

Michigan
Land Use
Institute

A BOLD VOICE

for

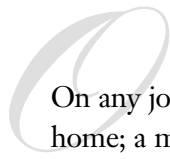
PEOPLE

and

THEIR PLACES

SMARTER GROWTH ARRIVES *in* MICHIGAN

*Institute celebrates
progress and
promising days
ahead*



On any journey there comes a point when you feel like you're close to home; a moment of clarity when the destination comes into focus, and your pace quickens. That moment is now in Michigan for people who want better land use planning and more careful development.

A powerful momentum is converging in communities across the state. People from all walks of life are speaking out with newfound conviction about practical alternatives to sprawling growth. And land use reform has become a priority in Lansing as useful new legislation gains support from both parties.

For six years, the Michigan Land Use Institute worked statewide with citizens and other organizations for this day. We used our communications and organizing expertise to expose how our Main Streets empty into sprawling mega malls, our farmland turns to pavement, and our lakes and rivers fill with polluted runoff. We also helped define and promote a more positive future that celebrates our priceless assets and advances smarter ways to grow.

The year 2000 was an important milestone in this journey. Across our four program areas — curbing sprawl, promoting transportation alternatives, protecting natural resources, and assisting grassroots groups — the Institute's careful research and reasoned advocacy produced results. Last year, for example, the state scrapped wasteful proposals to extend highways U.S.-23 and U.S.-131, and legislators proposed \$25 million in new funding for public transit. As the *Detroit News* proclaimed last May in a front-page story: "The great era of interstate highway construction in Michigan ... is slowing to a crawl." We helped make it happen.

The year 2000 was also one of transition for the Institute. In September, I became executive director after Keith Schneider assumed the role of program director. Keith now works with managing editor Patty Cantrell to lead our communications program — or "activist newsroom" as they like to call it — into the 21st century.

As director, my goal is to build our momentum and dedicate the Institute's skills and resources to making sure Michigan becomes a national example for policies that link economic development and environmental protection.

Finally, I want to thank all of our members and funders for their essential support. Because of you, the Institute is a vital part of Michigan's growing movement for better land use practices and greater government accountability.



HANS VOSS, *Executive Director*



THE POWER of the PEN and the PEOPLE

It takes many hands to change Michigan's pattern of growth from one that wastes countryside and communities to one that respects resources and people.

Some hands work on buying up and conserving sensitive lands before subdivisions pave them with driveways. Some monitor water and air quality so they can prove how pollution from the rapid increase of septic systems and cars hurts people and wildlife. Others work at home to develop new master plans for county growth or start farmers markets to bring area growers and shoppers together.

Yet another hand is necessary to promote these efforts, expose obstacles to them, and help people use information to change growth-at-any-cost policies.

The Michigan Land Use Institute is that hand. The Institute combines two great traditions of the American environmental movement: Excellent investigative journalism and spirited community organizing. We dig up the facts, publish them widely, and also help people use

and communicate information so that they are more effective in their efforts to change local and state policies.

This combination of writing and organizing works today just as it did in the late 1800s, when the great conservationist John

Muir wrote about the importance of preserving California's Sierra Nevada mountains for future generations. His work to publicize the issue and equip people with facts brought immense public pressure to bear on Congress, which responded in 1890 by creating Yosemite National Park.

Today in Michigan the Institute's nationally recognized team of investigative journalists and policy specialists works to:

INFORM: Institute articles and commentary on land use challenges and opportunities appear regularly in local, state, and national newspapers; in our own magazine, the *Great Lakes Bulletin*; on our Web site; and on radio and television reports. The media also calls on us for information and insights. In just one eight-week period last year, for example, the *Detroit News* and *Detroit Free Press* quoted Institute staff in more than 30 articles.

