



Activate Scottville



Activate Scottville

Walkable Scottville Plan

&

Lively Downtown Plan

“Promoting active transportation - Promoting an active downtown.”

Spring 2023

Michigan State University

School of Planning, Design, and Construction

Prepared by the MSU-Scottville Practicum Team

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Executive Summary

The City of Scottville is in Mason County, Michigan, approximately 15 minutes east of Lake Michigan and 10 minutes east of Ludington. The city lacks basic walking infrastructure, making it difficult and dangerous for children to walk and bike to school. These same issues have also made it difficult for residents to reach important landmarks such as a mushroom factory, one of the area's largest employers. Furthermore, these sidewalk issues and excessive parking options have contributed to a dull downtown. In January 2023, Scottville sought the assistance of MSU Practicum students to develop recommendations for overcoming the city's walkability issues and activating its dormant downtown.

This written report, titled "Activate Scottville," covers two primary initiatives: The Walkable Scottville Plan and the Clowntown Scottville Plan. These two plans address many concerns that Scottville residents and local leaders feel. A much shorter third proposal, "Zoning and Ordinance Recommendations," provides ancillary recommendations that overlap with Proposals 1 and 2.

The Scottville Practicum team compiled a socioeconomic profile of the region, conducted an inventory of Strengths, Weaknesses, Opportunities, and Threats (SWOT), and visited the community to investigate the concerns firsthand. Several local leaders expressed their ideas for combatting these issues during this visit. Additionally, the Scottville Practicum team conducted a walking audit that inventoried the availability and condition of all sidewalks in the city, which is available as part of this report. The team's last major piece of research was a survey made available to parents at schools in the City of Scottville to identify their walkability concerns.

The socioeconomic profile showcases a rural but relatively dense, overwhelmingly white, somewhat young, and fairly low-income community. The walking audit focused on documenting that most Scottville sections outside of the city center had inconsistent sidewalk coverage. Parent surveys identified many specific issues, such as missing/broken sidewalks, crime, and concerns with their students crossing Highway 10. Discussions with local leaders raised many of the same problems but included a broader range of topics, such as a lack of visibility for the food truck area from Highway 10.

In the SWOT analysis, density is a strength given its association with walkability and the proximity to the Pere Marquette River (along with Riverside Park and the campground. Numerous opportunities exist, such as attracting commerce from out-of-town visitors via State Highway 10, a large amount of city-owned land, and the significant demand in nearby areas such as Ludington. Still, there are substantial nearby threats that Scottville must compete with for additional resources, such as Hart and Shelby, and Michigan has generally struggled to remain competitive with the rest of the country in recent decades. Scottville's weaknesses are missing walking infrastructure, an unattractive downtown area, and limited funds for either issue.

Recommendations for addressing these weaknesses and opportunities are discussed under the three proposals:

Proposal 1: Walkable Scottville Plan

Proposal 2: Clowntown Scottville Plan

Proposal 3: Zoning & Ordinance Recommendations

As the name suggests, the **Walkable Scottville Plan** focuses on improving walkability in Scottville. This centers around improving pathways for children to access school but also considers other local priorities such as access to the library and Gourmet Mushrooms Inc. This plan sets priorities for building and maintaining walking infrastructure (i.e., sidewalks, crosswalks, and signage) in Scottville and establishes the need for non-infrastructure items such as school crossing guards and neighborhood watch programs. Suggested funding opportunities are detailed in the Appendix to make the plan as implementable as possible. Primarily, this means Safe Routes to School grants, but various other pathways, and immediate steps to work towards them, are detailed in the report.

The **Clowntown Scottville Plan** aims to improve activity levels in downtown Scottville by capitalizing on existing amenities, improving them, and marketing them. Proposals include adding Wi-fi, permanent seating, sun covering, trash bins, and lighting to the food truck area, painting murals and interactive games in the downtown alleyway/park area, and most ambitiously, connecting both areas to the Scottville Clown Band Shell, Main Street, and State Street with a raised walking pathway. This will physically unify these amenities and create a cohesive, walkable downtown district with dining and entertainment options. The area will be branded “Clowntown Scottville to support the growth of this district and celebrate Scottville’s unique history. This will include a sign that provides visibility from the highway and a logo and website advertising the area. With these combined efforts, the food truck area will grow in popularity, bolstered by the opportunity for events at the Scottville Clown Bandshell. Clowntown Scottville will become an attraction for locals and regional visitors alike. Like Proposal 1, the Clowntown Scottville Plan includes funding recommendations. These are primarily low-cost proposals, many of which may be fulfilled through volunteer work. However, a variety of grant opportunities are also suggested.

