



HILARY DOE

Chief Growth Officer

doeh@michigan.org

Growing Michigan Together.

*For a better tomorrow, we're uniting
to grow Michigan today.*

Michigan isn't growing.

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

- Erode Michigan communities
- Undermine the tax base
- Insufficient workforce
- Reduce Michiganders' political influence nationally

Let's Grow.

Go to Market

**PILOTS &
PROGRAMS**

Product

**POLICY
REFORM**

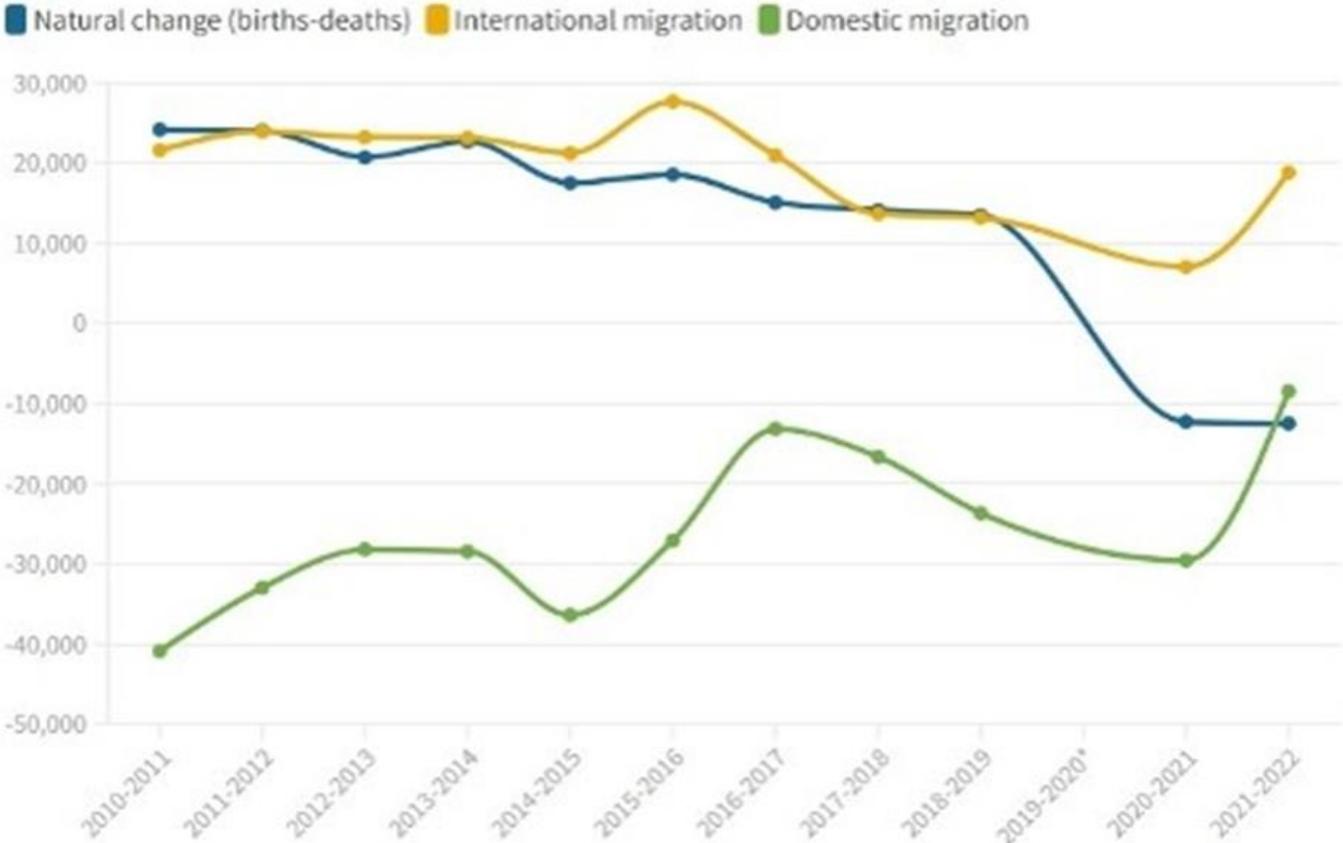
