

City of Southfield, Michigan

Earth Hour City Challenge Public Engagement Project - Grant Proposal 2013

Project Description

The City of Southfield will initiate its public engagement project with the Earth Hour Challenge Public Engagement Grant with the following proposed actions.

Climate Change Review: In preparation for the public engagement project, the city will review implications of climate change projections on the local municipality to determine broad impacts on operations, infrastructure, residents, and the business community. This will include a review of the actions of other communities with similar geography and an inventory of local actions taken to date and policy and plans for any future actions, both adaptation and mitigation. Future actions will be prioritized based on information gained from the subsequent public engagement program.

1. **Public Engagement Project:** The public engagement project will address issues of three constituencies; Elected officials, Residents and the Business Community.
 - a. Engagement of Public Officials:
 - i. Presentation to elected officials of data obtained from information gathering segment to communicate local impacts of climate change and review prior actions taken to date so that they are best informed to represent the community and communicate actions directly to the public. This effort at the Council level will also serve to publicize the forthcoming public engagement program.
 - b. Resident Program:
 - i. Part one of the Resident Program will be a public information campaign to begin the conversation about the affects of climate change on our local community. The primary tools for this will be use of our own Cable 15 news channel, website information, social media and flyers which will be distributed in city buildings, at city events, and through local businesses and schools. A "Save-the-Date" notice will be included to publicize the up-coming workshop. Through the website and cable

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channel, we will begin to develop a “mailing list” of concerned citizens interested in receiving communications on the effort.

- ii. Public Climate Change Workshop to educate the public about climate change as it impacts our state and community. The workshop will solicit input from the public to determine local priorities and actions to address climate change. The Southfield workshop will be directly modeled after the Tucson workshop, modified for differences in climate, economy, population, etc. Residents of adjacent communities will be invited to participate in the realization that this needs to become a regional effort.
 - iii. On-going Resident Program: Follow-up program to continue the conversation with the public and maintain the long-term nature of the effort. This will include maintaining public communication through the city’s website, as well as mailing list, and at least annual “earth-centric” events to acknowledge successes and publicize efforts in both public and private sectors.
- c. Business Program:
- i. The City of Southfield is a major regional business hub with 27 million square feet of office space, more than downtown Detroit, and over seven million square feet of retail and industrial space. The City’s Business Development office maintains regular communications with the business community and real estate market through newsletters, website, social media, and business events. This portion of the project will be to develop specialized workshop materials which address the concerns and issues of the business community, and communicate existing programs available to businesses to minimize negative impacts of climate change. The city, through its Business Development office, will develop and host a series of workshops which address climate change as it affects different business sectors.
 1. Site development and zoning regulations which promote sustainable design.
 2. Program to review business recycling and waste management options, water and energy management strategies.
 3. Assistance with building or site improvements through the PACE program - Public Act 270 authorizes local units of government to

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adopt Property Assessed Clean Energy (“PACE”) programs to promote the installation of energy efficiency improvements and renewable energy systems by owners of commercial or industrial property within a district designated by the local government.

4. Green Employee Program
 - a. Transportation: Facilitate car pooling, improvement to and promotion of non-motorized and mass transit.
 - b. “Green” incentive programs

2. **Green Infrastructure Public Strategy:** This part of the project would educate the public on how installing green infrastructure affects climate change. The City will issue small grant for businesses and residents for instillation of demonstration green infrastructure projects i.e. rain gardens, native plants, etc.
 - a. Resident Program: Expand a program for green infrastructure for the residential community. We would purchase materials and provide labor for installing demonstration green infrastructure project(s) installed in residential areas.

 - b. Business Program: Educate the businesses and employees on how green infrastructure affects climate change. An educational program will be developed and implemented at demonstration site(s). This may included a green infrastructure audit for the business and implementation of a demonstration project on the selected business site. The demonstration site would be used throughout the business community as an example of site improvements supporting green infrastructure.

Budget:

Task Number and Description	Approximate Cost	Type of Effort	Task Implementation
1. Climate Change Review	\$5,000	Planning	Consultant, Southfield
2. Public Engagement Project - Residents	\$30,000	Planning/Implementation	Consultant, Southfield
3. Public Engagement Project - Businesses	\$20,000	Planning/Implementation	Consultant, Southfield
4. Green Infrastructure Public Strategy - Residents	\$15,000	Planning/Implementation	Consultant, Southfield
5. Green Infrastructure Public Strategy - Businesses	\$30,000	Implementation	Consultant, Southfield

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Total:	\$100,000	
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Number of Citizens Involved:

The City will target fifty percent of its population approximately forty thousand people. We will try and target all households through direct mailings, cable news items, website and social media. Business community would be contacted through the Business Development office and the Southfield Chamber of Commerce.

How Strategy Meets Grant Selections Criteria:

Everyone in the community will be invited to participate and events and programs will be publicized through a variety of outlets. The project engages both residential and business community. The educational program will inform about the local climate vulnerabilities for the Southfield community and educate them on local actions proposed and taken. Participants will be provided with information to mitigate climate change through individual actions. Individual will be asked to contribute and participate in local actions for climate change. The content, materials, and outcomes of the proposed engagement strategies will publicized and made available to the wider community-at-large.