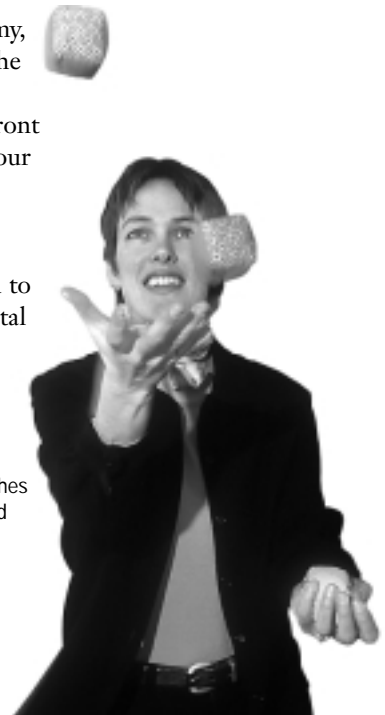
MOBILIZE: We help citizen groups find and present the information they need to win their campaigns for more responsible government and more sensitive development. We rely on local people to be the experts at home while we assist with communications and strategy.

UNITE: The Institute forms and supports statewide alliances that bring a common and powerful message to decision makers. We work closely with other organizations — sometimes taking a low profile and other times leading a high-profile charge in the media.

Of the many hands involved in protecting and improving Michigan's environment and economy, the Institute's is often the most controversial. But our willingness to confront powerful interests and our ability to help everyday people take charge of their communities has added a vital dimension to Michigan's environmental movement. ■



◀ Program Director Keith Schneider keeps us in the news with first-rate reporting, writing, and organizing.



Managing Editor Patty Cantrell polishes our writing, contributes her own, and juggles Institute publications. ➤



ACCOMPLISHMENTS

The Institute's list of accomplishments in 2000 shows how the combined power of the pen and the people works to shine a spotlight on insider politics and put citizen-backed solutions on the policy-making table.

SMART GROWTH

A prime example of the Institute's investigative and organizing role is an exposé it produced last spring when real estate interests in Lansing turned a package of farmland protection legislation into a major taxpayer subsidy to land speculators.

We used actual real estate examples to demonstrate the giveaway risk and then broadcast this information to key decision makers and the general public through editorials, direct mailings, email alerts, and our Web site.

The exposé was a critical information tool that hundreds of organizations and individuals used to stop the taxpayer subsidy to speculators.

Additional highlights of the Institute's Smart Growth work in 2000 include:

► Winning legislation in December that strengthened the state's soil erosion law. Developers now face larger fines for reckless earth moving and greater local authority to protect hillsides and riverbanks. Institute articles and commentary on the issue were instrumental in raising public awareness statewide, which prompted the legislative action and ensured its success.

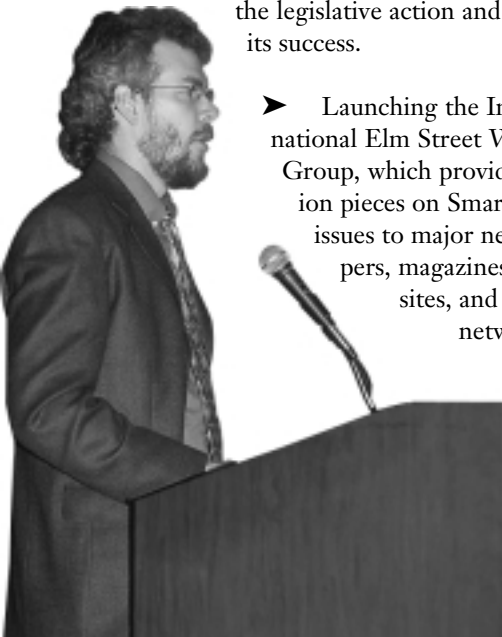
► Launching the Institute's national Elm Street Writers Group, which provides opinion pieces on Smart Growth issues to major newspapers, magazines, Web sites, and radio networks.

Elm Street columns appeared in at least 20 major publications in 2000, including the *Chicago Tribune*. Writers include *Utne Reader* editor Jay Walljasper and James Howard Kunstler, author of "The Geography of Nowhere," as well as Institute staff.

► Publishing a "12-Step Program" for breaking the sprawl addiction in the spring 2000 issue of the Institute's magazine, the *Great Lakes Bulletin*. The articles lay bare the myth that sprawl is a natural result of the free market and demonstrate how traditional zoning plans actually promote the kind of development that clogs roads and overruns local economies with chain stores.

