

redevelopment ready
communities®

Redevelopment Ready Communities® (RRC) is a statewide program that certifies communities actively engaging stakeholders and planning for the future. RRC certification signals to residents, business owners, developers, and investors that a community has removed development barriers by incorporating deliberate, fair, and consistent processes.

2019 ANNUAL REPORT

FY 2019 RRC CERTIFICATIONS

Bessemer (pop: 1,084)
October 9, 2018

Meridian Township (pop: 41,139)
November 16, 2018

Lathrup Village (pop: 4,137)
November 30, 2018

Re-certification

Ypsilanti (pop: 19,874)
December 31, 2018

Re-certification

Boyer City (pop: 3,766)
January 24, 2019

Re-certification

Howell (pop: 9,502)
February 11, 2019

Mount Pleasant (pop: 26,134)
March 11, 2019

Saginaw (pop: 49,366)
March 28, 2019

Laingsburg (pop: 1,296)
April 1, 2019

Hillsdale (pop: 8,203)
June 27, 2019

Muskegon (pop: 37,861)
September 30, 2019

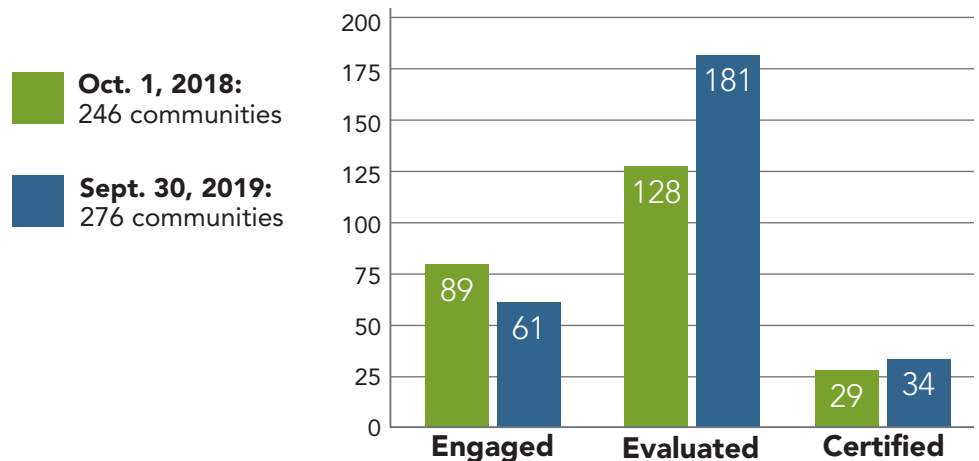
Re-certification

CERTIFIED COMMUNITIES

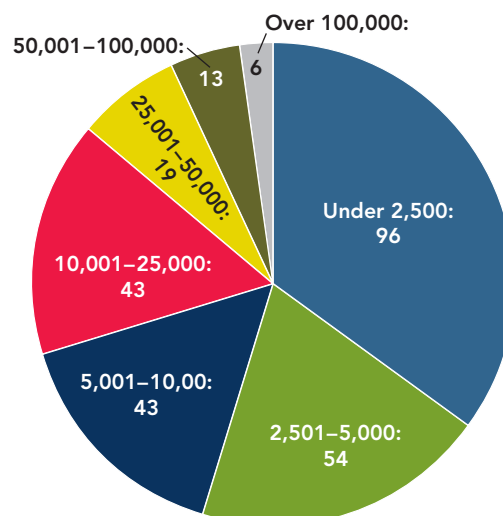
When a community becomes certified, it signals that it has effective development practices. These include clear development procedures, a community-supported vision, an open and predictable review process, and compelling sites for developers to locate their latest projects. Certified RRCs gain access to the expertise of the Redevelopment Services Team, focused on a proactive approach to site redevelopment.



FY 2019 RRC ACTIVITY



RRC COMMUNITIES BY POPULATION (FY19)



Median population:
4,070

Average population:
15,813

Median RRC certified population:
15,216

Average RRC certified population:
31,206

RRC TRAINING AND EDUCATION

REGIONAL WORKSHOPS

7 Workshops completed
55 Communities assisted
94 Attendees
73% Reported being very satisfied

WEBINAR SERIES

New for fiscal year 2019, **RRC launched a webinar series** aimed at providing information on various best practice topics and items. The majority of attendees were city staff, with some local officials joining as well.

Topics included: Creating a public participation plan; technology in local government; building a training strategy; creating a "guide to development"; how communities can benefit from being in both RRC and Michigan Main Street; and innovative housing solutions and trends.

284
Individuals registered

47
Average per webinar

BEST PRACTICE TRAINING SERIES

RRC Best Practice Training Series is recommended for staff, officials (elected or appointed) and local stakeholders from currently engaged or certified RRC communities, or those considering engaging in RRC.

