

LET'S GROW

Michigan



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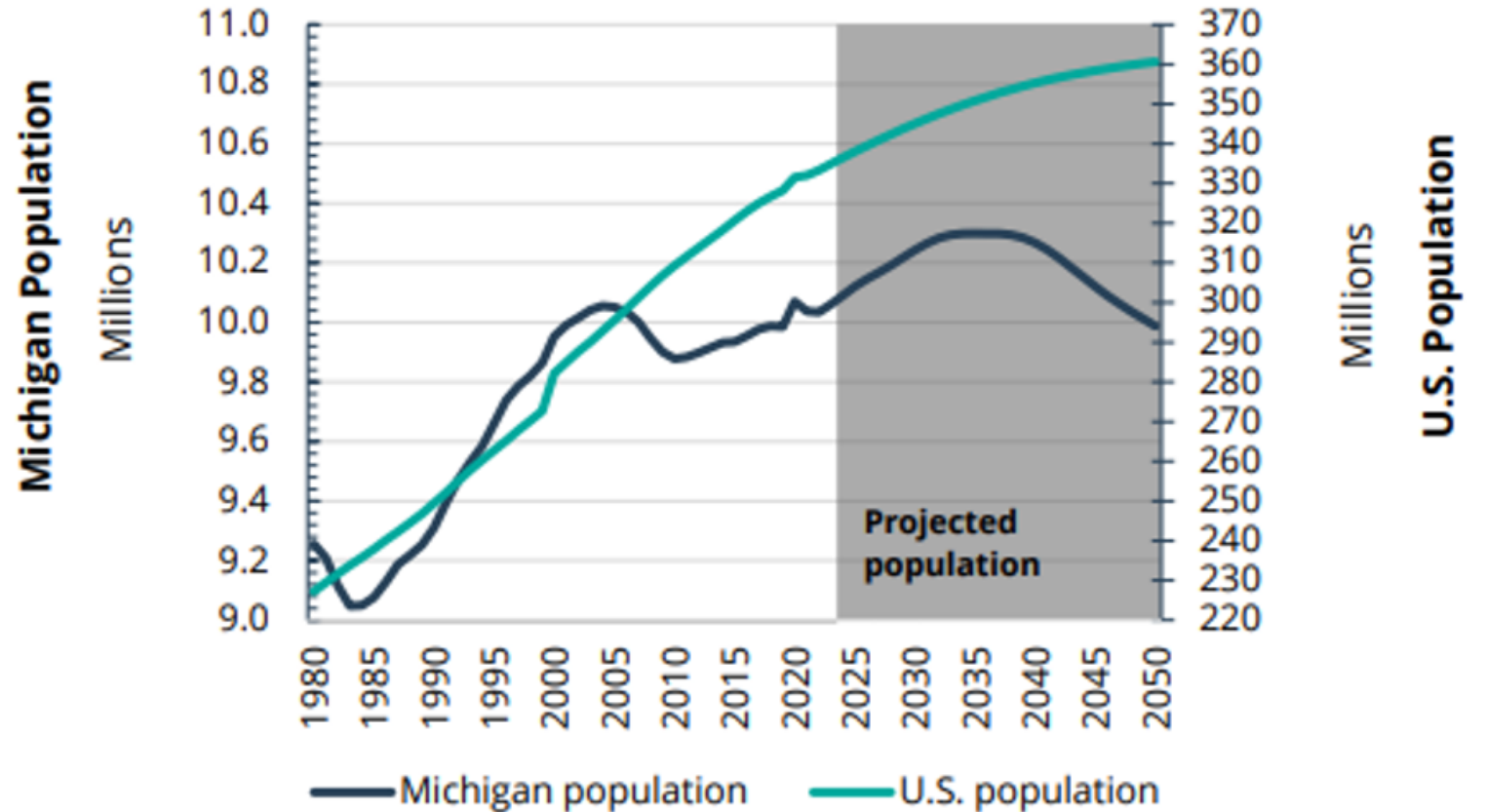
*Michiganders are our
most important resource.*

Population declines threaten business attraction, erode local tax bases and limit political influence.

Michigan isn't growing and it threatens our future.

If we don't act, Michigan is projected to grow at about 1/3 of the national growth rate over the next 30 years.