► Adding key communications pieces to the efforts of a broad network of farmers, environmentalists, and tax reformers to defeat state legislation that would have increased the power of developers, under a law called the Michigan Drain Code, to shift stormwater management costs onto local property owners. Institute journalism cut through the complexities of the legislation to focus lawmaker attention on the proposal's fundamental flaws.

► Helping citizens across the state develop successful strategies for protecting their communities, including a notable victory in southeast Michigan's Milan Township. The Institute helped Milan Area Concerned Citizens prevail in its efforts to protect 1,000 acres of farmland



Lansing Policy Coordinator Dusty Fancher works the halls of state government. ►

◀ Kelly Thayer, Transportation Project Coordinator, moves local and state policy makers toward smarter roads.





from a General Motors plan to rezone the land and build a massive auto shipping facility. Township voters soundly rejected the rezoning proposal and, in November, joined at least a dozen other communities in Michigan that replaced local officials with candidates who pledged to protect farmland and the environment.

TRANSPORTATION

The Institute celebrated many successes in its work supporting citizen efforts to develop and promote alternatives to proposed highway extensions and bypasses, which stimulate sprawling development. It also gained important ground, along with the Michigan Environmental Council, with a statewide coalition of 30 organizations working to reform state transportation planning and spending. In 2000 the Institute:

- Helped in March to defeat the Michigan Department of Transportation's plan to spend \$1.5 billion on replacing scenic, two-lane U.S. 23 with a 100-mile, four-lane freeway through undeveloped countryside along the Lake Huron coast between Alpena and Standish.
- Convinced MDOT in January to scrap a \$500 million plan to extend the U.S. 131 freeway into northwest Michigan north of Manton by publicizing that the project would only shift development from downstate communities, not spur substantial new business in the north.
- Completed "Smart Roads: Petoskey," a technically qualified and compelling alternative to a \$70 million state department of transportation proposal to build a major highway bypass around the northern Michigan resort town of Petoskey. Two local governments have since announced their official support for the effective and lower-cost "Smart Roads: Petoskey" plan over the state's bypass proposal.



Policy Director Arlin Wasserman peers into the land use future to check and adjust our course. ➤

◀ Policy Specialist Joey Miller backs everyone up with intensive research and eagle-eye attention to detail.

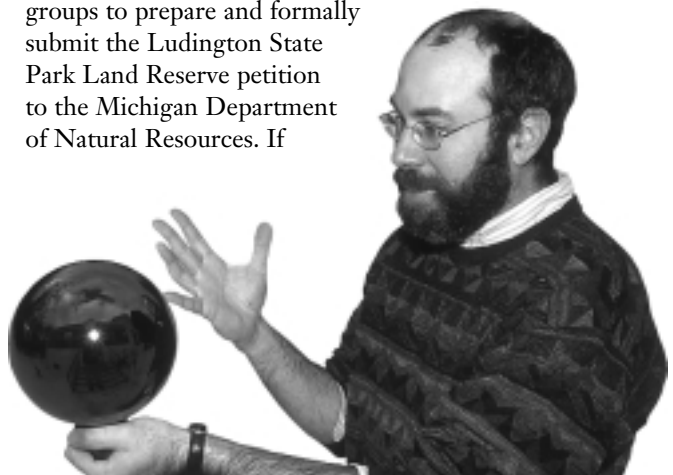
- Prompted the U.S. Fish and Wildlife Service to question a Grand Traverse County and MDOT proposal for a \$25 million bridge across the Boardman River valley as part of a larger highway bypass around Traverse City. The Fish and Wildlife Service cited the Institute's critical assessment of the bridge plan, as well as the Institute's citizen-backed "Smart Roads: Grand Traverse Region" alternative, in its letter of caution to the Federal Highway Administration.

- Convinced state lawmakers to propose an annual \$25 million increase in funding for public transit. Action on the bill ended with the 2000 legislative session but promises to heat up again in 2001.

