

**Michigan Department of Environment,
Great Lakes and Energy**

Coastal Management Program

Strategic Direction

Fiscal Years 2019-2024

Michigan Department of Environment, Great Lakes, and Energy

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Program Mission

To protect, preserve, restore, enhance and wisely develop the coastal natural resources and cultural heritage on the nation's longest freshwater coastline.

Program Objectives

- Provide increased assistance at the state and local level for creative solutions to coastal issues and problems;
- Minimize program duplication and conflict (e.g., via federal consistency);
- Improve enforcement and streamline permit processes; and
- Provide opportunity for citizens and other public and private interests to become involved in coastal management.

Guiding Coastal Team Philosophy

- We work within a team-based environment to create synergies for the collective benefit of the MCMP;
- We are positive, adaptive, and supportive of one another;
- We are self-less leaders;
- We work on the premise of the “no surprise rule” with open and honest conversations.

Program Strategic Goals

1. Plan for growth and change in our coastal communities;
2. Protect, preserve, restore, enhance, and develop coastal ecosystems for use and enjoyment to improve the quality of life;
3. Build partnerships to create networks to strengthen and expand the collective impact.

Impact Statement

Over the next five years the Michigan Coastal Management Program (MCMP) will work to:

1. Be recognized as the “Go to” Coastal Hub;
2. Develop and expand our program's sphere of influence through strategic investments and partnerships;
3. Complement and supplement the regulatory and nonregulatory programmatic aspects;
4. Tell our stories in a meaningful way.

Strategic Direction Objectives

1. Align MCMP funding from random acts of grants and permits to strategic investments.
 - a. Develop the Cooperative Agreement based on the collective impacts of preserving, protecting, restoring, and enhancing Michigan's coastal resources aligning with the National Coastal Zone Management (CZM) Performance Measures.
 - i. Ensure all program tasks supported by federal and state funding are outcome-based for preserving, protecting, restoring, and enhancing coastal resources.
 - b. Evaluate funding allocations for strategic alignment.
 - i. NOAA recommends that "The Michigan Coastal Zone Management Program should continue to seek creative ways to balance the support of regulatory functions with fostering stewardship activities and providing more technical assistance to coastal partners."
 - c. Identify and pursue additional sustainable funding sources.
 - d. Address the MCMP routine program change (RPC) backlog.
 - i. Formalize the process for completing RPC packages with EGLE networked partners.
 - ii. Improve the transparency of federal consistency requirements for the public.
 1. Enhance web-based (e.g., website) with instructions to submit federal consistency concurrence to the MCMP.
 2. Conduct trainings on program enforceable policies.
2. Be Michigan's recognized Coastal Hub.
 - a. Grow as an efficient and effective leader at the federal, state, regional, and local levels to collectively achieve programmatic goals and objectives.
 - i. Represent Michigan as the delegate on the Coastal States Organization Executive Committee.
 - ii. Actively engage with NOAA and other federal, state, regional and local partners on vested coastal issues.
 1. Seek strategic alignments by convening coastal partners to collaboratively protect, preserve, restore, and enhance coastal resources and assets.
 - iii. Lead and build upon partnerships with the MCMP Coastal Resiliency Network.
 - b. Increase understanding of risks associated with coastal hazards on Michigan's coastline.
 - i. Improve the technical assistance and guidance on best management practices and policies to minimize the impacts from coastal hazards and adapt to changes in variations of Great Lakes water levels.
 1. Implement the coastal hazards planning and best practices guidance products, developed from the Hazards Resiliency Strategy, that focus on living on the coast.