Michigan and U.S. Historical and Projected Population Growth, 1980–2050

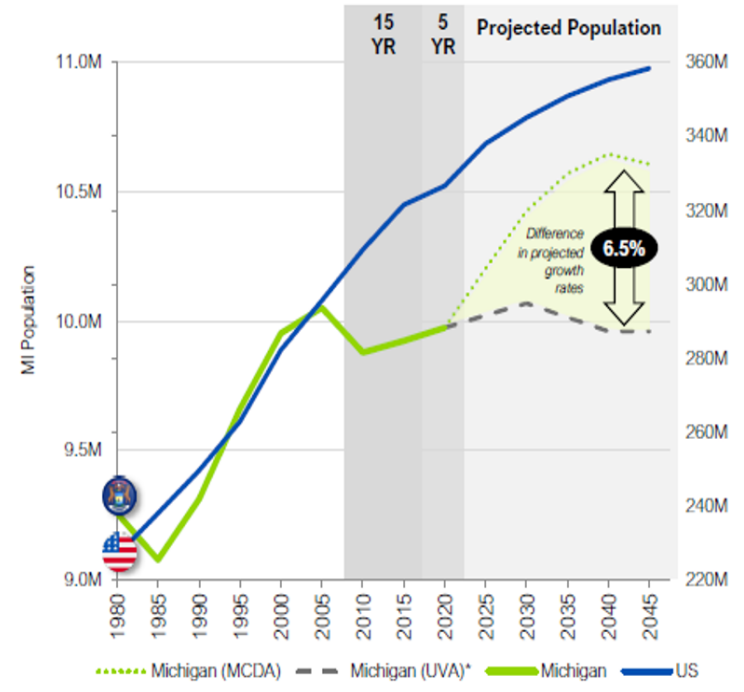


Source: U.S. Census Bureau 1980; U.S. Census Bureau 2021

In the last 20 years Michigan has decoupled from national population growth.

Michigan also lags in national employment growth and employment growth in the Midwest, and in own-source revenue growth compared to the average for all US states.

MI and US Historical and Projected Population Growth (with two MI projections), 1980–2045¹⁻⁷



*Michigan (UVA) growth rates are based on projections available for years 2030 and 2040. 2025 and 2045 figures were extrapolated from these projections.

Challenges Related to Slow Population Growth

- ### Labor Market Challenges

Michigan experienced job loss from 2000 to 2010. Though the labor market rebounded after the Great Recession and COVID, employment is still below the January 2000 level.¹² This is illustrated by Michigan's slow employment growth from 1980 to 2021, shown in the chart at right.

