



City of Clawson

Sustainability Framework



PREPARED FOR:

CITY OF CLAWSON
425 N. Main St.
Clawson, MI 48017

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Introduction

Why a Sustainability Plan for Clawson?

Why Sustainability and Resiliency? What are they?

Sustainability and resiliency have become buzz words in recent years and are often used interchangeably and in a variety of contexts. However, they are distinct concepts.

- **Sustainability** is the ability to meet the needs of the present without jeopardizing the ability of future generations to meet their own needs. This is often presented as having three components:
 - o Economic
 - o Social
 - o Environmental

All three are equally important in creating a truly sustainable community. Weaknesses in one will result in weaknesses in the others over time. Sustainability touches all aspects of life, from businesses, to neighborhood interactions and civic life, to recreation, where your food comes from, the water we drink, and the air we breathe.

- **Resiliency** is the capacity to absorb, adapt, and transform when a disruption happens. A disruption could take a long time to cause a problem (such as air pollution causing widespread respiratory illnesses) or it could occur suddenly (such as a terrorism event, tornado or pandemic). It could be short- or long-lived, with long-term impacts. It could affect a large or a small region. Resiliency requires forethought, preparation, and continuous monitoring.

Both sustainability and resiliency have an important role in building healthy and vibrant communities for the future. Sustainability plans can serve as guiding documents, helping communities plan and act more sustainably through resource management and policy making. Engagement from all stakeholders is required to create plans and actions that are truly sustainable and resilient. Without engagement from stakeholders it is difficult to ensure all needs are met and included in the plan, now and in the future.



Why a Sustainability Plan for Clawson?

Why here?

Clawson has taken some initial steps towards sustainability. The City of Clawson has already been successful in implementing some sustainable actions such as encouraging the development of green roofs and landscaping designed for storm water management, promoting the use of environmentally-friendly building materials and design, reducing impervious surfaces, and requiring bicycle parking. These successes show that the social and political support is present to enhance and strengthen Clawson through sustainable actions.

The next step is for the City to think more comprehensively about sustainability and resiliency planning as part of an overall strategy to create a more equitable and inclusive community where people want to live, work, and play. This is important particularly since certain peoples, such as those historically marginalized, stand to be more affected by disruptions, including climate change stressors. As the Little City with a Big Heart, these are things Clawson wants to be thinking about.

Small changes lead to big impacts. Local changes can add up to even greater impacts at the regional, state, national, and international level. Cities have a lot of opportunity to create sustainable conditions, as they can most easily reach and include residents. Therefore, actions taken by cities can be truly place-based and best fit the community. For example, many cities worldwide have developed comprehensive sustainability plans while others have created climate action plans focused specifically on reducing greenhouse gas (GHG) emissions. As the City of Clawson looks ahead and begins to think about the community it wants to be, including sustainability and resilience planning will make Clawson a more desirable destination and increase its impact throughout the region.

Disruptions can occur anywhere. No community is free from risk. While the likely challenges faced differ from community to community, all can do something to reduce that probability and improve their response. Planning now allows actions to be tailored in a way that best fits the City of Clawson. Additionally, planning for one threat will help prepare for others, whether it be anticipated or unexpected.

Climate change is evident in the Midwest. Scientists predict increased rainfall, flooding events, consecutive and frequent high heat days, and extreme weather events. These climatic and weather changes may result in reduced food security as production and distribution is impacted, an increase in pests and resulting public health issues such as West Nile and Zika, loss or damage to property, and dangerous conditions for everyday activities. Metro areas are at a particular risk of transportation system issues. More extreme weather is likely to cause more frequent and prolonged transit delays due to increased use of roadways and reduced alternative routes. Costly infrastructure repairs may result in reallocating funds from high-need programs and services.

79.4% of survey respondents indicated that they are concerned about the impacts climate change could have on Clawson, but only 63.6% stated that they know how to adapt to climate change

Why a Sustainability Plan for Clawson?

Why Now?

Maybe a better question is, why not now?

There are lessons to be learned from COVID-19. The COVID-19 pandemic has given all communities a hard look at gaps in their services, infrastructure, and systems as well as required innovation and change in many positive ways. As we begin to recover from the COVID-19 pandemic and think about what communities need now, keeping sustainability and resiliency in mind will allow projects to meet not only current needs but also prepare for future ones.

The climate continues to change. Impacts of the Midwest's changing climate are projected to worsen in the coming decades, so even if the impacts are not being strongly felt now, they may be felt soon with too little time to adapt. Additionally, many possible disruptions do not have to do with climate change and could realistically happen at any time. Acting now can reduce immediate threats and improve response outcomes to any disturbance, while also lessening the impact of likely future ones.

There are many positive impacts of planning. Sustainability and resiliency planning can have many positive effects in all three dimensions of sustainability. In the short term, communication channels between stakeholders will be created and strengthened. This increases capacity for inclusion, collaboration, and equitable problem solving, leading to equitable solutions to any challenge faced in the community. In the longer term, implementation of mitigation and adaptation strategies will improve overall resilience, making the community less susceptible to disruptions. These changes in perspective and increased collaboration could jumpstart more intentional planning for community resilience in other sectors, thereby increasing equity and decreasing inequality.

Among survey respondents:

87.2%
agree that climate change is happening

80.8%
feel that addressing climate change will
make their community more sustainable for
the future

76.6%
believe that addressing climate change will
be good for the local economy

80.9%
support policy makers considering scientific
projections about what the climate might
be like in 50 years when making decisions
today

Why a Sustainability Plan for Clawson?

Resident Concerns

Many residents (66% of survey respondents) are concerned that Clawson will be affected by climate change “quite a bit” or “a lot” by the year 2031 (10 years from the time of the survey), and by 2041, 78.3% agree with this prediction. A break down of predicted impact by years in the future is to the right.

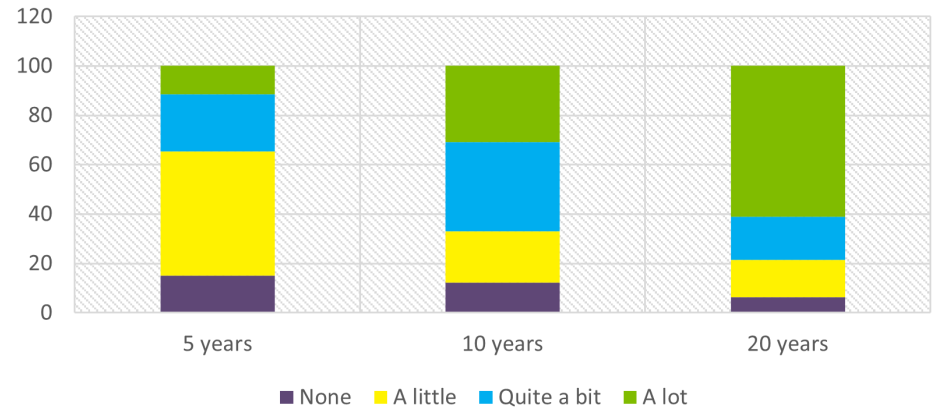
Issues to Address

Survey respondents were also asked to rank what they saw as the most important negative impacts of climate change to address in Clawson. Increased flooding risk topped the list, followed by more severe storms, an increase in extreme heat events, and impacts on infrastructure. Health and ecosystem impacts were in the middle of the rankings, with higher taxes, higher water bills, and increases in diseases being the least important climate change-related issues for the City to address.

Most Important Benefits of Addressing Climate Change

Survey respondents were also asked to rank what they saw as the most important positive benefits of climate change action for the City of Clawson to strive for. Improved public health, improved air and water quality, and increased resilience from climate change and natural disasters were top benefits to gain. Reducing waste sent to landfills, saving money from lower utility bills, and reduced reliance on fossil fuels were also indicated as important benefits to gain. Respondents ranked saving money from lower transportation costs and creation of green jobs as the least important benefits derived from climate action.

Predicted Degree that Climate Change will Affect Clawson in the Next:



Clawson, Naturally

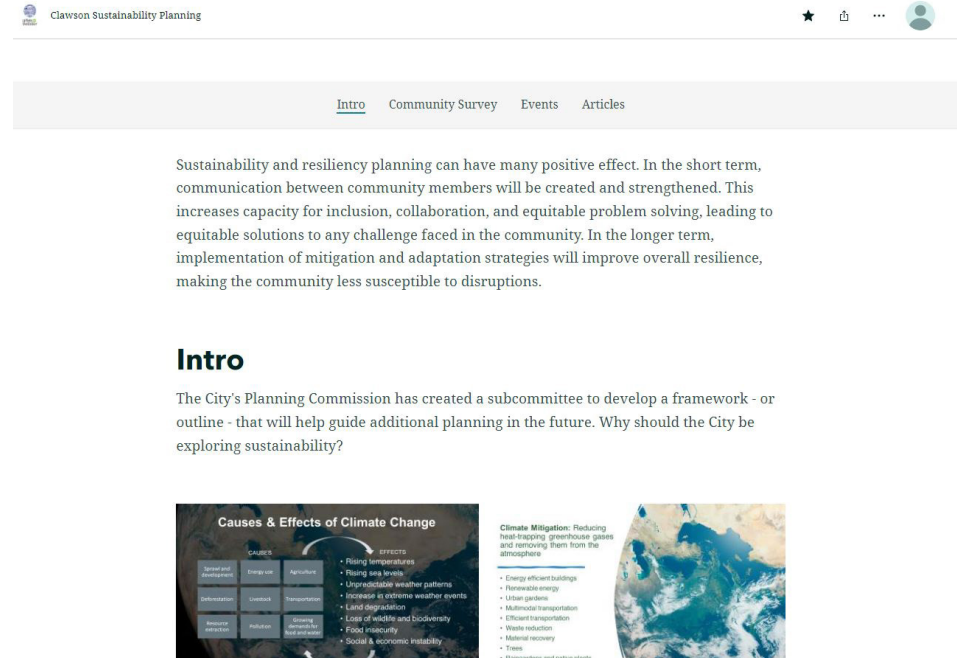
Clawson, Naturally was established by the Planning Commission in the spring of 2021 and is a group of stakeholders who are interested in improving Clawson in ways that are sustainable and help shape a more resilient community. The role of Clawson, Naturally is to identify and promote practices and policies within the City that help achieve a sustainable environment and improve the City's future resiliency. The committee encourages environmental awareness among residents and business partners to help accomplish the goal of keeping Clawson environmentally and sustainably conscious. The committee is intended to act in advisory, oversight and advocacy capacities for the City regarding sustainability issues.

All members of the committee volunteer their time, knowledge, and skills to guide the creation of this framework, educate the community, and promote sustainable activities and actions. In the first year, the committee accomplished many things:

- Promoted the sustainability survey, resulting in 142 responses
- Wrote newsletters on local and relevant sustainability topics, including information about Japanese knotweed (invasive), energy savings, benefits of urban trees, turf maintenance, and ways to make your yard more eco-friendly
- Hosted Arbor Day event that included education, tree sapling hand outs, and a tree scavenger hunt
- Met monthly for an hour via Zoom
- 29 people are on email list to be involved and 42 people are interested in updates from the committee

Interested in being involved?

Contact the City at nstepnitz@cityofclawson.com to be added to the listserve for meeting information and other updates on Clawson, Naturally initiatives.



