



Training Strategies:

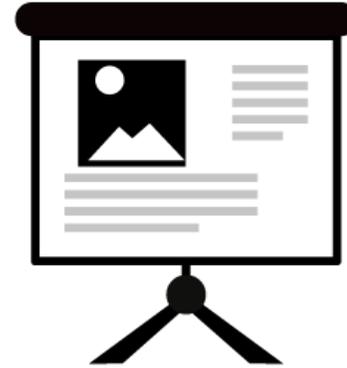
Building strategic and cost-effective training strategies to align with RRC Best Practice 4.2.

Housekeeping



QUESTIONS

Feel free to send questions as we go along using the chat feature on the left side.



SLIDES & VIDEO

We will post a PDF of the slide deck as well as a recording of this presentation in the RRC Library as soon as possible.



MUTE

We've muted all participants to avoid background noise. But take a second to doublecheck you're muted, especially if you're on the phone.



FEEDBACK

We will send a follow up survey to gauge the effectiveness of today's webinar. Please provide feedback to improve future sessions. The survey will be available for 48 hours.

Agenda

1. Best Practice Four Review
2. RRC philosophy on training
3. Developing a strategy
4. Scenario
5. Wrap Up & Questions

Best Practice Four: Recap

Best Practice Four is focused on helping communities build the framework to recruit and train local officials & promote greater communication.

4.1.1 – Recruitment

Applications available online

Established expectations &
desired skill sets

Clear, documented
appointment progress.

4.1.2 – Orientation

Having orientation processes
documented

Including planning &
development information in
orientation materials

Best Practice Four: Recap

Best Practice Four is focused on helping communities build the framework to recruit and train local officials & promote greater communication.

4.2.1 – Training Budget

Identifying a clear source of financial support for training

4.2.2 – Strategy

Identifying priorities
Tracking training attendance

4.2.3 – Reminders

Establishing a consistent method to promote training

4.2.4 – Communication

Training report outs
Joint meetings
Planning commission annual report

RRC Philosophy on Training



Staff and officials make legally binding and community-impacting decisions on a regular basis; it's essential they have the knowledge they need to do make those decisions.

Everyone has a job to do which means training often takes a backseat to other tasks. Being strategic in your approach to training preserves that limited time to make the most of it.

Training needs are different from person to person depending on length of service, background, current activities of the board, etc.

Building a training strategy

ASSESS

PLAN

EXECUTE

ASSESS

Who is on your team/board and how long have they been there?

What training have they done in the past?

What major projects do you have coming up in the next year or two?

Are there topics the board has expressed an interest in learning more about?

Do you have a training requirement? Any standard training events for local staff & officials such as annual ethics training?

What's your expected budget? Do you have local resource providers?

Training Assessment: Cityville Planning Commission

Board/Commission: *Cityville Planning Commission*

Membership Summary:

Name	Role	Appointed	Past training Highlights
Alex Barlett	Chair	2004	Citizen Planner (2006); Planning Conference (2008); Site Plan Review (2014); Ethics Training (2016); RRC Best Practices (2016)
Johann Cohn	Vice Chair	1999	Planning Conference (2000, 2008, 2014); Site Plan Review (2014); Ethics Training (2016)
Ashlyn Heald	Member	2018	RRC Best Practices Online (2019) - Partial
Dale Miller	Member	2015	Ethics Training (2016)
Harold Hollender	Member, City Liaison	2017	MML Elected Officials Academy (2017)

Upcoming Projects / Hot Topics:

- Zoning Ordinance Updates
- Activation of the underutilized downtown parking lot
- Pedestrian-friendly infrastructure
- Green infrastructure
- Housing Diversity
- Redevelopment Ready Communities
- Conflict of interest

Other Considerations:

- Ashlyn and Harold could both benefit from Citizen Planner and are interested based on conversations
- The expected budget is \$1,000 total
- MML and MAP offer training scholarships each year which could expand training capacity
- The regional planning organization offers numerous free training events, webinars and documents each year though they don't often fit smaller communities like Cityville.
- The more folks who are trained in RRC, the more folks there are to help with items
- City policy is for all officials and staff to undergo ethics training each year
- The city needs to begin holding an annual joint meeting to meet RRC best practices; training could be a good facilitator.

