



# Mapping Housing Assets in Southwest Michigan (Region J)

Fall 2025

MICHIGAN  
OFFICE OF  
**RURAL  
PROSPERITY**



***ORP works across sectors to foster investments in people and places, intentionally focusing on building capacity and resources to meet complex rural needs.***

**Strategize and advocate for rural needs in policy and program decisions**

**Connect rural communities with partners and resources to advance local priorities and projects**

**Build a strong rural network to keep rural communities connected to resources and each other**

*Founded in 2022 as the Office of Rural Development by Executive Directive in 2022-01, the office was renamed the Office of Rural Prosperity by Executive Order in 2023 (EO 2023-06).*



# A ROADMAP TO RURAL PROSPERITY

Built on extensive input from rural communities and analysis of key rural trends, the Roadmap to Rural Prosperity offers a vision for coordinated, strategic action among all partners working towards rural prosperity in Michigan. Roadmap strategies harness exciting new opportunities and speak to key rural priorities including:

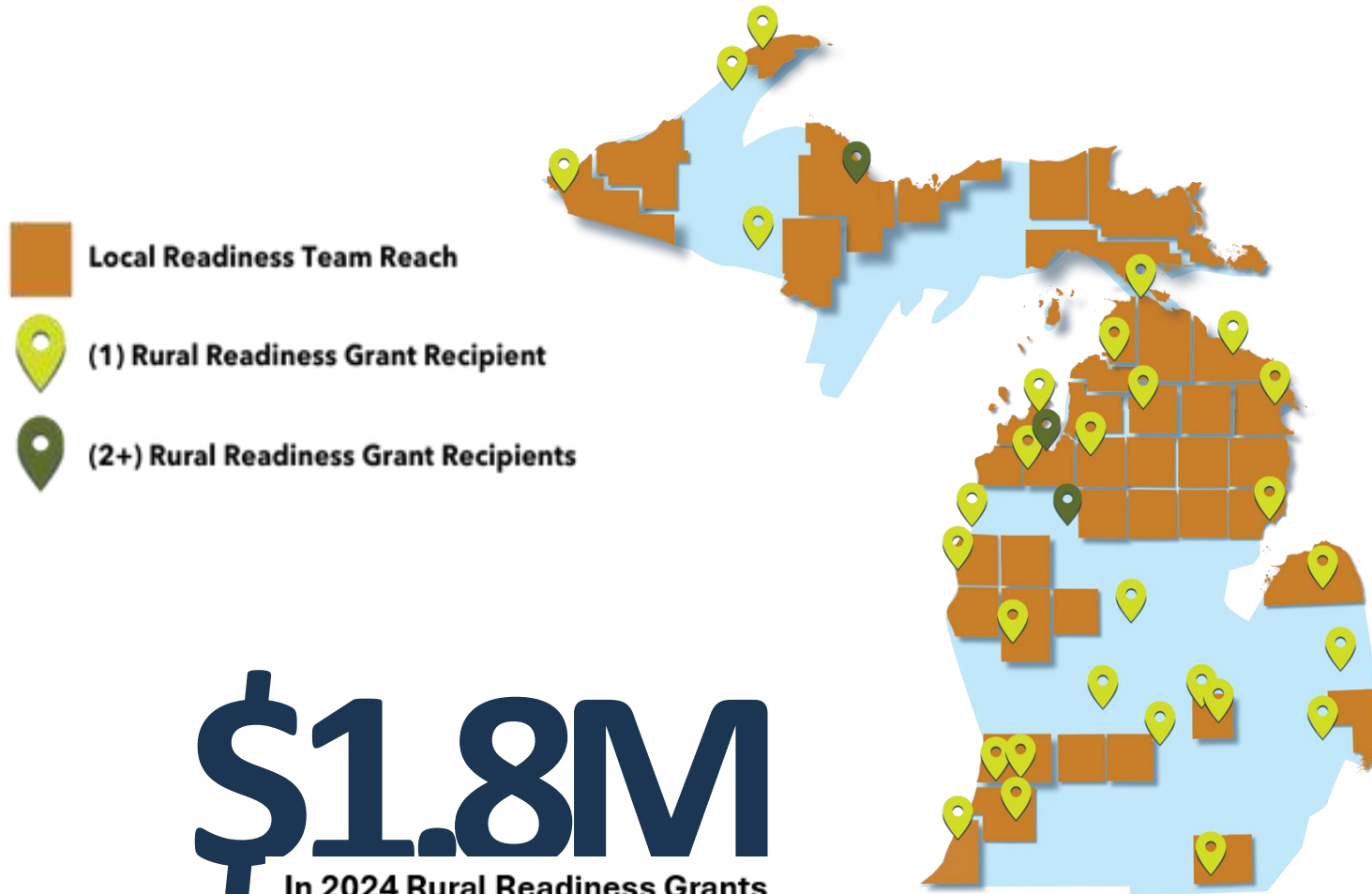
-  Grow and diversify the workforce across sectors
-  Improve individual health and economic well-being
-  Support local and regional capacity to deliver services
-  Expand quality and attainable housing opportunities
-  Build and maintain resilient infrastructure
-  Enhance regionally driven and place-based economic development efforts
-  Protect, conserve, and be a responsible steward of natural assets

