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Growing Michigan Together.

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

**GROWING
MICHIGAN
TOGETHER**

Today,
Michigan
isn't growing.

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

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

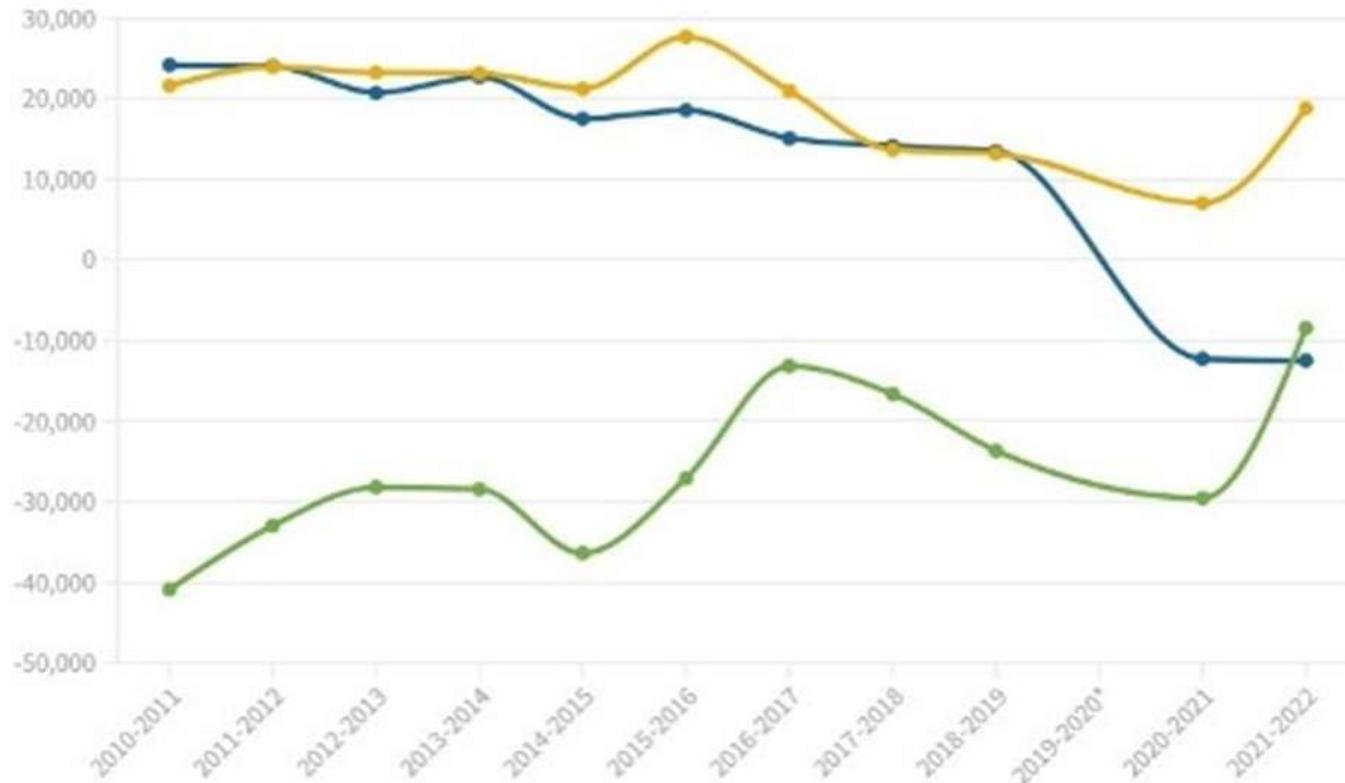
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Negative domestic migration

