

Local Government Officials' Assessments of Placemaking as an Economic Development Strategy: A View from Michigan

Presented at the
Midwest Public Affairs Conference
March 29, 2014

Presentation Outline

- Brief introduction to the Michigan Public Policy Survey (MPPS)
- Findings on local government placemaking from the Spring 2013 Wave of the MPPS
 - ✓ who is engaged in placemaking
 - ✓ what are current types of placemaking efforts
 - ✓ beliefs about placemaking's effectiveness

The Michigan Public Policy Survey

- **Census survey** – all counties, cities, villages, and townships
- **Respondents** – chief elected and appointed officials
- **Administered** – online and via hardcopy
- **Timing** – Spring and Fall each year
- **Topics** – wide range, such as fiscal health, budget priorities, economic development, intergovernmental cooperation, employee policies, labor unions, state relations, environmental sustainability, citizen engagement, much more.

MPPS is not a typical opinion poll

- **70+% response rates**
- **Transparency**
 - Questionnaires online
 - Pre-run data tables online
 - Sharing of (anonymized) datasets with other researchers
- **Expert advisors on questionnaire content**
- **Borrow from other proven sources such as NLC and ICMA**
- **Quality control such as double blind coding of open-end responses**

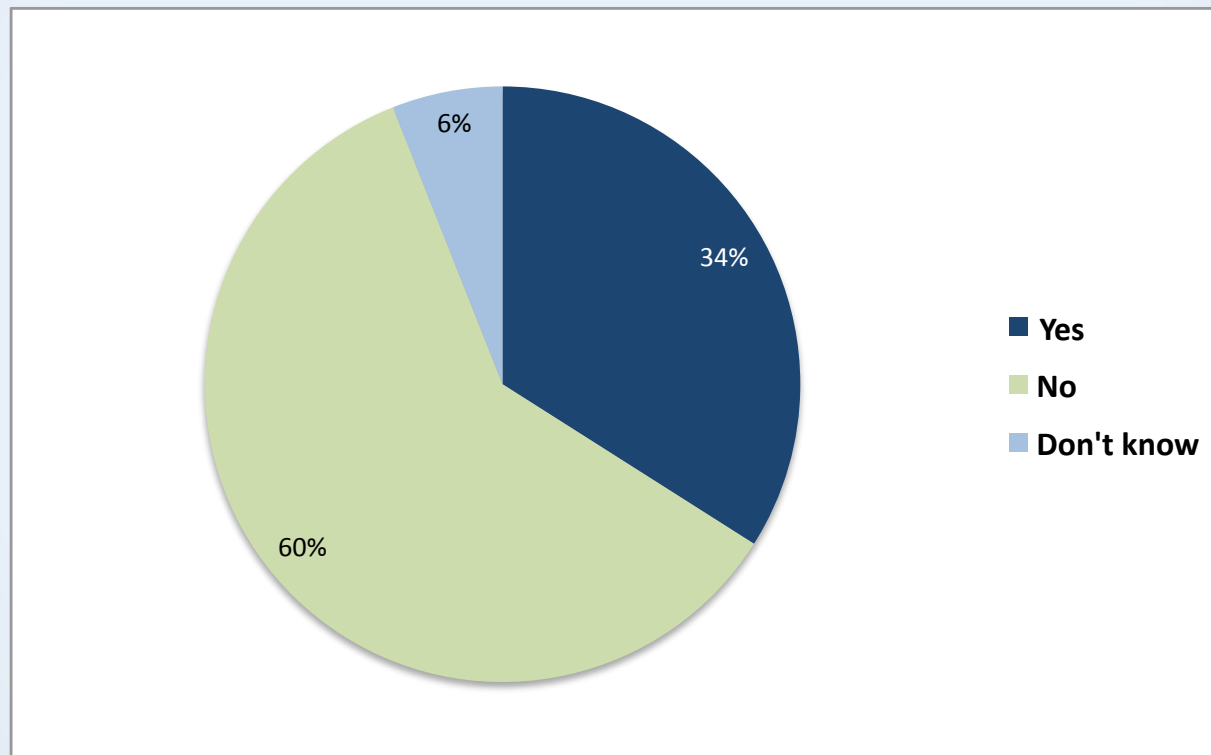
Placemaking:

A community and economic development strategy that attempts to capitalize on existing local assets in order to create appealing and unique places where people want to live, work, and play.