## Rural Communities are Advancing the Roadmap to Rural Prosperity

- **Housing:** Local governments are using Rural Readiness Grants to fund housing needs assessments and zoning updates.
- **Infrastructure :** Engineering studies are being completed to support broadband and water/sewer upgrades.
- **Health & Well-Being:** Regional hubs are planning for mobile clinics and childcare access.
- **Outdoor Recreation:** Trail planning is helping communities drive economic development and population retention.

# The Rural Readiness Program:

## Rural Readiness Network & Rural Readiness Grants



Workforce		\$50,000
Health & Well-Being		\$200,000
Capacity		\$237,500
Housing		\$507,800
Infrastructure		\$140,357
Economic Development		\$273,300
Natural Assets		\$50,000

# Rural Readiness Grant Program

- Grants of up to \$50,000
- Tax-exempt organizations are eligible
- Competitive, cost-reimbursement grant
- Designed to build capacity and prepare rural communities for future investment.
- Flexible reporting requirements, virtual check-ins and only one final written report.

**\$13:\$1**

---

**\$1.8M**

In 2024 Rural Readiness Grants



**\$22.2M**

# Rural Readiness Network

- Solution-focused network to advance local and regional projects
- Relationships with rural communities, state and federal agencies, universities, philanthropy, and non-profit organizations
- Various “levels” of support
  - 1:1 direct community assistance & capacity building support
  - Events, trainings, & peer connections
  - Access to Rural Resource Hub
  - Topic-focused Working Groups



Workforce



Health &  
Well-Being



Capacity



Housing



Infrastructure



Economic  
Development



Natural  
Assets



# Mapping Housing Assets in SW Michigan

# Why We're Here



- Workshop goals:
  - *Validate existing survey data*
  - *Identify gaps, priorities, opportunities*
  - *Strengthen regional housing ecosystem*
  - *Inform Regional Housing Partnership strategy and workplan*