TREND 1, NET MIGRATION

Michigan gains from international migration

■ Natural change (births-deaths) ■ International migration ■ Domestic migration

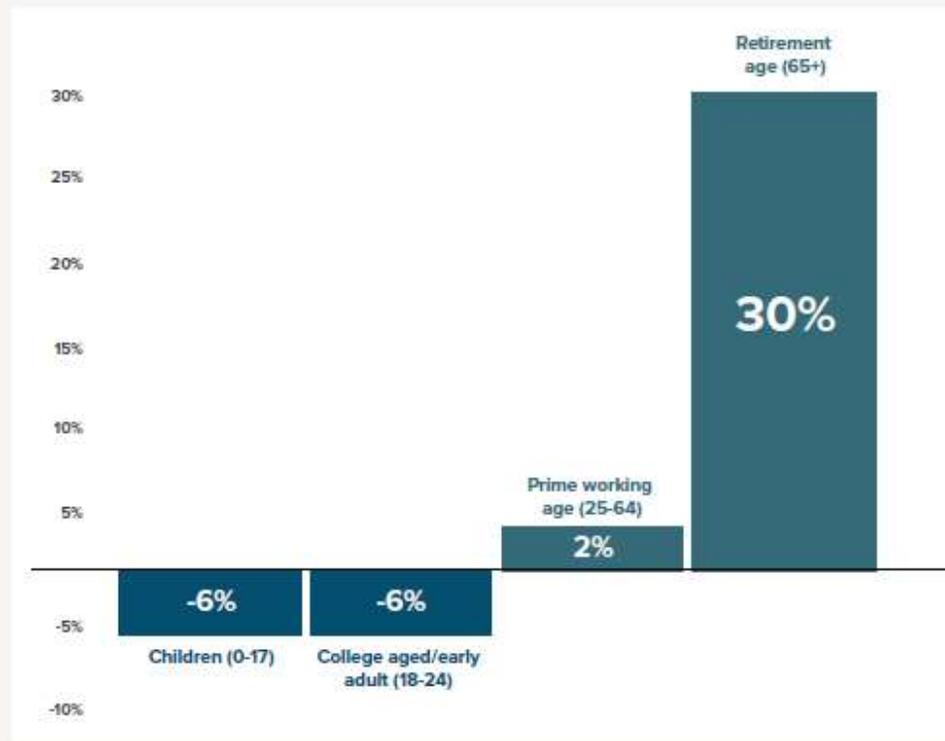


Source: U.S. Census Bureau, Population Division • *NOTE Data are not available for decennial census years.