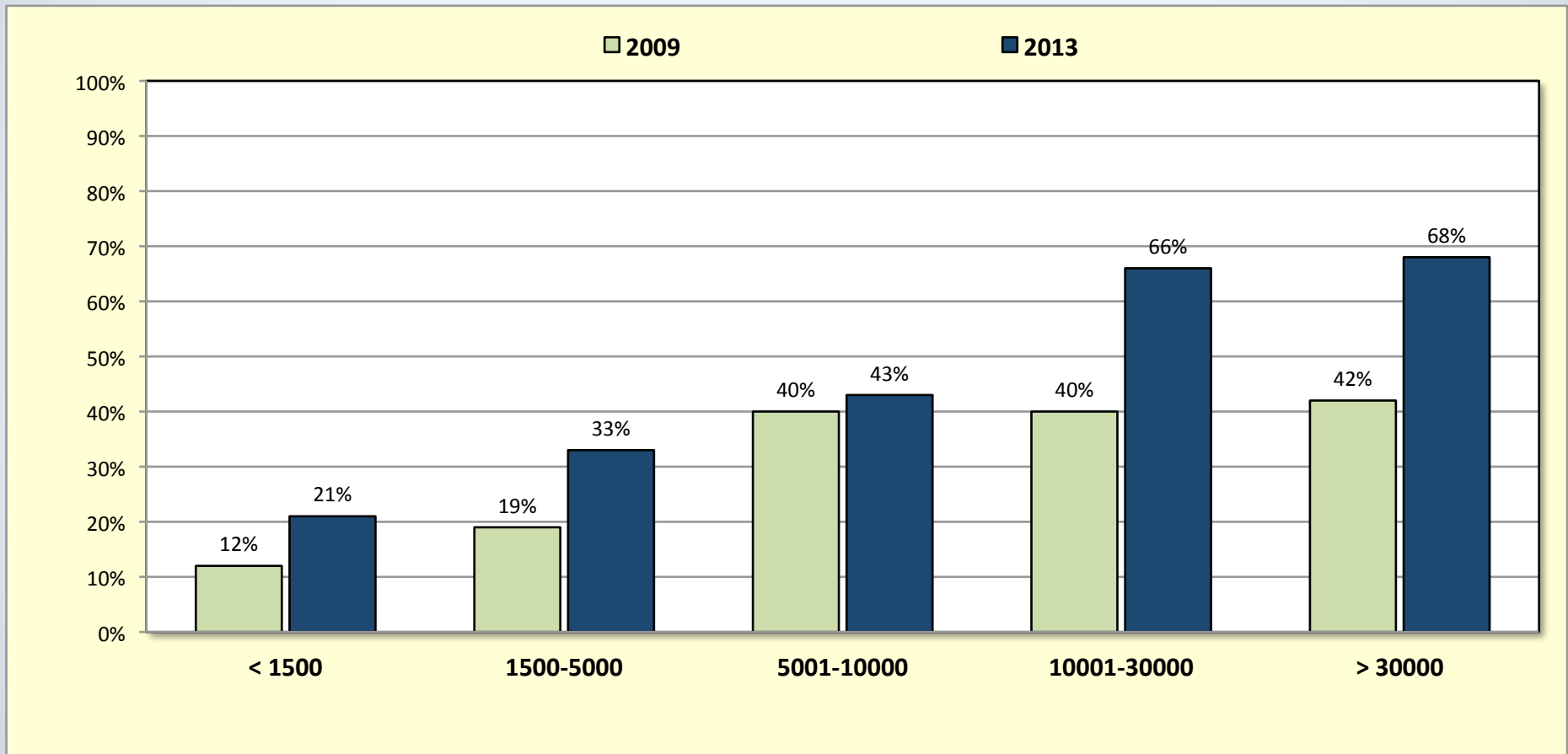
Placemaking: Who does it?