# What We've Done So Far

Online survey: ~85 responses



Assets categorized across six sectors



Preliminary analysis completed



Today: refine and interpret together



MICHIGAN OFFICE OF  
**RURAL PROSPERITY**

# Common Rural Themes

# Context Matters:

## *Rural Realities That Shape Housing*

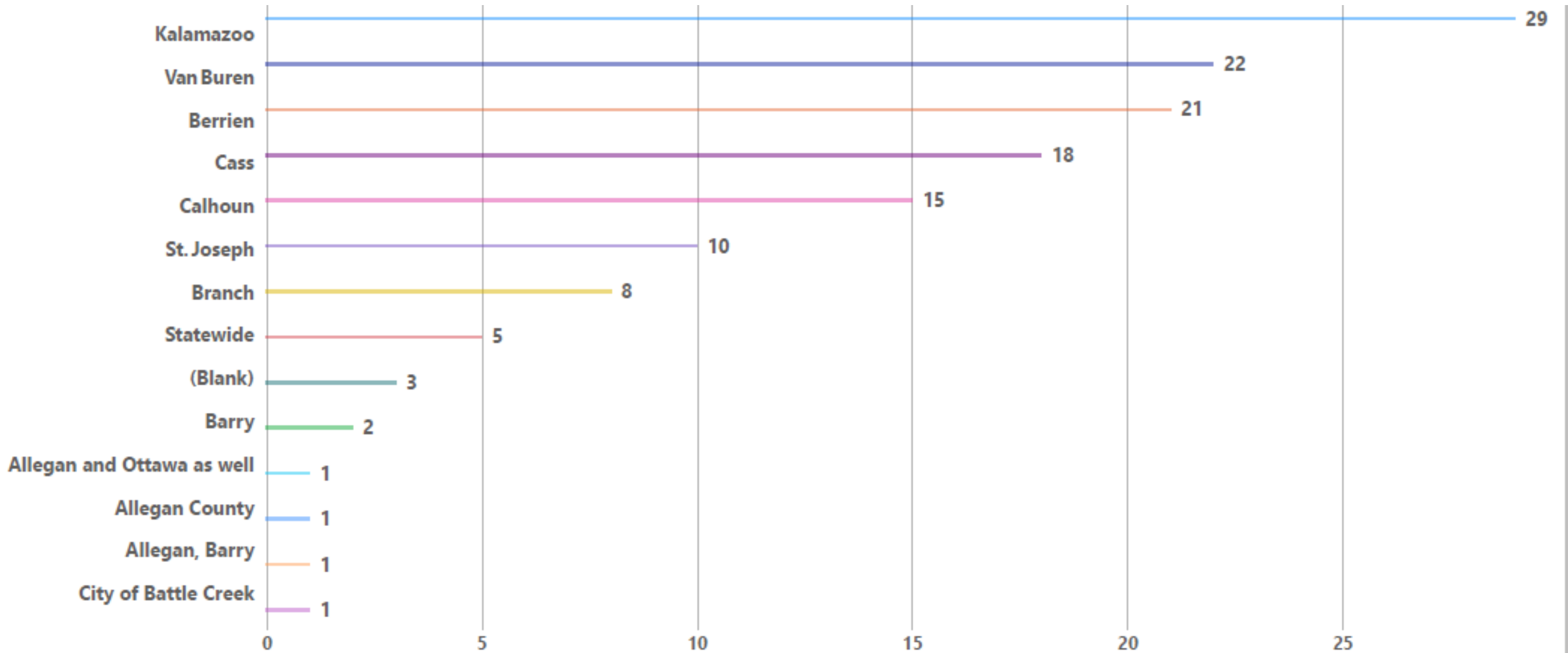
Rural Context Factor	Implication for Housing Assets
Smaller populations	Fewer economies of scale for developers or service providers
Limited staff/capacity in local gov	Housing is one of many priorities, with limited bandwidth to act on plans
High land availability, low density	Infrastructure costs become a barrier to developing scattered sites
Informal relationships	Asset collaboration may rely on personal networks more than formal structures
Seasonal housing & STR pressure	Housing stock is diverted from year-round occupancy