Training Delivery Methods: Conferences, webinars/online, articles, in-house events, tours

Expected Budget: \$1,000

Plan

Looking at your assessment, what are your major goals?

What actions will help you meet those goals?

What's a general schedule look like?

What's the best delivery method?

What's the expected cost? Is that realistic with your budget?

Training Plan: Cityville Planning Commission

Period: Fiscal Year 2020 (July 1, 2019 – June 30, 2020)

Staff Contact: Miranda Miser

Assessment: See attached

Goals

- Help new members get up to speed on their responsibilities as planning commissioners
- Prepare the group for the zoning ordinance update
- Build understanding for Redevelopment Ready Communities work
- Meet the city's requirement for annual ethics training
- Conduct at least one joint training

Actions

- Ashlyn and Harold will complete MSU Citizen Planner Online (5)
- Budget for one commissioner to attend annual planning conference in Unionville (5)
- Include short articles in each monthly packet; reserve 10 minutes for discussion of the article at the end of each meeting (ask members to rotate identifying an article)
- Conduct a joint training on conflict of interest and ethics with PC, DDA, Council, P&R and any other boards (MML ethics training)
- Encourage at least two additional commission members to complete the RRC trainings (in person or online) (potential 5)
- Conduct a joint training with the planning commission, DDA and council on downtown redevelopment (ask MEDC for assistance on this)

General Schedule

First Quarter (J-S)	Second Quarter (S-D)	Third Quarter (J-M)	Fourth Quarter (A-J)
<ul style="list-style-type: none"> • Monthly Articles • Annual Planning Conference (1) • MSU Citizen Planner (2) 	<ul style="list-style-type: none"> • Monthly Article • RRC Best Practice Training (2) • Ethics/Conflict of Interest Joint Training 	<ul style="list-style-type: none"> • Monthly Article • Downtown Redevelopment Joint Training 	<ul style="list-style-type: none"> • Monthly Article

Budget

Item	Projected Cost
MSU Citizen Planner Online	\$275 x 2
Planning Conference	\$300 (Reg); \$400 (Travel)
RRC Best Practices	\$50 (Mileage)
TOTAL	\$1,350

Training Organizations

Training Materials & Resources

Regional planning organizations (Tri-County Regional Planning Commission, SEMCOG, etc.)	Michigan Municipal League	County Planning Departments
Michigan Economic Developers Association (MEDA)	Michigan Association of Planning/American Planning Association	Michigan Main Street
CEDAM	MSU Extension	Congress for New Urbanism
ICMA	Northern Michigan Public Service Academy	Michigan Downtown Association

Master Plan	Downtown Plan	Corridor Plan
Economic Development Strategy	Marketing Strategy	Public Participation Plan
AARP Livability Resources	Webinars (RRC webinar, MAP webinars, APA webinars, Planetizen webinars, AARP)	StrongTowns Website
Tours, Site Visits, Field Trips	In House Trainings	Agenda items at meetings

Execute

	A	B	C	D	E	F
1	Attendee Name	Position	Training Type	of Hours A	Training Date	Instructors Name
2	Terry Kryshak	member	Introduction	1	1/3/2018	Charly Loper
3	Bill McDonald	member	Introduction	1	1/3/2018	Charly Loper
4	Dave Osier	chair	Introduction	1	1/3/2018	Charly Loper
5	Kevin Nyquist	member	Introduction	1	1/3/2018	Charly Loper
6	Louis Miskovich	member	Introduction	1	1/9/2018	Charly Loper
7	George Beninghaus	member	Introduction	1	3/14/2019	Charly Loper
8						
9	Terry Kr					y Loper
10	Bill McC					y Loper
11	Dave Os					y Loper
12	Kevin N					y Loper
13	Louis M					y Loper
14	George					y Loper
15						



Who should be responsible for executing the plan?

- *This is a great task for one of your board members or the Chair to take on*

How will you consistently remind staff and officials of training?

How will training attendance be tracked?

How will you share the outcomes for those who couldn't go?

Let's Practice



Welcome to Pawmi!

Pawmi (pop. 8,500) is located in the heart of Michigan. The city recently completed a master plan update (2018) focused on topics such as walkability, housing diversity, green infrastructure and downtown revitalization. The city is ready to begin implementation.

Major happenings in the city include potential violations of conflict of interest procedures against one city council person, a push to redevelop an underutilized parking lot downtown, and the city pursuing RRC certification.