2. Promote adaption, accommodation, and set-back/managed retreat practices for coastal communities.
 3. Promote nature-based systems, such as living shorelines, to leverage their protective assets, and take steps to avoid hard shore protection.
 - ii. Increase the knowledge of Michigan's coastal assets and risks (i.e., threats and vulnerabilities).
 1. Develop a (in-house) coastal atlas (e.g., know our coastline).
 2. Be the connector for local decision-makers of available data, information, tools, and funding.
 - iii. Increase the number of coastal communities that develop or update their master plans, local policies, and/or implement actions to prepare, respond, and adapt to coastal hazards (e.g., coastal erosion and flooding) along Michigan's coastline.
 1. Promote scenario-based planning through training and enhancement of materials targeting certified planners.
 2. Seek and engage with other state programs to expand the coastal communities' resilient principles.
 - iv. Implement a local beach safety program modeled after the DNR State Coastal Parks efforts.
 - v. Create a Coastal Hazard Enhancement (309) Strategy for the MCMP that builds off the current MCMP Hazard Strategy to initiate and increase the number of coastal communities to prepare and adapt for coastal hazards.
- c. Ensure Michigan's coastal habitats are protected, preserved, and restored for use and enjoyment of Michigan's citizens and visitors.
 - i. Identify, assess, quantify, and communicate the value of coastal ecosystem management of coastal wetlands, dunes, and beaches and practices that protect, preserve, and restore provides benefits coastal communities.
 1. Engage with the Digital Coast Planning for Restoration using Habitat Planner and Spatial Analysis.
 2. Engage and expand work with the nearshore framework and seek opportunities working with the DNR, Fisheries Division Habitat Program.
 3. Engage local partnerships to create and support citizen stewards.
 - ii. Promote natural shoreline protection on coastal inland lakes.
 1. Engage with the Michigan's Natural Shoreline Partnership.
 2. Support local efforts investigating potential national designation through the National Estuarine Research Reserve System.
 - iii. Increase the number of acres of restored coastal habitats, (e.g., coastal wetlands, beaches, dunes, nearshore habitat, and/or other types of habitat) by working with coastal communities through the Healthy Habitats, Waters, and Communities Initiative.
 - iv. Create a Coastal Wetlands Enhancement (309) Strategy for the MCMP that identifies, assesses, quantifies, and communicates the value of

coastal ecosystem services and functions, including how changes impact coastal communities.

- d. Enhance public access for the use and enjoyment of Michigan's coast that fosters appreciation of coastal resources and creates tourism opportunities.
 - i. Increase and improve universal public access to the Great Lakes with the use of low-impact development and sustainable materials.
 - ii. Engage with local, state, and regional efforts to advance coastal water trails networks.
 - iii. Promote maritime and cultural preservation unique to Michigan's coastline.
 - iv. Create a Public Access Enhancement (309) Strategy for the MCMP that focuses on coastal tourism opportunities along with creating safe access for all people, including underserved communities.
 - e. Manage development to promote water-dependent uses, protect coastal character, and redevelop ports and waterfronts.
 - i. Develop guidance and tools for conveying and connecting with coastal communities and Working Waterfronts Initiative.
 - ii. Increase the number of coastal communities that develop or update sustainable development ordinances, policies and plans to manage growth in urban waterfront areas and ports.
 - iii. Increase the number of completed projects that implement a port or waterfront redevelopment plan.
 - f. Promote the protection of coastal water quality.
 - i. Develop, refine, and enhance the MCMP's investments in the Coastal Nonpoint Program (CNP).
 1. Work with strategic partnerships to support and enhance the Michigan Clean Marina Program.
 2. Identify other areas with the approved CNP to invest resources.
 - ii. Increase the number of coastal communities that develop or update polluted runoff management ordinances, policies, and plans.
 - iii. Increase the number of completed projects that implement polluted runoff management plans.
 - iv. Create a Marine Debris Enhancement (309) Strategy for the MCMP that works to reduce plastic pollution on the shores of Michigan's coastline.
3. Elevate the coastal program's challenges and opportunities to the regional and federal levels.
- a. Seek opportunities to improve the understanding of the uniqueness of Great Lakes level variations (e.g., the highs and lows), coastal erosion, flooding, and its effects on the coastline.
 - b. Develop outreach materials to communicate and increase understanding of the Coastal Program.
 - c. Increase the number to technical training events within each of the MCMP focus areas.

