

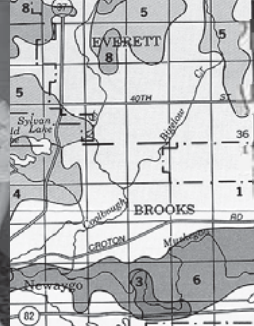
Inter-Jurisdictional Diplomacy Seminars Receive High Marks

Cooperative land use planning across local government boundaries can help support economic development while saving future community costs. Unfortunately, many municipalities find it difficult to overcome a history of disputes and lingering distrust toward adjacent jurisdictions.

One way to overcome these barriers to cooperative community-wide planning is *Inter-jurisdictional Diplomacy*. This concept was given substance at a series of seminars held across the state in June 2007. The seminars offered information and training in the use of tools and techniques for *Inter-jurisdictional Diplomacy*.

The seminars were organized by LIAA and included presentations by the leaders of the Michigan Municipal League, Michigan Townships Association, Michigan Association of Planning, Kalamazoo Regional Chamber of Commerce, Saginaw County Chamber of Commerce, and Traverse City Area Chamber of Commerce.

We are pleased to offer a full-length video of the *Inter-Jurisdictional Diplomacy* Seminar as presented in Traverse City. To order your own copy of the 2-hour video on DVD, visit our web site (www.liaa.org).



Land Information Access Association

helping communities sustain their cultural and natural resources

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Traverse City, Michigan 49686

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Education Coordinator

**Land Information
Access Association** 324 Munson Avenue
Traverse City, MI 49686
www.liaa.org
231.929.3696

A Newsletter for citizens
and public officials
concerned about the
preservation of cultural
and natural resources,
land use planning, and
community development.



BEYOND BORDERS

BUILDING COMMUNITY IDENTITY

Newsletter from the Land Information Access Association

Vol. 11 No. 2 Fall 07

Documenting the Lifestyle/Land Use Connection

Early this year, the Land Information Access Association (LIAA) was given the opportunity to explore new ways of informing the public about land use change. Funded by the C.S. Mott Foundation, the demonstration project explored the use of digital audio and video technologies in communicating the links between land use change and lifestyle changes.

First, LIAA worked with Chicago-based Community Media Workshop to design and host a two-day workshop – open to all area nonprofits – on how to develop and package information for use by print, radio, and television outlets, as well as on the Internet. The workshop included a number of breakout sessions on developing stories, using the Web,

and communicating with members of the media.

Next, four college students from the Grand Traverse Region joined LIAA as multi-media interns working to identify and document how residents experience land use change. With the assistance of LIAA's professional planners and a journalism instructor from Northwestern Michigan College, the four documentarians worked to understand and record the ways land use choices affect our daily lives.

Ultimately, the interns developed stories for Interlochen Public Radio (National Public Radio affiliate), Traverse City's TV 7&4 (NBC affiliate), Traverse City Record Eagle Newspaper, and LIAA's own on-line magazine, YourPlace (www.yourplacegrandtraverse.org). The stories explored a wide range of topics, from nonpoint source pollution to increasing traffic, and affordable housing to loss of farming opportunities. In every case, the interns told the stories of



specific residents and how existing land use patterns have touched their lives.

As we assess the project's lessons, several things stand out. Clearly, young people are very adept at applying audio and video technologies in communications. And they care deeply about the fate of our cities and the environment. On the other hand, they know very little about land use planning and the impacts of low-density development. This project has demonstrated that given the support and opportunity, young people will work hard to educate themselves and others about the ways changing land use patterns impact our daily lives.