Finally, the **Zoning and Ordinance Recommendations** make up the final proposal. These suggested changes to the city codes are aimed at long-term change for Scottville that will make the area more walkable and attractive over time. These include reducing parking minimums, considering parking maximums, and requiring operable doors on the sidewalk side of all new buildings.

Acknowledgements

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Introduction

Project Introduction

Michigan State University's Planning Practicum is a capstone course designed for undergraduate seniors and graduate level Urban and Regional Planning students. This institute aims to provide students with hands-on experience in tackling real-world planning challenges while simultaneously fulfilling the planning needs of communities throughout Michigan. The class builds upon the knowledge and skills acquired in previous planning courses and equips students with a deeper understanding of planning principles and practices. Completion of the curriculum is a requirement for graduation for both undergraduate and graduate students of the MSU Urban and Regional Planning program. The course integrates theoretical knowledge with practical application by collaborating with community partners, facilitating the transition from classroom learning to professional practice for emerging planning professionals. Practicum is a student-led, faculty-guided learning experience that allows students to develop and present a professional planning project through a report, poster, and presentation to the client.

The city of Scottville, Michigan, is facing challenges in providing basic walking infrastructure throughout the city. These insufficiencies make it difficult and dangerous for children to walk and bike to school and for residents to reach important local landmarks, such as a mushroom factory with a large local workforce. Sidewalk issues and excessive parking have contributed to a lackluster downtown. In January 2023, Scottville sought the assistance of MSU Practicum students to develop recommendations for overcoming the city's walkability issues and activating its dormant downtown.

In the initial week, as a team, we established a Scope of Services that includes our team goal, objectives, and a list of various tasks and deliverables to be submitted throughout the timeframe of the Practicum course. This project aims to create safe access to key locations, primarily focusing on the routes to the schools via new sidewalks and other initiatives while enhancing the liveliness of the downtown. Detailed Goal Statements:

1. Provide safe walking/biking options for reaching Mason County Central High School, Mason County Central Middle School, Mason County Central Upper Elementary School, and Scottville Elementary School.
2. Create safe walking options to Gourmet Mushrooms Inc. 3. Make the city livelier and more attractive, especially the downtown area (improvement of parking lot area, utilization of alley parks, as well as aesthetic considerations such as better paints and more colorful building facades).

The following are details on objectives or deliverables for the project:

- **Task 1:** Collect and analyze of all secondary data for the first draft. This will include:
 - Population: age distribution and growth, race, income, gender, and education.
 - Major occupation profile.
 - Development profile and future trends that require mobility and access attention – (include only the elements that bring readers' attention towards how they can induce demand for mobility/walkability in Scottville.)
 - Cultural profile/Cultural assets.
 - SWOT analysis.

Deliverable: Socio-Economic Profile

- **Task 2:** Collection of all primary data for full draft. This includes two basic elements:
 1. Field data on the availability and quality of sidewalks throughout Scottville. These observations will be placed on a map and segmented into three categories:
 - Sidewalk (High Quality)
 - Sidewalk (With Significant Issues)
 - No Sidewalk

The presence of ADA ramps will be noted. The location of crosswalks and traffic calming on State Street and Main Street will also be marked. Attempts will be made to map student addresses and identify common routes children currently take to school.

2. Additionally, we will administer either surveys or a focus group with local parents and/or students to identify their concerns and ideas about walking to school safely.

Deliverable: Scottville Sidewalk Inventory

- **Task 3:** Update the SWOT analysis with both primary and secondary data. Use this information to recommend priorities for expanding Scottville’s walking infrastructure. This plan will include:
 - Providing safe access to all area schools that accommodate walkers from surrounding residential areas.
 - Provide safe access to Gourmet Mushrooms Inc. Plant to accommodate walkers from surrounding residential areas.
 - Provide safe access to Riverside Park that accommodates walkers from nearby residential areas.
 - Emphasis will be placed on getting pedestrians safely across US-10 at 2-3 points.
 - Exploration of funding possibilities for all the above
 - Recommendations for alterations in zoning code that would promote a more walkable future for Scottville.