Marketing

**STORYTELLING
& BRANDING**

Negative domestic net migration

TREND 1, NET MIGRATION

Michigan gains from international migration

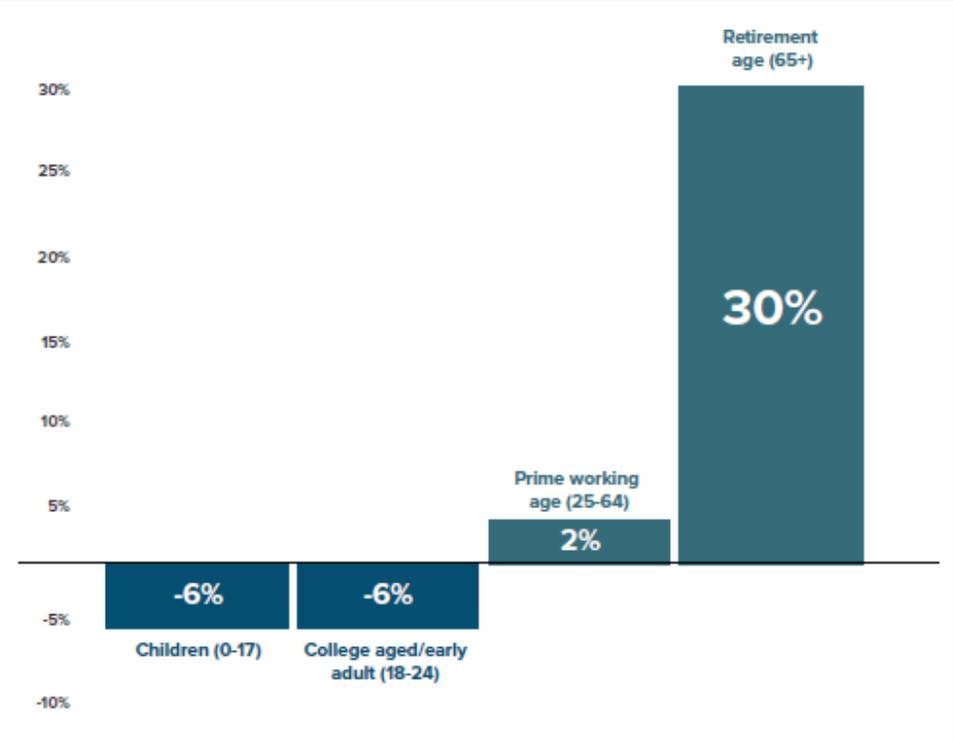


Source: U.S. Census Bureau, Population Division • *NOTE Data are not available for decennial census years.

Higher average age

TREND 2, AGING POPULATION

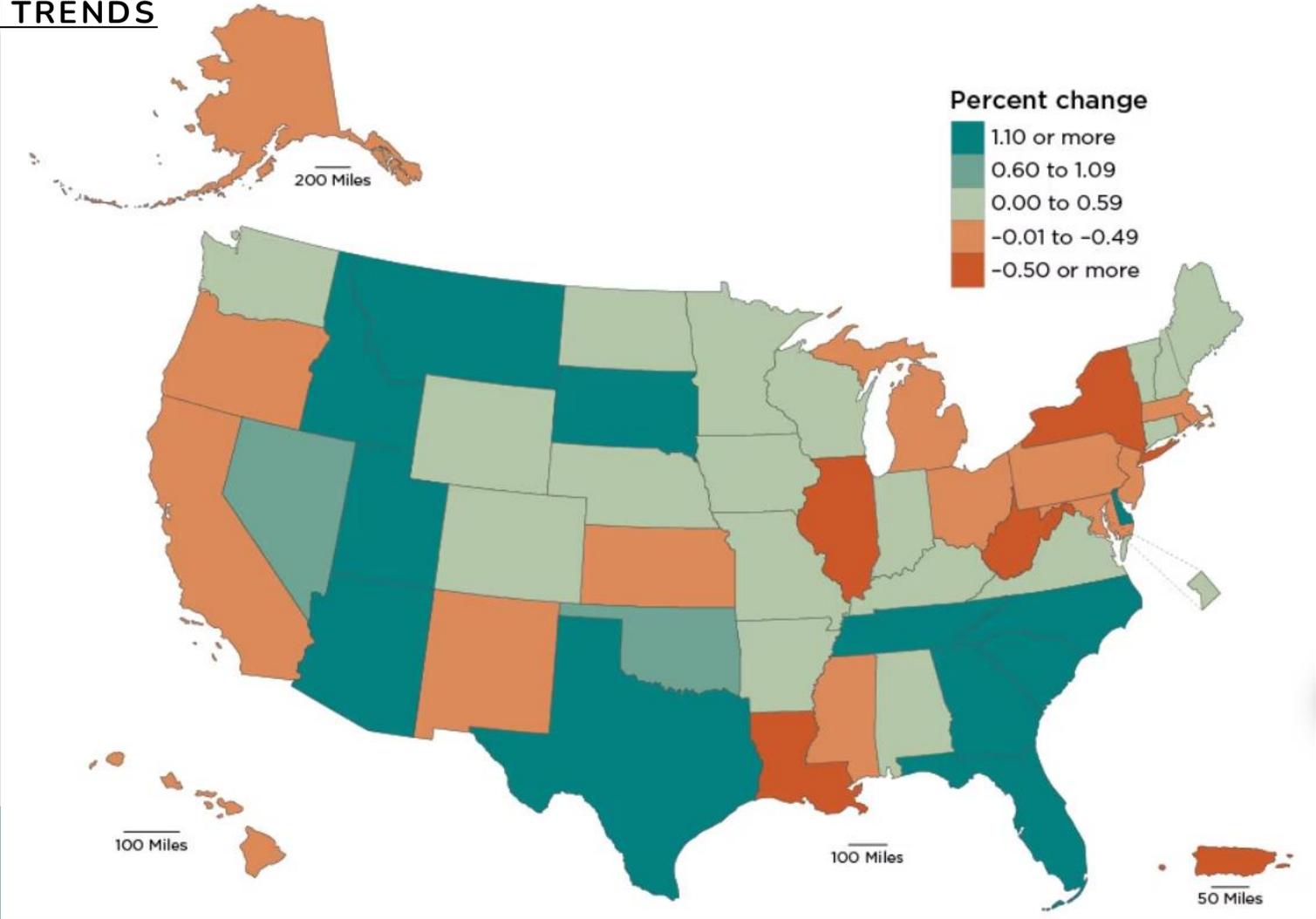
Chart 2: Projection of Population Change by Age Group, 2020 to 2050
Michigan's population is aging