LAND AND WATER PROTECTION

The Institute also works to develop tools that communities can use to protect their valuable natural resources and to monitor and promote the state's management of public lands. In 2000 the Institute:

- Developed a shoreline protection ordinance that Great Lakes coastal communities can use to protect beaches, habitat, and property owners from development problems, such as homes on top of erosion-prone bluffs and clearcutting of valuable natural vegetation.
- Brought statewide attention to a pending state plan to swap magnificent public land on South Fox Island, west of Charlevoix. An historic lighthouse and 1.2 miles of sugar sand beach are at risk in this deal with one of the state Republican Party's most important contributors.
- Worked with a variety of local groups to prepare and formally submit the Ludington State Park Land Reserve petition to the Michigan Department of Natural Resources. If





approved, the designation would provide long-term protection against oil and gas development to the state park, the surrounding Hamlin Lake complex of sand dunes and wetlands, and more than five miles of Lake Michigan shoreline.

► Convinced the Natural Resources Commission to reject a request from the Michigan Oil and Gas Association that citizen groups pay a \$2,000 fee to simply nominate public land for state land reserve status. Calling it a “bad idea even if it was legal,” Institute Executive Director Hans Voss told the commission that it was not acceptable, let alone constitutional, to make people pay for their right to make public comment on public lands.

► Investigated and testified against a state move to sell public lands, including 2,300 acres near Grayling and prime development parcels along Interstate 75. The state’s willingness to sell off large tracts of public lands solely for private economic development runs counter to Michigan tradition and long-standing state policy.

GOVERNMENT WATCH

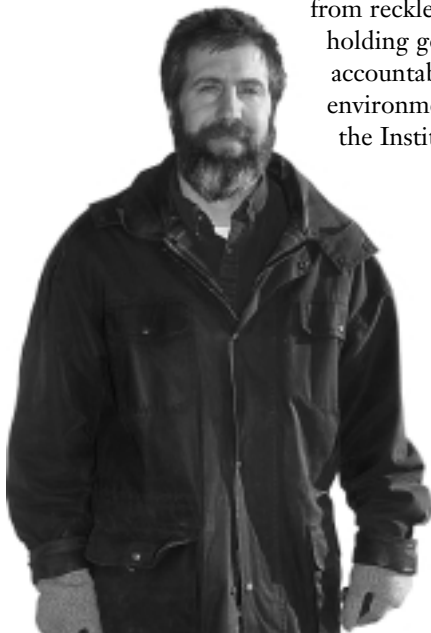
Sprawl spreads quickly in Michigan largely because in the 1990s the state has backed off enforcement of environmental rules that protect people, wildlife, and water and air quality.

The Institute is working to protect natural resources and communities from reckless development by holding government accountable for enforcing environmental laws. In 2000 the Institute:

► Shined a national spotlight on Michigan’s Department of Environmental Quality chief, Russell Harding, in December after an Associated Press article listed him as one contender on President George Bush’s list for a possible post at the U.S. Environmental Protection Agency. The Institute created a “Harding Watch” section on its Web site and alerted national media to our reporting on Mr. Harding’s long track record of evading and undermining Michigan’s environmental laws.

► Advanced its work to improve state oversight of large and polluting livestock factories. Reports in September from the U.S. Environmental Protection Agency and the state Auditor General confirmed Institute investigations of manure mismanagement at livestock factories and the failure of state agencies to enforce the law and prevent pollution. The EPA now is considering stepping in to regulate livestock factories in the state and has asked the Michigan Attorney General to evaluate how the Michigan Right to Farm Act may conflict with the federal Clean Water Act.

► Worked with other organizations to establish a statewide coalition for holding state government accountable for enforcing environmental laws. The Institute documented in the fall 2000 issue of its magazine, the *Great Lakes Bulletin*, how Michigan’s environmental enforcement agencies have become paper tigers, which polluters ignore and the public can’t trust. Now the Institute is working with groups in Michigan and nationwide to elevate public awareness and develop rapid-response tools and strategies. ■



Journalist/Organizer Andrew Guy navigates the waters of environmental protection and brings readers on board with clear writing. ➤

◀ Planner Jim Lively is our great shoreline protector and local government communicator.