Clawson, Naturally updates their web page frequently with sustainability tips and news about upcoming events.

Purpose of the Framework

This Sustainability Framework Plan will help prioritize actions to achieve sustainability and resiliency goals in Clawson over the next 5-10 years. Simple, yet effective, actions can be taken to lessen the negative effects of climate change stressors and other disturbances on residents and business owners, while also improving all three components of sustainability. This will help create conditions for economic vitality, social equity, and natural resource protection in Clawson. Developing action strategies based on the City's values, assets and risk factors will help residents thrive, even in the face of more frequent events that threaten to disrupt our daily lives.

The Clawson, Naturally committee was tasked with completing the five following tasks during the first year of convening. The outcomes of these tasks are summarized in this Framework.

1. **Define sustainability and resiliency.** Define the issues of sustainability and resiliency with regard to what the terms mean to the City of Clawson. Identify model plans, ordinances and municipal actions to refine and adapt to the City's own needs.
2. **Set focus areas.** Identify the areas in which Clawson should focus its sustainability and resiliency planning efforts.
3. **Audit and assess.** Understand current conditions with respect to the identified areas.
4. **Set goals.** Identify the goals that are meaningful now and in the future for Clawson residents and business owners.
5. **Develop a framework.** The framework will serve as an overall outline and set boundaries for a city-wide sustainability and resiliency plan.

How will we become a more sustainable and resilient city?

Drawing on the practices of other cities who have completed sustainability plans, the sustainability and resiliency planning process will be broken into two distinct phases, with each phase lasting approximately a year. These activities will be completed mostly by the Clawson, Naturally committee. All stakeholders are invited and encouraged to participate in the making of this plan.

Phase 1 Activities - Creation of the Framework

- Defining sustainability and resiliency in the context of the City of Clawson
- Determining areas of focus and goals, gathering baseline data related to focus areas
- Setting up systems to monitor, collect, record, and analyze data

Phase 2 Activities - Creation of a Sustainability Plan

- Identify strategies to meet the goals defined in phase 1
- Propose timelines for strategy implementation
- Develop a schedule of data collection, benchmarking, and reporting
- Share the results and maintain open communication with the public for further input

Guiding Principles

Things we will consider when we are making the framework and prioritizing actions:



EQUITY

Working to get people what they need to be successful and thrive, and not just what is fair or equal.



LEVERAGE ASSETS AND RESOURCES THAT ALREADY EXIST

Clawson already has a lot to offer towards sustainability and resiliency, and there is no need to reinvent the wheel. Through partnerships, collaborations, and creativity, existing assets and resources can be employed to meet sustainability and resiliency goals.



“SMALL CITY BIG HEART” – WE LOOK OUT FOR EACH OTHER

We are proud of our community and recognize we have a responsibility to help our neighbors, near and far. While similar to Equity listed above, this is a more personal challenge.



BALANCE INFRASTRUCTURE NEEDS, MAINTENANCE AND COSTS

We recognize that project costs are not just those incurred during the installation phase; there is ongoing maintenance and other costs. Projects must be financially sustainable as well in order to be successful, and consideration and plans be gives to ongoing costs.



RELY ON AND SHARE TRUE INFORMATION

True information is needed to make grounded, realistic, and feasible decisions. We will use and pass on true information.



DATA-DRIVEN

We will use data to measure our current, baseline status, monitor progress towards goals, and determine which initiatives are likely to create positive impacts per dollar or effort of input,



CONTINUAL LEARNING

New information about our environment, economy, health, and community is continuously being created as are new ideas for addressing issues. We acknowledge that best practices change with new information, and that our plans may need to be updated accordingly.



SOLUTION-ORIENTED AND OPEN-MINDED WITH SOLUTIONS

We are currently experiencing the impacts of climate change and other stressors on our community, and feel we should be acting with urgency to address them. We seek to solve problems, and bring creativity to the process.



TRANSPARENCY IN PLANS AND INITIATIVES

It is important that all Clawson stakeholders feel that they can learn about our work and see our progress towards goals. Information about plans and initiatives will be shared regularly at meetings and on our website.

Defining Resiliency and Sustainability

Model Definitions of Sustainability

The word “sustainability” has become commonly used in everyday language over the last 10-15 years and most people are generally aware of its meaning and applications. Therefore, few pieces of recent literature have deemed necessary to define the term. The following are some model definitions of sustainability.

meeting the needs of the present without compromising the ability of future generations to meet their own needs

United Nations World Commission on Environment and Development. Also adopted by the Michigan Municipal League (MML) and many other organizations

a system that is at least net zero or even net positive to the resources it consumes

City of Marquette definition of sustainability (as referenced in a Nov/Dec 2012 MML article)

a sustainable community is an urban, suburban, or rural community that has more housing and transportation choices, is closer to jobs, shops, or schools, is more energy independent and helps protect clean air and water

Citiwire (as referenced in the Nov/Dec 2012 MML article)



Sustainability is often referred to as the intersection of the 3Ps (people, planet, profit) or the 3Es ([social] equity, environment, economic), creating a focus on a “triple bottom line”.

Image Source: <https://lb.cips.org/knowledge/procurement-topics-and-skills/sustainability/sustainable-and-ethical-procurement/sustainability-tools/>

Model Definitions of Resiliency

The word “resiliency” has also become commonly used, although it is not discussed and considered as widely as sustainability. Despite this, it was difficult to find local organizations and resources that defined this term in their current literature. For example, local climate action and resiliency studies such as those created by SEMCOG, Ferndale, and the City of Detroit did not include definitions of resiliency or sustainability.

a resilient community is one that plans
and prepares for whatever gets thrown at
them

MML (from July/August 2018 newsletter)

the ability of a system, community or
society exposed to hazards to resist,
absorb, accommodate, adapt to, transform
and recover from the effects of a hazard
in a timely and efficient manner, including
through the preservation and restoration of
its essential basic structures and functions
through risk management

United Nations office for Disaster Risk Reduction

the capacity to recover
quickly from difficulties;
toughness

Webster Dictionary

Clawson's Definitions of Sustainability and Resiliency



Sustainability: Having systems and policies in place that meet residents' current material, financial, and social needs without compromising the ability of future residents to meet their needs

Resiliency: Being able to meet the basic needs of all residents even in the face of short and long-term threats, difficulties, and stressors, and to quickly recover from disruptions



3 Dimensions of Sustainability

Environmental	Social	Economic
<p>How is it defined? The responsibility to conserve natural resources and protect global ecosystems to support health and wellbeing, now and in the future (Sphera, 2020).</p> <p>Acting in a way that ensures future generations have the natural resources available to live an equal, if not better, way of life as current generations (United Nations World Commission on Environment and Development).</p> <p>What does environmental sustainability look like? It occurs when resources are used only as needed and at a rate that is less than their replacement rate. Environmental sustainability initiatives work to reduce or eliminate pollutants in soil, air, and water, and remediate areas that have already been polluted. It creates mechanisms to adapt to a changing climate and hopefully minimize that change.</p> <p>What does it focus on?</p> <ul style="list-style-type: none"> • environmental regulations • resource management • pollution reduction • environmental remediation • adaptation to and mitigation of climate change and other environmental hazards 	<p>How is it defined? A measure of the human's welfare (Mohamed & Paleologos, 2021).</p> <p>The continuing ability of a city to function as a long-term, viable setting for human interaction, communication, and cultural development (Hedgcock, 1993).</p> <p>What does social sustainability look like? It occurs when formal and informal processes, systems, structures, and relationships actively support the capacity of current and future generations to create healthy and livable communities (Western Australia Council of Social Services).</p> <p>Socially sustainable communities are equitable, diverse, connected, and democratic, and provide a good quality of life (Western Australia Council of Social Services).</p> <p>What does it focus on?</p> <ul style="list-style-type: none"> • equity • health and well-being • connectedness • social support • engagement/volunteerism • diversity • poverty reduction 	<p>How is it defined? Using a particular set of resources in a responsible way that will allow them to be used on a long-term basis (Corporate Finance Institute, 2022).</p> <p>What does Economic Sustainability look like? A business leader aiming to be sustainable should work to maintain or improve profits through processes that reduce negative environmental impacts and enhance positive social impacts. Externalities of production are recognized and reflected in prices.</p> <p>Individual households, neighborhoods, and communities striving for economic sustainability support local businesses and job creation within their community, and make their values known to local producers and employers.</p> <p>What does it focus on?</p> <ul style="list-style-type: none"> • profitability/financial stability • job creation/job maintenance • cost reduction/profit increase by creating less wasteful systems, such as using renewable energy for power and making supply chains more efficient • local and sustainable procurement • brand associations with values important to consumers • proper accounting of ecosystem services for cost-benefit analysis/full-cost accounting

Clawson's Sustainability Focus Areas

Sustainability Focus Areas

This section of the Framework focuses on 8 key sustainability topics, or focus areas. The 8 focus areas are:



Water



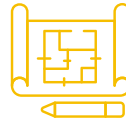
Energy



Waste



Transportation



Land use and community design



Emergency Preparedness



Social Sustainability



Economic Sustainability

Each focus area discussion will include a short description of current conditions, relevant results from the community survey conducted in Summer/Fall 2021, and goals for the focus area. These goals, visionary in nature, work toward enhancing the City's level of sustainability and resiliency. Objectives and action strategies that will help Clawson reach these goals will be determined during Phase 2 of this process and outlined in a future action strategy document.

A principle of sustainable solutions is that all three aspects - economic, social, and environmental - are addressed simultaneously. Therefore, even at the level of goals, some will have overlapping impacts and will likely have commonalities in their objectives and action items. To meet the purpose of this document, goals are listed under the topic area where they are most relevant.

The goals are listed generally in order of priority, as determined by input from the community survey, impact on the community, feasibility of achieving or making rapid progress toward the goal, ability to support other goals, and ability for everyone to contribute or participate in achieving the goal. It is important to note that all fourteen goals are considered to be a priority by the Clawson, Naturally group, and that there is a need to act with urgency for many of the goals. In a full sustainability and resiliency plan, action items will be assigned to each goal, and each action item will be associated with a timeframe, a responsible party and a source of funding (as needed).