% of Michigan jurisdictions that **report engaging in placemaking**



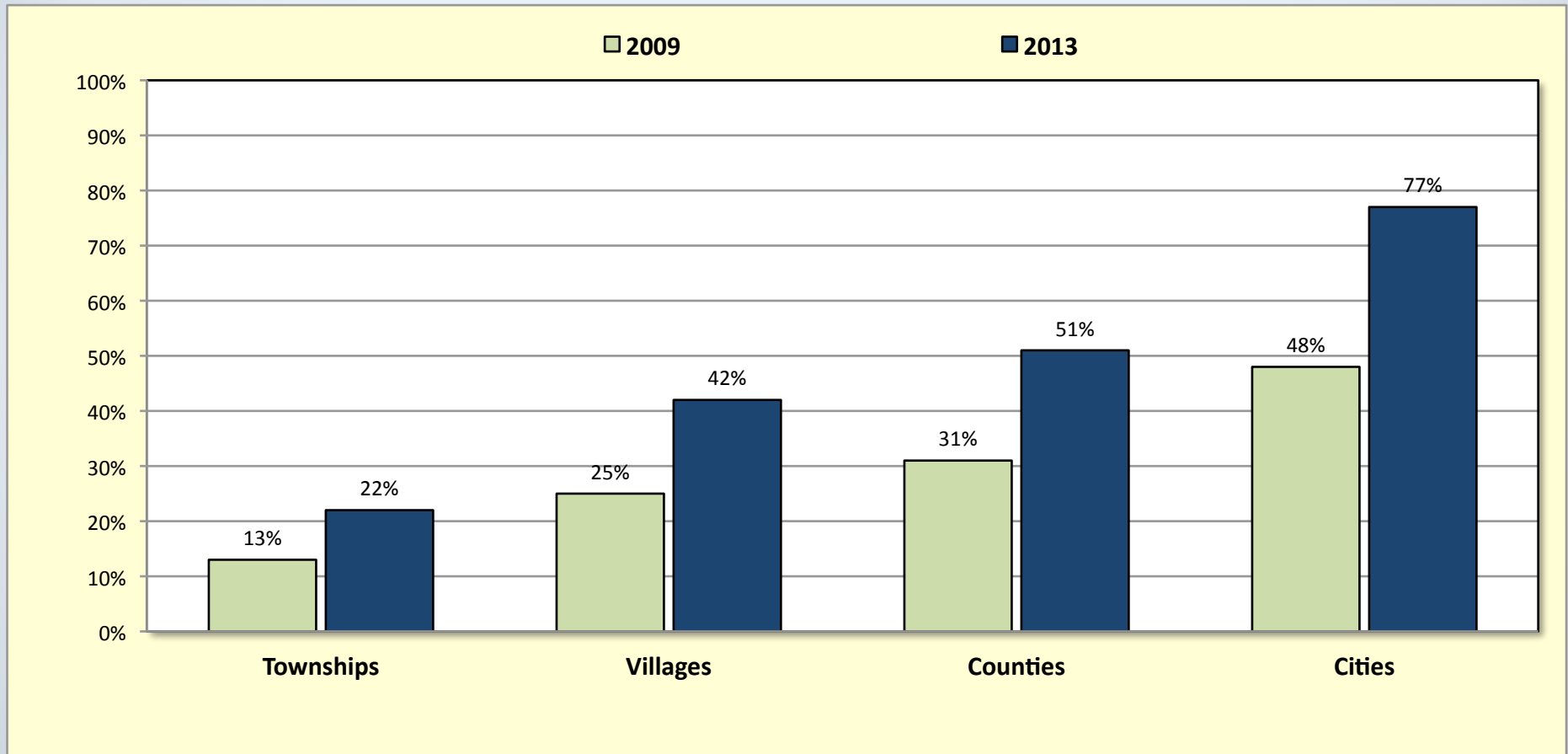
Placemaking: Who does it?

% of Michigan jurisdictions that **report engaging in placemaking**



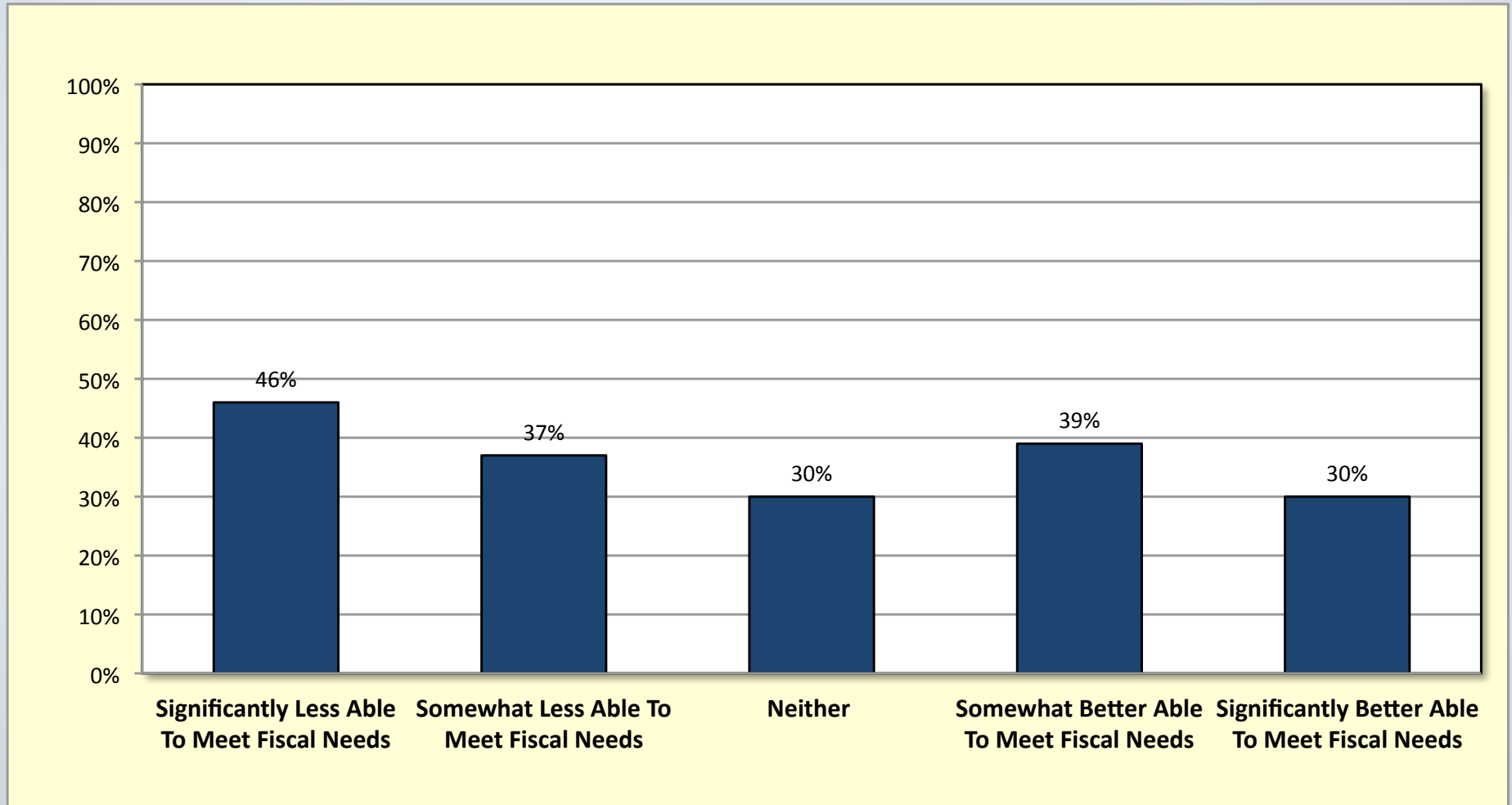
Placemaking: Who does it?