US, MI, and Midwest Employment Growth, 1980 – 2021⁸⁻¹¹

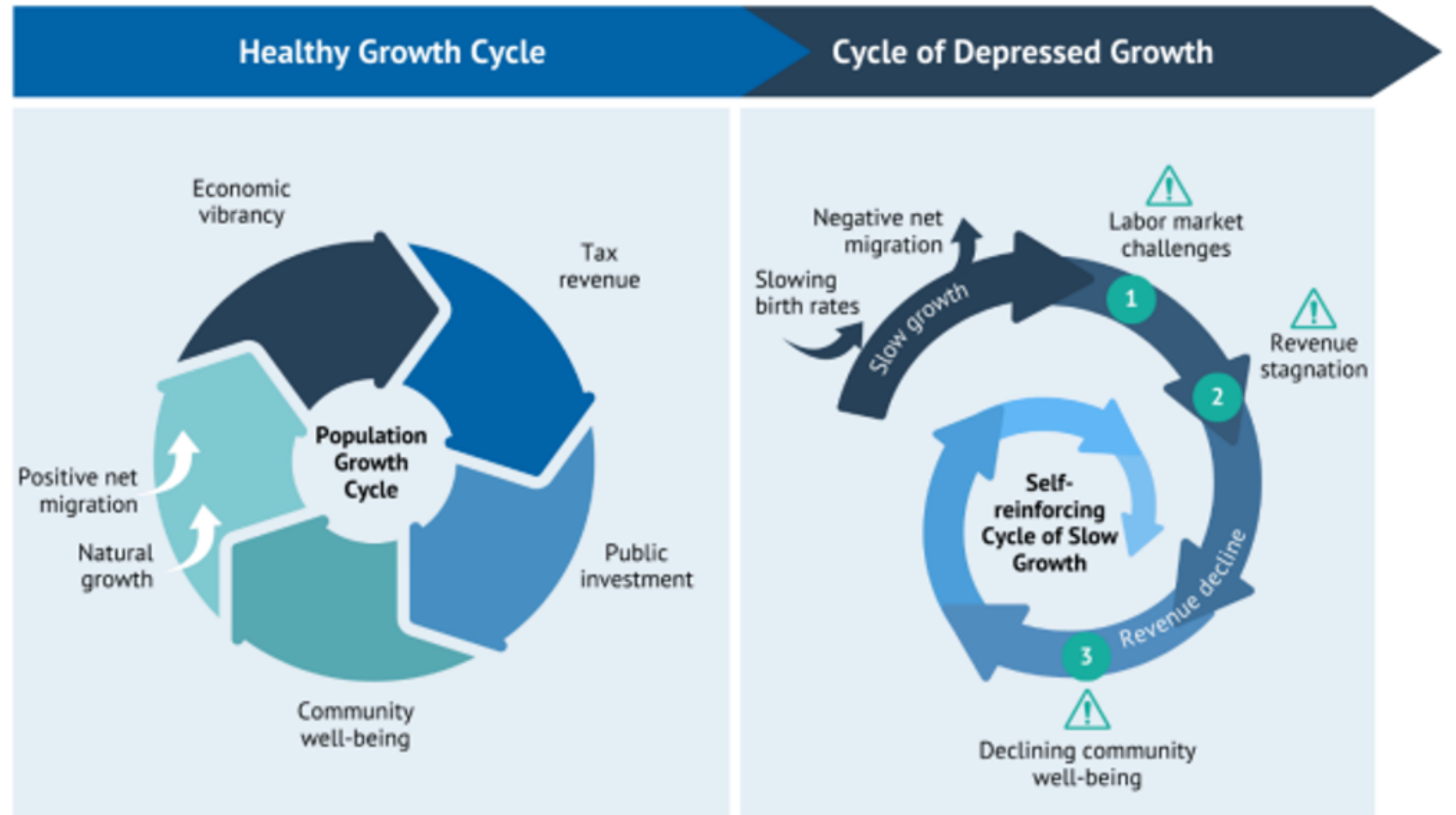
Region	Employment Growth (1980-2021)
US	61%
MI	22%
Midwest	29%
- ### Revenue Stagnation

When adjusted for inflation, Michigan's state and local "own-source" general revenues grew by only 1.3% from 2007-21, compared to 21.1% growth in combined state and local "own-source" general revenue for all US states during the same period.¹³ These revenues refer to funds raised from taxes, charges, and fees and exclude intergovernmental transfers and "business-like" activities (e.g., liquor stores, utilities).
- ### Community Wellbeing

Though Michigan's average life expectancy was on an upward trend prior to the pandemic, life expectancy in the state consistently falls below the national average.¹⁴