The Community Sustainability and Resiliency Survey

A survey was created in 2021 and all Clawson residents, business owners, and other stakeholders were encouraged to take it. The survey was posted on the City's website and promoted in the monthly newsletter and by word of mouth and responses were collected from November through December, 2021. The goals of the survey were to:

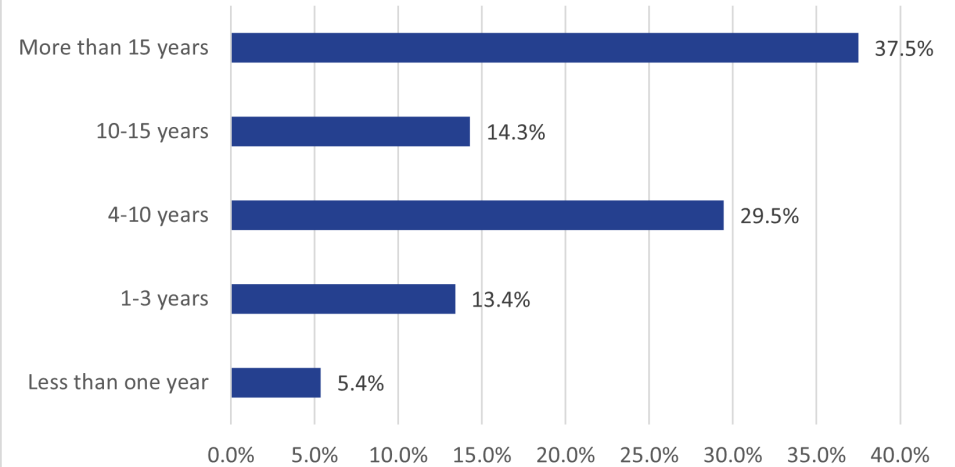
1. Learn about the knowledge, attitudes, and practices of current Clawson stakeholders regarding climate change and resiliency
2. Understand concerns of stakeholders
3. Identify parties interested in participating in sustainability initiatives

Survey Respondents

At the close of the survey, 142 responses were collected. Most of the respondents are residents (96%), but less than half (42%) are property owners. Only 5% of the respondents work in Clawson, and no business owners identified themselves as such. Of those that provided their age (n = 112), the largest group of respondents were between the ages of 25 and 34, followed closely by those 35-44 (21.43%) and over 65 years old (19.64%). A majority of respondents (76%) identified as Caucasian, 14% identified as having multiple ethnicities, and 7% identified as Hispanic. Respondents are also well educated, as evidenced in the chart to the right.

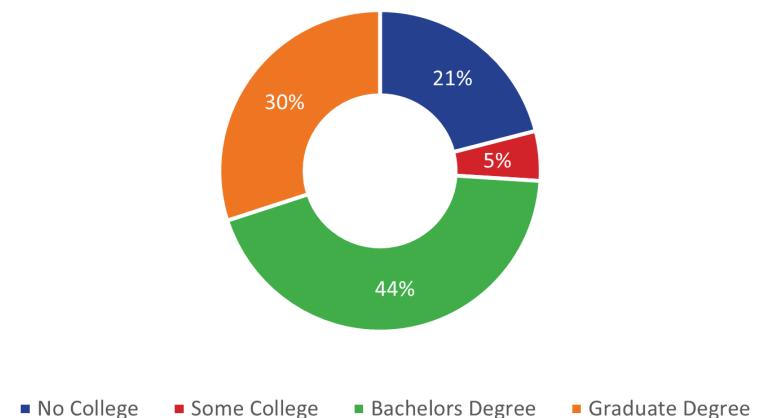
Most survey respondents (90.8%) feel that they are knowledgeable about climate-change related issues and 83.6% said that they understand the science behind climate change. Fewer, but still a large proportion of respondents (81.6%) reported that they are knowledgeable about how to reduce the impacts of climate change.

Length of Community Membership in Clawson



Over half of survey respondents have been connected to the Clawson community for over 10 years (Number responding to this question: 112)

Educational Attainment

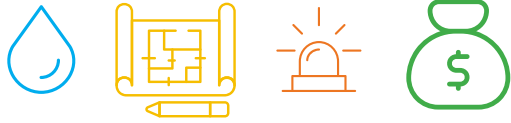


Most survey respondents have some college education (Number responding to this question: 108)

Top Sustainability Issue



Sustainability Goals



Goal 1: Reduce likelihood of flooding due to extreme precipitation events

Survey results show that Clawson residents are very concerned about issues related to water. Flooding and storm water management were listed as the most pressing sustainability issue for the City to address, with over one-third of responses to this question. The second most pressing issue cited by survey respondents was fixing storm drains.

What's Already Being Done?

Due to the high level of concern regarding this issue and the acute and long-term financial impacts flooding can have, many residents have already been working to address the issue of flooding and storm water management on their own. For example, almost half (47.5%) of respondents said that they already plant native flowers, shrubs, and/or trees, all of which have deeper roots to help excess storm water filter into the ground, and 35.9% said they install landscaping with reduced watering needs. Almost a fifth of respondents (18.1%) indicated that they use a rain barrel to collect water for reuse. Additionally, the City adopted a maximum impervious coverage limit for single family residential districts. Lack of information was cited as the largest factor affecting respondents' likelihood of planting natives (22.0%), landscaping to reduce water needs (29.9%) and using rain barrels (31.0%). The second biggest barrier was lack of interest in these actions.

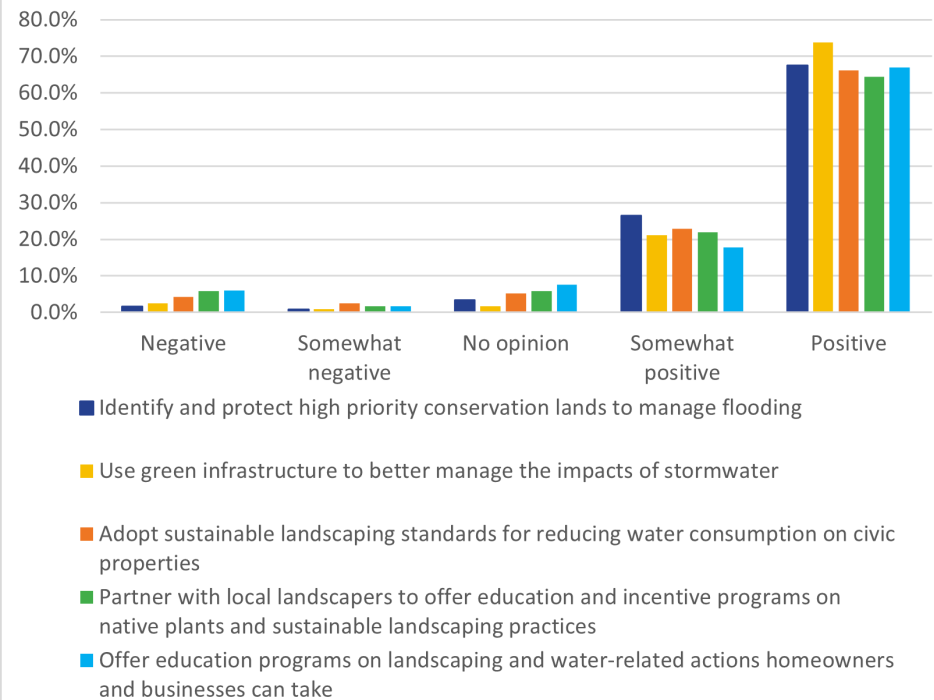
incentivize more permeable pavement for residences and businesses, incentivize less grass, more native plantings, be more strategic in city-owned property and lead by example

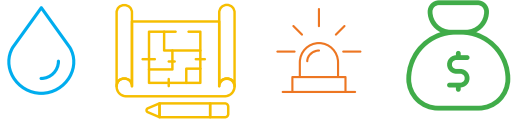
Survey Respondent

What's Possible

There are multiple ways the risk of flooding could be reduced throughout Clawson. The survey tested two ideas: protecting high priority conservation lands to manage flooding and using green infrastructure to better manage the impacts of storm water. Respondents were generally in favor of all proposed ideas.

Opinions on Flooding Mitigation Actions





Goal 1: Reduce likelihood of flooding due to extreme precipitation events

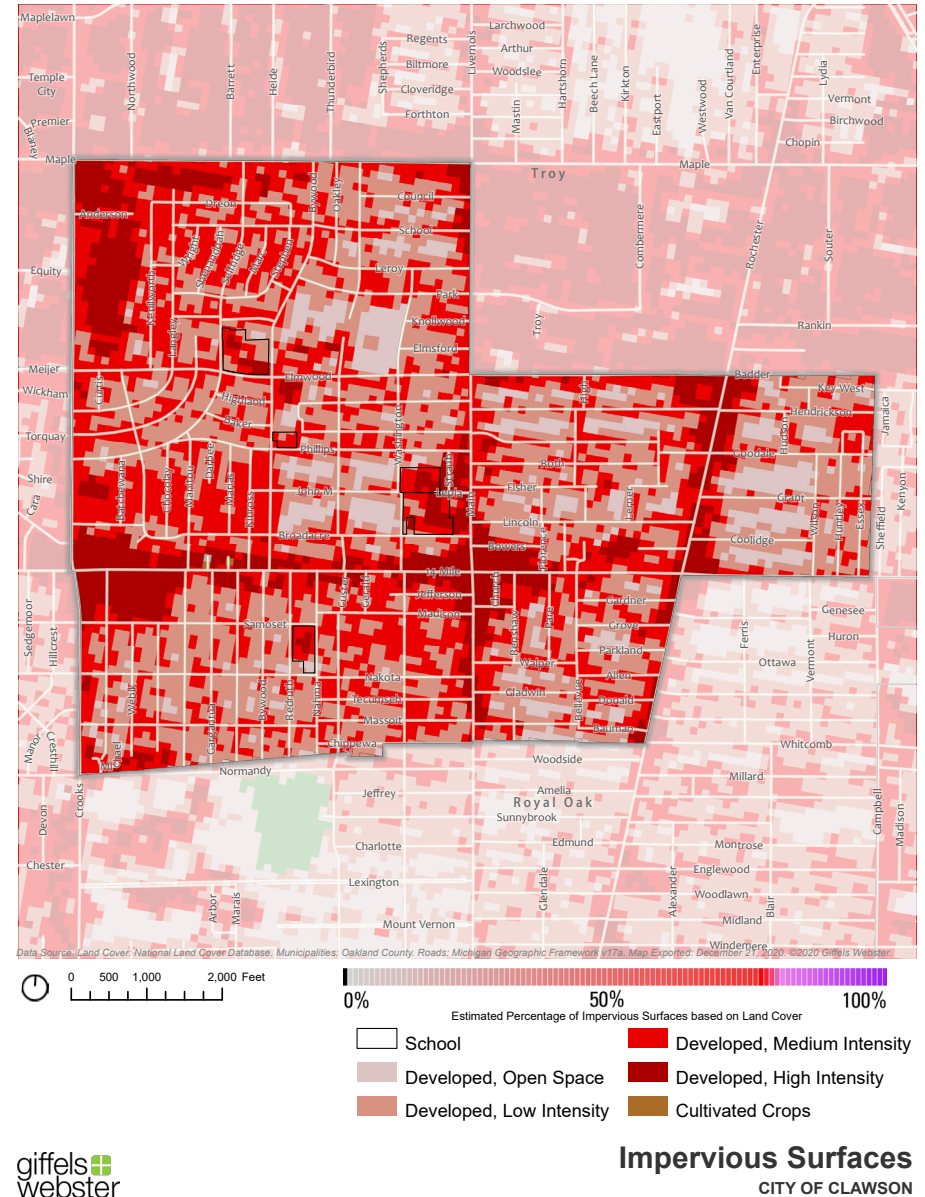
What Data Do We Already Have?

Data that would help address this issue and provide benchmarks for progress exist. Examples include:

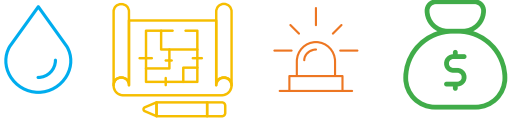
- Impervious surface coverage map (see right)
- Wetland areas, current and historic
- Tree cover map
- Data, location, and extent of major flooding events (major flooding event defined as extensive inundation of structures and roads; significant evacuations of people and/or transfer of property to higher elevations are necessary - National Weather Service)



Ongoing clean up after a basement flooding.
Photo credit: Joshua Solomon



Clawson's impervious coverage as of 2020. Most of the city is developed to some extent, with some open space areas throughout.