Higher average age

TREND 2, AGING POPULATION

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

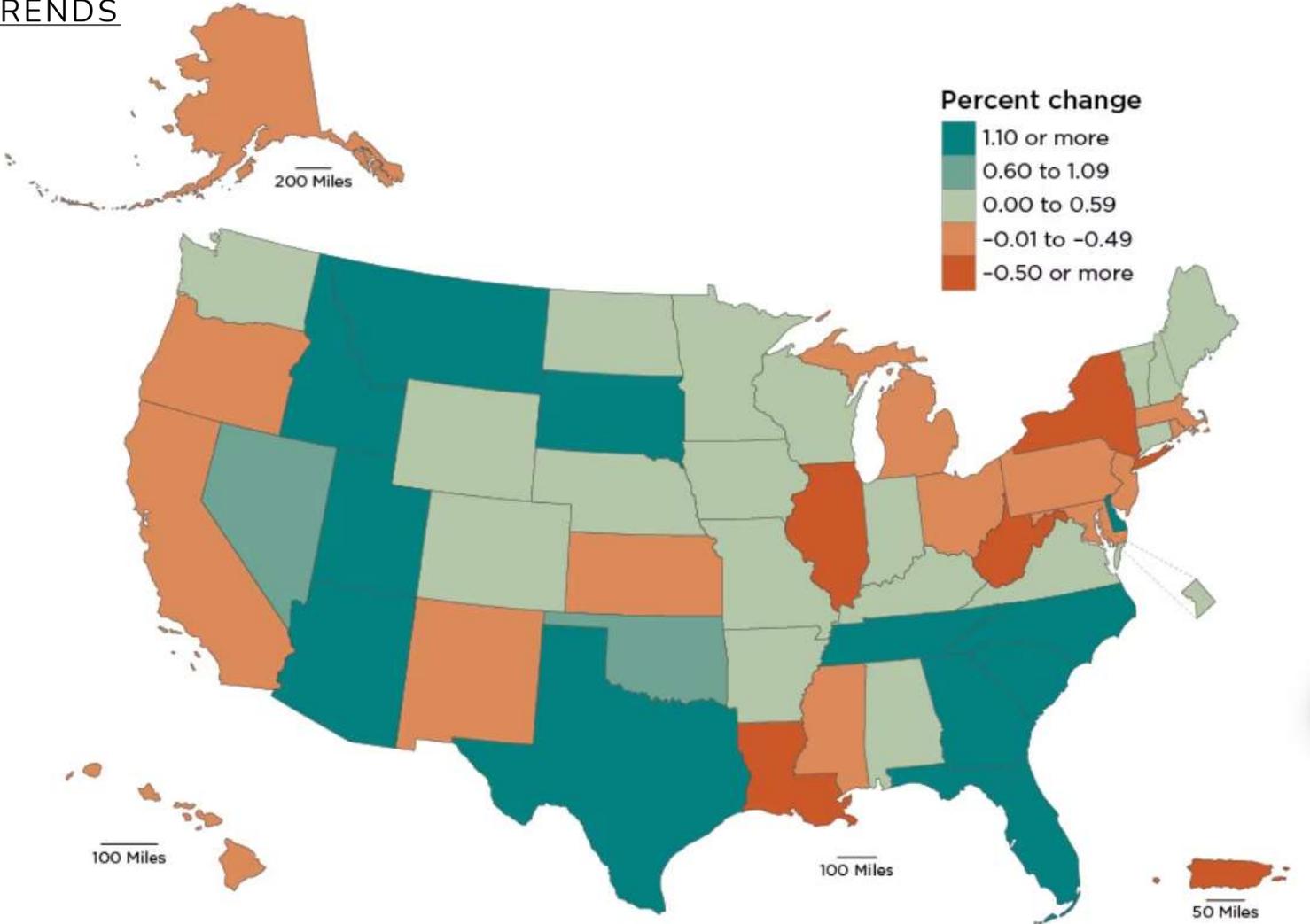


Source: Altarum analysis of projections by the University of Michigan Research Seminar in Quantitative Economics in *The Economic and Demographic Outlook for Michigan Through 2050*.

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State benchmarks

U.S. POPULATION TRENDS



<https://www.census.gov/library/visualizations/2022/comm/percent-change-state-population.html>

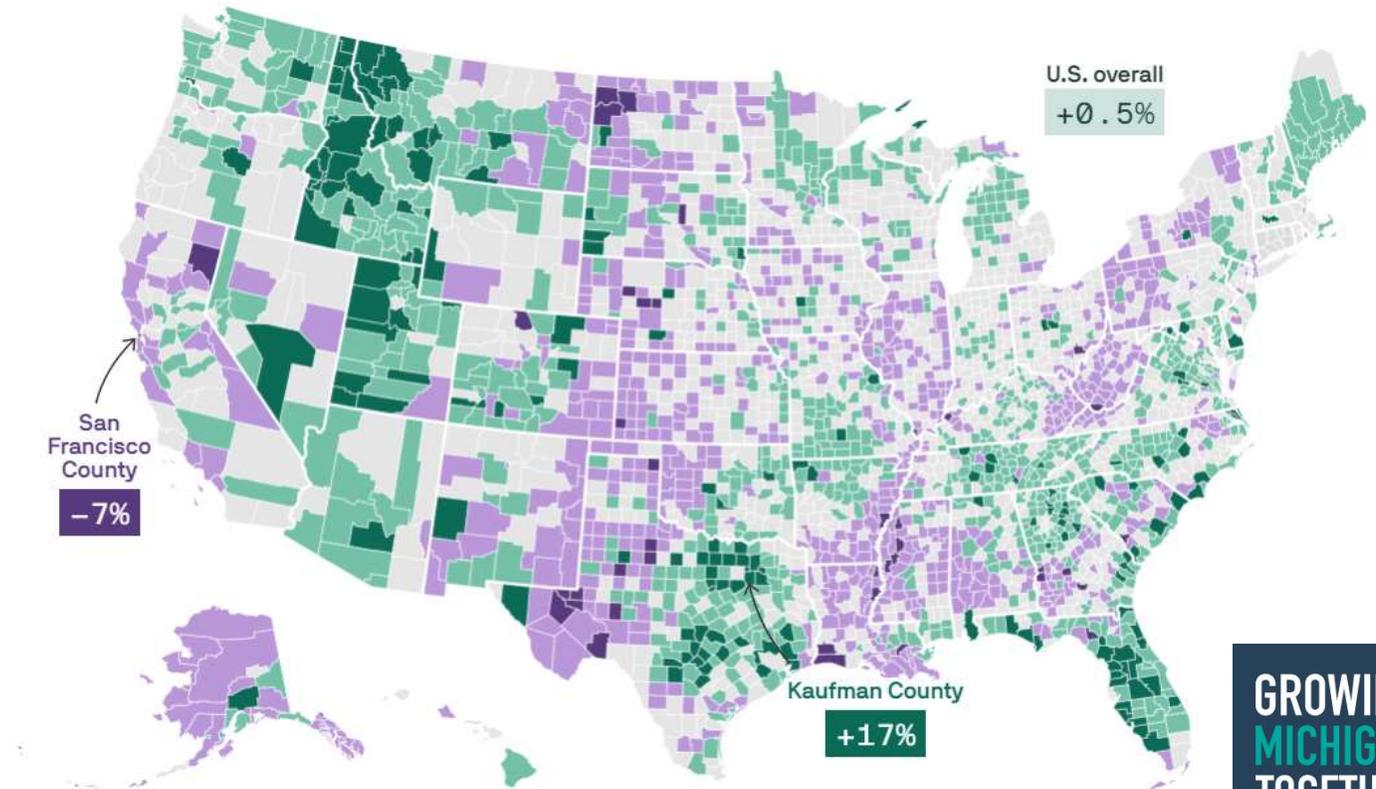
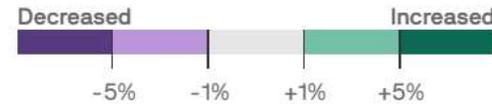
Growth by county