Source: Altarum analysis of projections by the University of Michigan Research Seminar in Quantitative Economics in *The Economic and Demographic Outlook for Michigan Through 2050*.

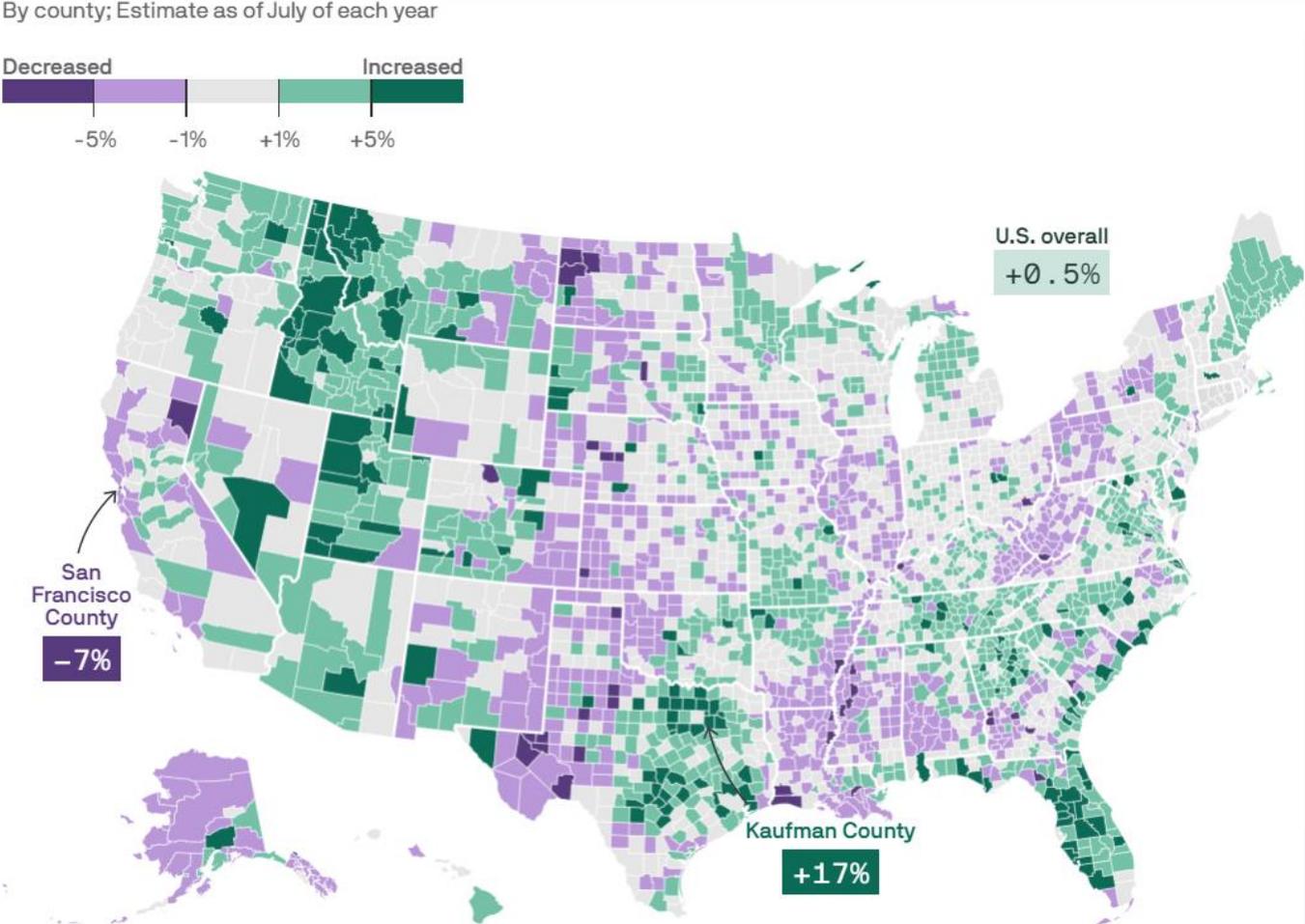
State benchmarks

U.S. POPULATION TRENDS



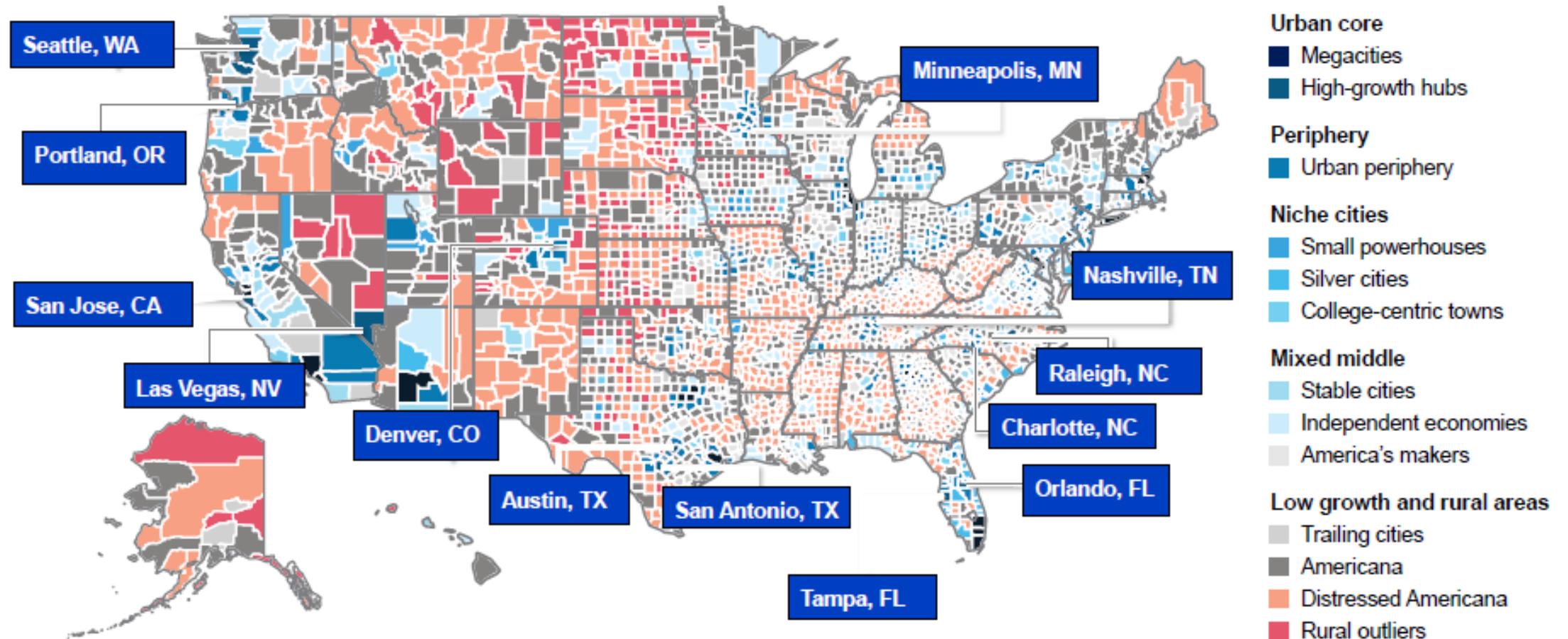
Growth by county

U.S. POPULATION TRENDS



CURRENT TREND – MI GROWTH OPPORTUNITIES, BY COMMUNITY

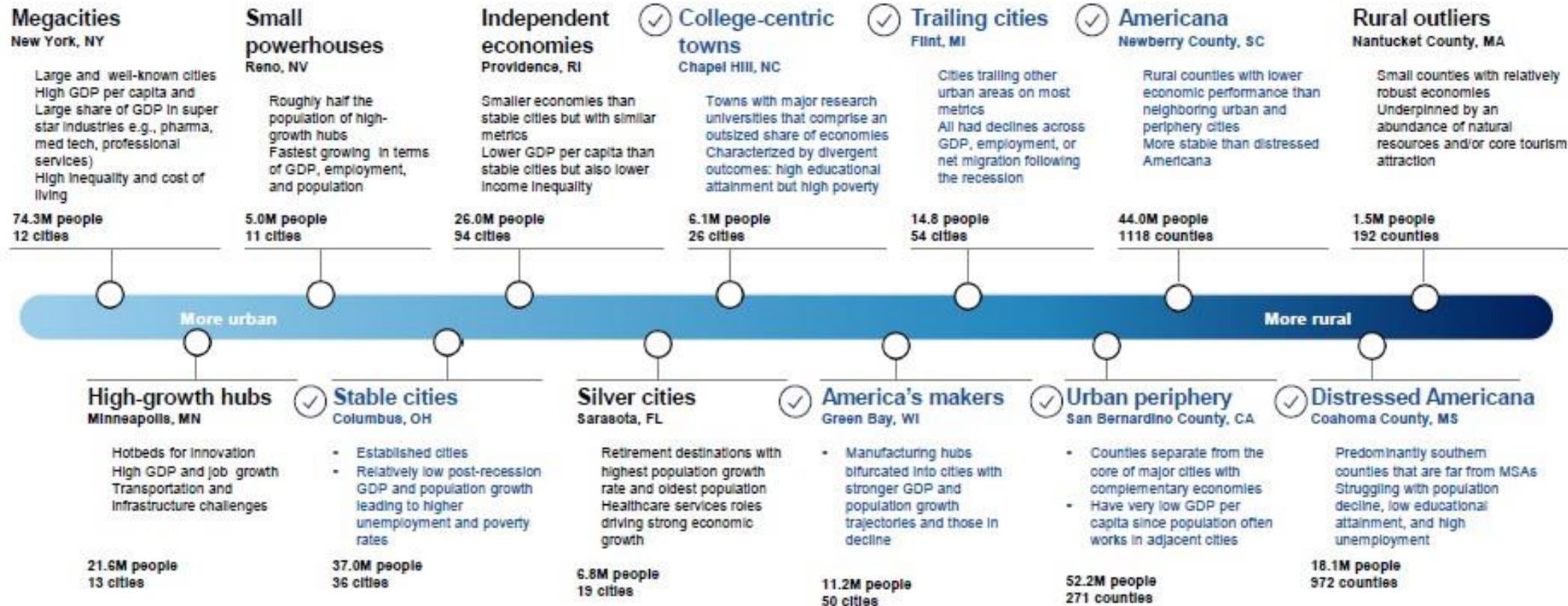
National context: The US is a mosaic of local economies that have diverging paths, with 13 distinct community archetypes



CURRENT TREND – MI GROWTH OPPORTUNITIES, BY COMMUNITY