Goal 1: Reduce likelihood of flooding due to extreme precipitation events

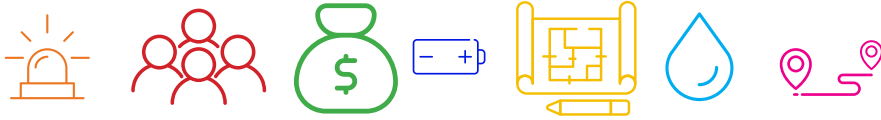
Possible Benchmarks and Data Sources

Since there are many ways to address the issue of flooding, there are many ways to measure progress towards this goal. Below are some examples of benchmarks that could be used. Data sources, when known, have also been listed. Some data may need to be collected if that benchmark is to be used.

Benchmark	Data Source
Number of flooding events in 2021	Oakland County Rainfall Reports
Number of homes flooded in 2021	Department of Public Works
Impervious coverage	Consultant mapping of aerial images
Tree cover	
Number of registered rain gardens/acreage of GSI practices	City / Nonprofit database
Number of attendees at storm water management education events	Program sign-in sheet/registrations
Enactment of storm water management fee or revolving green fund	City Council meeting minutes
Installation of low-flow/aerated faucets and appliances in all government buildings	Department of Public Works
Zoning ordinance update to require all new development to use native plants	Planning Commission / City Council meeting minutes
Zoning ordinance update to cap impervious coverage in all districts	Planning Commission / City Council meeting minutes

Other Resources and Potential Collaborators

- Clinton River Watershed Council
- Michigan Department of Environment, the Great Lakes, and Energy (EGLE)
- National Oceanic and Atmospheric Administration (NOAA)
- Oakland County Environmental Stewardship
- SEMCOG Water Resources Plan for Southeast Michigan



Goal 2: Improve the ability of all residents to meet their basic needs even in the face of external challenges, and quickly recover from disruptions

As we saw with the COVID-19 pandemic, our lives can become drastically interrupted within a short period of time, and those disruptions can last months or even years. Scientists predict that the frequency and severity of storms, widespread disease, and extreme heat will continue to increase. In the case of many natural disasters, it takes several days before outside help and resources can reach the affected community. Therefore, preparation at all levels - Individual, household, neighborhood, city, and evenly regionally - can improve outcomes for those impacted by any challenge, whether it be natural or man made.

What's Already Being Done?

Emergency responders such as police, fire, and EMS maintain their skills and have frequent drills individually and collectively to ensure they are prepared for an emergency event. They also provide community education on things such as fire safety at school assemblies and community events. The City has designated the Hunter Community Center and City Hall as a heating and cooling centers during extreme weather, and has an emergency communication plan in place. Residents can register for text or email notifications for important information and updates. A community food bank is housed in Grace Apostolic Church and provides food once a month to those in need.

Homeowner owned solar and battery banks...
would help with the outage issues...

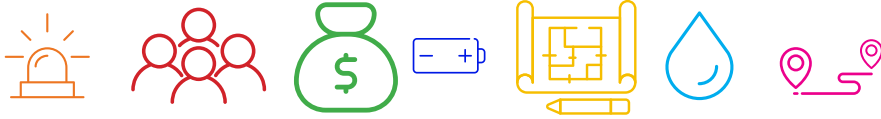
Survey Respondent

What's Possible

Creating a comprehensive emergency plan for during, after, and in the recovery phase of an emergency would be a good first step. Ensuring that designated safe areas have the necessary supplies, that communication systems work between responders and between officials and residents, and that residents are enrolled in communication systems is important for the plan to be successfully carried out. First aid and emergency preparedness training for neighborhood and local organizational leaders and residents can improve the preparedness of the community to manage during and immediately after an emergency. Neighborhood resilience can be increased through neighborhood hubs that have water, food, batteries/solar charging capability, and first aid supplies, similar to the Bailey Park Neighborhood Development Corporation Community Resilience Hub in Detroit. These hubs can serve as a safe space, a place for resource distribution, and where residents can seek support and information. Local organizations can help organize volunteers with post-emergency clean up efforts, and support individuals filing insurance claims and for additional funds that may be available to them. At the household level, having several days of nonperishable food, water, and medicine for each household member as well as flashlights, candles, batteries, and other essentials can help residents weather challenges without needing to leave home.

What Data Do We Have Already?

The City knows what drills emergency responders have undertaken recently, and when the last emergency plan was updated and tested. The number of residents utilizing the Hunter Center during inclement weather is recorded each time it is open. The number of residents who are enrolled in the text notification system is also known.



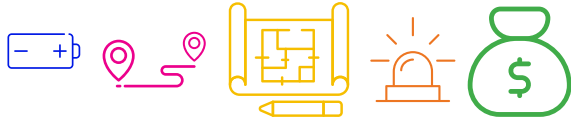
Goal 2: Improve the ability of all residents to meet their basic needs even in the face of external challenges, and quickly recover from disruptions

Possible Benchmarks and Data Sources

Benchmark	Data Source
Creation/Review of existing emergency plan for most likely community emergencies (extreme temperatures, flooding, tornado, fire, mass shooting, widespread illness)	City / Emergency services records
Frequency of individual service and coordinated emergency drills	Emergency services records
Community events attended and number of residents reached with best practices for emergencies	Sign in sheets, head counts at events/trainings/assemblies
Number of residents utilizing the Hunter Center for extreme heat days	Sign in sheets
Percent of adult residents signed up for City text notifications	City text notification system enrollment records
Number of locations providing assistance with food and personal items in Clawson	Support directory
Number of people served at local food pantries	Food pantry sign in sheets or other pantry data
Percent of residents trained in basic first aid	Survey
Number and location of community resilience hubs	City records / Survey of neighborhood block groups
Number of household emergency kits distributed	City / Emergency services records
Creation of a volunteer list/list of services for post-emergency clean up	City website
Promotion of ways to prevent emergencies, such as rain gardens to reduce flooding	Zoning ordinance, rain garden registry, impervious surface analysis

Other Resources and Potential Collaborators

- American Red Cross
- Clawson Fire Department
- Clawson Library
- Clawson Parks and Recreation
- Clawson Police Department
- Clawson School District
- Clawson Senior Center
- EMS providers
- [FEMA Preparation Toolkit](#)
- Grace Apostolic Church/Other places of worship
- Oakland County Sheriffs Department
- United Way of Southeast Michigan



Goal 3: Increase share of energy used from clean sources

What's Already Being Done?

Residents are already working to conserve energy in their homes by installing EnergyStar appliances (76.5%), using energy efficient light bulbs (88.7%), turning off lights/electronics when not in use (93.4%), and using a programmable thermostat to lower heating/cooling costs (71.2%). Cost was the biggest factor preventing people from using EnergyStar appliances, energy efficient light bulbs and/or a programmable thermostat, while lack of interest was the reason for lights being left on. Only slightly more than a quarter of respondents had completed an energy efficiency audit, with lack of information being cited as a barrier for 34% of respondents. Almost a quarter of renters said that they consider energy efficiency when looking for a place to rent, with half saying that consideration wasn't an option.

Of the residents who responded to the survey, none indicated that they have solar panels. Most (73.5%) said this was due to cost, and one respondent elaborated that they were very interested in solar panels through a program offered by DTE that included free installation. However, they decided not to install the panels due to the cost of taking them down after the trial had ended. The second biggest barrier, cited by 12.9% of respondents, was a lack of information followed by it not being a feasible option (9.1%).



Programmable thermostat

heat pumps should be required when upgrading or replacing air conditioning units

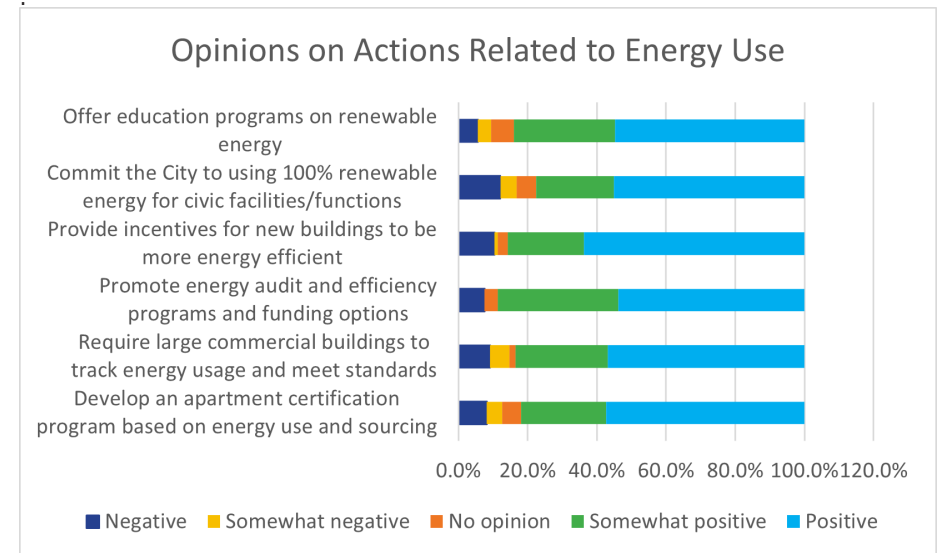
Survey Respondent

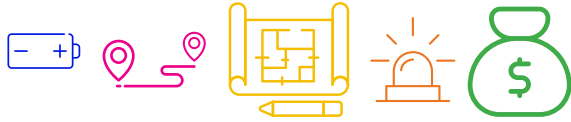
educate citizens on ways to have green energy fuel their homes

Survey Respondent

What's Possible

There are multiple ways to reduce energy use throughout Clawson. The survey tested six ideas, all of which were generally supported by residents. See the chart below for the ideas and levels of support.





Goal 3: Increase share of energy used from clean sources

What Data Do We Already Have?

Data that would help address this issue and provide benchmarks for progress exist. Examples include:

- Presence/absence of zoning ordinance standards for renewable energy, related green infrastructure, and energy efficiency
- Presence/absence of incentives for development to consider energy sourcing and install renewable, clean, and/or efficient energy options
- Permits for solar and wind energy
- City-wide CO₂ emissions

Possible Benchmarks and Data Sources

There are many ways to increase the share of energy used from clean sources, so there are many ways to measure progress towards this goal. Below are some examples of benchmarks that could be used. Data sources, when known have also been listed. Some data sources may need to be collected if that benchmark is to be used.