For already engaged communities, these trainings offer an opportunity to refresh on RRC Best Practices or introduce the best practices to new staff and officials. For non-engaged communities, training is required prior to formal engagement.

IN-PERSON TRAININGS

148
Total attendees

FEBRUARY 2019

Location: Lansing
31 attendees
Regions represented: 3, 5, 6, 7, 8

MARCH 2019

Location: Lansing
28 attendees
Regions represented: 3, 5, 6, 8, 10

APRIL 2019

Location: Detroit
38 attendees
Regions represented: 5, 7, 9, 10

MAY 2019

Location: Detroit
25 attendees
Regions represented: 6, 9, 10

AUGUST 2019

Location: Cadillac
15 attendees
Regions represented: 2, 4, 10

SEPTEMBER 2019

Location: Cadillac
11 attendees
Regions represented: 2, 4, 10

ONLINE TRAININGS

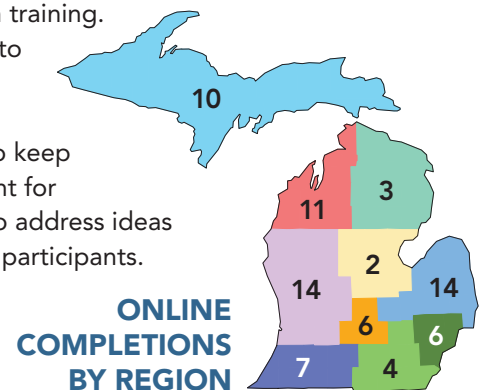
A total of 77 external communities and partners completed RRC Best Practice Training via the **new online system**. Participants came from a range of communities across the state and serve in many roles, including staff, elected officials, and local partners. The online learning system formally launched in the first quarter of the fiscal year.

ONLINE TRAININGS BY COMMUNITY ROLE

77
External communities and partners

Council/commission/trustees (elected official)	24
City staff	21
Planning commission	12
Downtown dev. authority staff	6
Local/county partner	5
Other	9

The online training system has opened a new pathway for communities to secure the training credit needed to formally engage in the program and has allowed local officials more flexibility to learn about RRC without taking time off work to attend in-person training. RRC began efforts to update the online training sessions in fall 2019 in order to keep the material relevant for communities and to address ideas received from past participants.



PROGRAM HIGHLIGHT: From Static to Dynamic

Quarterly progress report to Trello

In FY2019, conversations began about the functionality of the RRC quarterly progress reports (QPRs) for both communities in the program and the RRC planners. During the first years of the program, RRC staff used Microsoft Word-based QPRs that communities had to fill out and send back every three months. With over 275 communities participating in RRC, the time demands on our local partners, and a renewed focus documentation, it was clear something had to change with the QPRs. The RRC team began looking into project management systems that could be used to administer the program, track progress, provide feedback, encourage collaboration, and allow for the easy submission of materials and documentation of the work completed through the RRC process.

After testing many project management systems, Trello was selected. RRC planners then began piloting Trello with various communities in their regions. The feedback from communities in the Trello pilot was overwhelmingly positive, with multiple communities saying that the system is “easy to use, collaborative, easy to navigate, and a good method of organizing RRC tasks.” With that feedback the RRC team felt comfortable rolling out Trello for all communities engaged in the RRC process. On-boarding communities onto Trello has been a great opportunity to check in with our engaged communities, answer any questions they may have, and help clarify RRC expectation while allowing them to make progress on completing their missing RRC Best Practices more quickly.

REDEVELOPMENT SERVICES TEAM

In FY2019, the Redevelopment Services Team (RSTeam) has continued to pioneer a new, proactive method to spur redevelopment projects in our certified RRCs. The team’s goals surround the attraction of investment and development to locally **identified priority sites** through direct community engagement, the proactive packaging of sites, and targeted marketing efforts aimed at development partners across the state of Michigan. While communities in Michigan are our first customer, the private development community, business owners, and investors are also targeted as they are integral to the overall benefit we are hoping to generate for communities and their residents.

