

CAP CON 2025





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Strategic Advocacy to Create Thriving Communities

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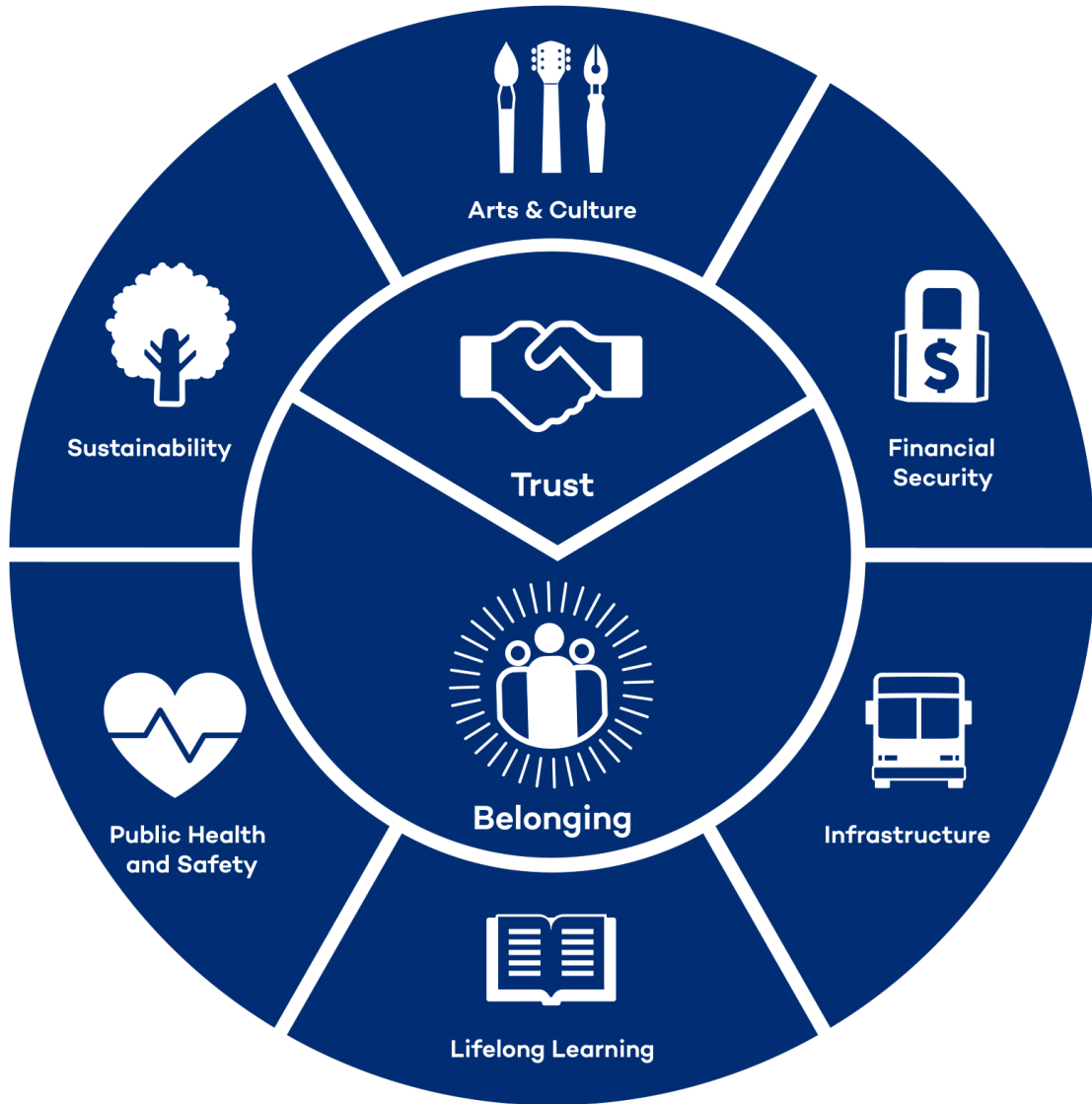
The 'Place' Mission

- Disrupt the narrative
- It is more than “just” the municipal structure
- Expand the tent
- Get results



Innovation

- Innovation most often occurs during times of crisis
- We innovate at the edges of our competencies
- Mistakes get made
- Most difficult work, perhaps most controversial work, could ultimately be our most important work



Creating thriving communities

A thriving community is **placemaking**, it is **community wealth building**, it is **growing Michigan together**, it is **resilience**.