Benchmark	Data Source
Attendance at energy-related trainings and workshops	Program sign-in sheet/registrations
City commitment to energy use reduction and/or renewable energy use	City Council meeting minutes
Bus ridership	SMART Bus ridership
Implementation of an anti-idling policy	City Council meeting minutes
Percent of municipal buildings with lights on timers and power strips	Department of Public Works
Number of municipal weatherization projects/square footage of weatherization projects	Department of Public Works
Percent of all municipal appliances that are EnergyStar or energy efficient	City inventory
Number of businesses enrolled in home/business weatherization programs	Program enrollment; month-by-month energy use comparison

Benchmark	Data Source
Municipal electric and heating bills (energy use)	City utility bills
Reduce municipal energy consumption	City utility bills
Municipal energy production	City utility bills, dashboards for energy capture systems
Municipal electrical and heating bill offsets (Carbon credits, etc.)	Enrollment paperwork for offset program
Implementation of energy audit/weatherization/energy efficiency/renewable energy incentive program	City Council meeting minutes
Building code update with stricter building envelope requirements for energy efficiency and sourcing for new development	City Council meeting minutes
Building code update to require all new development to use energy efficient appliances	Planning Commission / City Council meeting minutes
Zoning ordinance update to include standards for solar and wind energy collectors, and geothermal systems	Planning Commission / City Council meeting minutes
Creation of a community-supported solar/wind/geothermal project	
Creation of an Energy Economic Zone	
Creation of an apartment certification program based on energy use and sourcing	

Other Resources and Potential Collaborators

- Department of Energy
- DTE Energy Efficiency Programs
- Oakland County Environmental Stewardship
- Michigan Department of Environment, the Great Lakes, and Energy (EGLE)



Goal 4: Reduce waste sent to landfills

Americans create a lot of waste - the EPA estimates that the average American produces about 4.9 pounds of trash daily. Less than a third of that is recycled or composted, resulting in adverse outcomes such as filling landfills, losing materials that could be re-purposed into something else, increasing the need to extract more resources and further environmental degradation to create new material. These impacts can be significantly lessened by reducing waste, recycling, and composting.

What's Already Being Done?

All single-family households are eligible for and should have a 65 gallon cart for curbside recycling pick up through the Southeastern Oakland County Resource Recovery Authority (SOCRRA). SOCRRA also takes recycling, electronics, household hazardous waste, and yard waste at its drop-off sites. Businesses and schools can sign up for free recycling pick up through SOCRRA as well.



Curbside recycling bin.

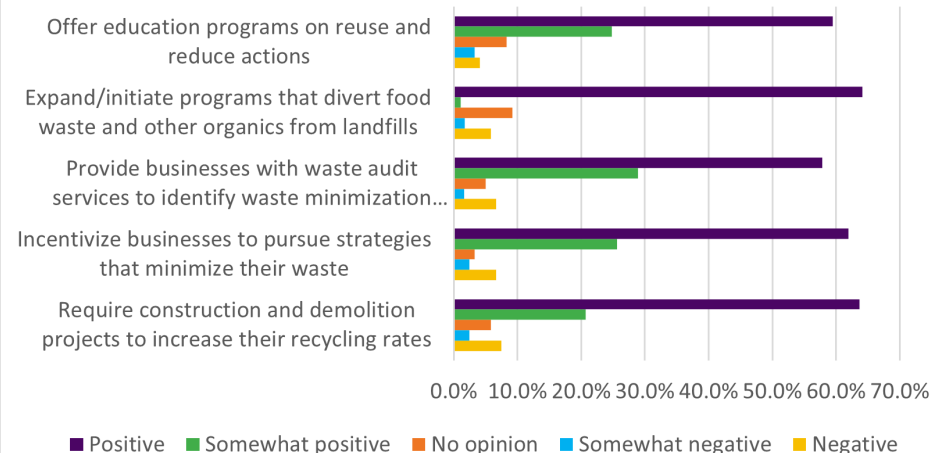
more focus on reducing vs. recycling.
Recycling can be used as a cop-out for businesses/companies but isn't as impactful as not creating the waste in the first place

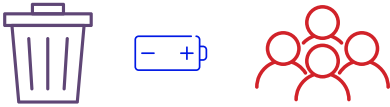
Survey Respondent

What's Possible

There are multiple ways to reduce waste going to landfills throughout the City. The survey tested ideas, some of which are geared more towards waste reduction than recycling, but all of which were supported by residents. See the chart below for the ideas and levels of support.

Opinions on Ways to Reduce Waste





Goal 4: Reduce waste sent to landfills

What Data Do We Already Have?

Some data already exists that would help address issues related to waste and provide benchmarks for progress. Examples include:

- Number of waste/recycling/compost bins in downtown area
- Waste management requirements for public events, festivals, etc.
- Attendance at hazardous waste collection days
- Amount of hazardous waste collected
- Amount of recycling picked up by SOCCRA contractors
- Amount of refuse picked up by SOCCRA contractors

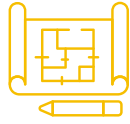
Possible Benchmarks and Data Sources

Benchmark	Data Source
Pounds of waste removed annually	Tringali Sanitation
Number/percent of homes that recycle	Tringali Sanitation
Pounds of recycling recovered annually	Tringali Sanitation
Pounds of lawn waste recovered annually	Tringali Sanitation
Number/percent of homes that compost	Midtown Composting and other composting services serving the area
Pounds of compost recovered annually	Midtown Composting and other composting services serving the area
Percent of products purchased by the City that contain post-consumer recycled content	City procurement records
Implementation of trash, recycling, and composting receptacles in downtown areas	Department of Public Works
Use of trash, recycling, and composting receptacles for public events, festivals, etc.	Department of Public Works

Benchmark	Data Source
Number of people reached through educational outreach about waste reduction, recycling, and composting	Program sign-in sheet/registrations
Number of businesses/homeowners trained in food waste reduction; reduction in food costs/money saved; reduction in waste hauling fees	Business and homeowner food and waste hauling costs
Improved accuracy in sorting trash/recycling/hazardous materials	DPW? Tringali Sanitation?
Development of incentive program for reuse/recycling of building materials	Planning Commission / City Council meeting minutes

Other Resources and Potential Collaborators

- Oakland County Environmental Stewardship
- Southeast Michigan Council of Governments (SEMCOG)
- Southeastern Oakland County Resource Recovery Authority (SOCCRA)
- Michigan Department of Environment, the Great Lakes, and Energy (EGLE)



Goal 5: Use vacant property to the benefit of the community

Vacant property, particularly when a structure is present and is not maintained, can be an eyesore and disconcerting for those around it. Maintaining vacant properties, and when feasible and safe, activating the space, can provide a myriad of benefits to residents and visitors.

What's Already Being Done?

The City has adopted a Vacant and Abandoned Structures Ordinance primarily addressing security and maintenance.

What's Possible

Vacant land holds much possibility, depending on who owns it, its location, size and surrounding uses, and the needs of the community. City-owned vacant properties or open space may be used for things such as farmers markets, community gardens, food trucks, community squares, or other public uses. The ordinance mentioned above could be amended to require more for vacant properties in key locations.

What Data Do We Have Already?

An inventory of parcels throughout Clawson could be done to identify lots that are currently vacant and their owners. Based on the results of the survey conducted for this project, there is an interest in community spaces, particularly for gardening.

when and if the city sells the land from the schools we should create a new district and make it as eco-friendly and stringent as possible

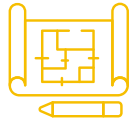
Survey Respondent

Possible Benchmarks and Data Sources

Benchmark	Data Source
Create task force/subcommittee to inventory lots and identify which ones are vacant, and explore opportunities for community use	Planning Commission / City Council meeting minutes
Public surveys focused on various uses for land identified as vacant and available for public use	Survey

Other Resources and Potential Collaborators

- Clawson Parks and Recreation Department



Goal 6: Increase healthy tree canopy throughout the City

When asked what the most pressing sustainability issue in Clawson is, trees were noted multiple times. Trees provide a myriad of benefits to a community including helping manage storm water, raising property values, purifying the air, reducing the urban heat island effect, providing habitat for animals and insects, beautification, and reducing crime. Therefore, increasing the healthy tree canopy throughout Clawson is not only a worthy goal in and of itself, but it also is a strategy to achieve other goals, such as reducing flooding.

What's Already Being Done?

The City has already updated its landscaping standards to require more trees, specifically those that are hardy for weather and pest conditions in Southeast Michigan. Throughout Clawson, and particularly in the neighborhoods, trees are present both on the street and in the side and rear yards. Of those taking the survey, 84% indicated that they already have a street tree. Over half of the respondents want a tree in their yard with an additional 12% needing more information about trees. The City's Department of Public Works has a street tree program, and residents are able to request a street tree for their home through this program. This year, the Clawson, Naturally group hosted an Arbor Day event which included a tree scavenger hunt, information about planting trees, and saplings that were free to interested residents.

Additionally, SEMCOG has a goal of 40% of land coverage by tree canopy throughout the region. Oakland County has already reached over 40% coverage, but Clawson is only covered 27% by trees.



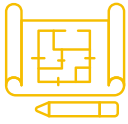
A sapling planted by the city.
Photo credit: Joshua Solomon



Tecumseh St., above, with few trees. Nakota St., below has a denser tree canopy on both sides of the street, providing many benefits to the residents there.

Photo credit: Glenn Shepard





Goal 6: Increase healthy tree canopy throughout the City

What's Possible

There are many strategies that could be used by the City to increase its tree canopy.

Some of these include:

- Extending the street tree program to allow trees to be provided from the City for rear and side yards and making the process for residents and business owners to request a tree more easily accessible and simple
- Adding a fall planting by DPW
- Requiring a diverse range of plantings for new developments, and that DPW plant a variety of tree species as part of the street tree and residential tree programs
- Educating community members on how to care for trees (watering, pruning) and allocating resources for the care of trees in public spaces
- Developing a plan to manage and replace dying trees

What Data Do We Already Have?

A tree inventory was completed in 2021 for 1,032 trees throughout Clawson south of 14 Mile Road. Data collected included the tree condition, estimated diameter at breast height (DBH), width of the right-of-way (if applicable), maintenance needs, and whether it was growing under utility wires.

We also know the number, type, and location of trees that the Department of Public Works plants each year, and the types of trees that are currently available for purchase through our tree supplier.

Tree Inventory Summary:

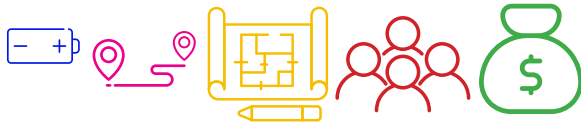
There were 33 species identified out of a possible 75, and 22 genres out of a possible 45. Almost three-quarters (72%) of the trees surveyed belong to the Acer genus. The second most abundant genus was Gleditsia (8% of trees surveyed), followed by Pyrus genus at 5%. There were only 13 oak trees in the right of way. The majority of trees (73%) inventoried were found to be maples.

Possible Benchmarks and Data Sources

Benchmark	Data Source
Species and height/circumference of trees in Clawson	City tree inventory
Number of tree requests from residents	Department of Public Works
Number and type of trees planted by DPW (spring and fall)	Department of Public Works
Zoning ordinance landscaping requirements regarding tree type and number	Zoning Ordinance
Resident and business owner resources on tree types for different spaces (ex. sites with utility wires) and how to maintain trees (ex. watering, pruning, trimming)	City website
Strategy for maintaining dying trees and replacing them	Department of Public Works
Diversity of type of trees planted	Department of Public Works
Complete city-wide tree inventory	City Council / Department of Public Works
Creation of plan to identify and monitor invasive species	City Council / Department of Public Works

Other Resources and Potential Collaborators

- Arbor Day Foundation
- Clawson Department of Public Works
- Oakland County Environmental Stewardship
- Southeast Michigan Council of Governments (SEMCOG)



Goal 7: Balance the transition to electric vehicles with other sustainability and community considerations

Electric vehicles are becoming more widespread and popular as they have become more affordable and charging stations are found in more places. They have many benefits, such as their reduced fuel and maintenance costs, lowered environmental impact, and quieter engine. Michigan is already a national leader in electric vehicle use, being in the top quarter of states based on EV registrations.