Deliverable: Walkable Scottville Plan [Including Report/Poster]

- **Task 4:** Identify recommendations for improving Downtown Scottville and addressing client-noted issues. These include items such as:
 - Addressing excessive parking and increasing walkability behind Main Street buildings.
 - Providing amenities for the food truck area.
 - Providing other ideas for improving downtown aesthetics.
 - Exploration of funding possibilities for all the above.

Deliverable: Lively Downtown Plan [Including Report/Poster]

- **Task 5:** Convey all knowledge and ideas to the community via an in-person presentation. This will include a summary of background information and the walking inventory but elucidate and justify the recommendations found in the Walkable Scottville Plan and Lively Downtown Plan

Deliverable: MSU Practicum Presentation/Scottville Community Presentation

Introduction to Scottville

Geography & History

The City of Scottville is located in Mason County, Michigan (Fig. 2). It is approximately 15 minutes east of Lake Michigan and 10 minutes east of Ludington. Scottville is a focal point for those traveling to and from Ludington. Scottville is also the home of the Mason County Central School District, which residents of neighboring cities use.

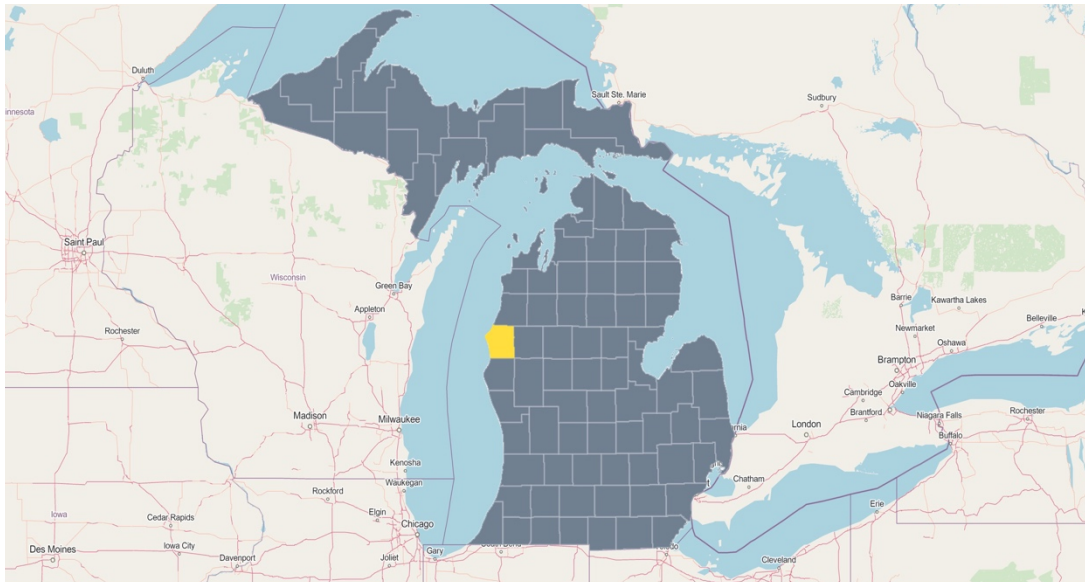


Figure 1 Location of Mason County in Michigan

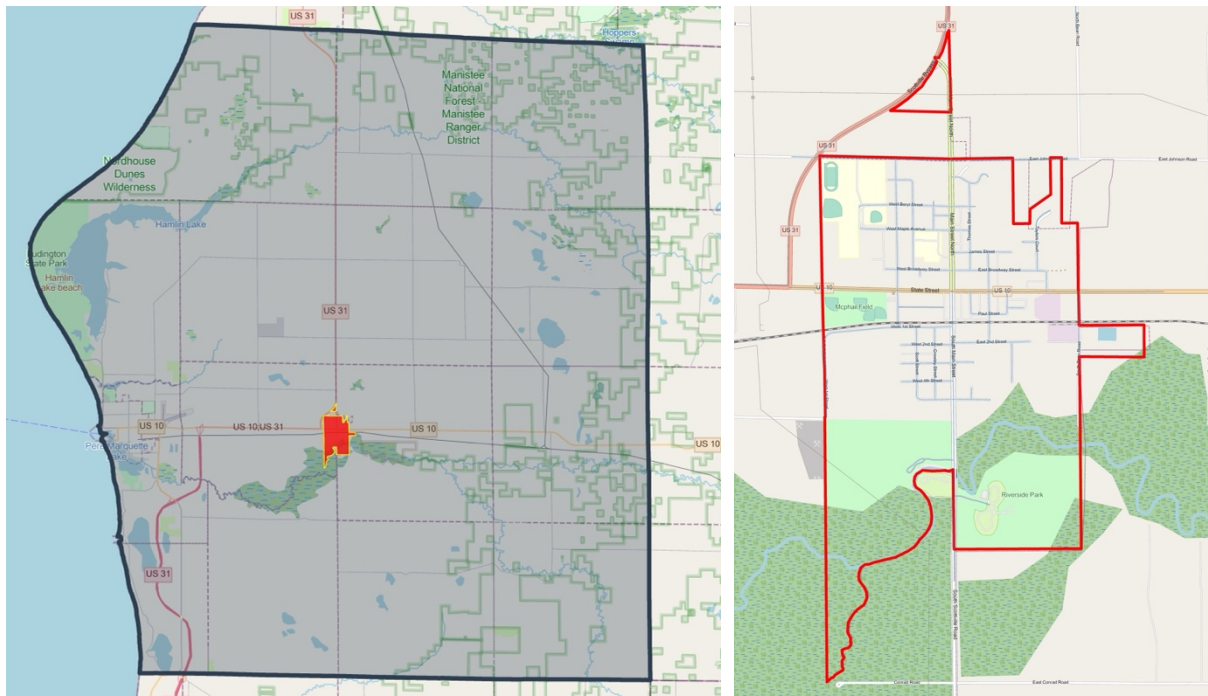


Figure 2 Location of Scottville in Mason County, MI; Scottville City, MI Key Map

Source: Visualization in ArcGIS; Data from michigan.opendata.arcgis.com; Boundaries from census tigerline shapefiles