It is a team sport, and local government is a key player.

Focus Area Definitions:



ARTS AND CULTURE:

Respects, celebrates, and recognizes cultural identities, traditions, historical contexts, and creative outputs as critical assets that strengthen the social fabric of a community.



FINANCIAL SECURITY:

Ensures fiscal health at the municipal, institutional, commercial, familial, and individual levels, fostering economic resilience and sustained prosperity through economic and community development.



INFRASTRUCTURE:

Encompasses fundamental facilities, services, and systems serving an area's economy and population.



LIFELONG LEARNING:

Recognizes education and training as a continuous journey from early childhood through adulthood, encompassing K-12 education, post-secondary pathways, and ongoing opportunities for adult learners, teachers, and mentors of all ages.



PUBLIC HEALTH AND SAFETY:

Provides effective response and reduces exposure to harm, increasing physical and mental health and safety; supporting access to housing, food, and health care; and reducing disparities in quality of life.



SUSTAINABILITY:

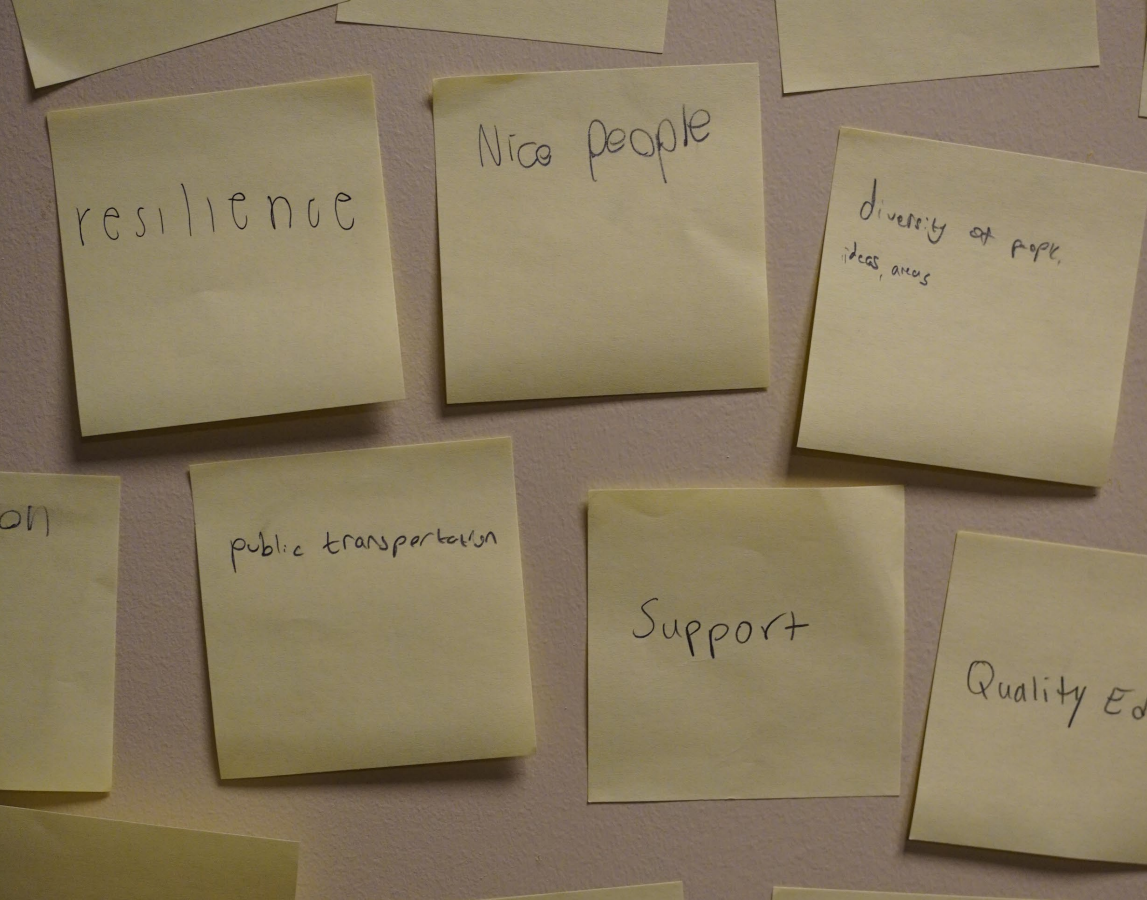
Manages natural resources and supports environmental stewardship to ensure long-term harmony between the built and natural environment, leveraging them as public assets.