What's Already Being Done?

According to PlugShare, the City of Clawson does not have any EV charging stations. The closest stations are located in Troy and Royal Oak. While the City does not own any EVs currently, the possibility could be discussed during the annual Capital Improvement Projects (CIP) budgeting process, which creates a rolling 6-year budget to help plan financially for updates and new projects.



An electric vehicle charging station at a Meijer in Lansing, located across the street from a multi-family residential unit.

Photo Source: Giffels Webster

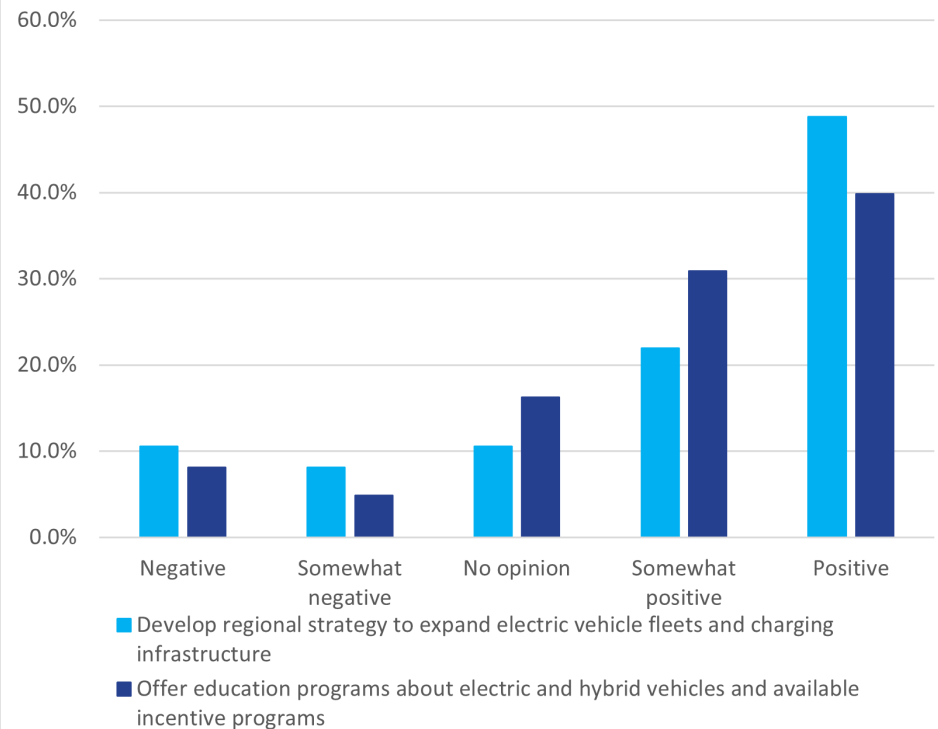
i would only want tax money to go to replace unusable city cars; it would need to be phased

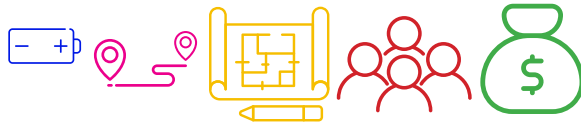
Survey Respondent

What's Possible

Transitioning to EVs is not as easy as simply going out and purchasing a new car. The survey tested two ideas to ease this transition and build understanding of and support for EVs. See the chart below for the ideas and levels of support.

Opinions on Initiatives to Support EV Adoption





Goal 7: Balance the transition to electric vehicles with other sustainability and community considerations

What Data Do We Already Have?

Even though the popularity of EVs is relatively new, some data already exists that would help address this issue and provide benchmarks for progress. Examples include:

- Number of publicly available EV chargers
- Share of municipal fleet that is hybrid or EV
- Share of SMART buses that is hybrid or EV

Possible Benchmarks and Data Sources

Benchmark	Data Source
Attendance at educational events on hybrid and/or electric vehicles and/or incentives	Program sign-in sheet/registrations
Code update to require EV charging port in public parking lots and multi-family residential buildings	Planning Commission / City Council meeting minutes
Public interest/need for EV charging stations	Annual community survey results
Number of grants applied for and awarded related to EV infrastructure	City records
Number of EV chargers installed annually	DPW and inspection records
EV charger use	Charger data

Other Resources and Potential Collaborators

- DTE Charging Forward Program
- Michigan Department of Environment, the Great Lakes, and Energy (EGLE)
- Michigan Department of Transportation
- Oakland County Environmental Stewardship
- Southeast Michigan Council of Governments (SEMCOG)
- Transit Riders United

electric cars and the infrastructure do not meet my current family needs, plus the cost of adding charging stations to our home

Survey Respondent

electric vehicle charging capability in the city!

Survey Respondent

buying a new fleet of vehicles has a larger environmental impact than hybrid/EV saves

Survey Respondent



Goal 8: Residents are informed and aware of environmental/sustainability issues and how they can contribute to mitigating and adapting to adverse effects

Being aware of an issue is the first step towards taking an action to address the issue. Once aware, people need accurate information and resources to be able to make decisions about the best way to act to reduce their contributions to the problem and work to rectify it. Educating residents on a range of environmental and sustainability issues can catalyze action at the local level and lead to a more sustainable and resilient community. This goal is a goal in and of itself while also supporting all other goals outlined in this framework.

What's Already Being Done?

Clawson, Naturally, is a City-created committee of residents, business owners, city staff, and stakeholders that has been working on this plan and ways to promote practices within Clawson that will help create a sustainable environment and promote long-term resiliency. They publish newsletters on their website on relevant environmental topics, held an Arbor Day event, and have connected with other environmental groups throughout the County. The City has information about the Southeastern Oakland County Resource Recovery Authority's (SOCRRA) services, including providing all single-family households with recycling carts for curbside pick up, mixed recycling facility, and household hazardous waste and electronics disposal services. The City's website also has a fact sheet about the Red Run Subwatershed of the Clinton River Watershed of which Clawson is a part, and information about how to construct a backyard compost shifter.

I want to do all of these [sustainable actions] but have no idea where to start. Would love the information to be more easily accessible.

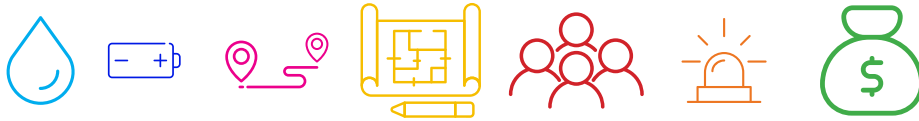
Survey Respondent

What's Possible

A widespread push to educate residents, business owners, and stakeholders on environmental and sustainability issues can be done leveraging existing programming. For example, the Parks and Recreation Department may consider adding programming focused on plant identification, native vs. nonnative plants, and care for the natural resources in the area. The library may consider doing an annual "common read" that is focused on an environmental issue, or host speakers that are knowledgeable about environmental and sustainability issues that are relevant to residents. The schools can be leveraged to teach students about these issues, and instill habits such as using less, recycling, and composting on a daily basis. The chamber of commerce could work with businesses to make them more sustainable, and possibly offer window decals or other recognition for reaching various levels of sustainability. Additional environmentally focused events, such as Earth Day, or collaborating with Oakland County on their community events and promoting those to residents can also raise awareness and understanding. Incorporating sustainable practices, such as requiring vendors to use compostable food trays, beverage containers, and straws at community events can also raise awareness and interest in working on these issues.

What Data Do We Have Already?

The community survey conducted as part of the process for creating this framework asked respondents to indicate how knowledgeable they felt about climate change related issues. Almost all respondents (90.8%) indicated that they are knowledgeable about these issues, with 83.7% indicating that they understand the science behind climate change. Most respondents indicated that they know how to reduce the impact of climate change and how to adapt to it (81.6% and 63.6%, respectively). However, the respondents of this survey are likely not representative of all Clawson residents.



Goal 8: Residents are informed and aware of environmental/sustainability issues and how they can contribute to mitigating and adapting to adverse effects

Possible Benchmarks and Data Sources

Benchmark	Data Source
Number of environmentally-focused community events	City records
Number of attendees at environmentally-focused community events	Sign-in sheets, City records
Percent of residents indicating they are knowledgeable about climate change related issues	Community survey
Percent of residents indicating they know how to reduce the impact of climate change	Community survey
Percent of residents indicating they know how to adapt to climate change	Community survey
Percent of residents indicating that they understand the science behind climate change	Community survey
Number of lessons on climate change at each grade level	Teacher survey
Number of businesses applying for sustainability certification	Chamber of Commerce records
Number of businesses who have completed each level of sustainability certification	Chamber of Commerce records
Number of residents involved in Clawson, Naturally	Clawson, Naturally meeting minutes
Number of residents receiving the Clawson, Naturally updates	Clawson, Naturally email list
Recycling vs. landfill rates	SOCRRA

Other Resources and Potential Collaborators

- Clawson Chamber of Commerce
- Clawson Library
- Clawson Parks and Recreation
- Clawson School District
- Clawson Senior Center
- DTE
- Michigan Department of Environment, Great Lakes, and Energy (EGLE)
- Oakland County CISMA
- Oakland County Office of Sustainability
- Royal Oak's Environmental Advisory Board
- Southeast Michigan Council of Governments (SEMCOG)
- Southeastern Oakland County Resource Recovery Authority (SOCRRA)
- Southeastern Oakland County Water Authority (SOCWA)



Goal 9: Increase opportunities and support for alternative modes of transportation

Despite the many benefits of traveling in ways other than by car, Clawson, like many other metro communities, is very car-centric. Improving the quality and number of ways that people, goods, and ideas can move throughout Clawson, the region, and beyond can be a catalyst for increased local spending (whether by residents or visitors), improve air quality, and strengthen social ties between community members of all ages and abilities. These benefits add up to a healthier economy and population.

Downtown Clawson needs bike racks. I can ride to local businesses now, but there is nothing to secure bikes to.

Survey Respondent

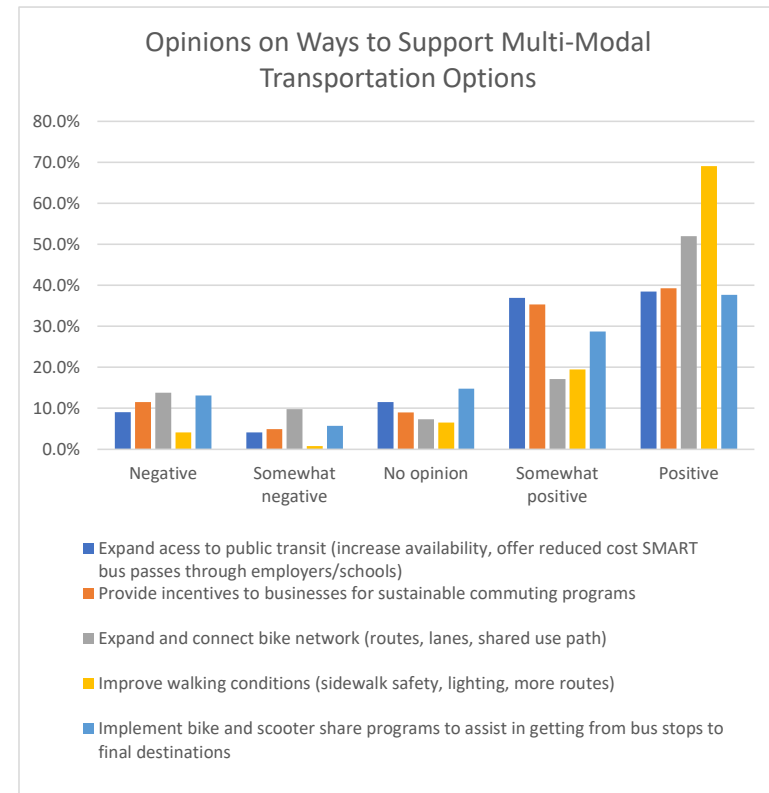
What's Already Being Done?