4. Communicate and collaborate; supplement and complement with local, regional, state, and federal partners.
 - a. Create opportunities for improved understanding of the MCMP with our local, regional, and inter-state partners.
 - i. Seek opportunities to network and expand the MCMP Coastal Resiliency Network with local community leaders and local/regional planning organizations.
 - ii. Seek opportunities to provide on-site presentations on the MCMP.
 - iii. Seek opportunities to participate on vested-interest workgroups and committees.
 - b. Create opportunities for improved understanding of the MCMP with our intra-state partners.
 - i. Seek opportunities to network with the EGLE, Water Resources Division staff by hosting brownbags, conducting district visits and on-site cross trainings, and participate on vested-interest workgroups/committees.
 - ii. Seek opportunities to network with MDNR, Fisheries, Wildlife, and Parks Division staff by hosting brownbags, conduct on-site cross trainings, and participate on vested-interest workgroups/committees.
 - c. Create opportunities to improve the understanding of the MCMP with our federal partners.
 - i. Seek opportunities to network with the NOAA, USEPA, USACE, TNC, USGS, and USFWS.
 - d. Provide updates to partners on MCMP accomplishments utilizing improved website, coastal notes, and social media.
5. Develop a Michigan Coastal Program Marketing/Communications Plan
 - a. Develop a communications plan that includes a marketing strategy that effectively communicates the purpose of the MCMP and its focus areas. Deliverables such as templates for newsletters, informational alerts, social media bits, print media, and an analysis of needs assessments and market analysis.
6. Be recognized as experts in coastal matters for local, state, regional, and federal vested-interests.
 - a. Each Focus Area Coordinator develop and implement an annual training plan to improve technical skill sets.
 - b. Each Focus Area Coordinator annually complete no less than three professional development training courses to improve team competencies.
 - c. Seek opportunities to network with states Coastal Program peers by focus areas to learn and share ideas.
 - d. Create strategic relationships by focus area to influence and be influenced on vested-interests.
 - e. Seek opportunities to job shadow/swap with other respective coastal states for gaining, sharing, and modeling success and enhance skill sets.

MCMP Strategy Performance Goals 2019-2024

1. Program Administration
 - a. Implement an effective and efficient program based on MCMP Strategic Plan.
 - b. Conduct quarterly regional conversations with coastal colleagues.
 - c. Host program open houses to invite insights from our stakeholders on ways the Coastal Program can engage and assist coastal communities.
2. Government Coordination and Decision-Making
 - a. By 2020, update the OGL website to provide partners with transparent process of applying for federal consistency and the enforceable provisions that apply to the MCMP.
 - b. By 2024, update the MCMP with the incorporation of RPCs focused on ten statutes and associated administrative rules containing the program's enforceable policies with the assistance of MCMP funding or staff.
3. Coastal Hazard
 - a. By 2020, create a Coastal Hazards Enhancement Strategy for the MCMP that works to improve resilience and increase public awareness of hazards.
 - b. By 2024, 20 plans and/or policies and/or projects will be developed for coastal community's adaptation and building resilience to coastal hazards with the assistance from MCMP funding or staff. (MCMP 312 Metric)**
 - c. By 2024, provide 12 training events targeting coastal community decision-makers will be provided on knowledge and tools related to coastal hazards with MCMP funding or staff. (MCMP 312 Metric)**
4. Coastal Habitat
 - a. By 2020, create a Coastal Wetlands Enhancement Strategy for the MCMP that works to increase the number of acres of coastal habitat under restoration with assistance from CZM funding or staff.
 - b. By 2024, six coastal communities have planned and implemented nature-based options/solutions to restore coastal beaches, dunes, and wetlands, (e.g., Healthy Habitats, Waters, and Communities Initiative), with the assistance of MCMP funding or staff.
 - c. By 2024, 25 acres of coastal habitat (e.g., coastal wetlands, beaches, dunes, nearshore habitat, and/or other types of habitat) will be restored.**
 - d. By 2024, provide four training events to provide coastal decision makers with knowledge and tools to protect and restore coastal habitat.
5. Public Access
 - a. By 2020, create a Public Access Enhancement Strategy for the MCMP that works to increase the stewardship of universal access to the Great Lakes for all citizens.
 - b. By 2024, two coastal communities have incorporated coastal ecotourism aspects into their economic plans with the assistance of MCMP funding or staff.

- c. By 2024, provide four training events to coastal decision-makers to comprehensively plan for and manage public access.
6. Coastal Dependent Uses and Community Development
- a. By 2020, create a Cumulative and Secondary Impacts Enhancement Strategy for the MCMP.
 - b. By 2024, four coastal communities develop or update waterfront redevelopment and/or sustainable development ordinances, policies, or plans with the assistance of MCMP funding or staff.
 - c. By 2024, provide four training events to coastal decision-makers to comprehensively manage for sustainable and coastal dependent uses.
7. Coastal Water Quality
- a. By the end of 2018, create a MCMP briefing book on potential investments with the CNP.
 - b. By 2020, create a Marine Debris Enhancement Strategy for the MCMP that works to reduce plastic pollution on the shores of Michigan's coastline.
 - c. By 2024, four coastal communities have developed or updated polluted runoff management ordinances, policies, and plans with the assistance of MCMP funding or staff.
 - d. By 2024, provide four training events to coastal decision-makers to comprehensively manage for improved water quality.