The healthy growth cycle

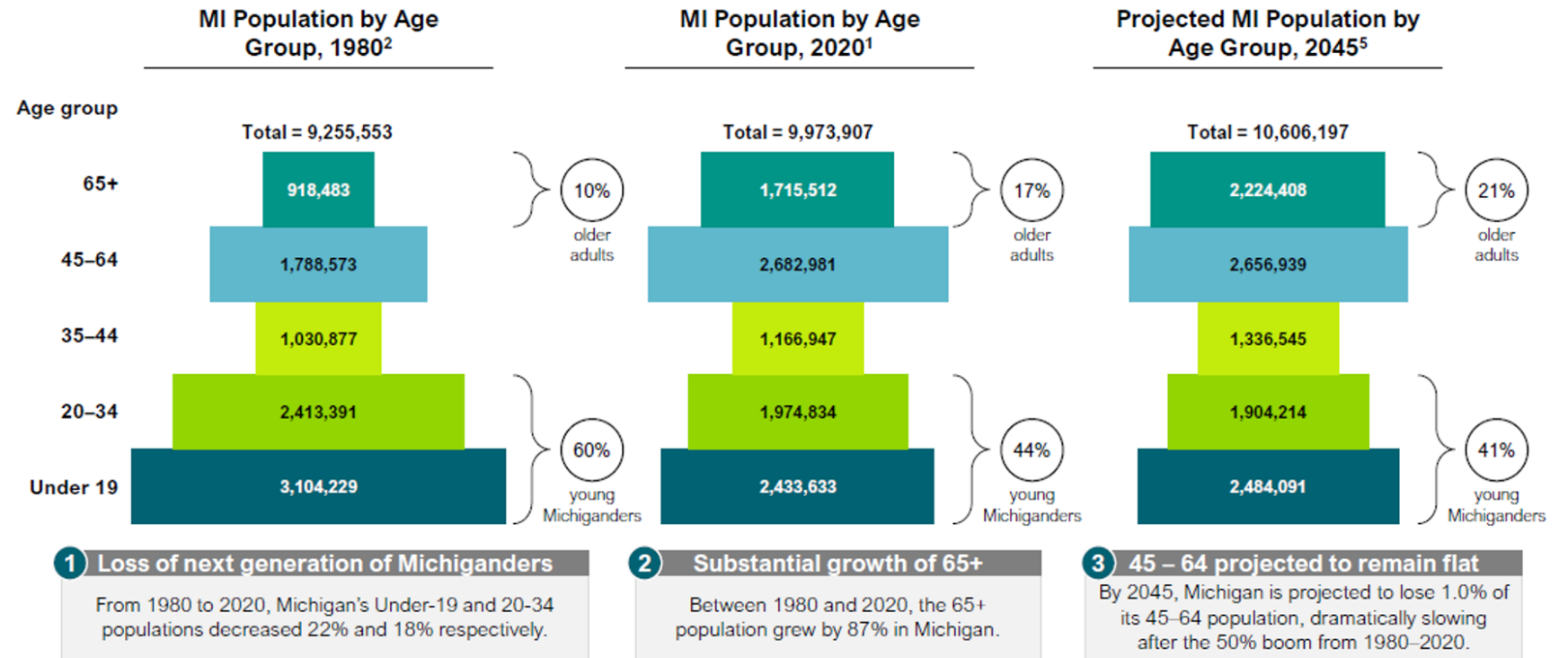
Growth drives economic vibrancy leads to investment, and community well-being. Labor market challenges and declining well-being contribute to a self-reinforcing cycle of slow growth.



Source: Guidehouse 2023

The challenge is compounded by working age population declines.

Michigan is aging faster than the national average and our neighboring states.

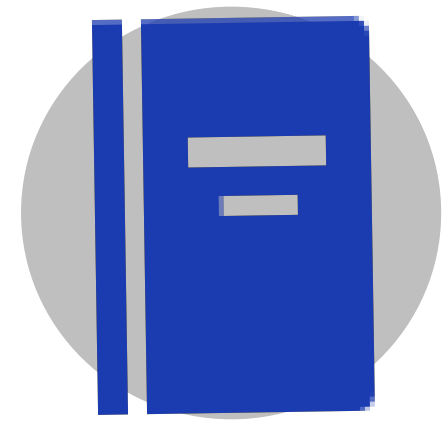




GROWING MICHIGAN TOGETHER
COUNCIL & WORKGROUPS



PUBLIC ENGAGEMENT



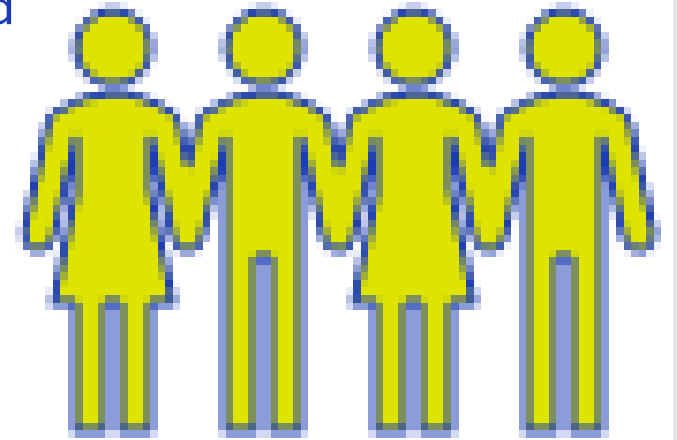
RESEARCH AND PEER STATE
COMPARISONS

Foundational action

Public engagement overview

Michigan voices should inform our priorities and strategies for growth. Public engagement in all regions is critical, as growth efforts will look different in communities across our state.