% of Michigan jurisdictions that **report engaging in placemaking**



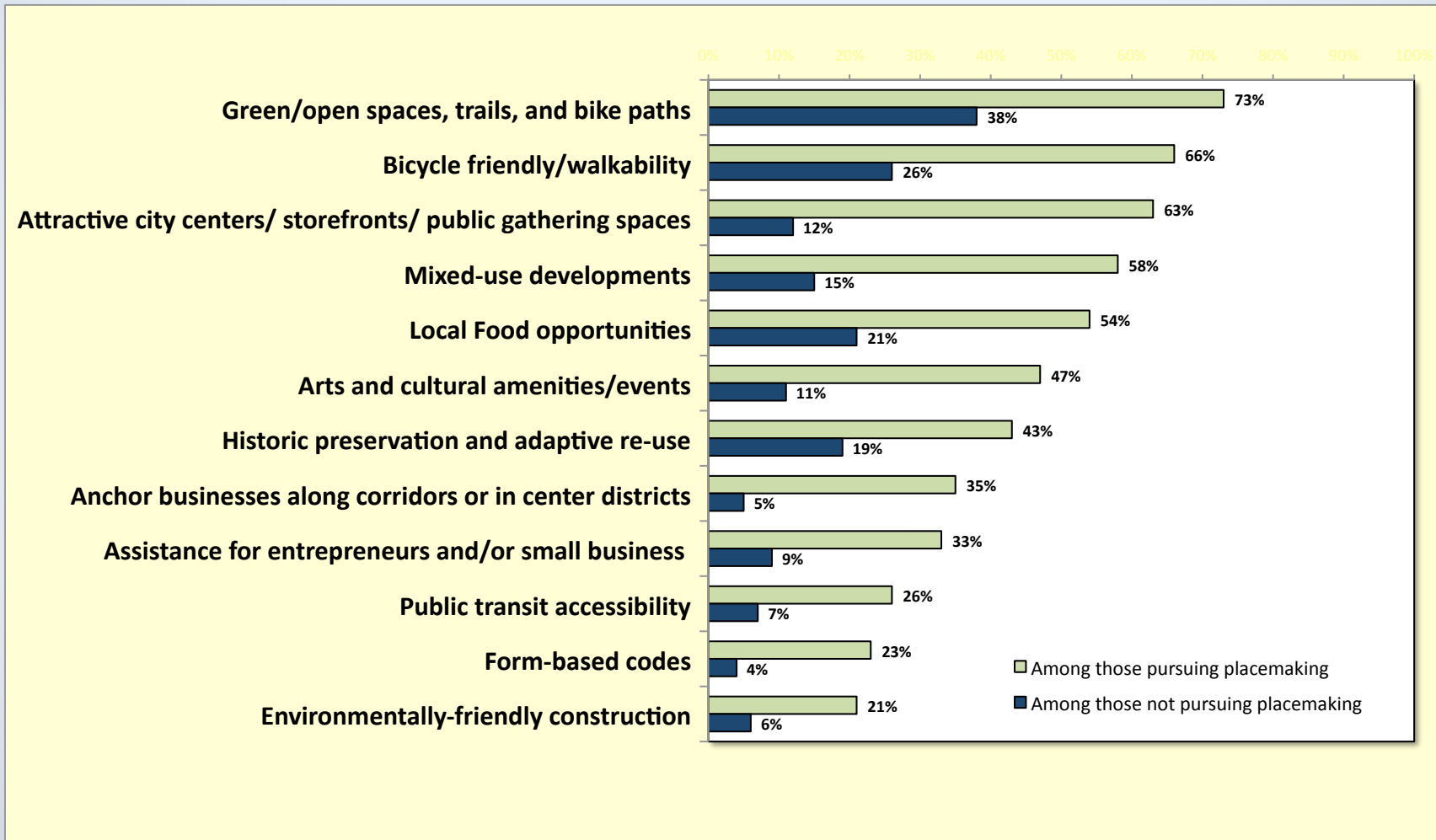
Placemaking: Who does it?