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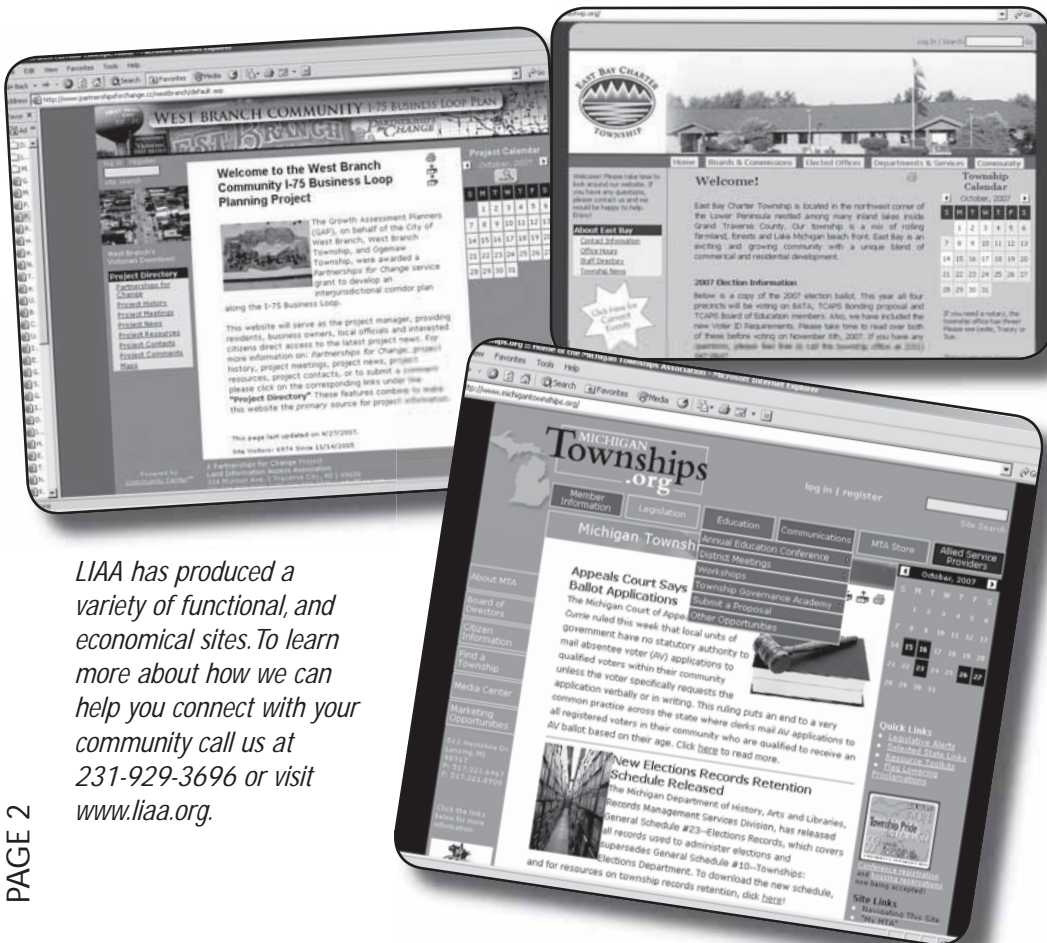
Helping people shape better communities through: participation, education, information, and the effective use of technology

Community Center News

Does your township or city need a web site or a web site makeover? Community Center was developed specifically to help local governments and non-profits engage more effectively with their constituents. Every year, we add new local governments to our growing list of Community Center

users and every year, the software keeps getting better!

Visit www.liaa.org to learn how we can help you connect with your Township through the capabilities of our Community Center web site.



LIAA has produced a variety of functional, and economical sites. To learn more about how we can help you connect with your community call us at 231-929-3696 or visit www.liaa.org.



Community Center User's Conference a Success

In August, LIAA held its first Community Center User's Conference here in Traverse City. We had several goals with the conference. First, we wanted to bring existing and potential Community Center users up to speed on the features Community Center offered. Second, we wanted to connect Community Center users with one another.

Thirty three people attended the conference. In the morning, six Community Center site managers presented their unique applications. Lunch was served, then in the afternoon, staff members led breakout discussions about various web technologies and techniques.

Twenty five attendees responded to the online evaluation after the conference. Overall, the conference was rated good to very good. Almost everyone found at least one of the morning presentations of use to them. The afternoon breakout sessions also received generally favorable marks, though there were many requests for more hands-on demonstrations. Unfortunately, the lunch received the most criticism (especially the lack of cookies!). Into each conference some rain must fall.

We intend to hold another conference next year with cookies in mind. We hope to see you there!



