Introduction

- Who are we?
  - Michigan State University Practicum Students

- Who is our client?
  - Adam Zettel - Assistant City Manager and Director of Community Development, City of Owosso, Michigan

- What is our project?
  - Beginning stage of data gathering as well as future considerations for elements of Owosso’s Master Plan
  - Public Participation Plan and Community Survey
Agenda

- What is a Master Plan?
- Elements of Owosso’s Master Plan
- Community Highlights
- Public Participation Plan
- Data Analysis
  - Demographics
  - Socio-economics
  - Housing
- Future Considerations
What is a Master Plan?

- Road map for a city’s future
- Long range plan for growth and development
- Guides public/private decisions regarding land use and public facilities
- Policy-based
- Provides guidance to authorities and land users
Elements Owosso’s Master Plan

- 1: Purpose and Intent
- 2: Goals and Objectives
- **3: Social and Economic Characteristics**
- 4: Transportation
- 5: Utilities and Public Facilities
- 6: Parks, Recreation and Natural Features
- 7: Existing Land Use
- 8: Critical Areas and Issues
- 9: Future Land Use
- 10: Actions and Implementation

Source: 2010 Owosso Master Plan: Project Scope, Nov. 1, 2010
Where is Owosso?
Community Highlights

- Incorporated in 1859
- Originally an agricultural community, evolved into a manufacturing center
- Shiawassee River
- Baker College
- Steam Railroading Institute
- Memorial Hospital
- Community Airport
- Curwood Festival
Public Participation Plan

- Goals/Objectives
- Methods
- Recommendations
Public Participation Plan: Recommendations

Communication
Easy access to up-to-date information

Collection of Public Opinion Data
Ways in which the public can convey their opinions

Educational Outreach
Educate the public on how the master plan process works

Future Vision for Owosso
Bringing residents together to create a vision for Owosso's future

Clear Connection Between Public Input and the Decision Making Process
There must be a connection between the final plan and public input gathered throughout the process
Public Participation Plan: Timeline

- **February 2011**: SWOT Analysis with local focus group
- **July 2011**: Conduct public visioning workshop to identify community vision statement
- **July 2012**: Formal public hearing to review the draft of the master plan
- **August 2012**: The Owosso City Council shall vote on the master plan
Demographics

- Population decline
- Aging population
- Educational attainment rates
- Increasing crime rates
Population Decline of Owosso

Source: US Census
Population Trends for Corunna and Shiawassee County

Corunna

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of People</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>3,206</td>
</tr>
<tr>
<td>1990</td>
<td>3,097</td>
</tr>
<tr>
<td>2000</td>
<td>3,381</td>
</tr>
<tr>
<td>2010</td>
<td>3,497</td>
</tr>
</tbody>
</table>

Shiawassee County

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of People</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>71,140</td>
</tr>
<tr>
<td>1990</td>
<td>69,770</td>
</tr>
<tr>
<td>2000</td>
<td>71,687</td>
</tr>
<tr>
<td>2010</td>
<td>70,648</td>
</tr>
</tbody>
</table>

Source: US Census
Average Age

Source: US Census and American Community Survey
Educational Attainment: 25 years and over (2005-2009 Estimation)

<table>
<thead>
<tr>
<th></th>
<th>Owosso</th>
<th>Corunna</th>
<th>Shiawassee</th>
<th>Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 12th grade, no diploma</td>
<td>13.50%</td>
<td>14.20%</td>
<td>11.60%</td>
<td>12.60%</td>
</tr>
<tr>
<td>High school graduate (incl. equivalency)</td>
<td>39.60%</td>
<td>34.70%</td>
<td>37.70%</td>
<td>31.80%</td>
</tr>
<tr>
<td>Some college, no degree or more</td>
<td>46.9%</td>
<td>51.0%</td>
<td>50.6%</td>
<td>55.6%</td>
</tr>
</tbody>
</table>

Source: American Community Survey
Crime Rates: Index Crimes

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owosso</td>
<td>2.65</td>
<td>3.85</td>
<td>3.65</td>
<td>3.88</td>
<td>4.08</td>
<td>5.09</td>
<td>4.82</td>
<td>5.28</td>
<td>4.44</td>
<td>5.28</td>
</tr>
<tr>
<td>Corunna</td>
<td>1.51</td>
<td>2.60</td>
<td>2.77</td>
<td>2.98</td>
<td>1.89</td>
<td>3.17</td>
<td>3.38</td>
<td>2.87</td>
<td>3.02</td>
<td>3.10</td>
</tr>
<tr>
<td>Shiawassee</td>
<td>2.05</td>
<td>1.81</td>
<td>2.34</td>
<td>2.38</td>
<td>2.37</td>
<td>2.44</td>
<td>2.41</td>
<td>2.32</td>
<td>2.31</td>
<td>2.45</td>
</tr>
<tr>
<td>Michigan</td>
<td>4.04</td>
<td>4.05</td>
<td>3.87</td>
<td>3.78</td>
<td>3.54</td>
<td>3.64</td>
<td>3.77</td>
<td>3.39</td>
<td>3.42</td>
<td>3.31</td>
</tr>
</tbody>
</table>

Source: Michigan State Police
Demographics Summary

- The population of Owosso has been decreasing
- Average age is increasing
- The number of high school graduates is higher than other areas
- Index crime rate is increasing
Socio-economics

- Increasing median income
- Comparatively high poverty rate
- Change in source of employment
- Comparatively high unemployment
Median Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Owosso</th>
<th>Corunna</th>
<th>Shiawassee County</th>
<th>Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>16,452</td>
<td>17,923</td>
<td>19,722</td>
<td>19,223</td>
</tr>
<tr>
<td>1990</td>
<td>23,220</td>
<td>24,784</td>
<td>30,283</td>
<td>30,020</td>
</tr>
<tr>
<td>2000</td>
<td>32,576</td>
<td>29,831</td>
<td>42,553</td>
<td>44,667</td>
</tr>
<tr>
<td>2005-09</td>
<td>34,743</td>
<td>38,961</td>
<td>46,260</td>
<td>48,700</td>
</tr>
</tbody>
</table>