% of Michigan jurisdictions that **report engaging in placemaking**



Placemaking: What are they doing?

% of Michigan jurisdictions that **report pursuing specific practices**



Placemaking: What are they doing?

% of Michigan jurisdictions that report pursuing specific practices

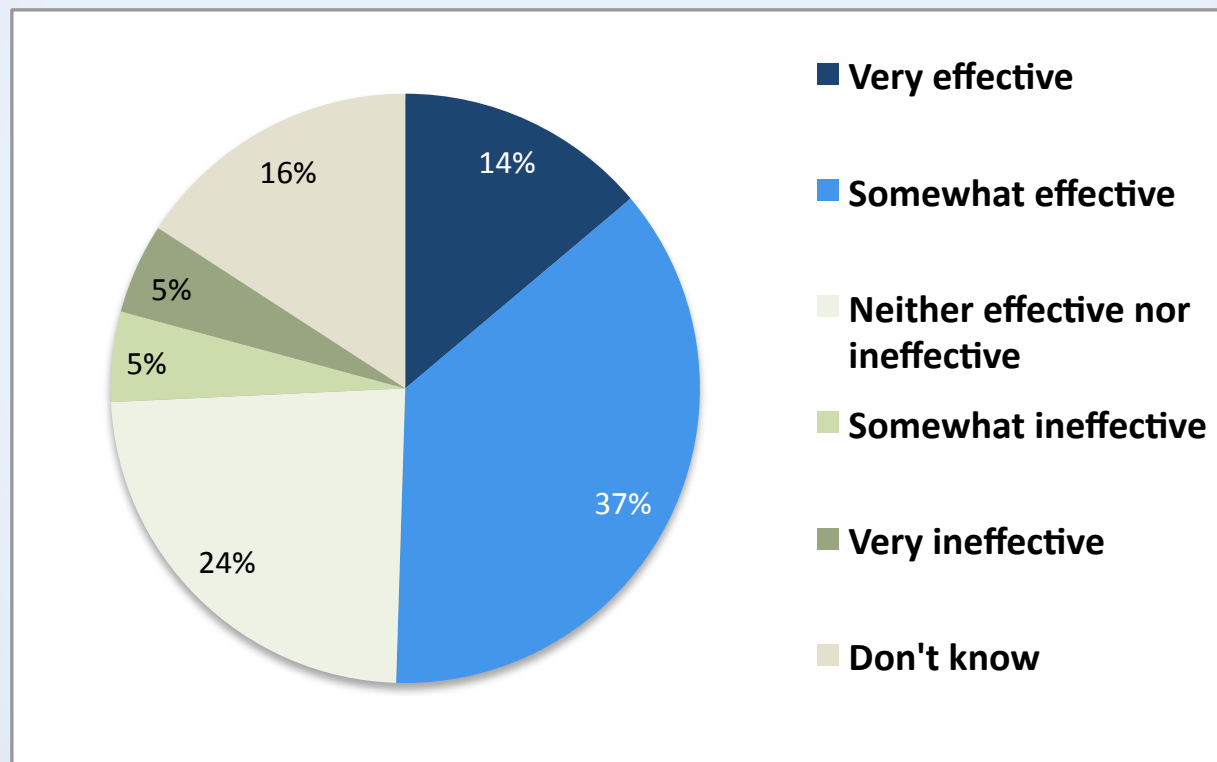
Most frequently pursued, by jurisdiction type:

| | Cities | Counties | Villages | Townships |
|--|--------|----------|----------|-----------|
| Green/open spaces, trails, and bike paths | 73% | 72% | 53% | 43% |
| Bicycle friendly/walkability | 76% | 56% | 53% | 29% |
| Local Food opportunities | 63% | 67% | 47% | 20% |
| Attractive city centers/ storefronts/ public gathering spaces | 75% | 50% | 53% | 14% |
| Mixed-use developments | 74% | 43% | 32% | 19% |

Beliefs about the effectiveness of placemaking as an economic development strategy