Anchored by *Trust and Belonging*

Trust and Belonging:

Anchors and connects: emphasizing trust in neighbors, community leaders, local governments, and other partners; building the connection between community members and the places they inhabit; offering participatory agency to enhance access to resources and social networks.





How is this useful, though?

Storytelling is a powerful tool for helping people understand why they should care about the work of local government.

- For legislators: Why are we asking for—or cautioning against—a particular policy?
- For funders: What will this project or program do to serve the wellbeing of your community?
- For partners: How will joining a team effort with the municipality serve their goals too?
- For residents: What does local government do for them, anyways—and how can they be a part of shaping it?
- And for you: this job isn't easy. Why do you keep showing up?

2025-26 Legislative Priorities

01 Creation of a Revenue Sharing Trust Fund

02 Addressing the Interaction Between Headlee and Proposal A

03 Creating a Neighborhood Roads Fund

04 Continue Funding for the Revitalization and Placemaking (RAP) Program

05 Implementing an Employer Housing Tax Credit

06 Protecting Locals' Ability to Regulate Short-Term Rentals

07 Enacting the Michigan Mobility Trust Fund

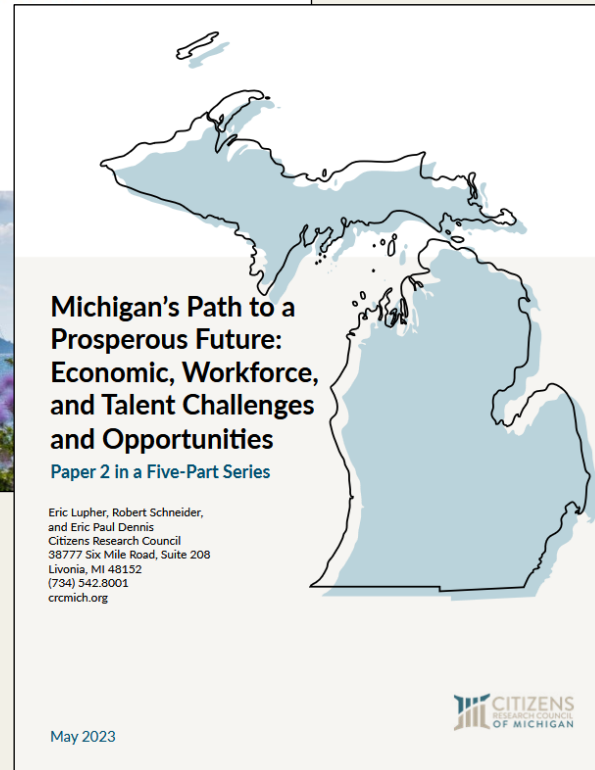
08 Codify the Process for Implementing a Stormwater Utility



The League's 2025-26
Legislative Priorities to
**Foster Thriving
Communities**

We love where you live.