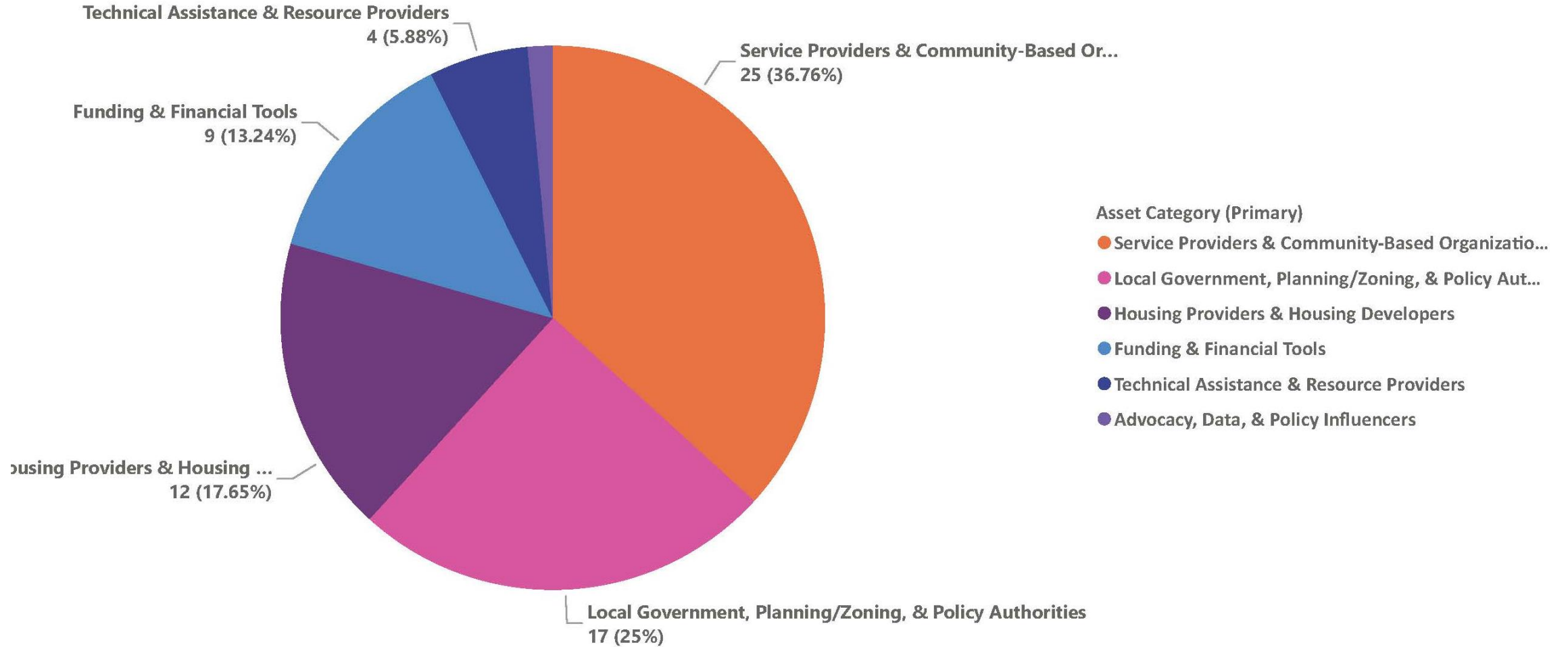
MICHIGAN OFFICE OF  
**RURAL PROSPERITY**