Super Saturday Harvest Festival

Before the frost was on the pumpkins, the Fresh Food Partnership collaborated with the Poverty Reduction Initiative (PRI) to put on a Fall Harvest Festival in early October. PRI is made up of a group of local businesses, public and government agencies, and concerned citizens, working to reduce poverty in the Traverse Bay region by 25% by 2010. The festival featured healthy living on a budget, cooking workshops, chef demonstrations, keeping fit, and a farmers market. Participants were given an opportunity to redeem their "market bucks" when purchasing the local produce. The free, day long event was kicked off with an inspirational talk on "changing to a healthy lifestyle" given by a local senior citizen. More than 110 people were in attendance and left with easy to create, inexpensive, healthy recipes and the local ingredients needed to make them.



Sweeter Song Farm, one of many area growers setting up for the afternoon farmers market.

Chef Jim Barns demonstrates quick and healthy recipes using local produce during the festival.



Oryana Helps Support the Fresh Food Partnership

The Fresh Food Partnership had the opportunity to greet customers at Oryana Natural Food Co-Op this fall, offering information about hunger in the Grand Traverse region and how they can make a difference in addressing food insecurity. Oryana continued to support local initiatives as they generously donated a percentage of the day's sales to support the work of the Fresh Food Partnership.

The Fresh Food Partnership is working to build a bridge between people threatened with hunger and local producers of nutritious fresh produce. Our mission is to help feed people in need with high-quality, healthy foods while creating a new market for the farmers in our region. Now in our fifth growing season, we purchase locally grown fresh produce and, with the help of volunteers, deliver it to food pantries, shelters, and community meals programs for distribution to hungry people.

Trudy Aardema talks with Oryana customers about how Fresh Food Partnership is making a difference in regional hunger and poverty through our work with local food pantries.

Local Foundations Help Support Fresh Food Partnership

Generous local foundations have stepped forward to support the efforts of the Fresh Food Partnership. The Shumsky Foundation, Oleson Foundation, and the Genuine Leelanau Charitable Endowment Fund have each made significant donations during this year's growing season to help put our goal of purchasing and distributing 50,000 pounds of local fruits and vegetable within reach. As of the end of October, with one more month left to transport apples, winter squash, potatoes, onions, carrots, cabbage and the like, volunteers have transported over 40,000 pounds of produce to area pantries, community meals and shelters to serve people in need. We greatly appreciate the support and confidence shown by these organizations and to the many individuals that continue to support these efforts.



Services @ LIAA

Technology Training
Programs and Services
Offered by LIAA

LIAA's GIS / Cartography Services

You know the old saying, "a picture is worth a thousand words"? A professionally-designed map can deliver a message or convey complex details that cannot be communicated effectively in any other way.

There is simply no better way to illustrate the relationships of things in your community or anywhere on earth.

In today's media environment, if your message has a geographic component, a well-designed map is indispensable, and LIAA can help.

LIAA has won several awards for cartographic design at statewide GIS conferences, and we have the in-house graphics and GIS expertise that are essential to effective map making. Whether your map is just an idea or you already have well-developed data that needs displaying, we can help develop high-quality maps for your project.

(Left) LIAA produced the Leelanau County Plat Book for the Michigan State University Extension Office.

(Right) The Watershed Center Grand Traverse Bay worked with us to produce a map of local resources.

(Above) The Traverse City Record-Eagle worked with us to create a visitor's wayfinding map.

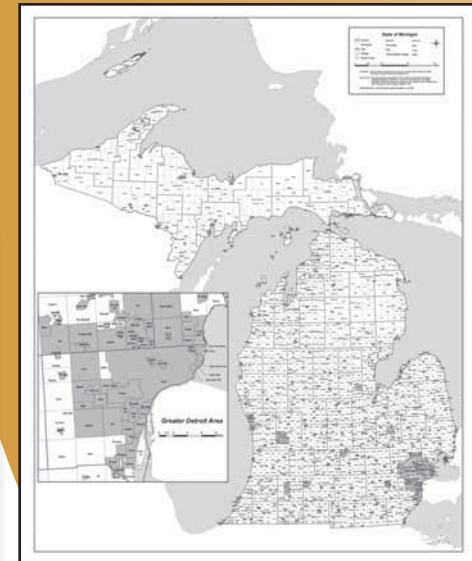
Specialized Services

Geographic Information System (GIS) design and development

Web-based GIS and Open API mapping (Google™ Maps, Microsoft™ Virtual Earth, Google™ Earth)

Customized Cartography

Printed maps (8 1/2" by 11" to 34" x 44" ("E") sized plots)



(Above) The Michigan local governments map is one of several specialized maps available for purchase.