- **80+** community events hosted
- **11,000** survey responses
- **3,000+** individuals engaged
- **878** MI ZIP codes



Top Priorities for Michiganders+

+ **30%** said they want improved infrastructure

+ **13%** said they want better career and education opportunities

+ **12%** said they want more accessible and available housing

42%

of the 1,000 survey respondents from in-person events were ages 18-34

18%

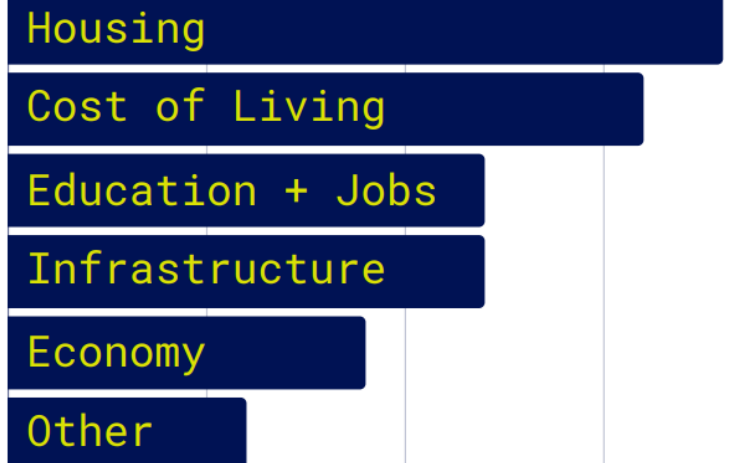
of 18-34-year-olds engaged at in-person events identified **housing** as the most important issue facing their community

40%

of all 18-34-year-olds surveyed said **recreation infrastructure** and the **sense of community** are what they love the most about living in Michigan

2 Survey Results

FROM IN-PERSON RESPONDENTS AGES 18-34





ACCESS TO GREAT
OPPORTUNITIES



WELCOMING COMMUNITIES
TO CALL HOME



GREAT PLACES TO LIVE,
WORK AND PLAY

Great opportunities. Great places. And welcoming communities.

Additional independent studies of peer states show that, relative to MI, faster growing states have higher (and faster rising) median incomes, higher educational attainment, and walkable, transit-rich communities driving their growth.

Strategies for Growth

Growing Michigan Together Council



GROWING MICHIGAN TOGETHER

In June 2023, Governor Whitmer announced the **Growing Michigan Together Council**.