Billing itself the “Crossroads of Mason County,” Scottville is just 10 minutes from Ludington, a tourist town of nearly 8,000 that sits on Lake Michigan and draws boaters and beachgoers. Together, these are the only incorporated cities in the county. Scottville also shares borders with smaller townships such as Amber, Custer, and Riverton.

Founded in 1874 and officially becoming a city in 1907, Scottville has several notable landmarks. Among these are the Scottville School Building, listed on the National Register of Historic Places, and Riverside Park, a hub for fishermen and boaters.



Figure 3 Riverside Park Board

The community has four schools: Mason County Central High School, Mason County Central Middle School, Mason County Central Upper Elementary School, and Scottville Elementary School, the first two of which are attended by students countywide. West Shore Community College, a small two-year school, also calls the area home.



Figure 4 Mason County Central School District

Scottville is known for the Scottville Clown Band, a marching band that wears clown costumes and performs across Michigan. The original Clown Band was formed in 1903 and the tradition of this band the tradition remains strong, with the Clown Band logo displayed on Scottville’s water tower. The band has been known to support Scottville through fundraising and concert revenue.



Figure 5 Scottville Clown Band (Before and After)

Scottville Schools Overview

Scottville has four schools that are a part of the Mason County Central School District. Students from across the county attend these schools. Figure 6 shows the location of four school in Scottville.

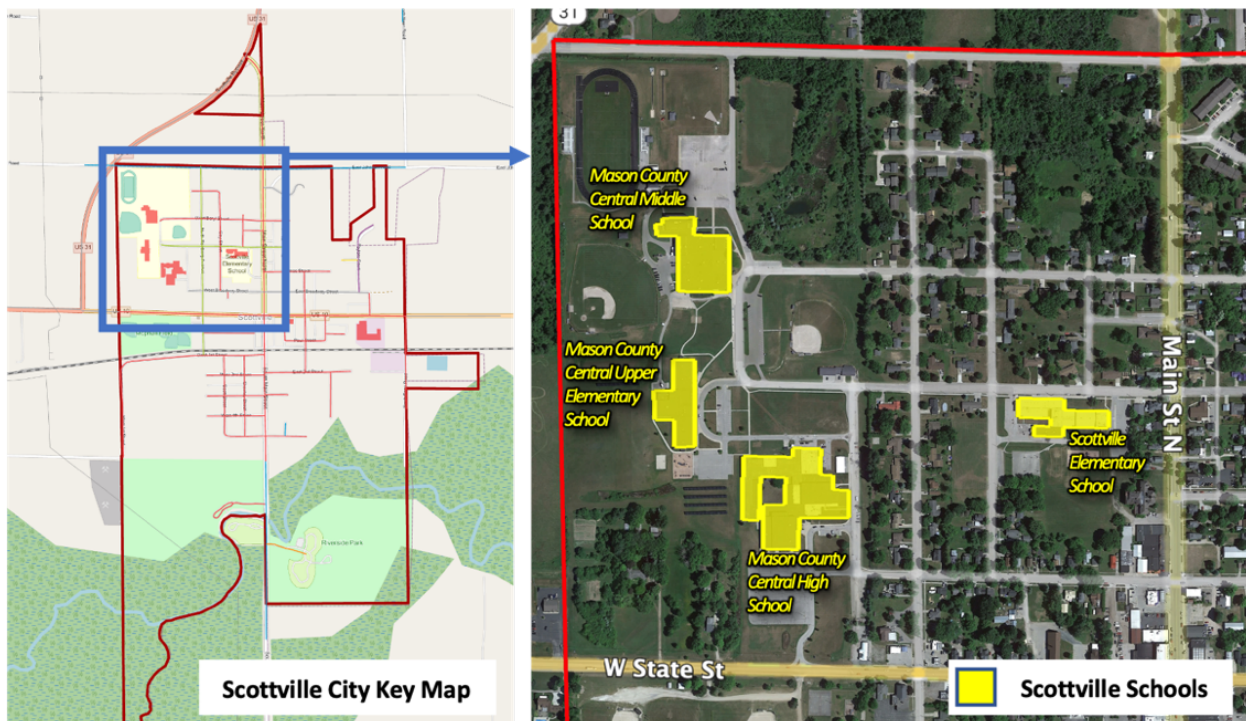


Figure 6 Location of Schools in Scottville

Source: Visualization in ArcGIS and Google earth pro; Boundaries from census tiger line shapefiles; Landmarks traced

The four schools are (1.) Scottville Elementary School, (2.) Mason County Central Upper Elementary School, (3.) Mason County Central Middle School, and (4.) Mason County Central Highschool.

- The current enrollment K-12 is 1,207 students. Currently, 446 students use district-provided transportation.
- The Scottville Elementary School is for students K-2 and currently has an enrollment of 254 students.

- The MCC Upper Elementary School is for students in grades 3-5 and the enrollment is presently 249.
- The MCC Middle School is for students in grades 6-8 and has an enrollment of 297 students.
- The MCC High School houses students in grades 9-12, and currently enrolls 407 students.

There are 84 households with students in the school database. Of these, 52 are north of State Street and 32 are south of State Street. Figure 7 shows the map of student addresses in Scottville. These are the primary focus for sidewalk inventory for safe pathways to school, which covers most of the essential routes of the city.