BOARD of DIRECTORS

The Michigan Land Use Institute's board is a diverse and talented group of proven leaders who devote time and energy to helping us help you.



BOB SUTHERLAND, Chairman, of Glen Arbor is founder and president of Cherry Republic, an international distributor of specialty cherry products. He also is an active environmental advocate in Leelanau County.

VIRGINIA B. PIERCE of Prudenville, a wildlife biologist, is co-founder of the Michigan Resource Stewards and a veteran of nearly 20 years at the Michigan departments of natural resources and environmental quality.



DEBORAH J. ROHE, Secretary, of Petoskey is a respected child care consultant and grassroots organizer, who helps lead the Institute's effort to promote an alternative to a bypass around Petoskey.

HOWARD TANNER, Ph.D. of Haslett served as the director of the Michigan Department of Natural Resources from 1975 to 1983 and was a fisheries and wildlife professor at Michigan State University.



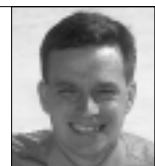
RICHARD J. HITCHINGHAM, Treasurer, of Manistee County, is a founding Institute member, who chairs the Springdale Township Planning Commission and works as a bookkeeper after retiring from trust investment analysis.

JOHN VINKEMULDER of Grand Rapids is a financial consultant and first vice president of investments at Merrill Lynch. A committed conservationist, he also serves as president-elect of the Michigan chapter of The Nature Conservancy.



RALPH GRAHAM of Bloomfield Hills is a retired entrepreneur and co-founder with his wife, Jeanne Graham, of the Clannad Foundation, which funds the Institute's Grassroots Support Center.

HANS VOSS of Elberta is the Institute's executive director. He joined the staff in 1995 and led the Michigan Energy Reform Coalition's statewide campaign for sensitive oil and gas development.



MAUREEN MARTIN of Ann Arbor is development director for Detroit's Henry Ford Museum and Greenfield Village and is the former development director for the Michigan chapter of The Nature Conservancy.

KAREN WILLARD of Algonac is an attorney and former three-term Democratic state representative, who has championed several environmental issues, including drain code reform.



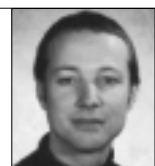
HELEN MILLIKEN of Traverse City is recognized as one of the state's visionary conservation leaders. She also served as Michigan's first lady from 1969 to 1983, the tenure of Governor William G. Milliken.

WILLARD WOLFE of Frankfort is a retired dentist who played a key role with his wife, Joan Wolfe, in passing the 1972 Inland Lakes and Streams Act and the 1970 Michigan Environmental Protection Act.



ROBERT OTWELL of Traverse City is an environmental engineer and chairman of the Traverse City Planning Commission. He recently co-founded a community-based car sharing service.

TIMOTHY YOUNG of Honor is founder and president of the speciality preserves company, Food for Thought, and is a former chairman of the Northern Michigan Environmental Action Council.



BECAUSE *of* YOU

Institute members are the heart of our organization, which is alive and growing ever more effective because of your financial support and wise counsel. We take our cues from you, our members, who share the Smart Growth vision and put your faith in our ability to move the message and the solutions.

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Outreach Coordinator Alicia Harrison connects with members and funders and turns our gatherings into don't-miss events. ➤