Learn more at: www.liaa.org

PARTNERSHIPS for CHANGE

A State wide program to help cities, townships and villages work together in developing cooperative land use policies and resource management programs.



Partnerships for Change Program: Three Years of Success

This fall, the *Partnerships for Change* Program marked an end and a beginning. Program sponsors are celebrating the successful completion of the last five inter-jurisdictional planning and policy projects scheduled for the three-year collaboration. We have now completed work in 13 separate communities across Michigan, engaging over 50 different municipalities in cooperative land use planning and resource management projects.

By providing participating communities with grants of professional services, *Partnerships for Change* has leveraged real change in the way local governments deal with each other and manage their shared resources. Of course, this is just the beginning of a change needed everywhere in Michigan. If communities are to control infrastructure costs, limit duplication of services, reduce the loss of farmland and open space, and prevent environmental pollution while effectively encouraging economic development, adjacent municipalities will have to cooperate, collaborate and plan together.

A unique statewide program, *Partnerships for Change* was developed by LIAA and sponsored by the Michigan Municipal League and Michigan Townships

Association with support from Michigan Association of Planning and Michigan State University Extension. Funding was provided by the Americana, C.S. Mott, Frey, Fremont Area Community, and W.K. Kellogg Foundations, as well as the Coastal Management Program of the Department of Environmental Quality.

As more fully described in our recent program summary, **Breaking Down Barriers to Cooperative Land Use Planning**, the *Partnerships for Change* Program has been praised by participating governments as an effective approach to leveraging change. You can download a copy of the program summary from our web site – www.partnershipsforchange.cc – or order a full-color copy.

Looking Ahead

Through *Partnerships for Change*, we have learned that professional service grants are effective in leveraging changes among local units of government. To get public officials of one jurisdiction to take a risk on expanded cooperation with another jurisdiction, we need to provide a little “risk capital”. We need to help local governments overcome the barriers of

distrust, historical disputes, local politics, and inertia to achieve cooperative land use planning.

Given the large number of local governments and communities in need, the *Partnerships for Change* consortium is preparing to offer a **new round of service grants** late this year. Local officials interested in cooperative land use planning and resource management are encouraged to watch the web site for a “Request for Proposals” released sometime in December.

Takes Home Prestigious Award!

The *Partnerships for Change* Program was recently recognized with the Honorable Mention award for Outstanding Planning Project for a Project/ Program/Tool at the 2007 Michigan Association of Planning's Annual Conference held at the Grand Traverse Resort.



LIAA Community Planners
Harry Burkholder and
Heather Seyfarth were on
hand to accept the award.

The award jury commended the *Partnerships for Change* Program for “crossing over traditional organizational boundaries to create a synergistic approach to tackle difficult planning issues.”

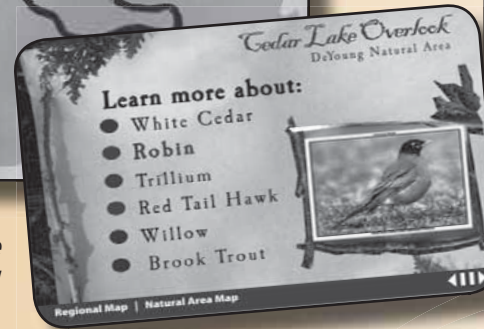
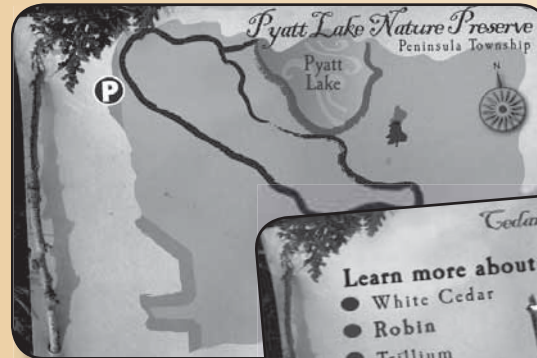
Creating an Interactive Naturalists' Guide for the Grand Traverse Bay Region