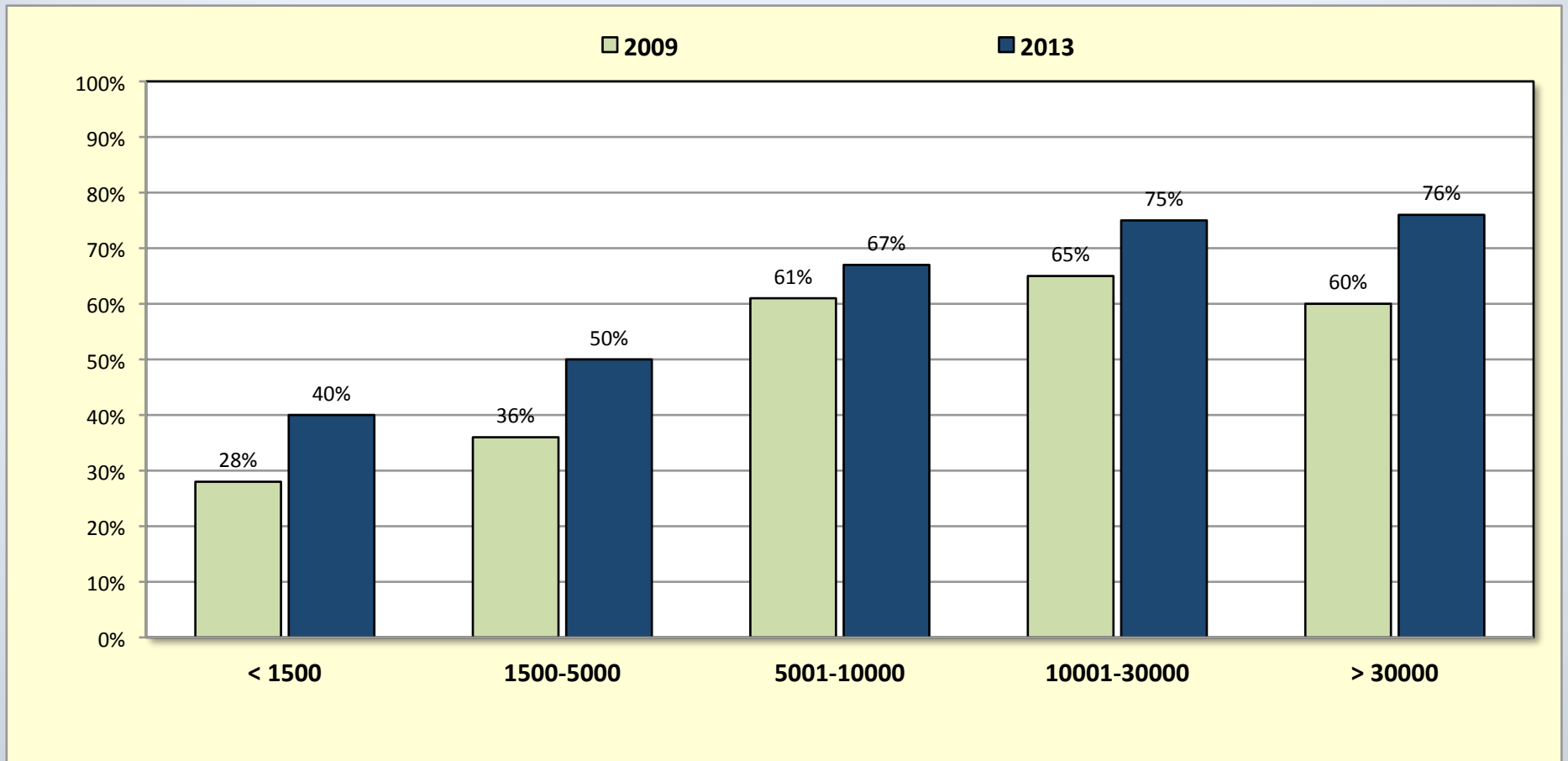
Placemaking: Who thinks it works?

% of local officials who **believe placemaking can be effective** as an economic development strategy in their jurisdictions