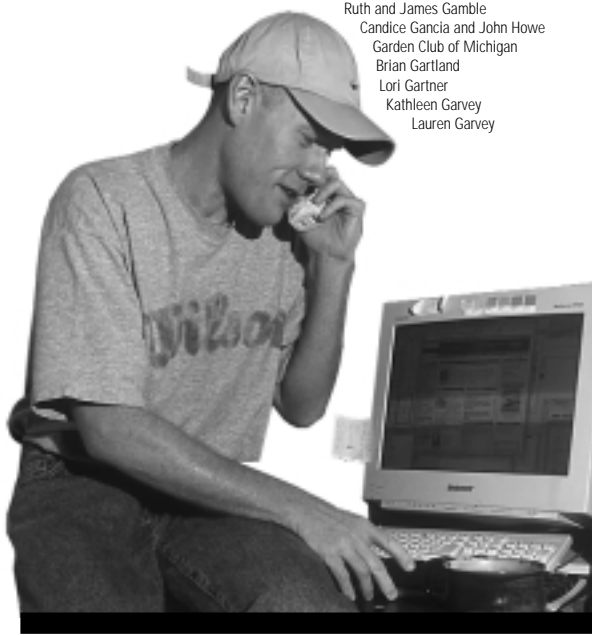


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BALANCE SHEET December 31, 2000

Assets

Current Assets	
Checking/Savings	181,476.89
Accounts Receivable	140.00
Prepaid Expenses	<u>260.00</u>
Total Current Assets	181,876.89
Fixed Assets	
Building	142,302.10
Total Fixed Assets	<u>142,302.10</u>
TOTAL ASSETS	324,178.99

Liabilities & Surplus

Current Liabilities	
Accounts Payable	20,716.00
Accrued Taxes Payable	1,410.51
Payroll Liabilities	13,949.72
Security Deposits	<u>720.00</u>
Total Current Liabilities	36,796.23
Long Term Liabilities	
Building Loan	30,000.00
Mortgage	<u>105,000.00</u>
Total Long Term Liabilities	135,000.00
Total Liabilities	171,796.23
Surplus	
Past Surplus	101,010.91
Current Surplus	<u>51,371.85</u>
Total Surplus	152,382.76
TOTAL LIABILITIES & SURPLUS	324,178.99

OPERATING STATEMENT January through December 2000

Receipts	Jan – Dec '00
Bank Interest	5,112.94
Consulting & Service	9,500.00
Donations	100,177.75
Events	200.00
Grants	572,601.00
Member Income	55,171.73
Publishing	1,722.75
Reimbursed Expenses	5,700.34
Rental	2,000.00
Speaker Fees	<u>1,525.00</u>
TOTAL RECEIPTS	753,711.51
Expenses	
Board	1,005.99
Contributions	350.00
Dues	1,435.00
Furniture & Equipment	27,764.36
Insurance	2,269.70
Interest Expense	1,050.00
Legal	15,254.26
Maintenance & Repairs	3,901.97
Miscellaneous	14,795.45
Office Supplies	12,063.64
Payroll Expenses	453,673.83
Postage	13,597.24
Professional Fees	54,478.83
Promotion	9,109.29
Property Tax	304.21
Publication	31,343.89
Rent	8,900.00
Research Materials	2,574.87
Subscriptions	2,500.23
Telephone	14,531.79
Training	1,993.43
Travel	27,378.65
Utilities	<u>2,063.03</u>
TOTAL EXPENSES	702,339.66
Surplus	51,371.85

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NEW DIGS *for the* INSTITUTE



Our new storefront location in downtown Beulah [far left] will be a roomy and inviting place for us to step up our efforts and showcase our work.

Thanks to the generosity of our members, the Institute was able last fall to make a down payment on a new building to house our staff of 14.

The move is a major step into the Institute's future. It means we are not only here to stay but here to grow into the journalism and organizing powerhouse that we have always envisioned. The new space will help us become even more efficient and effective at supporting grassroots causes with investigative reporting and coalition building.

Staff and volunteers are now renovating the new headquarters, a 2,600-square foot office space in downtown Beulah, a village on the shores of Crystal Lake in northwest Michigan's Benzie County.

The building needs a new roof, as well as major demolition of existing walls to transform it from a collection of four separate commercial spaces into one big and inviting office.

A generous \$30,000 donation from Institute members Jeanne and Ralph Graham kicked off our renovation effort. Now we are working to raise additional funds to complete the job. Also the SmithGroup, an international architectural firm based in Detroit, generously donated design time to help us figure out the most efficient and effective use of our new space.