National context: The community archetypes differ on talent, employment, and economic dynamics

☑ Represented in Michigan



Michigan growth opportunities by community

Less favorable archetypes have templates for what it would look like to change the archetypical composition of the city

What it looks like to pursue an inter-archetype pathway

From, <i>Example</i>	To, <i>Example</i>	House-hold income, \$ thousand	Empl. growth, 2012–17, CAGR	Net migration 2010–17, ¹ %	GDP in high-growth industries, ² %	Pop. with BA or higher, %	Current Change
College-centric town	High-growth hub	\$55.1K	1.7%	3.7%	38.1%	43.2%	
Lansing, MI	→ Nashville, TN	+\$10.5K	+1.3 pps	+3.7 pps	+6.3 pps	-3.2 pps	
Ann Arbor, MI	→ Austin, TX						
America's makers	Small powerhouses	\$52.7K	1.2%	0.2%	29.4%	15.9%	
Grand Rapids, MI	→ Provo, UT	+\$10.8K	+2.4 pps	+8.5 pps	+5.9 pps	+3.3 pps	
Kalamazoo, MI	→ Reno, NV						
Americana	America's makers	\$48.7K	0.5%	-1.1%	23.5%	25%	
Traverse City, MI	→ Greensboro, NC	+\$4.0K	+0.7 pps	+1.3 pps	+5.9 pps	+8.5 pps	
Marquette, MI	→ Greenville, SC						
Distressed Americana	Americana	\$38.9K	0.0%	-2.4%	23.0%	15.9%	
Harrisville, MI	→ Yuma, AZ	+\$9.8K	+0.5 pps	+1.3 pps	+0.5 pps	+3.3 pps	
Mio, MI	→ Macon, GA						