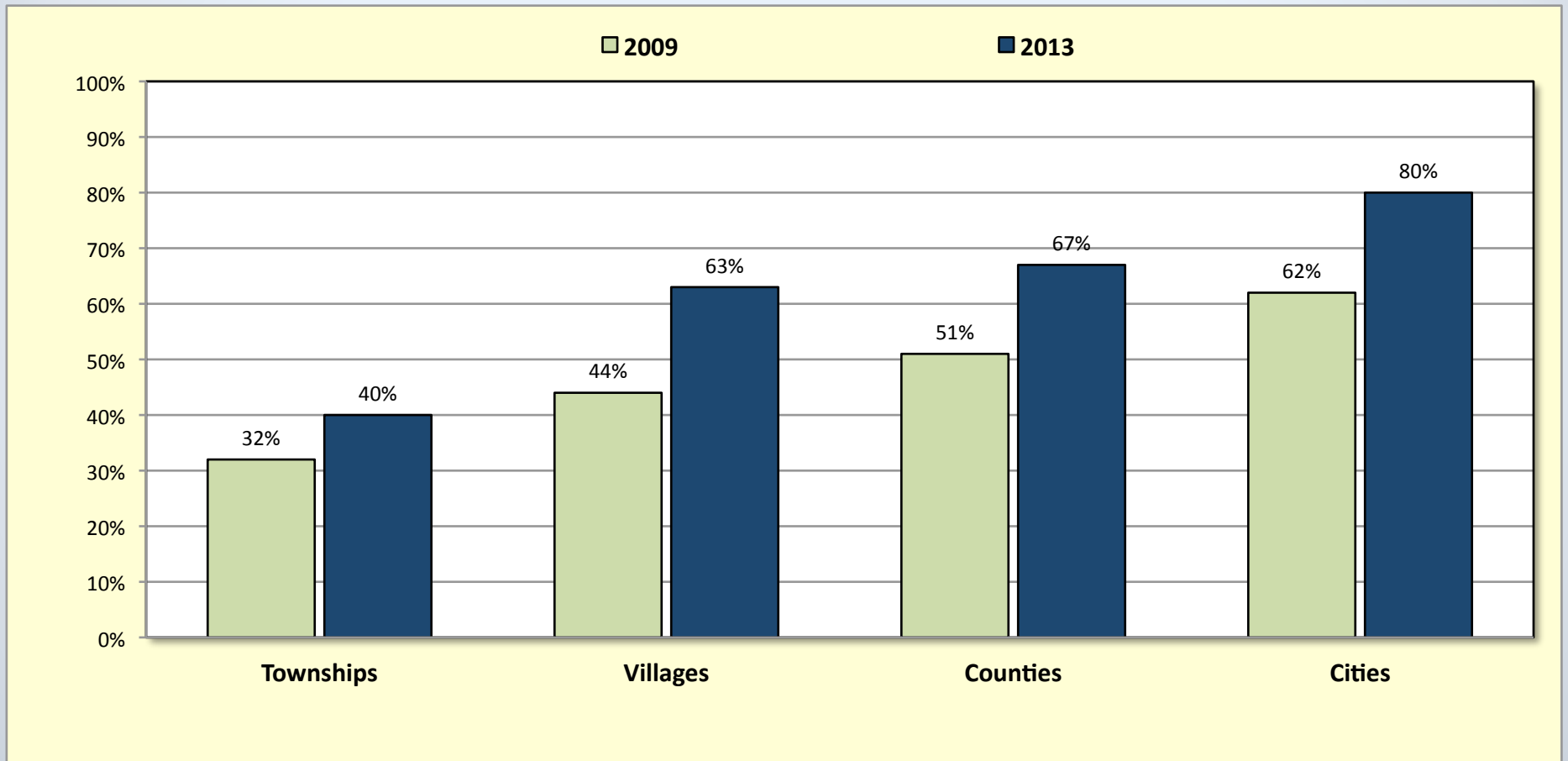
Placemaking: Who thinks it works?

% of local officials who **believe placemaking can be effective** as an economic development strategy in their jurisdictions



Placemaking: Who thinks it works?

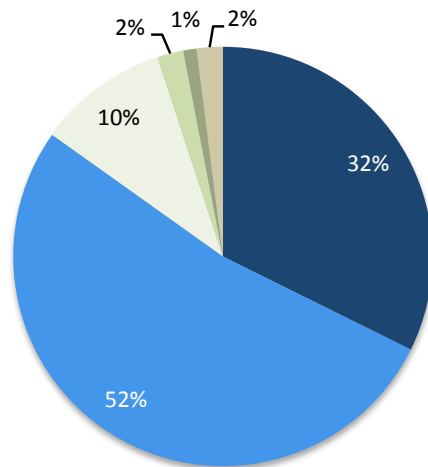
% of local officials who **believe placemaking can be effective** as an economic development strategy in their jurisdictions



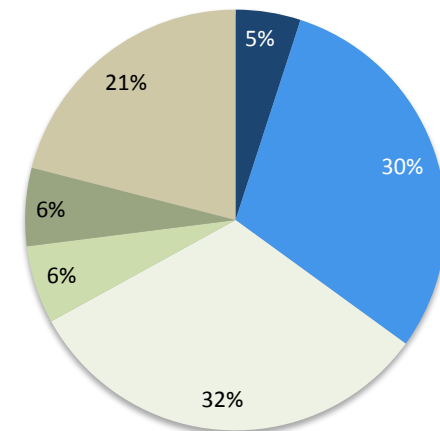
Placemaking: Who thinks it works?