The RSTeam has performed over 100 site consultations, and listed over 90 priority sites on the newly designed website, www.miplace.org, dedicated to **redevelopment ready sites**. Nearly \$400,000 of site-specific funding has been funneled to 16 certified RRCs to remove site redevelopment barriers or add understanding to a site in the form of environmental evaluations, parking studies, market justifications, site visioning and planning, and request-for-qualification (RFQ) development. These activities have led to a significant up-

tick in developer interest in these sites, and through RSTeam led “site showcase” events, we are matching developers with communities and their opportunities. Five separate showcase events, and the release of five MEDC-sponsored RFQs, have attracted over 30 development teams (both in-state and out-of-state) and over 100 stakeholders to communities and sites that typically have not seen much traction in the

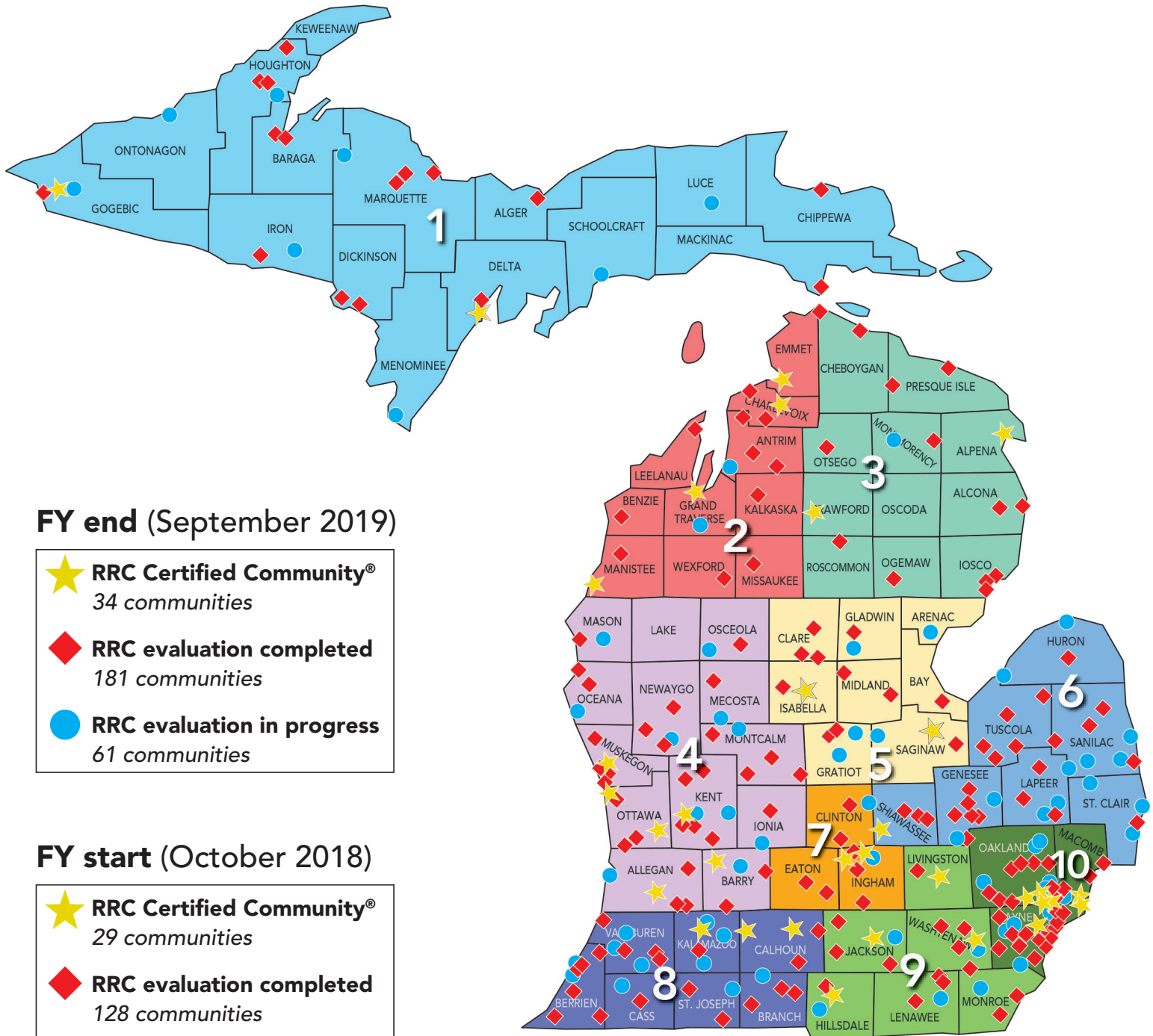
past. In fact, three of those sites are currently under contract with an identified developer and additional pre-development funding has been deployed to those communities to assist with the architectural and engineering costs to kickstart those projects.

With an eye on preservation, the in-house expertise of the RSTeam was also showcased in FY2019 through the development of 10 design/build scenarios that depict a viable redevelopment project in downtown locations that may have seen better days. In 2020, the RSTeam will market these scenarios directly to the building owners along side the MEDC’s Community Assistance Team in an effort to spur on additional investment in those downtown gems that we believe could be a true asset.



redevelopment ready communities®

September 30, 2019



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION