SUSTAINABLE BUILT ENVIRONMENT INITIATIVE APPLICATION

(FORMERLY THE SMALL TOWN DESIGN INITIATIVE)

MICHIGAN STATE UNIVERSITY

SCHOOL OF PLANNING, DESIGN, AND CONSTRUCTION

THE PROCESS

See the appendix to this application for a detailed explanation of the application process and tips

for developing a strong application. For more information about the process or the application,

contact the Sustainable Built Environment Initiative (SBEI), Wayne Beyea, Director, at

beyea@msu.edu or call (517) 432-7600.

FINANCIAL COSTS

A fixed project cost of $7,500 is required for SBEI assistance.

DUE DATES

Applications are accepted on a rolling basis, but priority will be given to applications submitted by **Mar. 15** and **Sept. 15.**

APPLICATION REVIEW

The applications will be reviewed within one month of the submittal. The SBEI will likely

contact key people for additional information. After the initial application review, communities

with strong applications may receive a screening visit from the SBEI. The screening visit

involves a brief community meeting and a tour of the community. The SBEI will arrange this

visit with the key local contacts.

ACCEPTANCE

The community will be notified within two months of the application submittal whether the project
has been accepted or held for future consideration.

NOTIFICATION

The SBEI will notify applicants within one week of the final decision. If the community's application

is accepted, instructions for proceeding from that point will accompany the notification. If the

application is held for future consideration, the applicant will be contacted and reasons for non-

acceptance will be explained together with suggestions for possible resubmittal.

SUBMITTAL

Completed application can be emailed to beyea@msu.edu.

AGREEMENT

The communities with an accepted project will receive a contract outlining the scope of
work and payment schedule for completing the project prior to any work being initiated.

LETTERS OF SUPPORT

Letters of support are very important to the SBEI application. It is important that each letter

writer demonstrate an understanding of the project objectives in applying for SBEI assistance.

The letters of support need to indicate support for the SBEI effort from all parts of the

community (representative of all ages, socioeconomic status, professions, different levels of civic

commitment, etc.). In addition to a general understanding of the project, each writer should

explain the type of support that they will bring to the SBEI effort --very importantly-- to the long-

term follow through efforts after the SBEI assistance has concluded. Please attach digital copies

of the support letters to the application.

It is suggested that letters from the following people be secured and included as part of the

application:

- An elected person (e.g., mayor, township supervisor, or county board).

- A municipal staff person (e.g., city clerk, administrator, or planner).

- A representative number of leaders of civic and service associations (e.g., Lions, Kiwanis, Rotary, churches, historical society, etc.).

- Representatives from business and economic development associations (e.g., chamber of commerce, downtown business association, etc.).

- Representatives from the local school district (e.g., administrators, teachers and students).

- Other government organizations related to the project, such as the County Extension Office and the Regional Planning and Development Authority.

- Additional letters of support from other sources may also be included.

APPLICATION CHECKLIST

- Completed Application
- Letters of Support
- Photographs of community (Up to 10)
- Other supporting materials for the project (not to exceed five pieces for the project e.g. project studies, master plan, strategic planning documents)

MICHIGAN STATE UNIVERSITY | Extension

SPDC — School of Planning, Design and Construction

SUSTAINABLE BUILT ENVIRONMENT INITIATIVE APPLICATION

Applicant Information

Name of Community:
County:

Name of Group/ Organization:

Contact Information

Public Official:

Name	*Phone*	*Affiliation*

Mailing Address		*Email Address*

Representative of Community Organization:

Name	*Phone*	*Affiliation*

Mailing Address		*Email Address*

Other Contact:

Name	*Phone*	*Affiliation*

Mailing Address		*Email Address*

Resource Maps

Provide a link or attach digital resources to this application that are relevant to the project (for example: Aerial photography, utility maps, topography maps, or zoning maps and ordinances).

1. _____
   Title/Description

   _____
   URL link

2. _____
   Title/Description

   _____
   URL link

3. _____
   Title/Description

   _____
   URL link

Additional Resources

Provide a link or attachments that include topics such as: Economy, land use, business and retail studies, master plans, park and recreation plans, consultant's studies, demographic reports and history relevant to the project.

1.
   _____
   Title/ description

   _____
   URL link

2.
   _____
   Title/ description

   _____
   URL link

3.
   _____
   Title/ description

   _____
   URL link

4.
   _____
   Title/ description

   _____
   URL link

Short-Answer Questions

Respond to each question listed below. Please note you may not exceed the limits of the space provided.

1. Describe the proposed project.

2. List and briefly describe the problems that the proposed project would work to address.

2b. List and briefly describe the most important concerns and opportunities related to the project.

3. Explain the level of community involvement associated with this project. Has your community held meetings and discussions

   regarding the project? If yes, what were some of the major themes or plans that came out of these discussions?

4. What are the implementation plans associated with the project? Please list any funding sources or partners anticipated for
   implementation.

Short-Answer Questions

List all the SBEI project sponsors and supporters. Include all persons and organizations that will provide financial support for the $7,500 total project cost.

1. _____

   Name   *Organization*   *Type and Amount of Support*

2. _____

   Name   *Organization*   *Type and Amount of Support*

3. _____

   Name   *Organization*   *Type and Amount of Support*

4. _____

   Name   *Organization*   *Type and Amount of Support*

5. _____

   Name   *Organization*   *Type and Amount of Support*

APPENDIX

DETAILS ON THE SBEI APPLICATION PROCESS

The application process for a SBEI project is designed to help ensure that a community is ready to benefit from the assistance. By the time your community decides to apply, there should be widespread knowledge, commitment and excitement about the SBEI project. Applying for SBEI assistance requires a significant time commitment. Your community will be a strong candidate for SBEI assistance if your application and attachments indicate:

- Broad-based, active citizen support for the SBEI project.

- Appropriate project scale community-wide design issues/context.

- A phase in the community development process where SBEI assistance would be appropriate.

- Resources to support the project and follow through on the recommendations.

As the application and attachments are reviewed by the SBEI, needs for additional information may be identified. If your community appears to be a good candidate for a project, the SBEI may arrange a community-screening visit. Following the screening visit, the SBEI will make a final decision on whether to accept the application.

Getting Community Support. To get community support for the SBEI application and follow- through, you need to spend time educating community members about the SBEI. The first step is to decide who you will target for support. Obviously, it is important to gain support from people in private and public leadership positions in the community, but support from other constituencies in the community is just as important.

Press Releases. Your local paper may be willing to publish short stories about the SBEI. Local community or business newsletters may also be interested in publicizing the application.

It is best to make a personal contact with each editor before sending a press release. This allows the editor to ask questions, give you an idea of how much copy can be used, and provide you with deadlines. Information that you provide can cover such topics as:

- The purpose of the SBEI project;
- Why your community wants SBEI assistance; and
- Discussion of the SBEI project.

Informational Meetings. Some communities may want to schedule town meetings to provide information on the SBEI. Others may arrange smaller presentations to community groups, such as the Chamber of Commerce or other special interest groups. These groups can be valuable sources of volunteers.

Word of Mouth. Never underestimate the power of a personal invitation. Members of your planning committee should take every opportunity to encourage other people to participate in the SBEI process.

APPLICATION SEQUENCE

1. Discuss and define the potential project within the community.
2. Decide on a key contact person and supporting committee.
3. Letters of support.
4. Complete the application. (Interact with the SBEI with questions or for clarification.)
5. Submit the complete application to the SBEI.