% of local officials who **believe placemaking can be effective** as an economic development strategy in their jurisdictions

Among those pursuing placemaking



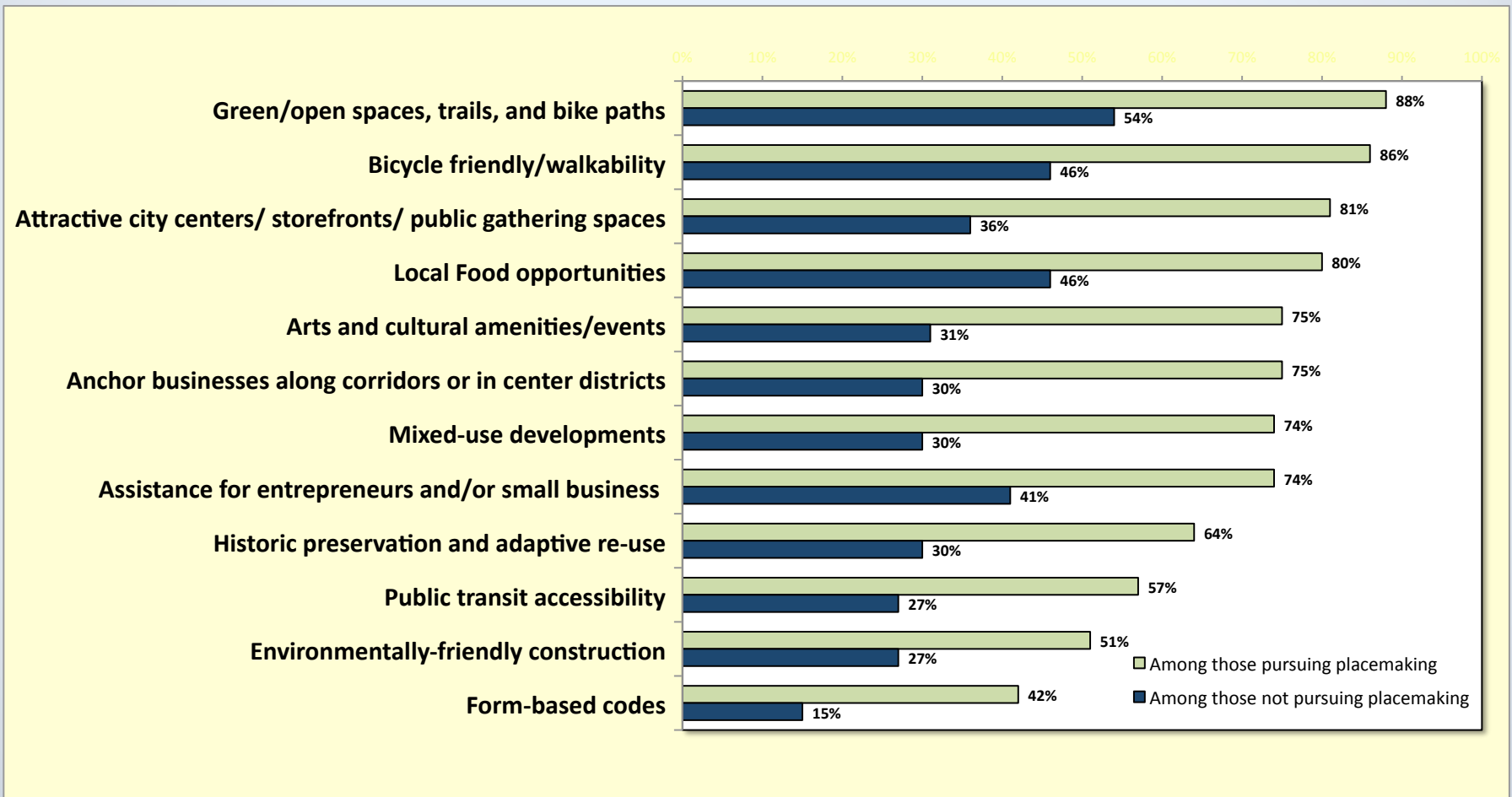
Among those not pursuing placemaking



- Very effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat ineffective
- Very ineffective
- Don't know

Placemaking: Who thinks it works?

% of local officials who **believe specific practices can be effective** as economic development strategies in their jurisdictions



Michigan Local Government Placemaking

key findings

- **34% report using placemaking in 2013, up from 21% in 2009.**
 - >> 68% of the state's largest jurisdictions report using placemaking in 2013, but only 21% of the smallest jurisdictions.
- **The most common types of placemaking efforts include creation of open spaces, trails, and bike paths, as well bicycle and pedestrian-friendliness, attractive city centers, and mixed-use development.**
- **Overall, 51% say placemaking can be effective in their jurisdictions in 2013, compared to 39% confidence in placemaking's effectiveness in 2009.**
 - >> Even in jurisdictions not currently engaged in placemaking, 35% say it would be effective for their jurisdictions, and only 12% believe it would be ineffective.

The Michigan Public Policy Survey (MPPS)

Web: www.closup.umich.edu

Email: closup-mpps@umich.edu

Twitter: @closup