KEY METRICS

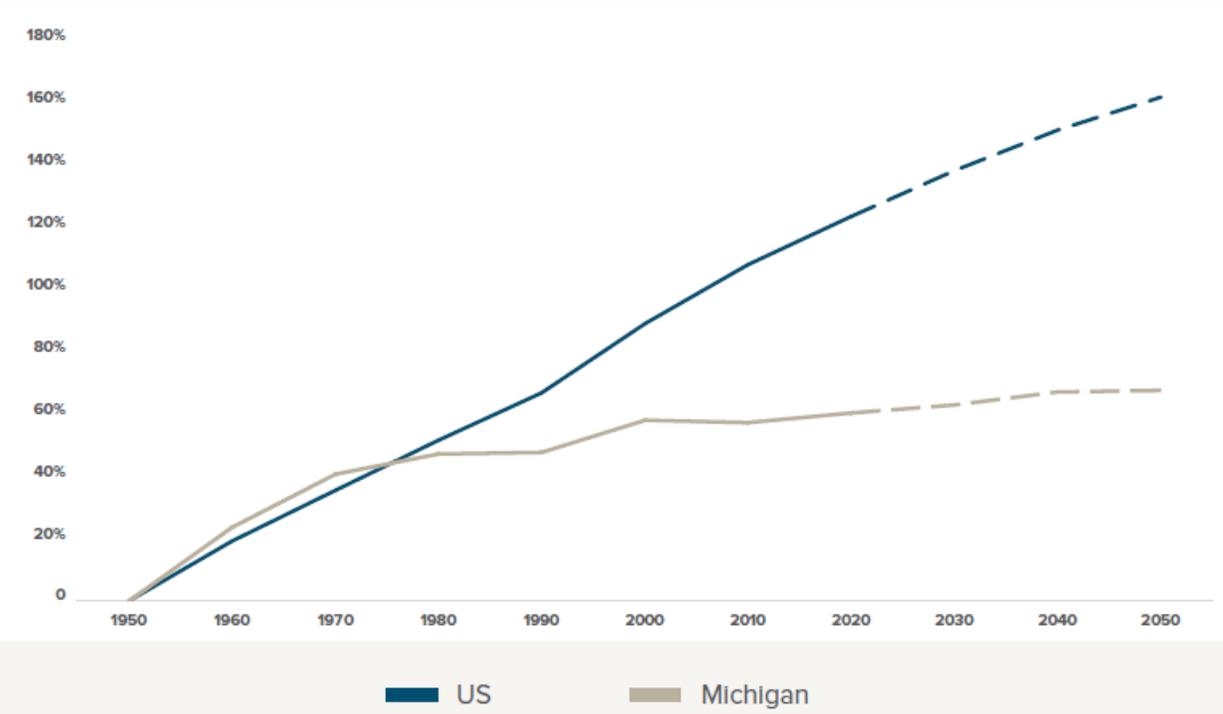
**GROWING
MEDIAN
INCOME**

**RISING
DEGREE
ATTAINMENT**

**BUILDING
VIBRANT
COMMUNITIES**

MI population projections relative to US

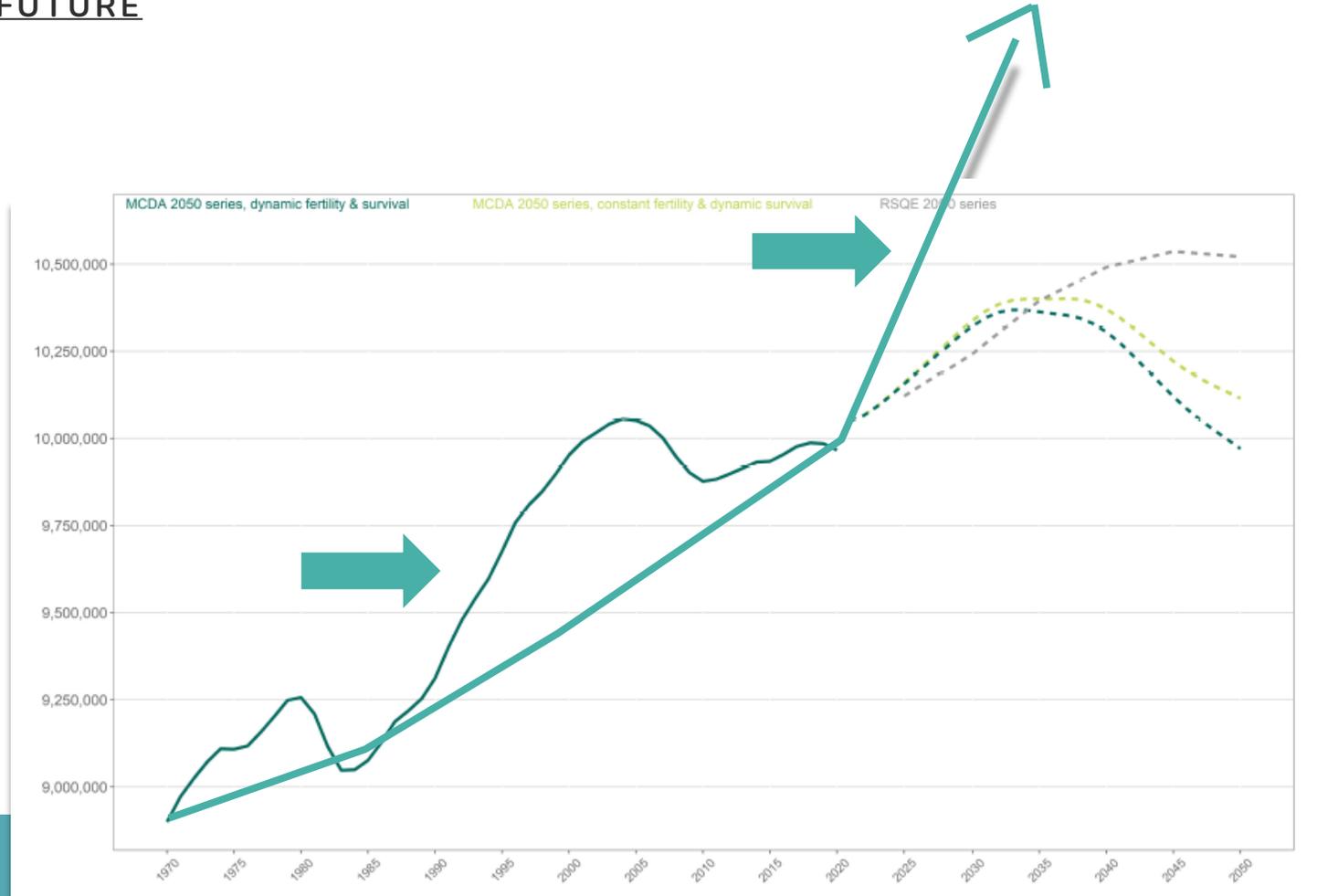
Chart 1: Cumulative Percent Change in U.S. and Michigan Populations, 1950 to 2050
Michigan's population growth continues to lag the national average