U.S. POPULATION TRENDS

In the last two years (2020 – 2022):

- No clear pattern in 'city growth' trends; some cities grew (NYC) and others shrank (SF)
- Remote work is driving sizeable population shift (see SF) in the last two years

By county; Estimate as of July of each year

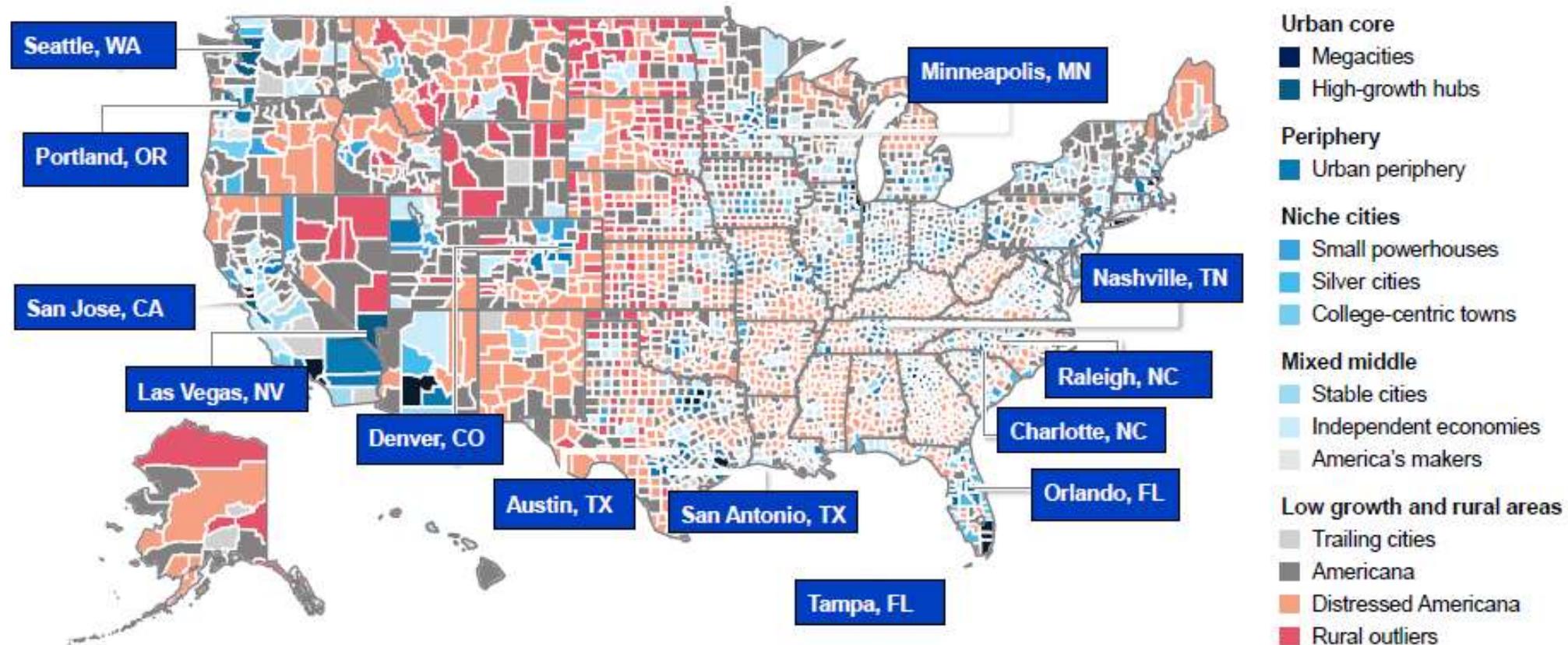


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<https://www.axios.com/2023/04/07/population-change-pandemic>