# Initial Findings

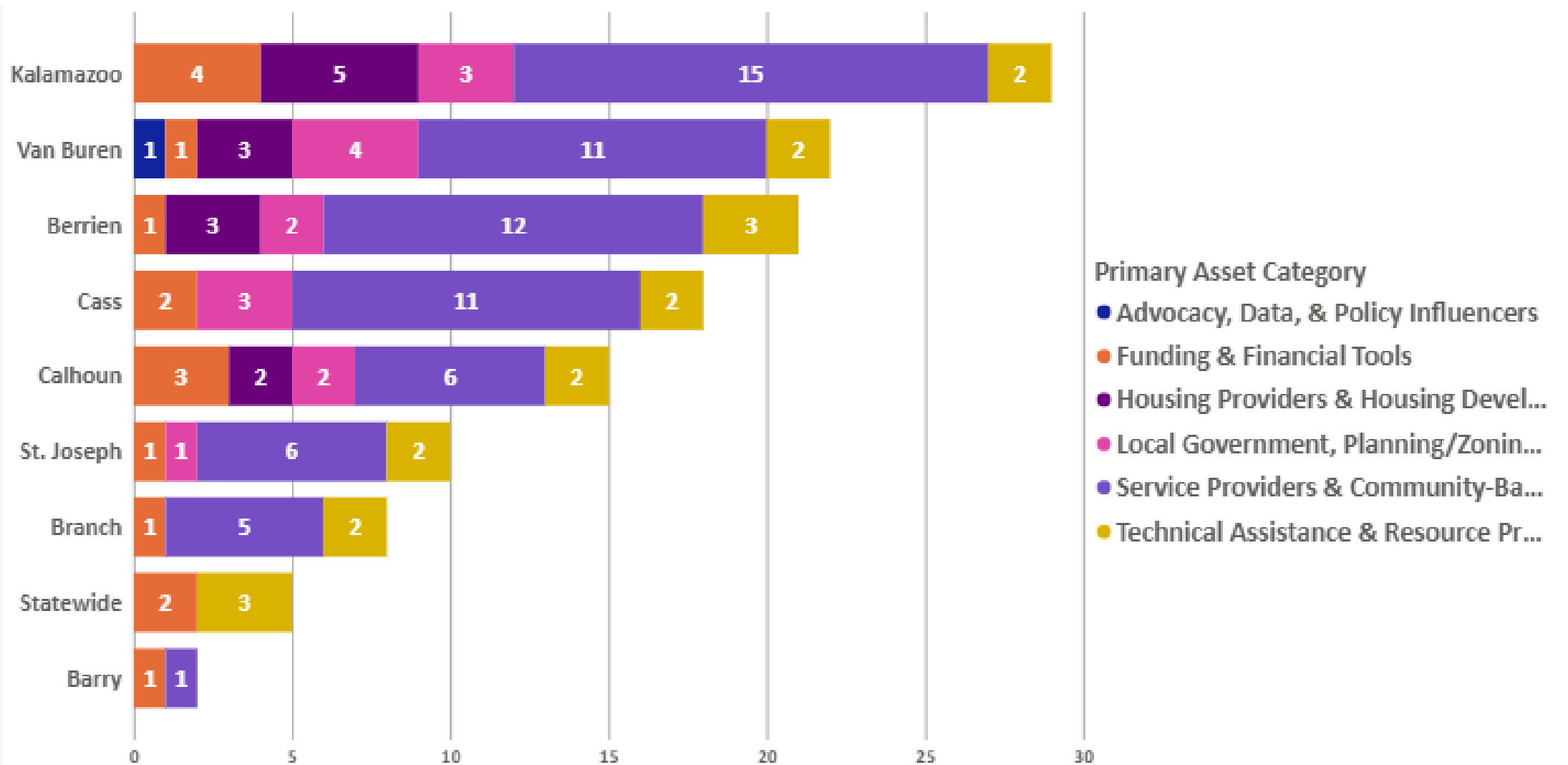




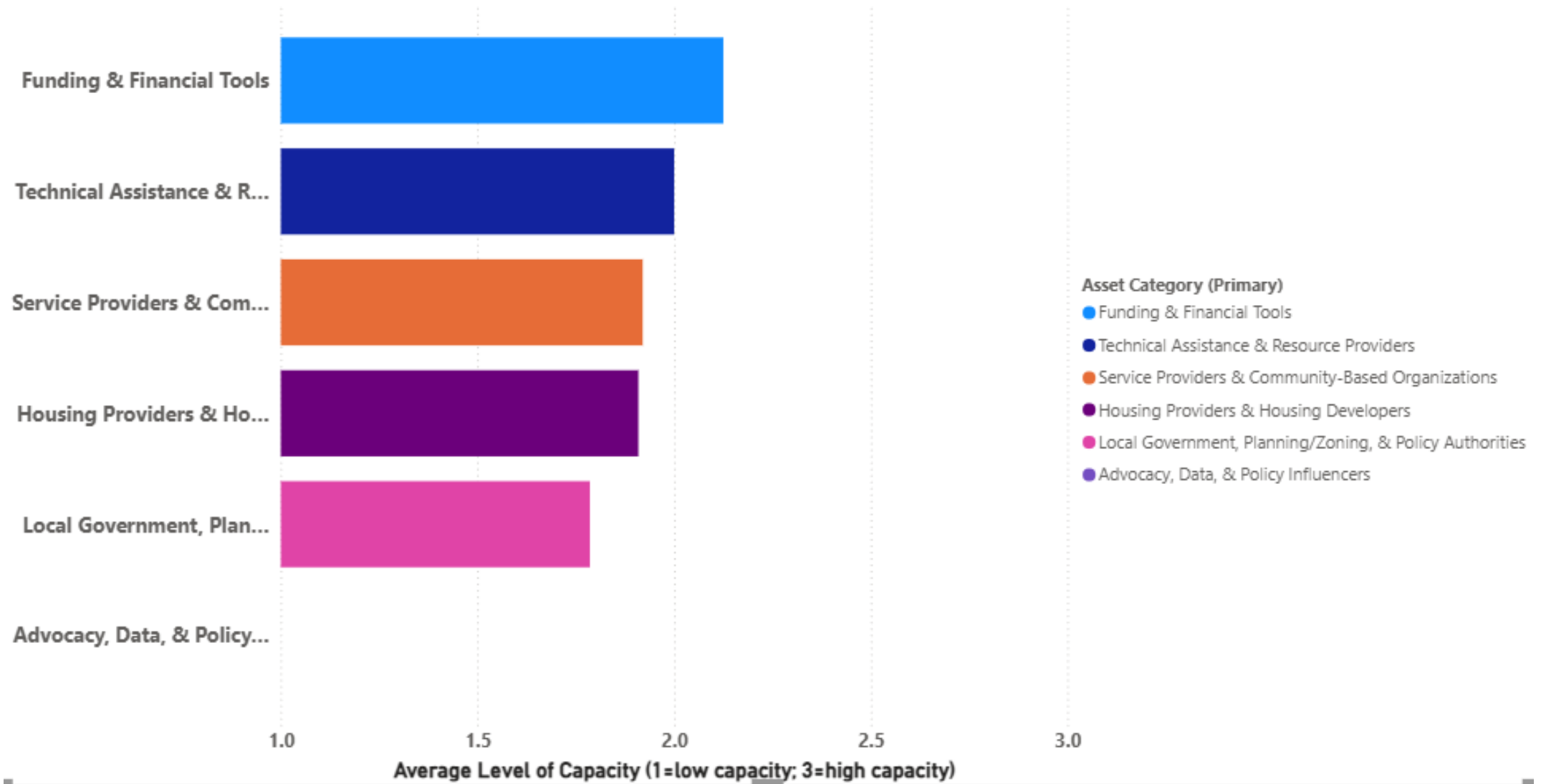
# # of Assets by County



# # of Assets by category

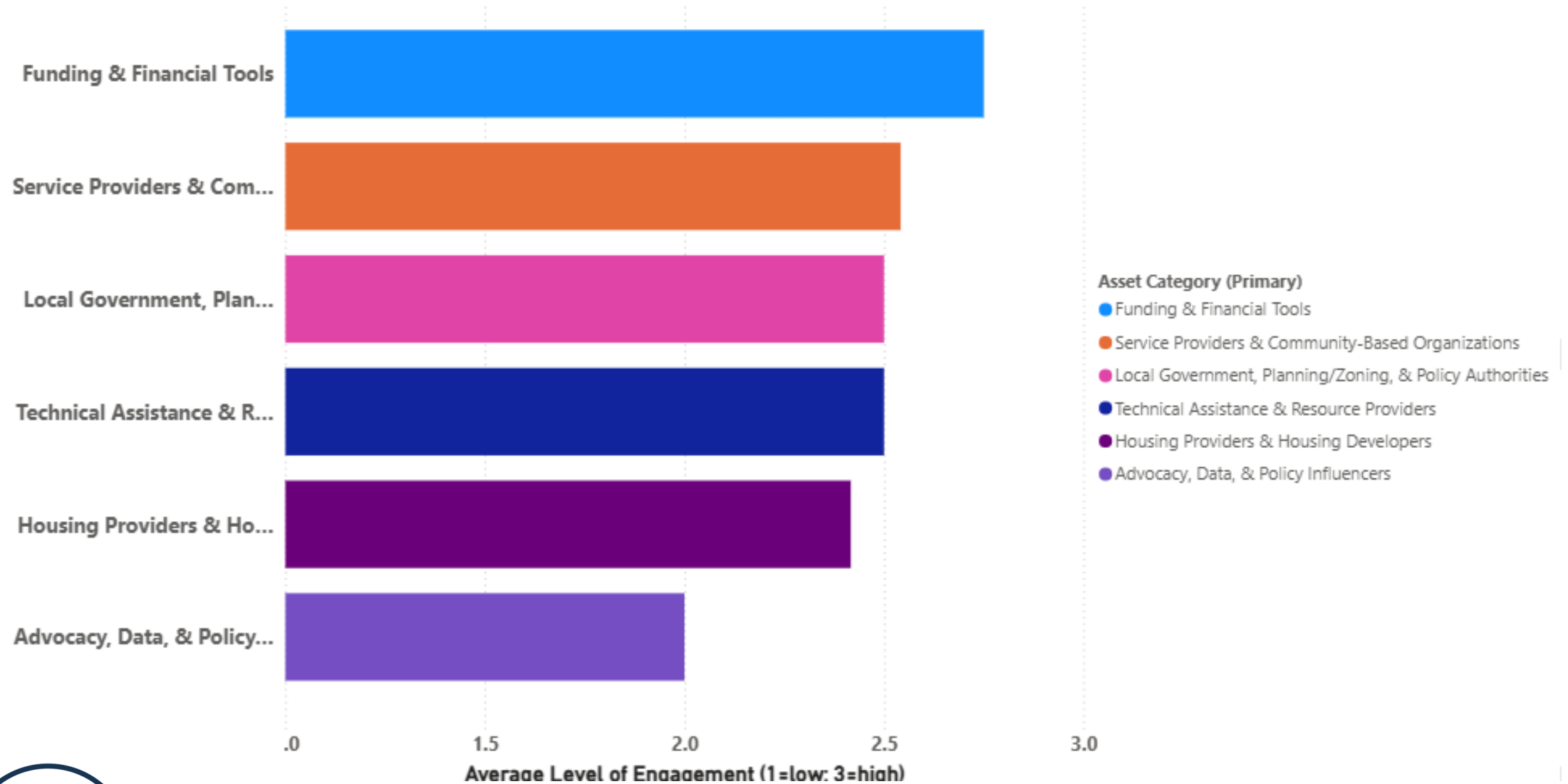


# of Assets by category & County



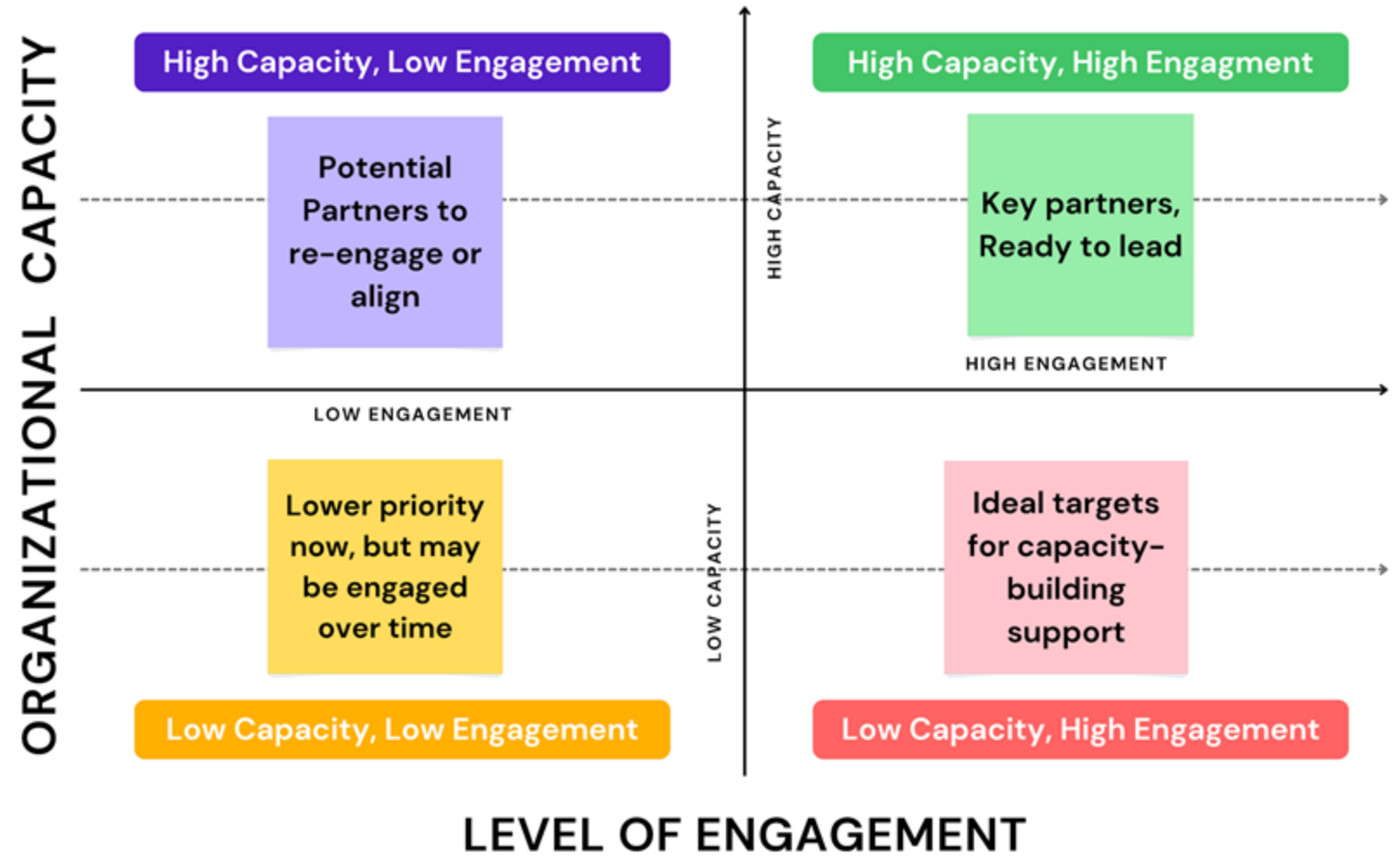
Average capacity level by category





Average engagement level by category

# What this means



# Early Patterns

- High interest across counties
- Moderate-low capacity in many orgs
- Few advocacy or TA assets
- Geographic gaps and duplicates



MICHIGAN OFFICE OF  
**RURAL PROSPERITY**

# What we need today

Validate, Analyze, and Prioritize