Of all the sustainable transportation practices asked about in the survey, the one that the most people are doing is working remotely or having a modified office schedule (55.46%). This number may be higher than it typically would be due to the timing of the survey with the COVID-19 pandemic. Almost half of respondents (43.3%) indicated that they drive a fuel-efficient (greater than 27 miles per gallon) vehicle, while 8.3% drive an alternative fuel vehicle. Fifteen percent of respondents walk or bike for their commute, which is high for the region (only 2.2% of people in all of Southeast Michigan use these modes to get to work). Clawson's urban form gives it advantages, such as opportunities for alternative modes of transportation, that put it ahead of the region. Only 6.7% of survey respondents carpool, compared to 8% throughout the region. Respondent's use of public transit matches that of the region at 1.6%.

The most common reason cited for not doing these sustainable transportation practices is that it is not an option, except for driving an alternative fuel vehicle, in which case cost was the main barrier. Survey respondents indicated many concerns such as safety when traveling alongside vehicles, less than ideal weather conditions, and a lack of security for bikes when not riding.

What's Possible

While automobiles are currently the primary form of transportation in Clawson, other modes such as public transit, walking, bicycling, and scooters are viable options if residents and other stakeholders feel they could be safe, efficient, and effective. The graph below shows varying levels of support for these alternative transportation modes and their supporting infrastructure and incentive programs.





Goal 9: Increase opportunities and support for alternative modes of transportation

What Data Do We Already Have?

Some data already exists that would help address this issue and provide benchmarks for progress. Examples include:

- Bus ridership
- Miles and location of bike lanes
- Location of bicycle parking facilities
- Miles and location of sidewalks
- Presence/absence of scooters

Possible Benchmarks and Data Sources

Benchmark	Data Source
Number of bus routes and frequencies within and to/from the City	SMART and RTA
Percent of households with high quality transit service within 1/4 and 1/2 mile	City / Consultant map analysis
Number of vehicle-vehicle, vehicle-pedestrian, vehicle-bicyclist, bicyclist-pedestrian, bicyclist-bicyclist crashes and their locations	SEMCOG
Support for a bikeshare program, pre and post implementation	Annual community interest survey; bikeshare provider data
Support for a carshare program, pre and post implementation	Annual community interest survey; carshare provider data
Safe routes created, promoted, utilized; Utilization numbers	School system
Creating a more robust "Complete Streets" plan	Planning Commission / City Council meeting minutes
Policy regarding location and standards for scooters	City Council meeting minutes

Benchmark	Data Source
Attendees at educational events for alternative modes of transportation	Program sign-in sheet/registration
Total number of cars per household	ACS data

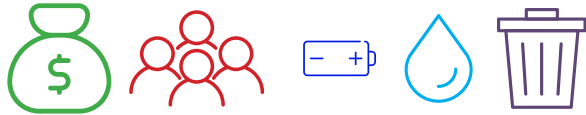
Other Resources and Potential Collaborators

- Michigan Department of Transportation
- Michigan Department of Environment, the Great Lakes, and Energy (EGLE)
- Oakland County Environmental Stewardship
- Regional Transit Authority
- Southeast Michigan Council of Governments (SEMCOG)
- Transit Riders United



Without dedicated bike lanes, some cyclists feel safer riding on the sidewalk.

Photo Source: Giffels Webster



Goal 10: Support new and existing businesses in Clawson in being local leaders in sustainability

The City should support local businesses in becoming local leaders in sustainability and resiliency. Not only can this improve the environmental and social impacts of local businesses, but it can strengthen their bottom lines and contribute toward a healthy and thriving local economy. The City can encourage initiatives such as energy and water use reduction, local and/or sustainable procurement practices, creating a sense of place and belonging for community members, and reducing landfill-bound waste.

Relatedly, the local economy is an important component of creating a vibrant, thriving community. Residents want places close to home to work, shop, dine, and recreate. Members of Clawson, Naturally discussed concerns about the relatively rapid turnover of businesses in the downtown area as well as concerns about the lack of business development and renovations to fight vacancies and blight.



Three Cats on 14 Mile

Photo Credit: Glenn Shepard

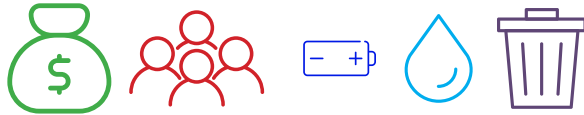


14 Mile as seen from inside White Wolf Japanese Patisserie.

Photo Credit: Glenn Shepard

What's Already Being Done?

Clawson has a Chamber of Commerce and a Downtown Development Authority (DDA) that work with potential and current business owners. The Chamber of Commerce collaborates with government, member businesses, community partners, volunteers, and others to develop and grow the business community while also promoting cooperation between business, schools, government, and the community at large. The DDA works to stop property value deterioration and promote economic growth downtown. Additionally, Downtown Clawson is part of the Main Street Oakland County program, and employs Main Street as the downtown management philosophy. This program is an effective economic development program that emphasizes historic preservation and community involvement. The City has a Downtown Master Plan and Downtown Design Guidelines to help guide development and new business owners.



Goal 10: Support new and existing businesses in Clawson in being local leaders in sustainability

What's Possible

Continuing and expanding the support offered to new and current business owners is key to achieving this goal. Forming a “new business owners” group that could provide mentorship for new business owners and/or increasing the mentorship opportunities could be useful. Creating a certification or promotional material for businesses that have implemented certain sustainability actions, as well as providing mini-grants, starting a revolving “green” fund, and/or environmental services such as audits could help local businesses to become leaders in sustainability. Encouraging businesses to collaborate on events, purchasing of common items, and parking would also be useful.

Additionally, the City could collaborate with the Chamber of Commerce and the DDA to support redevelopment of vacant, contaminated, blighted, run down, and/or inoperable property to restore it to a usable form. The City should also consider options for commercial or industrial sites, possibly through the master plan process, to create more jobs and diversity the types of businesses in the area. Given the high residential tax rate in Clawson, expanding the non-residential tax base is important to residents.

What Data Do We Have Already?

The City has data on the business type and location, and the Chamber of Commerce and DDA have their membership lists. The City is also able to track use and building permits.

Possible Benchmarks and Data Sources

Benchmark	Data Source
Participation (number and percent) in the Chamber of Commerce and DDA	Chamber of Commerce / DDA membership lists
Participation in new business group/mentoring for new business owners	Chamber of Commerce / DDA records
Number of events and attendance at events sponsored by the Chamber of Commerce and/or DDA	Chamber of Commerce / DDA records
Turnover of businesses; number of years a business is in operation	City records
Business owner satisfaction with doing business in Clawson	Survey
Implementation of cost saving measures, such as renewable energy production, water aerators, etc.	Survey

Other Resources and Potential Collaborators

- Main Street Oakland County
- Michigan Downtown Association
- Michigan Economic Development Corporation
- Michigan Municipal League
- Southeast Michigan Council of Governments (SEMCOG)



Goal 11: Identify a venue for community events

Clawson currently lacks a set community space used strictly for entertainment and social activities. There was previously a venue called The Hideout that often served this purpose. Having a place within Clawson for residents and visitors to be entertained, meet with others, learn something, or just relax has the potential to increase a sense of community, belonging, and connectedness, and create a safer, healthier community.

What's Already Being Done?

Clawson has several parks and a library that are often used for community events such as the farmers market and various recreation programs. Some restaurants and businesses are helping to fill the entertainment gap by hosting musicians to perform at their business. Public events are hosted on a regular basis throughout the City by various persons and committees. Oakland County Parks has a roving bandshell that Clawson has previously borrowed for events.

What's Possible

The City could continue to request to borrow the bandshell from Oakland County Parks for future events, or follow through on its discussion of the possibility of creating an amphitheater and/or bandshell using American Rescue Plan Act (ARPA) funds. An inventory of the parks and their amenities could identify potential venues for pop up events, festivals, concerts, plays, and other forms of entertainment. A similar inventory of all vacant parcels could be conducted if land already available to the City was not a good fit for these uses. Additionally, surveying residents to determine what kinds of entertainment activities and venues they would like would help guide the achievement of this goal.

What Data Do We Have Already?

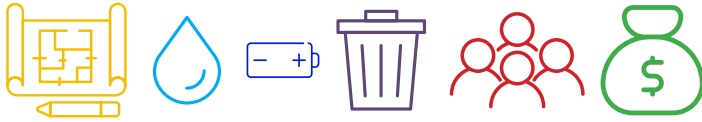
The City has parcel data, as well as information about amenities in the parks. An inventory of parcels throughout Clawson could be done to identify lots that are currently vacant and their owners. Based on the results of the survey conducted for this project, there is an interest in community spaces, although the specific uses were focused on community gardens.

Possible Benchmarks and Data Sources

Benchmark	Data Source
Create task force/subcommittee to inventory parks and lots to identify those that may provide opportunities for community use	Planning Commission / City Council meeting minutes
Public surveys focused on identifying preferred forms of entertainment/community events and amenities needed/desired	Survey

Other Resources and Potential Collaborators

- City Council and American Rescue Plan Act (ARPA) funds
- Clawson Parks and Recreation Department
- Oakland County Parks



Goal 12: Promote sustainable practices through city zoning and ordinances

The City's zoning code, building code, and related ordinances are powerful tools for promoting sustainable practices. Developers look to these documents to determine what they can and cannot do in a community, and also to get ideas about what a community values and envisions for itself. Making sure the City's policies align with aspirations and best practices for sustainability can go a long way in helping the community achieve its sustainability goals.

What's Already Being Done?

The City has already worked to reduce things that can have negative environmental, financial, and social impacts in its zoning ordinance, such as limiting impervious surface coverage in the single-family residential R-1 and R-2 districts and encouraging landscaping that minimizes the impact of storm water runoff, prevents the spread of invasive species, incentivizes the preservation of mature trees, and mitigates the urban heat island effect. Additionally some design standards may be waived for environmentally-friendly building design elements such as green roofs, innovative landscaping, and porous pavers. Energy-conserving lights are encouraged.

city zoning and ordinances are not friendly or conducive to sustainable practices.

Survey Respondent

What's Possible

Clawson can build on and continue to expand sustainable practices within the policies and ordinances it uses to guide development and land use throughout the City. In all cases, the need for environmental sustainability needs to be balanced with the needs of the business and development community. Some ideas to do this include identifying ways to incentivize sustainable/environmentally-conscious building designs and continuing to expand regulations for sustainable practices such as adding impervious coverage maximums to other zoning districts and updating landscaping requirements to emphasize the use of native plants and reduce the use of grass.

What Data Do We Have Already?