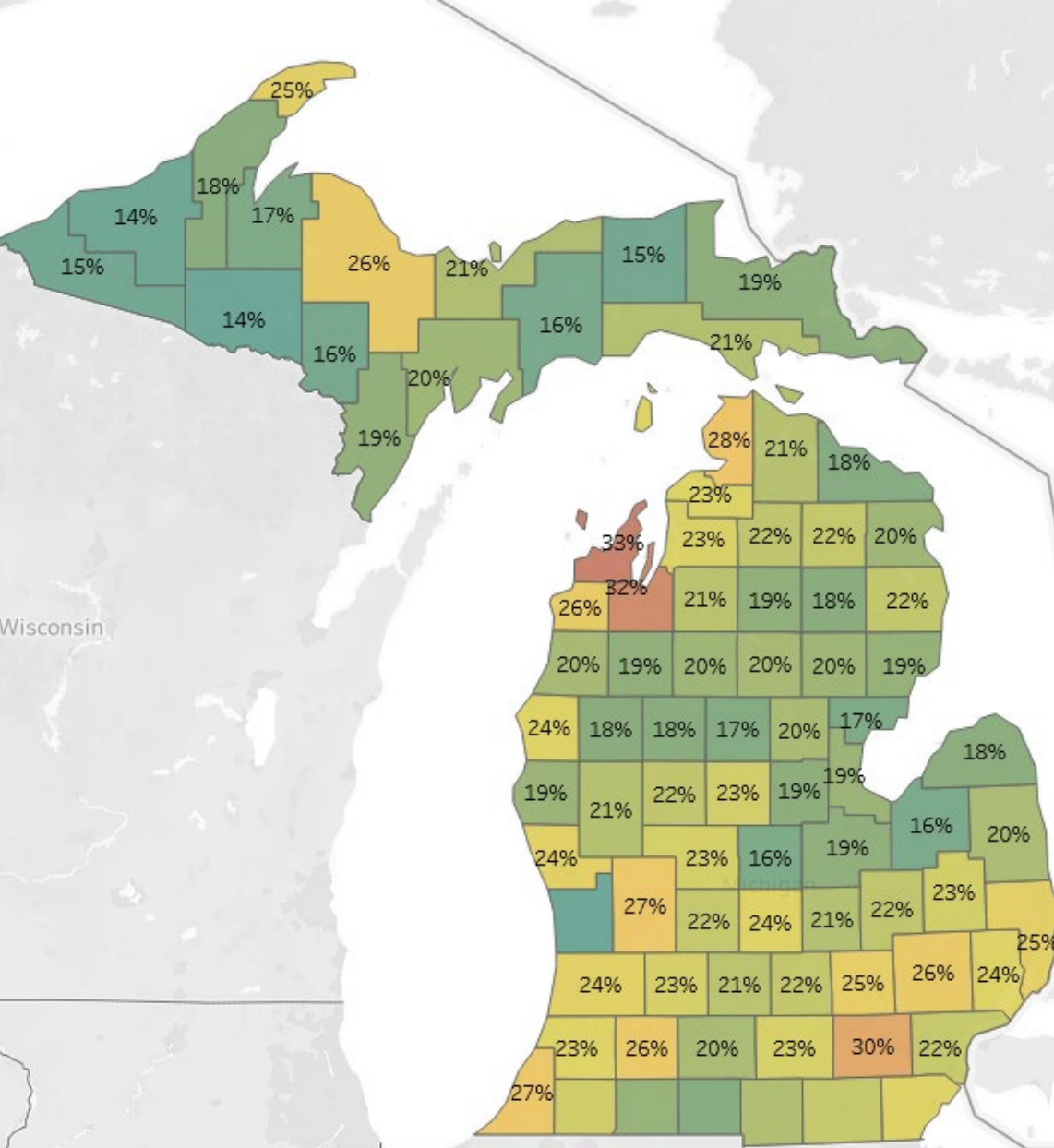
Benchmarking Michigan

“Thriving Michigan” series of issue briefs to be released over course of 2025

- Declare priorities for the state
- Show importance of local government role
- Lay out our expectations for Lansing

Cross-cutting issues: Housing

- Show broad patterns:
 - Housing as community infrastructure
 - Cost of housing as financial security factor
 - Condition of housing as public health & safety
 - Relationship of housing to schools, child care
- Emphasize locally-led solutions



Estimated median monthly mortgage cost as percent of median monthly income

Sources: National Association of Realtors, US Census Bureau

Other work:

- Social media storytelling: [instagram.com/mmleague](https://www.instagram.com/mmleague)
- Engagement activities: equalizer, tradeoffs tool, community partner mapping
- Learning management system: learn.mml.org
- Coordination with TA programs: housing, local economies



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