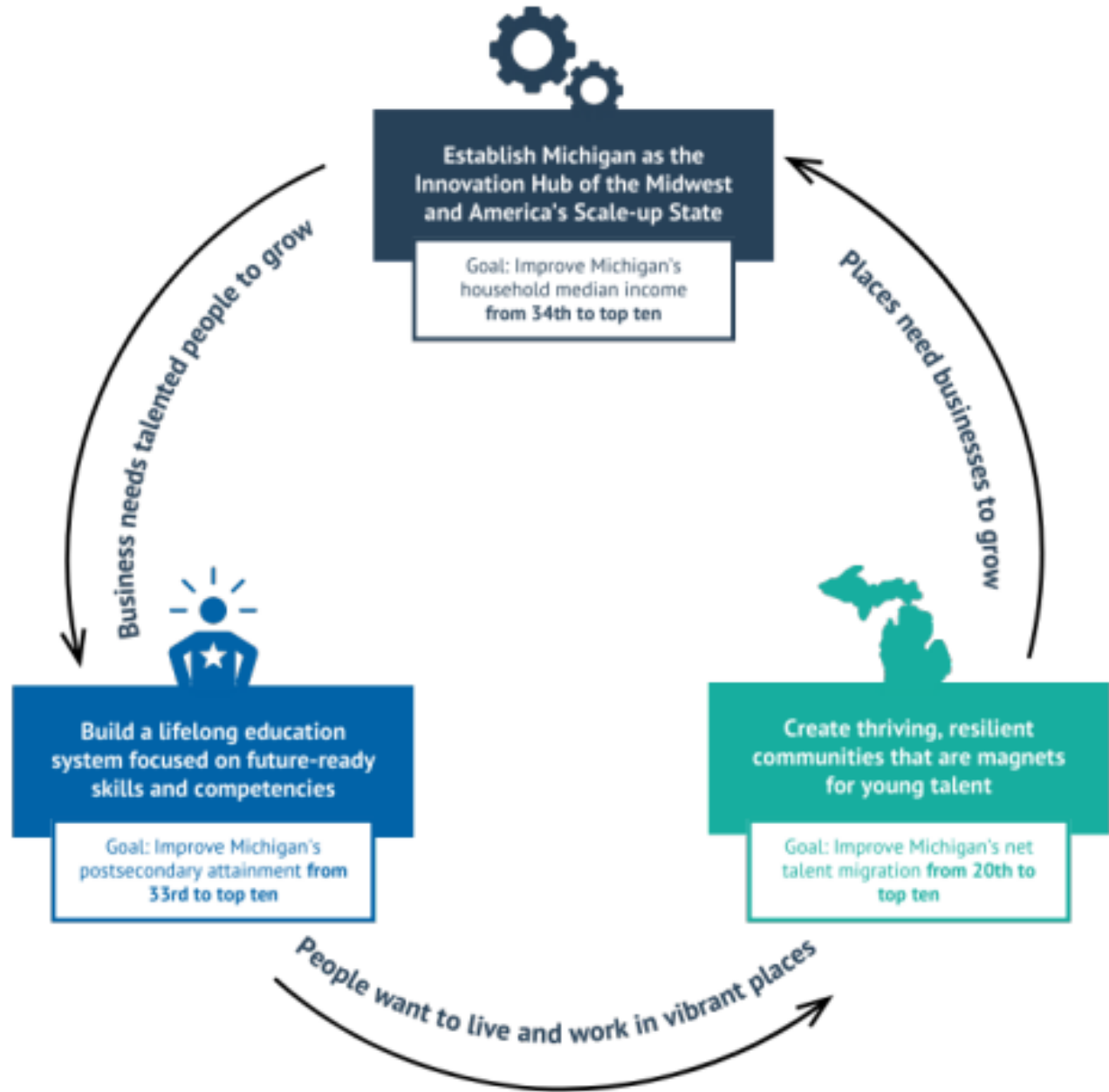
The bipartisan council was tasked with developing recommendations that support Michigan's population growth through investment in our people, places, and education system.

They voted 19-1 in support of submitting their final report to the governor and legislature in December 2023.



Blueprint for growth

Interwoven strategies create virtuous cycle of growth for Michigan.



Key strategies

Jobs, Talent, People

1. Establish Michigan as the Innovation Hub of the Midwest and America's Scale-up State

- Develop an economic growth plan that establishes Michigan as the Innovation Hub of the Midwest and America's Scale-up State
- Target efforts to attract and retain young talent

Key strategies

Pre-K – 12 workgroup

2. Build a lifelong learning system focused on future-ready skills and competencies

- Commit to the Michigan Education Guarantee that all students will develop future-ready skills and competencies to thrive in work and life and guarantee up to an additional year of schooling to ensure that all students achieve this standard
- Reimagine the job of teaching and the structure of the school day, enabling educators to innovate so students can learn for life

Key strategies

Higher Ed workgroup

2. Build a lifelong learning system focused on future-ready skills and competencies (contd.)

- Make postsecondary education attainment more accessible and affordable by providing all students with access to up to two years of free postsecondary education and creating a seamless lifelong learning system
- Align governance and accountability across an equitably and efficiently funded lifelong learning system while clarifying roles, eliminating inefficiencies, and bolstering capacity

Key strategies

Infrastructure &
Place

3. Create thriving, resilient communities that are magnets for young talent

- Develop robust and reliable regional public transit systems across the state
- Develop and revitalize housing stock to meet Michigan's housing demands
- Future proof our infrastructure to ensure Michigan has reliable and climate resilient infrastructure that serves as an asset to the economy