Data from this goal will come mostly from existing city documents such as the zoning ordinance, building code, and other related documents.

Possible Benchmarks and Data Sources

Benchmark	Data Source
Create task force/subcommittee to explore ways to incentivize sustainable development and environmentally conscious building designs	Planning Commission / City Council meeting notes
Increase in number, type, and applicability of sustainable best practices that are required or incentivized for new developments and renovations	Zoning Ordinance, building code

Other Resources and Potential Collaborators

- American Planning Association
- College of New Urbanism
- Michigan Association of Planners
- Michigan Department of Environment, the Great Lakes, and Energy (EGLE)
- Michigan Municipal League
- Oakland County Environmental Stewardship
- Smart Growth America
- Southeast Michigan Council of Governments (SEMCOG)
- United States Green Building Council (USGBC)



Goal 13: Inventory volunteer opportunities and understand community needs

Volunteering provides many benefits, and not just for the person or organization that the service is directed toward. Volunteering can give people a sense of purpose, create a sense of community, help one connect with others, and increase and provide the opportunity to learn new skills. It is a great way to improve social sustainability and strengthen the community. As the “Little City with a Big Heart”, helping residents connect to volunteering opportunities and submit requests for assistance is one way to encourage residents to live this out.

What’s Already Being Done?

Clawson Shares and other groups have been using social media to post their needs for volunteers for upcoming initiatives and events. Many local groups, such as the boy and girl scouts, rotary club, and gardening club, volunteer within the community on a regular basis.

What’s Possible

While social media is able to reach some residents, it does not reach everyone. The City could help those in need be able to make their needs known and connect them to volunteers able to assist in ways other than social media. For example, notices for volunteers or how to submit a volunteer request could be placed on information boards in alleys, parks, the library, and Hunter Community Center, or mailed with tax or utility bills. A general email or contact that could be used for soliciting assistance could be created. The website could be updated to include information and links to volunteer opportunities and also a portal to submit needs for volunteers. Volunteer information could be added to the Hunter Community Center booklet of activities and available in print for those who do not have internet access. A future step of this inventory may be to track volunteerism throughout the community.

What Data Do We Have Already?

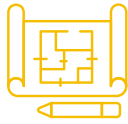
The City may have information about regular events that it hosts and needs volunteers for, such as parades, festivals, holiday celebrations, and elections. It may also have a list of organizations that provide volunteer services to the community, such as Clawson Shares, the Rotary Club, and the scouts.

Possible Benchmarks and Data Sources

Benchmark	Data Source
Create task force/subcommittee to inventory volunteer opportunities throughout Clawson	City Council meeting minutes
Update the website to receive requests for volunteers from organizations, businesses, and residents	Website
Create a plan and implement it to update information boards in alleys, parks, the library, and the Hunter Community Center with volunteer opportunities	City Council meeting minutes; updates to information boards
Explore the potential of a time bank	Library, Parks and Recreation meeting minutes

Other Resources and Potential Collaborators

- Clawson Parks and Recreation Department



Goal 14: Support households in being financially literate and able to meet their financial needs

Households are the foundation of the community. Working to ensure that all households, at a minimum, can meet their basic needs is key to a healthy, thriving community.

What's Already Being Done?

A wide variety of classes are held at the Hunter Recreation Center, including computer classes for adults. Clawson also has a Senior Home Assistance Repair Program (SHARP) where homeowners over the age of 60 or those with disabilities can get small repairs done by volunteers while only paying the costs for materials.

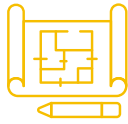
What's Possible

Providing free educational programs on financial issues, such as budgeting, managing finances, tax filing/appealing, investing, navigating insurance and health care, and retirement planning can increase financial literacy and improve financial stability for more households. Digital literacy and information about fraud and scams could also be useful, particularly for seniors. Working toward diversification of size and style of housing and providing programs on home repair and maintenance can also support this goal by helping residents find the right home that would allow them to stay in the community and care for it. Workforce training and employment readiness programs can also help those who are entering the job force or changing careers.



What Data Do We Have Already?

The City knows the number of residents who request assistance through SHARP. Housing data, such as age of housing, number of bedrooms, and owner is also available. Through the American Community Survey and Census, information about homeownership, house value, mortgage/rental costs, and demographics such as age, household composition, and household income can be obtained.



Goal 14: Support households in being financially literate and able to meet their financial needs

Possible Benchmarks and Data Sources

Benchmark	Data Source
Residents indicating that some type of financial planning information and/or workforce development/job training programming would be useful	Survey
Creation of programming focused on finances and/or workforce development/job training	Hunter Community Center program offerings / City website
Attendance at programming (financial literacy, workforce development, job training)	Sign in sheet/report from programming
Creation of a task force/subcommittee to identify neighborhoods that may be in most need of financial support and determine ways to assist	City Council meeting minutes, Task force records
Number of residents requesting/receiving assistance through SHARP and estimated dollars of service provided	Program records
Creation of a task force/subcommittee to inventory housing types and cost, and identify ways to diversify housing options regarding size, type, and cost	City Council meeting minutes, Task force records
Number of residents not able to pay taxes/defaulting on taxes due to inability to pay	City tax records
City applications for state and county funds to support home repair and weatherization	City Council meeting minutes, Task force records

Other Resources and Potential Collaborators

- Area Agency on Aging
- Detroit Veterans Administration
- Discount Drug cards
- Grace Apostolic Church/Other places of worship with food pantries and social services
- Social Security Administration
- United Way of Southeast Michigan

Next Steps

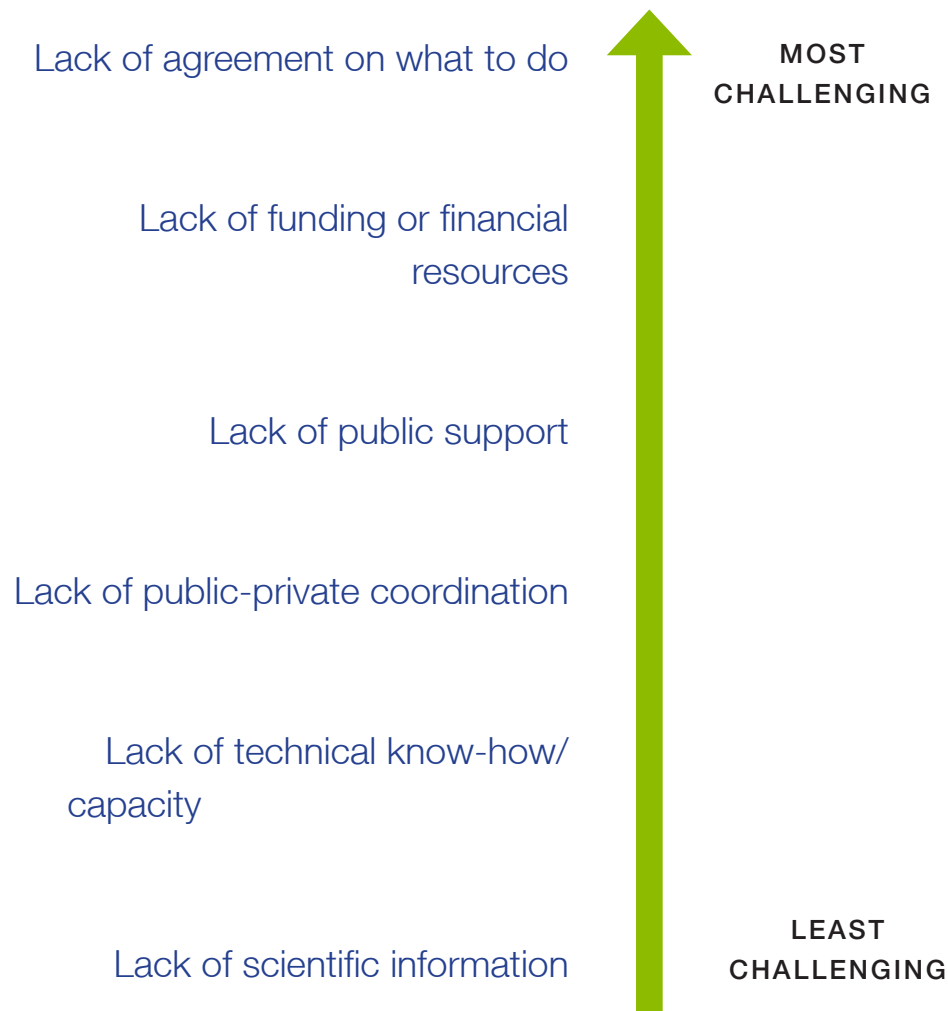
Next Steps

This document creates a framework for action on sustainability and resiliency issues. The next steps should be to draft a sustainability and resiliency plan. The steps to drafting this plan and implementing it are below.



Predicted Challenges and Barriers

It is often helpful to anticipate challenges to taking action on an issue, particularly when addressing issues that will require widespread changes. Survey respondents were asked to rank the challenges that they believed the City of Clawson is or will face as it works to adapt to and mitigate climate change. The list below shows the six challenges and barriers provided for ranking, in order from most to least challenging:



These are all great ideas if the money is there. Is it?

Survey Respondent

Appendix

Potential Partner and Funding Resources

POTENTIAL PARTNERS

- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- American Planning Association
- American Red Cross
- Arbor Day Foundation
- Area Agency on Aging
- Arthritis Foundation
- Clawson Chamber of Commerce
- Clawson Department of Public Works
- Clawson Fire Department
- Clawson Library
- Clawson Parks and Recreation
- Clawson Police Department
- Clawson School District
- Clawson Senior Center
- Clinton River Watershed Council
- Detroit Veterans Administration
- DTE
- EMS providers
- Federal Emergency Management Agency (FEMA)
- Grace Apostolic Church/Other places of worship
- Medicare/Medicaid
- Michigan Association of Planners
- Michigan Department of Environment, Great Lakes, and Energy (EGLE)
- Michigan Department of Natural Resources (MDNR)
- Michigan Department of Transportation (MDOT)
- Michigan Downtown Association (MDA)
- Michigan Economic Development Corporation (MEDC)
- Michigan Insurance Hotline

- Michigan Municipal League
- Michigan Parkinson's Foundation
- National Oceanic and Atmospheric Administration (NOAA)
- Oakland County CISMA
- Oakland County Environmental Stewardship
- Oakland County Office of Sustainability
- Oakland County Sheriffs Department
- Regional Transit Authority
- Royal Oak's Environmental Advisory Board
- Seniors Legal
- Senior Safety Reviews
- Social Security Administration
- Southeast Michigan Council of Governments (SEMCOG)
- Southeastern Oakland County Resource Recovery Authority (SOCRRA)
- Southeastern Oakland County Water Authority (SOCWA)
- Transportation Riders United
- United Way of Southeast Michigan

POTENTIAL FUNDING SOURCES

- American Rescue Plan Act (ARPA) funds
- DTE Charging Forward eFleet Program
- EGLE infrastructure and planning grants focused on impacts and vulnerabilities presented by severe weather events, including flooding
- Erb Foundation
- FEMA's Flood Mitigation Assistance grants
- Inflation Reduction Act funds
- MDOT's Transportation Alternatives Program (TAP)
- MDNR's SPARK grant program
- MEDC's Second-Stage Growth Solutions (SSGS) program
- NextEnergy



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