If you can help out as a volunteer or financial contributor, please contact Executive Director Hans Voss at 231-882-4723 ext. 12. ■

GRANTS AWARDED

In 2000 the Institute received foundation support for these projects:

► Cutting edge **Journalism** and 21st-century **Communications** are the cornerstones of the Institute's effectiveness. Our magazine, the *Great Lakes Bulletin*, combines reasoned policy analysis and solutions-oriented commentary with real stories of people and communities working to protect their land, local economies, and quality of life. Our Web site — www.mlui.org — features breaking news and action alerts and serves as a valuable information resource for citizens, policy makers, and the media. *Wege Foundation* (\$35,000), *Borwell Foundation* (\$30,000), *Alpern Foundation* (\$15,000), and *Michigan Environmental Council* (\$5,900)

► The **Grassroots Support Center** helps local citizen groups across the state develop effective organizing and communications strategies. Trained Institute staff help these groups develop clear messages, communicate with media and lawmakers, raise funds, and build coalitions. Since 1997 our Grassroots Support Center has played a role in assisting dozens of public interest organizations and launching many others. *Clannad Foundation* (\$17,000)

► The **Elm Street Writers Group** is a select corps of nationally prominent writers, including Institute staff, whose commentary on sprawl and Smart Growth solutions goes out to the nation's largest newspapers, to national and local public radio stations, and to Web sites, newsletters, and magazines. Elm Street Writers Group columns are exciting, penetrating, and readable opinion pieces specifically designed to quickly counter critics and simultaneously build public support for Smart Growth. *Surdna Foundation* (\$40,000)

► Weak oversight of massive **Factory Farms** in Michigan has resulted in polluted rivers and divided communities. The Institute is working with rural families and communities around the state to call for better management of livestock waste, greater government accountability, and increased coordination of livestock factory development with local land use plans. *Kellogg Foundation* (\$30,000)

► The Institute's **Great Lakes Shoreline Protection Project** is part of a multi-partner effort to help safeguard the sensitive habitat of the Great Lakes coastline. Our role is to develop a model local zoning ordinance, as well as educational materials. The ordinance includes provisions to control erosion, preserve special natural features, safeguard endangered species

habitat, and protect property values. *Great Lakes Protection Fund* (\$45,000) and *Seabury Foundation* (\$34,600)

► The Institute's **Natural Rivers Project** builds public support for reviving the Michigan Natural River Program, a visionary state initiative started in 1970 to maintain the clarity and unspoiled character of the state's wildest rivers. The Michigan law is a model of cooperation between state regulators, local government, and private landowners. But property rights debates have blocked greater use of the program. The Institute is working with officials and residents throughout the state to protect and strengthen the Natural River Program. *Frey Foundation* (\$50,000) and *Patagonia Inc.* (\$10,000)

► The Institute launched the **Public Trust Alliance** project in 1996 to counter the notion that land use rules and environmental regulations are invasions of "private property" and to promote the fact that healthy communities and their economies depend on responsible resource use. The Institute is working to expose the trend in Michigan and across the country of governmental agencies skirting and undermining regulations. It is involved in state and national efforts to build public awareness of the problem and to promote better enforcement of environmental laws. *Deer Creek Foundation* (\$75,000)

► The Institute's statewide **Transportation and Land Use Coalition** of 30 organizations works to increase public support for alternatives to wasteful, damaging highway spending and for broader transportation choices. The coalition's top five priorities are to 1) increase public transit funding 2) increase public involvement in the decision-making process 3) fix existing roads before building new ones 4) better integrate transportation and land use planning and 5) preserve railroad corridors. *The Joyce Foundation* (\$171,000)

► **General Support** covers certain expenses, such as board meetings, general telephone costs, fundraising, and other activities that do not fall under a specific project heading but are important to keeping the Institute in business. *Generoso Pope Foundation* (\$10,000)

The Michigan Land Use Institute staff and board are grateful for the financial support and professional trust that these foundations have put into our work. ■

Michigan
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BUILDING CITIZEN SUPPORT
FOR POLICY THAT
PROTECTS THE ENVIRONMENT,
STRENGTHENS THE ECONOMY,
AND ENHANCES QUALITY OF LIFE.

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