# Your Role Today

- Validate data
  - Add missing assets
  - Identify mis-categorized assets
  - Discuss what this means for regional housing strategy

# How Station Rotations Work

- Five asset-category stations (with seven categories)
- Groups rotate every 5–7 minutes
- Add corrections and missing assets to list

# Questions to Answer at Each Station

- Review printed lists of organizations (name only)
- Add missing assets & flag updates/corrections
  - What's missing?
  - What's inaccurate?
  - Mis-categorized items?
  - Capacity/engagement signals?

# What we're doing...

- At each station:
  - Review printed lists of organizations from the online survey
  - Use sticky notes or lists to:
    - Add missing organizations/resources
    - Flag updates or corrections ("wrong category," "inactive," "new service," etc.)
    - Note perceived capacity or engagement (H/M/L)

# **GROUP INTERPRETATION & PRIORITIES**

# discussion

- What surprised you?
- Where is capacity strong?
- Where are we thin?
- Underutilized partnerships?
- Needs for strengthening ecosystem?

## ***Be prepared to share:***

- What 2-3 regional strategic priorities should we act on next?
- What gaps in housing assets do you notice? How important are they?
- What capacity-building is needed (TA, coordination, funding)?

# What Happens Next

- Synthesize corrections and additions
- Update asset map
- Integrate findings into RHP planning
- Share results back with partners

# Survey Still Open

- Open until Dec 5
- Encourage under-represented counties
- Share widely



MICHIGAN  
OFFICE OF  
**RURAL  
PROSPERITY**



[www.michigan.gov/orp](http://www.michigan.gov/orp)

# Thank You!

**Amanda Scott** | Rural Readiness Coordinator | [ScottA35@michigan.gov](mailto:ScottA35@michigan.gov)