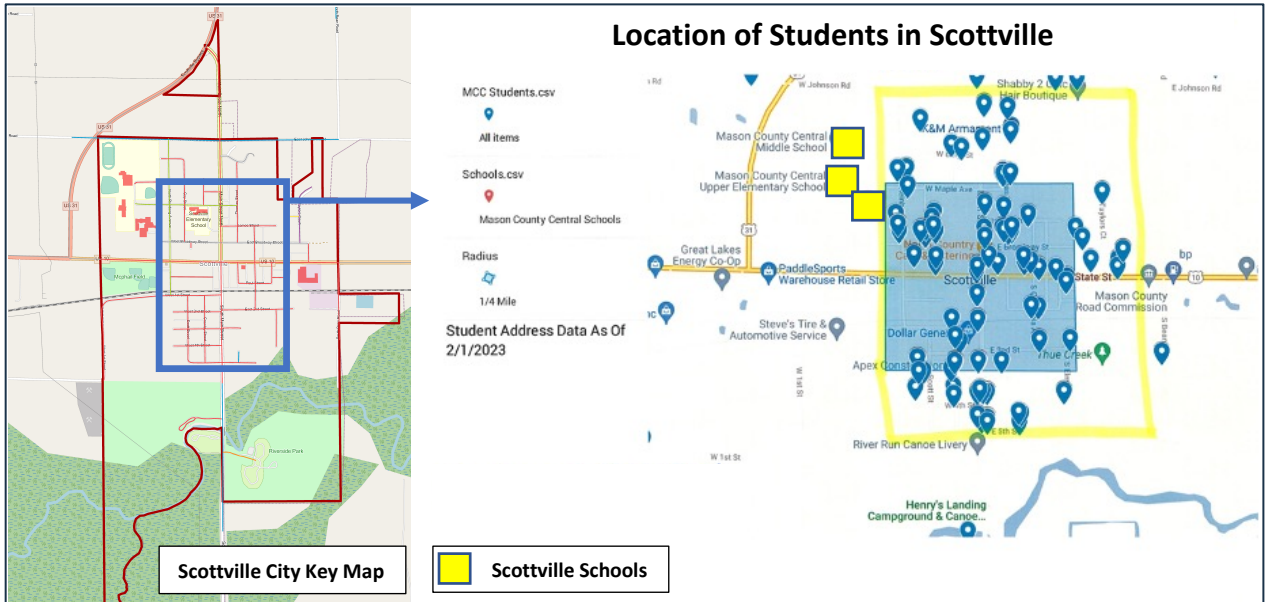


Figure 7 Location of Student Addresses in Scottville
Source: MCC School official

Scottville Area Walking Initiatives

Scottville provides some walking initiatives that include the Win with Wellness Fit Club, MSU Extension Involvement, and Scottville Walks. The city and local schools provide these walking programs to increase healthy behaviors for the community.

Win With Wellness Fit Club: The Win with Wellness Fit Club initiative is undertaken by the Ludington area hospital, the closest hospital to Scottville. The program comes to Scottville Elementary School five times a year to instruct students on the importance of developing positive, healthy behaviors. When it comes to walking, students can be given things such as a pedometer and an option to participate in the “Fit Club 100 Mile Challenge”, basically equivalent to the mileage club. A certificate or medal is rewarded for completing the challenge.

MSU Extension Involvement: MSU Extension has been involved in efforts to enhance the playgrounds on school property specifically to increase physical activity during the school day. They have provided Show Me Nutrition, a direct education program that focuses on nutrition and physical activity, to kindergarten

students for the past seven years. The program emphasizes healthy eating, MyPlate, and the importance of daily physical activity and allows students to participate in taste testing and food exploration. Victory Early Childhood Center plans to complete this project in the Spring of 2023 with the help of MSU Extension staff and school volunteers. They collaborated to add interactive stencils to the existing play areas, creating more opportunities for positive youth engagement and physical movement during the school day. These low-cost environmental changes can be added over time for long-term sustainability.