The Planning Commission



Alex, Chair

Appointed 2004; Newly elected as Chair; Homeowner; Marketing Specialist for large, out-of-town tech company (works from home); opinionated about almost everything



Johann, Vice Chair

Appointed 1999; formerly Chair but stepped back for personal reason; lawyer; friends with the Mayor; used to be enthusiastic about training but has withdrawal lately.



Ashlyn, Member

Appointed 2018; first board experience; rents a downtown loft; doesn't drive; junior designer at a downtown architecture firm who is looking to expand their building.

The Planning Commission



Dale, Member

Appointed 2015; misses several meetings a year; general contractor; heavily focused on building details and financing; doesn't typically want to do training but has expressed a desire to go to state planning conference this year.



Andi, Member

Appointed 2017; city council liaison; urban planner; works in Eagletown – 20 minute commute; advocate for complete streets policy (recently passed); provides updates to/from council. Would like to do Citizen Planner training.

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ASSESS

What major projects do you have coming up in the next year or two?

Are there topics the board has expressed an interest in learning more about?

Major Projects/Topics:

- Zoning Ordinance Updates
- Activation of the underutilized downtown parking lot
- Pedestrian-friendly infrastructure
- Green Infrastructure
- Housing Diversity
- Redevelopment Ready Communities®
- Conflict of interest

ASSESS

Do you have a training requirement?
Any standard training events for local staff & officials such as annual ethics training?

What's your expected budget? Do you have local resource providers?

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PLAN

What actions will help you meet those goals?

Actions:

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- Budget for one commissioner to attend annual planning conference in Lansing (\$)
- Include short articles in each monthly packet; reserve 10 minutes for discussion of the article at the end of each meeting (ask members to rotate identifying an article)
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What does a general schedule look like?

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What's the expected cost? Is that realistic with your budget?

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How will you consistently remind staff and officials of training?

How will training attendance be tracked?

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A screenshot of a Microsoft Excel spreadsheet. The spreadsheet has a green header bar with tabs for 'Home', 'Insert', 'Page Layout', 'Formulas', 'Data', 'Review', and 'View'. The data is organized in a table with columns labeled 'Item #', 'Product', and 'Price'. The rows contain the following data:

Item #	Product	Price
5000	Apple	\$1.00
5000	Orange	\$2.00
5000	Banana	\$30.00
5000	White Bread	\$4.00
5000	Whole Bread	\$4.00
5000	Milk	\$2.00
5000	Cheese	\$4.00
5000	Eggs	\$4.00
5000	Turkey	\$4.00
5000	Beef	\$7.00



Final Outcome

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Final Thoughts

1. Training is an essential part of ensuring that your boards, commissions and staff can do their properly.
2. Training does not have to have a big price tag; in fact it could be entirely free with a little planning.
3. Bringing training directly to an existing meeting reduces the time commitment for officials; even 10 minute conversations help expand someone's knowledge base.
4. RRC communities should always be able to identify priority training topics or events for the upcoming year as part of best practice 4.2.2.

Coming Up

JULY 17
9:00 AM

How to build a Guide to Development

The Guide to Development (Best Practice 3.2) is a key component of creating a transparent development review process. It's also essential to demystifying the process for a first-time or local investor. Join us to walk through how to create this guide and tips for making it the best it can be. (60 minutes) [Register](#)

AUG 19
2:00 PM

Including your DDA/Main Street in RRC

From establishing a vision for the community to creating a predictable development experience, the goals of RRC and your downtown stakeholders overlap in many ways. Join us for a review of where partnerships already exist in RRC/MMS communities and how to grow yours. (90 minutes) [Register](#)



Presented in
conjunction with our
Michigan Main Street
Partners

SEPT 12
9:00 AM

Housing Trends & Innovation

There's been no lack of discussion around the nationwide housing shortage and its impacts on economic development. RRC best practices address housing through zoning updates but there are also a number of innovative projects and recommendations to help communities be on the forefront of this issue. Join us for a discussion on how to zone for diversified housing and to learn what's happening in other RRC communities across the state. (90 minutes) [Register](#)

Questions

Christopher Germain, AICP

Michigan Economic Development Corporation

Senior RRC Planner, Regions 1/6/Detroit

germainc2@michigan.org

517-599-5450