

WHAT KIND OF MICHIGAN DO YOU WANT? APPLY NOW.

In many different ways, all PAL grantees over the past seven years have had a vision for the kind of Michigan they wanted to see, in either a broad or community sense. Their work may have concentrated on a vision for improving watersheds, creating trails and greenways, redeveloping urban neighborhoods, reducing development pressure on farmland, urging intergovernmental cooperation and planning, educating local leaders, envisioning more healthy community design, enhancing roadways, or inspiring conversations about race and social equity, to name but a few.

Taken together, all grantees have been part of a fabric for changing business as usual in Michigan. There have been remarkable successes in local, regional and incremental ways that continue to inspire change.

A NEW VISION FOR A NEW MICHIGAN

At the same time that PAL has encouraged and supported such change, it has attempted to educate state leaders, with limited success, on the policy changes necessary to enable regions and localities to better control their future. Much remains to be done. Michigan's economic woes threaten the prosperity of all its citizens. We're losing important segments of our population. Many of those leaving Michigan are our educated sons and daughters, the very people Michigan needs as it works to rebuild its future in New Economy directions.

To focus Michigan on what needs to be done to reinvent itself with reduced dependence on our manufacturing economy, members of the PAL Planning Group have reached common ground on a new vision and a Six Pillars for Prosperity agenda for Michigan. All of these leaders have pledged to share this vision and agenda with their constituencies and incorporate them into their ongoing activities in communities across Michigan.

PAL NEEDS YOU

PAL is also hopeful that the community of past and future PAL grantees finds value in this framing of Michigan's challenges and their relationship to land use patterns and policies. PAL is currently completing a new Website, video, brochure, PowerPoint presentation, and other communication tools to assist in communicating with constituencies across the state. These will be made available to you when all pieces are complete, later this spring.

In this issue of the PAL Update, we are outlining the Six Pillars for Prosperity. Some of them you will instantly recognize as important to Michigan's future. Others may require further thought and discussion. At the same time, PAL is planning other programs to elevate these issues in conversations across Michigan, in partnerships with the media, and with groups such as the Center for Michigan and Michigan Future.

We will need all of you to be part of this dialog. As Bill Rustem has often said, we need to start a parade. If enough of us join that parade, state leaders will get in step.



PAL UPDATE

Building a New and Prosperous Michigan

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Prefer PAL Update Via Email?

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Strong, innovative **people** and beautiful, productive **land**: these are Michigan's core **strengths**. What will it take for Michigan to succeed in the **Global Economy**?

2008 REGIONAL PROSPERITY INITIATIVE GRANTS AVAILABLE

PAL has developed Six Pillars of Prosperity, an agenda to reinvent Michigan as a global economic player. Individual local units of government do not have the scope or means to tackle these issues. Many could be addressed at the state level, but political leadership is hampered by the state's ongoing economic malaise and by term limits. PAL believes that the best opportunity for change in Michigan is at the regional level, where economic, environmental, and social concerns converge. Regions are sizable enough to advance the Six Pillars of Prosperity agenda and are a more potent source of leadership.

To strengthen the voice of regions in Michigan, PAL has launched its Regional Prosperity Initiative. The goal of the initiative is to foster multi-sector and multi-jurisdictional collaboration at the regional level as a means for advancing economic, social, and environmental progress in Michigan. PAL plans to invest in several regional collaboratives around the state. Eligible regional proposals will work across multiple counties to provide sustained support and leadership for the collaborative work of opinion leaders in the region. They will create and enhance regional identity and advance regional prosperity by responding to specific regional needs and addressing one or more of PAL's Six Pillars of Prosperity.

Three types of grants will be available in 2008: readiness, mobilization, and sustainability grants. Readiness grants will allow key stakeholders within a region to build support and commitment for collaborative regional efforts. Mobilization grants are for regions that lack significant and sustained momentum around regional solutions to land-based economic challenges, but where there is capacity and regional readiness to do so. Sustainability grants are for regions with acknowledged momentum around regional solutions to economic and land use challenges.

Letters of Inquiry are due by noon, May 12, 2008.

For information about the Regional Prosperity Initiative, please visit the PAL Website at <http://www.peopleandland.org>. You may also contact Amanda Burmeister at pal@peopleandland.org or 517-371-7467.

THE SIX PILLARS FOR MICHIGAN'S PROSPERITY.

A NEW AGENDA FOR A NEW MICHIGAN.

1 Attractive Cities and Neighborhoods

From major cities to small towns, we need vibrant neighborhoods where people want to live and raise families.



According to Lou Glazer, of Michigan Future, one of Michigan's dilemmas is that vibrant cities and neighborhoods are needed to attract people of talent, yet even our state's most attractive cities rank far down on national measures. We in Michigan need to redouble efforts to create attractive cities and towns to draw the people needed to rebuild Michigan on New Economy models. Our cities are vital for all Michigan residents. As Jack Laurie, former president of the Michigan Farm Bureau said, "To save our farms, we must save our cities."