MI growth opportunities by community

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



MI growth opportunities by community

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

✓ Represented in Michigan



MI 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						

MI population projections relative to U.S.

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

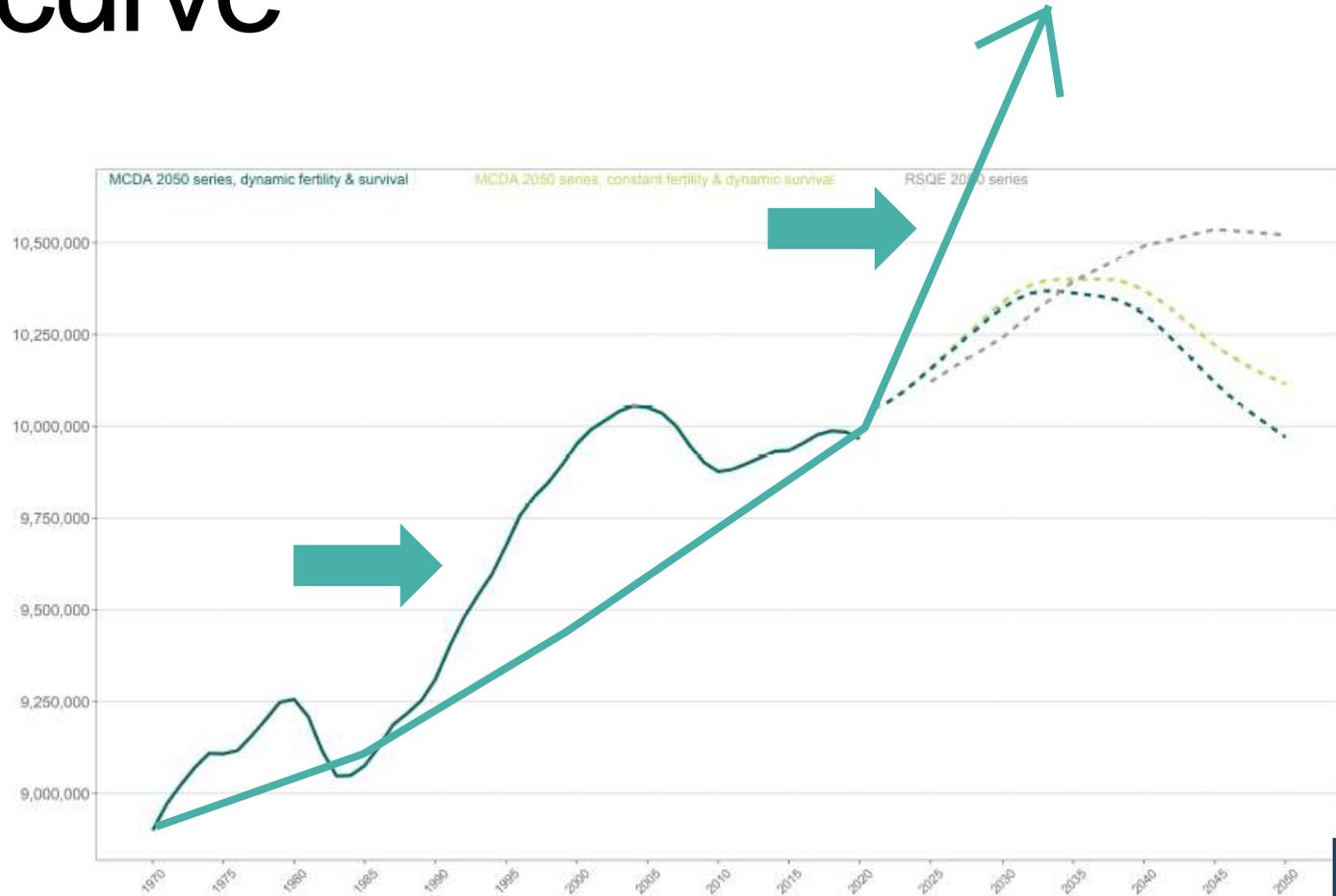


Source: U.S. Bureau of the Census and Jacob T. Burton, Gabriel M. Ehrlich, Donald R. Grimes, Kyle W. Henson, Daniil Manaenkov, and Michael R. McWilliams, University of Michigan, Research Seminar in Quantitative Economics, The Economic and Demographic Outlook for Michigan Through 2050, July 29, 2022.