Source: US Census and American Community Survey
Poverty Rate: Percentage of All People (Individuals) Below Poverty Level

- Owosso: 23%
- Corunna: 15.1%
- Shiawassee County: 12.7%
- Michigan: 14.5%

Source: American Community Survey
Main Employment Sectors of Persons in Owosso

Year | Other | Professional Services | Retail Trade | Manufacturing
--- | --- | --- | --- | ---
1980 | 1738 | 1170 | 1039 | 2613
1990 | 1710 | 1514 | 1343 | 2472
2000 | 3199 | 1527 | 852 | 1797
2005-2009 | 2958 | 1254 | 884 | 1238

Source: US Census and American Community Survey
Unemployment Rate

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owosso</td>
<td>14.3</td>
</tr>
<tr>
<td>Corunna</td>
<td>13.7</td>
</tr>
<tr>
<td>Shiawassee County</td>
<td>10.4</td>
</tr>
<tr>
<td>Michigan</td>
<td>10.4</td>
</tr>
</tbody>
</table>

Source: American Community Survey
Socio-Economics Summary

- Median income is increasing
- The poverty rate has increased
- Manufacturing employment decreased and jobs shifted to other sectors
- Unemployment rate is increasing
Housing

- Owner and Renter Units
- Increasing vacancy rates
- Aging housing stock
- Average Selling Price
Owner and Renter Occupied Units

<table>
<thead>
<tr>
<th>Year</th>
<th>All Housing Units</th>
<th>Owner Occupied Units</th>
<th>Renter Occupied Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>6716</td>
<td>4114</td>
<td>2363</td>
</tr>
<tr>
<td>2000</td>
<td>6724</td>
<td>4170</td>
<td>2170</td>
</tr>
<tr>
<td>2005-2009</td>
<td>6954</td>
<td>4097</td>
<td>2240</td>
</tr>
</tbody>
</table>

Source: US Census and American Community Survey
Housing Vacancy

<table>
<thead>
<tr>
<th>Location</th>
<th>1990 Housing Vacancy</th>
<th>2000 Housing Vacancy</th>
<th>2005-2009 Housing Vacancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owosso City</td>
<td>3.56</td>
<td>5.71</td>
<td>8.87</td>
</tr>
<tr>
<td>Corunna</td>
<td>3.21</td>
<td>6.18</td>
<td>7.02</td>
</tr>
<tr>
<td>Shiawassee County</td>
<td>3.75</td>
<td>7.53</td>
<td>8.55</td>
</tr>
</tbody>
</table>

Source: US Census and American Community Survey
Age of Housing Structures

- Built 1939 or earlier: 46%
- Built 1940 to 1949: 16%
- Built 1950 to 1959: 10%
- Built 1960 to 1969: 10%
- Built 1970 to 1979: 9%
- Built 1980 to 1989: 6%
- Built 1990 to March 2000: 3%

Source: US Census
Average Sales Price: 2000-2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Avg. Selling Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$101,732</td>
</tr>
<tr>
<td>2001</td>
<td>$105,801</td>
</tr>
<tr>
<td>2002</td>
<td>$113,006</td>
</tr>
<tr>
<td>2003</td>
<td>$117,909</td>
</tr>
<tr>
<td>2004</td>
<td>$119,526</td>
</tr>
<tr>
<td>2005</td>
<td>$118,174</td>
</tr>
<tr>
<td>2006</td>
<td>$115,053</td>
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<tr>
<td>2007</td>
<td>$98,754</td>
</tr>
<tr>
<td>2008</td>
<td>$81,093</td>
</tr>
<tr>
<td>2009</td>
<td>$67,256</td>
</tr>
<tr>
<td>2010</td>
<td>$67,114</td>
</tr>
</tbody>
</table>

Source: Argu-Press.com
Housing Summary

- The number of renter occupied homes is increasing
- Housing vacancy rate has increased
- 46% of housing structures were built before 1940
- The average selling price of homes is decreasing
Strengths. Weaknesses. Opportunities. Threats. (SWOT) Analysis

- Methods
- Participant information
- Results
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
- Conclusions

**Strengths**
- Arts and Entertainment
- Local Institutions
- Recreation
- Family Appeal

**Weaknesses**
- Lack of Community Identity
- Lack of Communication
- Unemployment

**Opportunities**
- Creating an Identity
- Integrating Baker College

**Threats**
- Economy
- Loss of Population
- Resistance to Change
- Servicing an Aging Population
Future Considerations

- **Aging Population**
  - Difficult and expensive
  - Different needs than average citizen

- **Community Identity**
  - Explore creation and implementation of marketing campaign
  - Allow residents to determine aspects

- **Community of Education**
  - Evaluate relationship with Baker College
  - Mutual relationship could benefit both parties

- **Housing Situation**
  - Communicate presence and availability of resources
  - Concern of vacancy rates and number of rental units

- **Public Participation**
  - Keep multiple constituencies involved throughout the master plan development process
Moving Forward

- 1: Purpose and Intent
- 2: Goals and Objectives
- 3: **Social and Economic Characteristics**
- 4: Transportation
- 5: Utilities and Public Facilities
- 6: Parks, Recreation and Natural Features
- 7: Existing Land Use
- 8: Critical Areas and Issues
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Source: 2010 Owosso Master Plan: Project Scope, Nov. 1, 2010
Questions and comments...

THANK YOU