"Vibrant neighborhoods look and feel the same whether you're in a small community or a hustle-and-bustle community. They have to be safe. They have to offer qualities people need to enjoy living there. They need a range of housing stock, retail, all the conveniences, and places to walk and gather together. They have a spirit, a feeling, a sense of connection to the larger society."

Heaster Wheeler, Executive Director
NAACP – Detroit Branch

2 Highly Competitive Schools and Lifelong Learning Opportunities

Education creates the skilled workers we need to compete in a global marketplace.



Michigan is fortunate to have a system of higher education institutions ready to help the state reinvent itself, even though state funding of that system continues to shrink. Unfortunately, many graduates start their careers elsewhere, leaving Michigan 31st in residents with a four-year college degree. At the same time, our middle and high schools find many students failing to meet standard measures, and only 25 percent of Michigan parents believe a quality education is "essential" for their children to get ahead in life. That is a cultural disconnect with the reality of this century's knowledge-based economy.

"In order to compete in a global marketplace, we need highly skilled people. It's ironic that in Michigan we have highly skilled jobs that are not being filled because the workers aren't there. We've got to change public attitudes toward the importance of high school and ongoing education, and we know from public opinion polling that most Michigan citizens do not see great value in education. That needs to be changed with both adults and our young people."

Jim Barrett, President
Michigan Chamber of Commerce

3 Knowledge-Based Technologies

Job growth in Michigan will come from new and creative businesses.



The manufacturing base of Michigan's economy has shrunk, resulting in the loss of 170,000 jobs between 2000 and 2006. This has been somewhat offset by the creation of 125,000 New Economy jobs. This kind of growth can and must be accelerated as Michigan takes a larger role in the New Economy. The fact is, many knowledge workers can work from anywhere, and Michigan has to be innovative in creating the type of places people with talent are looking for.

"In the knowledge economy, what we're looking for in terms of jobs are creative-sector, high-technology positions. In Michigan, the knowledge-based industries have been secondary to more traditional industrial and manufacturing roles. Now we need to provide the kind of support that will elevate the importance of those knowledge-based industries, and create the kind of places where people can gather to innovate together."

Conan Smith, Executive Director
Michigan Suburbs Alliance

4 Thriving Agriculture

Michigan's second-largest industry can provide food, fuel, and innovation while preserving beautiful rural landscapes.



Michigan farmers face threats from commodities grown around the globe, and from development encroaching on farmland at the fringe of sprawling metro areas. It also faces opportunities: more interest in locally grown food, the recent enthusiasm around farm markets, growing demand for alternative fuels such as bio-diesel and ethanol, opportunities to build processing plants for Michigan-grown products, and new technologies for more efficient farming methods.

"Agriculture stands in the best position to utilize the water we have around us – and notice I said utilize, not use – because it's converting water, like it utilizes the sun and the soil to convert nutrients into food. Agriculture can also play a huge role in generating other forms of energy, and in sustaining some of our rural communities so that Michigan can attract not only new people, but new businesses."

Wayne Wood, President
Michigan Farm Bureau

5 Natural Resources for Recreation and Job Creation

Michigan is blessed with natural resources that enrich our quality of life and enhance our economy.



Surrounded by 20 percent of the world's fresh water, with more lakes and streams than nearly any other state, ample agricultural lands, and abundant state and federal forestland, residents of Michigan are truly blessed. Our natural environment is a key ingredient in any recipe to change Michigan's economic future. Yet Michigan ranks 47th in the amount of per-capita investment in maintaining the quality of these resources, which are critical for our tourism economy – and for attracting people of talent who flock to beautiful places.

"Healthy lakes, waters, and air are important to attract new young people into our state. And we have significant industries that depend on Michigan's natural resources – forest products, mining, tourism and agriculture all require healthy lands. Our future is dependent on making sure that we keep our natural resources clean, productive and available."

Donna Stine, Deputy Director of Policy
Michigan United Conservation Clubs

6 Inclusive and Entrepreneurial Culture

Innovation, new ideas, new people, new businesses: this is the currency of the new economy.



Michigan is an insular state in more than geography. We are not a particularly welcoming state. We voted to overturn decades of progress in affirmative action for minorities and women, our laws appear to discriminate against immigrants, and we don't open our arms to foreigners who graduate from our universities. Meanwhile, according to a new report commissioned by CEOs for Cities, 90 percent of population growth in the United States between 2000 and 2050—about 130 million people—will be racial and ethnic minorities, mostly new immigrants.

"In the New Economy, it's no longer the big company, but it's the big idea that's going to jumpstart the next big business. We need to start thinking more about talent, and talent comes in all shapes and all sizes and all colors. Michigan needs to embrace that."

Brad Garmon, Land Programs Director
Michigan Environmental Council