Learn more online:
www.liaa.org

Naturalist's Guide

This past summer, LIAA embarked on an ambitious project to create interactive multimedia Naturalist's Guides for many important natural areas in the Grand Traverse Bay region. Supported by a grant from Michigan's Coastal Management Program, the Naturalist's Guide will present interactive video tours of each natural area, presented by naturalists who know the areas inside and out. The final product will be distributed on DVD, which can be watched at home, in the car or in the field using a portable DVD player. In addition, the Naturalist's Guide will be available for viewing on the web.

We have completed filming for walks at Pyatt Lake Natural Area on Old Mission Peninsula, Grass River Natural Area near Bellaire, the Boardman River through Traverse City, Kehl Lake Natural Area near Northport and the DeYoung Natural Area in Elmwood Township. More walks are scheduled for this fall. We will finish editing this winter and plan to release the DVD in time for spring. So, plan on coming to Traverse City and take a walk with us!



(Above) Users of the Naturalist Guide will be able to navigate through maps of the region and select area features using DVD devices for use in the field or home.



Naturalists Ann McGinnis and Mary Lyons of the Kehl Lake Natural Area.



(Above) Wildlife rehabilitator Rebecca Lessard showcasing one of her hawks at the DeYoung Natural Area.



(Left) The DeYoung Natural Area's refurbished barn, paddling the Cedar River, and the Pyatt Lake Trail.

listening to the **RIVER**



The Listening to the River Exhibit

Where youth & nature collide.

Use cool technologies to discover the connection between your community and your watershed.

See it,
Hear it,
Touch it.

Your story awaits.



Coming in Summer 2008 The Listening to the River Exhibit

That's right. The exhibit is currently under development by Matthew Martin Design Works, a California based designer of immersive attractions and themed exhibits, and will be installed at the Great Lakes Children's Museum. You won't want to miss this.

Youth Conservation Corps

Listening to the River (LTTR) producers worked in September with students from the Youth Conservation Corps to document their work on the Platte River restoration site. Photos and interviews can be viewed on the web site under Showcase.

MediaScape

Over the past year, our participants have created a true digital multi-media landscape, or MediaScape. We display this MediaScape with Google maps on our web site. Listening to the River also just received a grant of one free license of Google Earth Professional to help with our outreach efforts. Stay tuned to our web site as we develop and showcase our participant's work with Google Earth.

Teen Focus Groups Discuss Communication

This Fall LTTR staff conducted three focus groups to get a better sense of how to communicate more effectively with the teens who might be interested in the LTTR project. We also learned how to stay in touch with them after they've participated.

These young people – who said they average 1.5 hours/day on line - made these comments:

- *All their internet time – except an occasional Google search for an information tidbit – is spent on social networking sites like Facebook and MySpace. They confirmed it is the informal communication tool for teens, "because you can see things, see your friends while talking to them."*
- *They use e-mail mostly to send messages, and rarely respond via that tool, using it only when "stuff is not too urgent" or "so I can think about what I'm saying before I type it."*
- *Most did not use text messaging, citing the cost as the reason, but said they would if they could afford it.*
- *They rarely read a newspaper or listen to public radio.*
- *They enjoy sending "snail" mail.*

Their choice for receiving communications about LTTR? It would be "sweet" if LTTR had a Facebook page, but it would be important to announce it via an email or snail mail to alert them to check it out.

LTTR Seeks Adult Volunteers

If you - or someone you know – might be interested in hanging out with teens on hikes throughout the Grand Traverse watershed and/or in LIAA's multi-media lab – let us know! We are looking for enthusiastic adults who want to share their expertise in GPS, digital photography, video or audio recording or environmental science with young people. There are short, one-time events like a geocache adventure at an area nature center, or longer term mentoring options, where you might assist two motivated teens to produce a broadcast for tctv2, Radio Anyway or Interlochen Public Radio. We have the equipment. We welcome your expertise. It's your call: contact us today and we will add you to our resource list right away.