Source: U.S. Bureau of the Census and Jacob T. Burton, Gabriel M. Ehrlich, Donald R. Grimes, Kyle W. Henson, Daniil Manaenkov, and Michael R. McWilliams, University of Michigan, Research Seminar in Quantitative Economics, The Economic and Demographic Outlook for Michigan Through 2050, July 29, 2022.

Time to change the shape of the curve.

BUILDING THE FUTURE





**Michiganders
are our most
important
resource.**

Governor-created, bipartisan council tasked with developing **specific policies to grow Michigan's population**, including identifying a **population goal for 2050** by December 15, 2023.

1. Jobs, Talent and People
2. Infrastructure and Places
3. PK-12 Education
4. Higher Education

PUBLIC ENGAGEMENT

OVERVIEW

70+

COMMUNITY
EVENTS
HOSTED

11,000+

SURVEY
RESPONSES

3,000+

INDIVIDUALS
ENGAGED

GROWING
MICHIGAN
TOGETHER

GROWING MICHIGAN SURVEY

1,000

EVENT-DRIVEN
RESPONDENTS

Things to celebrate:
NATURAL BEAUTY
AND CLIMATE

Things to improve:
ROADS
TRANSPORTATION
HOUSING

PUBLIC FEEDBACK

Infrastructure is critical:

REAL PROGRESS ON ROADS,
TRANSIT & MULTIMODAL TRANSPORTATION
IN CITIES, HOUSING

Economic & education opportunity

WORKFORCE CONNECTIONS
ACCESS TO JOB OPPORTUNITIES
AFFORDABILITY / ACCESS IN EDUCATION

NATIONAL POLL

2,700
RESPONDENTS

FROM 15 METROPOLITAN AREAS WITH
HIGH POSITIVE NET MIGRATION
(E.G. COLUMBUS, ATLANTA, DENVER)

94% ARE 15-34 YEARS OLD
(YOUNG WORKERS & FAMILIES)

Top influencing factors are
JOBS & EDUCATION 58%
NEW EXPERIENCES 47%

LOW COST OF LIVING
is an added benefit, but not
a primary influencing factor

Popular relocation incentives include
DOWN PAYMENT ASSISTANCE 40%
TAX CREDIT OR CASH INCENTIVE 33%

KEY TAKEAWAYS

1. Growth looks different to different communities across our state.
2. Michigan is strategically positioned in important ways.
3. To grow we need all three legs of the stool:

**ACCESS
TO GREAT
OPPORTUNITIES**

**GREAT PLACES
TO LIVE, WORK
AND PLAY**

**WELCOMING
COMMUNITIES
TO CALL HOME**

WORKGROUPS OVERVIEW

70

WORKGROUP
MEMBERS

915+

COLLECTIVE
HOURS

29

WORKGROUP
MEETINGS

GROWING
MICHIGAN
TOGETHER

PreK-12 Workgroup Policy Recommendations

The standards to which we held our education system in the past are **no longer good enough.**



Align

Align governance and accountability to system vision and goals, while clarifying roles, eliminating inefficiencies, and bolstering capacity.



Commit

Commit to the Michigan Education Guarantee, that students graduate with the competencies they need to thrive now and throughout their lifetimes.



Reimagine

Reimagine the job of teaching, enabling educators to innovate so students can learn for life.



Fund

Fund the system fully, equitably, efficiently, and transparently so every student and every school has the resources needed to meet the system's goals, including that of the Michigan Education Guarantee.

Higher Education Workgroup Policy Recommendations

These recommendations will have a significant impact on population growth and higher education attainment, likely reversing the state's current brain drain and bringing us to a top-quartile state in attainment.

Advance Equity



Increase Enrollment

Create a K-14 public education system by providing graduating high school students with two years of tuition at a community college or public university.

Support early college credit uptake and universal Free Application for Student Aid (FAFSA) or opt-out as a high school requirement.