National CZM Performance Measures

National CZM Vision

Through a strong federal, state, and territory partnership, the nation's oceans and coasts are economically vibrant, resilient, and healthy for this and future generations.

National CZM Mission

To ensure the conservation and responsible use of the nation's valuable coastal resources by facilitating informed planning and decision-making along the coast; increasing the resilience of coastal communities by anticipating and addressing coastal hazards; and ensuring a healthy coast for the public to enjoy.

National CZM Goals:

1. Coastal communities, states, and territories effectively plan and prepare for change.
2. Coastal and ocean ecosystems are protected, preserved, and restored for use and enjoyment.
3. Strengthen the program's ability to advance coastal management.

Government Coordination and Decision-Making Goal: Improve coordination and participation in the implementation of the CZM Program and improve government decision-making through technical assistance and consultation on projects affecting the coastal zone.

CZM Role and Actions:

- The CZM Program provides a framework under the Coastal Zone Management Act federal consistency provisions to effect change through state policies in support of national priorities, to provide technical assistance and dedicated staff resources in the review of coastal zone projects, and to achieve regulatory efficiencies through a coordinated, predictable project approval process.
- The CZM Program balances the need for economic development with resource protection through implementation of state regulatory programs to avoid, minimize, or if necessary, mitigate the loss of coastal habitats.
- The CZM Program is a federal-state partnership that supports comprehensive planning, coordinated decision-making, and public participation in coastal management.

Performance Measures:

1. Percent of federal consistency projects reviewed where the project was modified due to consultation with the applicant to meet state/territorial policies, by category.
2. Number of acres of a) permit-estimated loss and b) required gain or mitigation due to activities subject to CZM regulatory programs, by category.
3. [This measure was removed in 2014/2015.]
4. Number of training events related to government coordination offered by the MCMP Program and number of participants.

Public Access Goal: Enhance public access sites over the next 5 years.

CZM Role: The CZM Program protects, creates, and enhances public access to the coast through regulatory programs, acquiring new public access sites, and enhancing recreational facilities such as boardwalks and piers.

Performance Measures:

5. Number of public access sites a) created through acquisition or easement and b) enhanced with assistance from CZM funding or staff.
6. Number of public access sites a) created and b) enhanced through CZM regulatory requirements.
7. Number of training events related to public access offered by the CZM Program and number of participants.

Coastal Habitat Goal: Restore coastal habitat.

CZM Role: The CZM Program uses funding and expertise to protect and restore coastal habitat and develops and coordinates local partnerships to engage citizen stewards.

Performance Measures:

8. a) Number of acres of coastal habitat protected by acquisition or easement and b) number of acres of coastal habitat under restoration with assistance from CZM funding or staff, by category³.
9. [This measure was removed in 2014/2015.]
10. Number of training events related to coastal habitat offered by the CZM Program and number of participants.

Coastal Hazards Goal: Increase the percentage of coastal communities implementing management practices to improve resilience and increase public awareness of hazards.

CZM Role: Through its partnerships, the CZM Program engages states and communities to become more resilient by comprehensive planning, managing development to minimize damage to communities and coastal habitats, increasing preparedness, and responding to coastal hazards.

Performance Measures:

11. Number of a) state-level policies and plans; b) local-level policies and plans; c) projects completed at the state-level; and d) projects completed at the local-level to reduce future damage from coastal hazards with assistance from CZM funding or staff.
12. Number of training events related to coastal hazards offered by the CZM Program and number of participants.

Coastal Dependent Uses and Community Development Goal: Increase the percentage of communities in the coastal zone implementing sustainable coastal management practices and revitalizing port and waterfront areas.

CZM Role: The CZM Program gives funding and expertise to help coastal communities sustain their economies, human health, environment, and coastal character.

Performance Measures:

13. Number of coastal communities that a) developed or updated sustainable development ordinances, policies, and plans; b) completed a project to implement a sustainable development plan; c) developed or updated port or waterfront redevelopment ordinances, policies, and plans; and d) completed a project to implement a port or waterfront redevelopment plan with assistance from CZM funding or staff.
14. Number of coastal communities a) that developed or updated polluted runoff management ordinances, policies, and plans and b) completed projects to implement polluted runoff management plans with assistance from CZM funding or staff.
15. Number of training events related to coastal dependent uses and community development offered by the CZM Program and number of participants.