Change the curve

BUILDING THE FUTURE

The Growing Michigan Together Council has the opportunity to recommend actions in the areas of infrastructure/place, jobs, talent, people, preK-12 and higher education that will adjust the projected drivers underlying population growth, and fundamentally change the shape of Michigan's future.





Michiganders
are
Michigan's
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 2023.

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

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Public engagement

TO DATE

60+

COMMUNITY
EVENTS
HOSTED

9 of 15

PUBLIC
COLLEGES &
UNIVERSITIES
VISITED

~3K

INDIVIDUALS
ENGAGED

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Public engagement

SURVEY DEMOGRAPHICS

1,000+
RESPONSES

15-65+
AGE RANGE

50%
18-34

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Public engagement

FEEDBACK

Michiganders love:

- Our state's natural beauty and outdoor recreation options.

Critical to attraction and retention:

- Economic incentives, specific employment training and diverse job opportunities.

Infrastructure and place requirements:

- Real progress on roads, transit and multimodal transportation in cities.
- Housing



Stakeholder meetings

FEEDBACK

Housing rises to the top

- Support workforce, requirement for growth
- #1 driver is cost of living, we want to maintain affordability

Space for regional specific strategies

- Regional-specific retention and attraction of different folks

Importance of story-telling and marketing

Critical importance of a more **well-trained and well-educated workforce that stays here in the state for business and job opportunity growth**

Childcare priority for families and labor force participation



National poll

FINDINGS

2,374+ RESPONDENTS

- From 15 metropolitan areas with high positive net migration. (E.g., Columbus, Atlanta and Denver)
- 94% are 15–34-year-olds. (young workers and families)

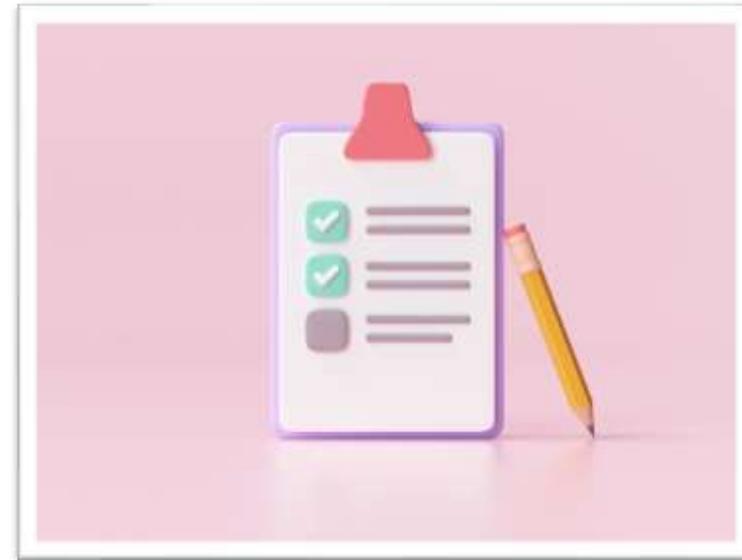
Top influencing factors are:

- Jobs and 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%**



National poll

NOTABLE INSIGHTS

64% of Michiganders aged 18-29 see themselves in Michigan in 10 years

80% would choose a job in Michigan over one in California, Chicago or Texas

15% said Michigan offers less opportunity than other states

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Key takeaways

1. Growth looks different to different communities across our state.
2. Michigan is strategically positioned in important ways.
3. To succeed, 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

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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.

Final thoughts

Fundamentally we seek to promote bold ideas to change the shape of Michigan's future, together.



Scan the QR code to tell us what would help make Michigan an even better place to call home!

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Announcing the Growing Michigan Together Council

**To usher in an even better tomorrow, we're coming together
to grow Michigan today.**

growingmichigan.org



Thank you.

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