Improve Transfer/Completion success

Make the transition from community college graduate to university junior status seamless.

Form advisory group to reimagine higher education funding process, led by proper higher education stakeholders, to ensure competitive, sufficient, sustainable funding that enables increased student success and graduate retention.



Enhance Job Placement and Retention

Support, formalize, and grow employer partnerships to enable greater student exposure to real-world, on-the-job experiences for credit and/or payment.

Directly influence reversal of "brain drain" by incentivizing recent graduates to seek employment and live in Michigan.

Jobs, Talent and People Workgroup Policy Recommendations

These recommendations **holistically** address population growth for all regions of the state and offer **opportunities for equity and growth** for Michigan's workforce.



Attract and Retain Talent

Implement a robust talent retention and attraction program including novel incentives, workforce development program expansion, community placemaking investments that support shared cultural experiences, and targeted marketing.



Regional Development

Implement the state's economic development strategic plan with a focus on aligning Michigan's workforce development programs, talent attraction and retention efforts, and growth-sector strategies to collectively drive regional priorities in a coordinated way.



Immigration and Welcoming Communities

Prioritize programs, policies, and regional supports to develop a stronger pipeline of international talent that is retained long term through a welcoming environment for international immigrants and diverse communities in Michigan.



Entrepreneurship and Innovation

Embrace Michigan's entrepreneurial and innovation roots and create a culture that supports entrepreneurship and innovation for all.



Family Support

Increase access to and affordability of culturally appropriate family support resources, including training and certifying a workforce to support the need.

Infrastructure and Places Workgroup Policy Recommendations

Implementation of these strategies will position Michigan to be a welcoming environment for everyone to live, work and grow a business.



Local Government

Provide the tools and incentives for local governments to create vibrant places and work together across jurisdictional boundaries to provide more efficient and cost-effective public services.



Housing

Develop and revitalize housing stock to align with our housing needs and focus new development on infill to create vibrant, dense communities.



Transportation

Update Michigan's transportation funding model to sufficiently fund and maintain the road network and support the development a more robust statewide transit system.



Integrated Asset Management

Incentivize entities responsible for developing, operating, and maintaining infrastructure to coordinate their efforts through integrated asset management.



Water Infrastructure

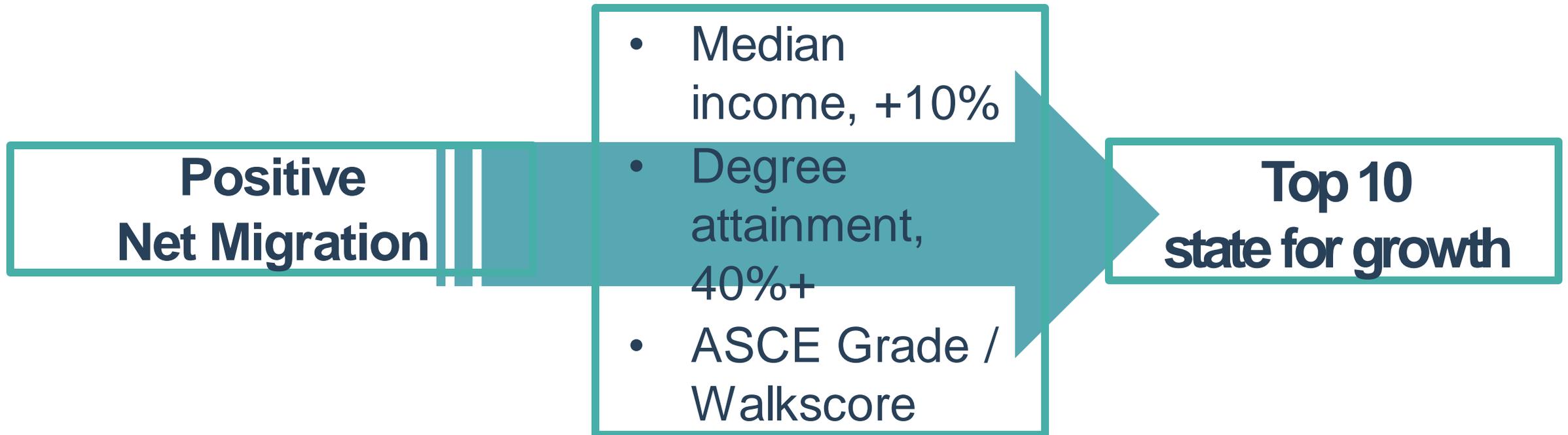
Reorient investments and planning around water infrastructure to focus on protection of public health and climate readiness and ensure water rates are designed to sufficiently support community funding needs.



Site Readiness

Shift our economic development strategy from reactive to proactive by investing in site-readiness programming.

Example Milestones



Let's Grow.

Strategic opportunities

**PILOTS &
PROGRAMS**

Implementation

**POLICY
REFORM**

Perception shift

**STORYTELLING
& BRANDING**