*Faster growing
peer states shared
these common
traits.*



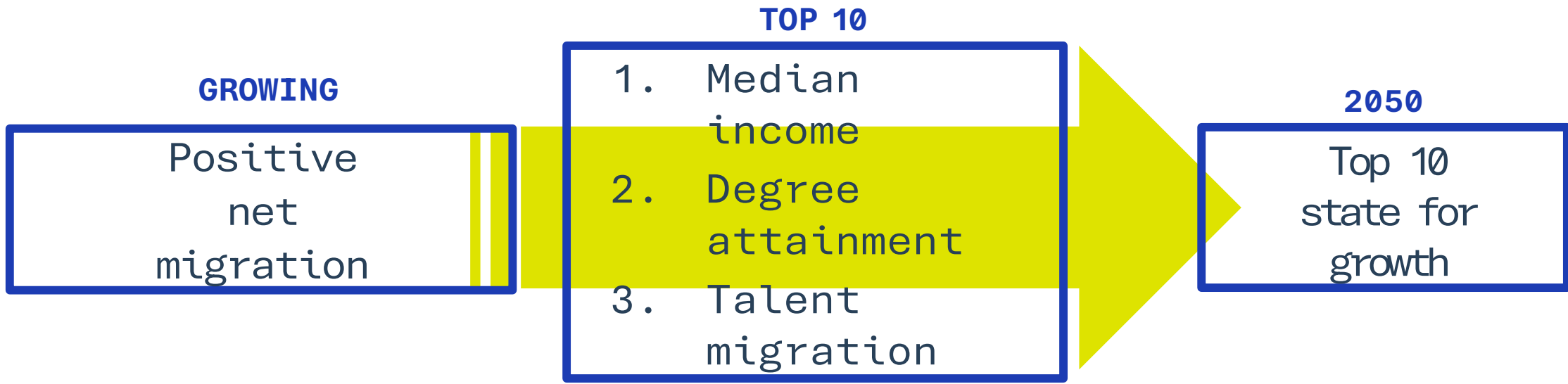
HIGHER EDUCATIONAL
ATTAINMENT



GROWING MEDIAN
INCOMES



WALKABLE, TRANSIT-
RICH COMMUNITIES



Vision for Michigan

By 2050, Michigan will be a top-ten state for population growth.

Let's grow

Approach to growth
in 2024 and beyond.

Strategic opportunities

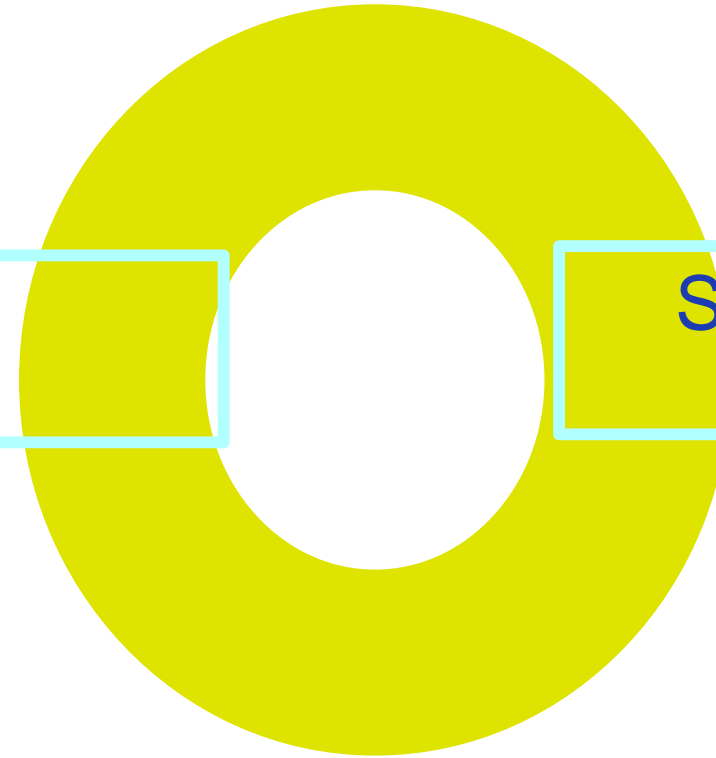
PILOTS & PROGRAMS

Implementation

POLICY
REFORM

Perception shift

STORYTELLING &
BRANDING



Metrics we're moving

- Budget Items (from Gov. Whitmer's FY 25 recs)
 - Community College Guarantee through Michigan Achievement Scholarship - \$30M
 - Key Industries Apprenticeships Pilot - \$20M one time
 - Transit Innovation grants - \$30M
 - Great Start Readiness Program expansion - \$63.5M
- Launching brand ambassador program
- Continued public education and engagement

LET'S GROW

Michigan

Scan the QR code below to receive email updates on future opportunities to get involved and follow [@letsgrowmi](#) on social.

