guides

- All RRC guides are being updated to reflect updated Best Practices and differing expectations between RRC Essentials and RRC Certified paths



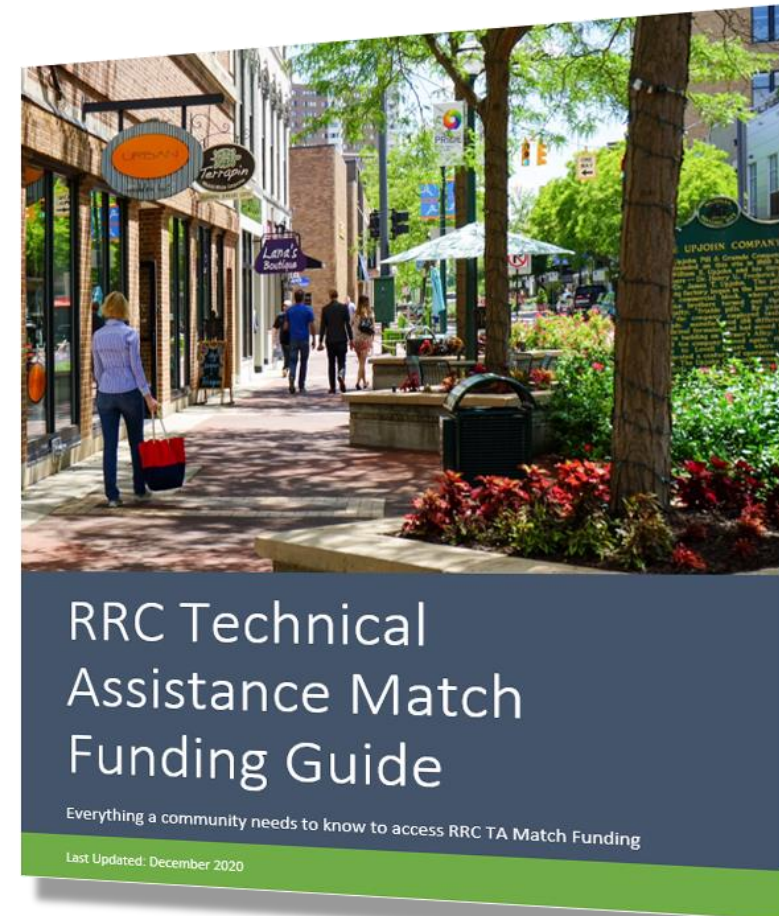
RRC Technical Assistance Match Funding

- RRC Technical Assistance (TA) match funding is a resource available to eligible communities actively engaged in RRC
- RRC TA match funding may provide financial support for various projects needed to reach or maintain essentials or certification
- Projects could include plan updates, zoning code amendments, marketing plans, economic development strategies, etc.



RRC Technical Assistance Match Funding

- Communities can select the provider they would like to work with
- RRC will provide a direct grant to the community
- TA matching grant amounts are determined, in part, by indicated RRC path
- TA Match Guide is now available



RRC Technical Assistance Match Funding

TA matching grant funds are capped based on indicated RRC path (Essentials or Certified)

| | |
|--|--|
| Working toward Essentials Level | <i>Up to \$20,000 during the lifetime effort to achieve this level</i> |
| Working toward Certified Level | <i>Up to \$30,000 during the lifetime effort to achieve this level</i> |
| Maintaining Certified Level | <i>Up to \$30,000 for each certification period (3 years)</i> |

Next Steps & Wrap Up



RRC 2.0 - Recap



- RRC 2.0 is the result of significant engagement with you – our stakeholders
- Essentials and Certified levels allow for greater customization of the RRC experience, and both levels result in commendable achievements.
- MEDC Community Development continues to prioritize incentive requests based on RRC Status, now including the Essentials level for communities with a traditional downtown.
- RRC Planners will be reaching out individually to talk transition – please respond and take the opportunity to reconnect if you haven't been active.
- Remember that RRC resources are always there for communities; we encourage you to use them as much as possible.

Questions & Answers



Please submit your questions
via the Q&A feature.

We will get to as many
questions as possible. If we run
out of time, we will follow up
with answers.



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

THANK YOU