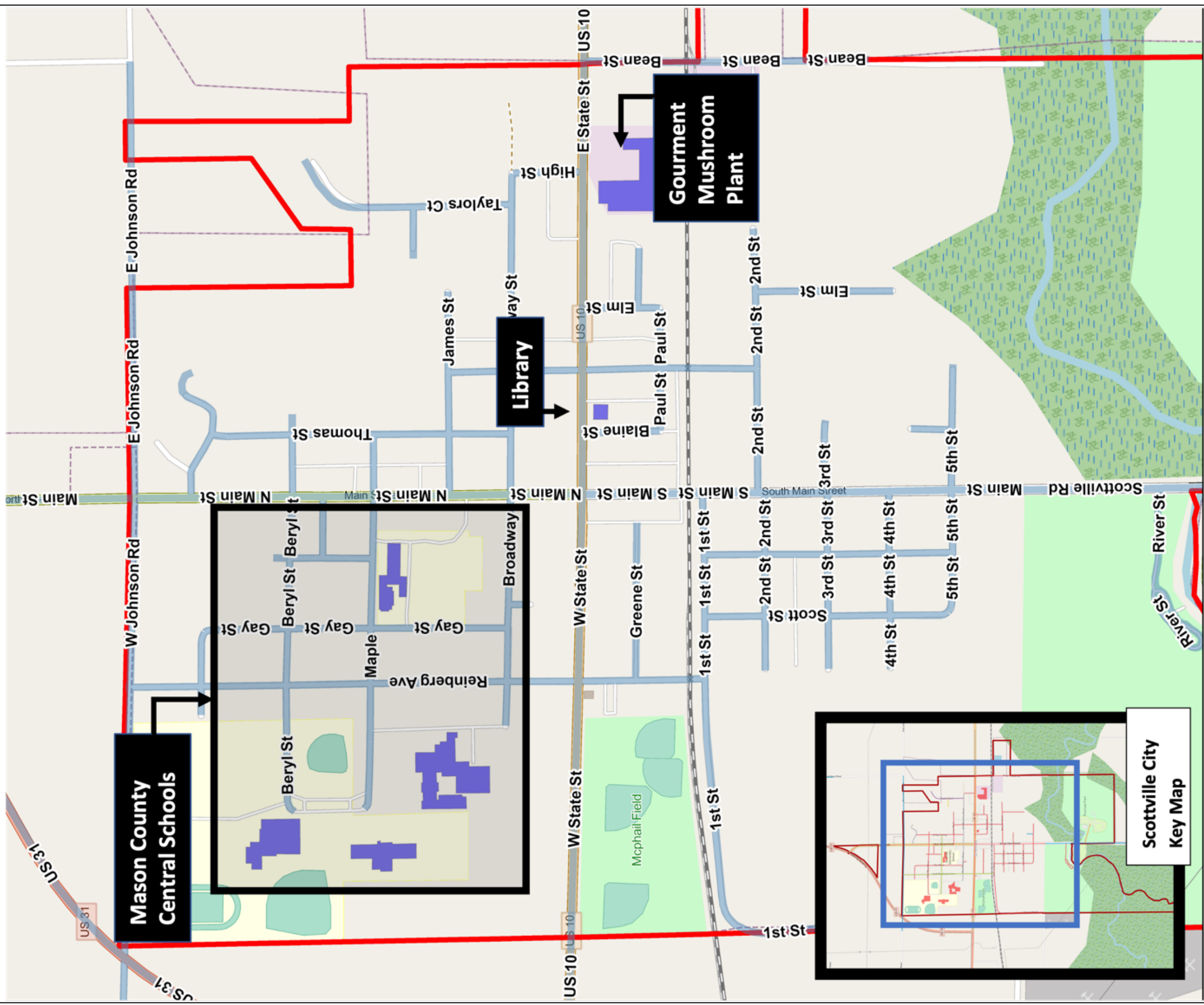
Scottville Walks: Scottville Walks is an initiative by the city of Scottville sponsored by several local agencies such as the District Health Department, the Senior Center, and the local schools.




Sidewalk Inventory: Scottville Connectivity, Major Landmarks and Sidewalk Conditions

This section provides maps displaying sidewalk conditions in the Scottville. Figure 8 shows the Scottville's base map indicating major road connectivity and landmarks. Figure 9 displays the sidewalk conditions throughout the city. A walking audit was conducted to create a map indicating the status of critical paths that align with the students' commutes to school, alternate routes to the library, and Gourment Mushroom Inc.

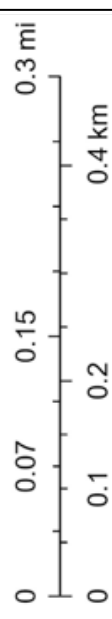
Figure 10 shows the details and images of sidewalk conditions in the north part of Scottville near schools. Most of the roads connecting to student homes either do not have sidewalks or the conditions are poor, meaning missing ADA ramps, broken or uneven pavement, sidewalk ends abruptly, etc.

Scottville Road Connectivity and Major Landmarks



	Scottville City Boundary
	Scottville City Roads
	Focus Landmarks

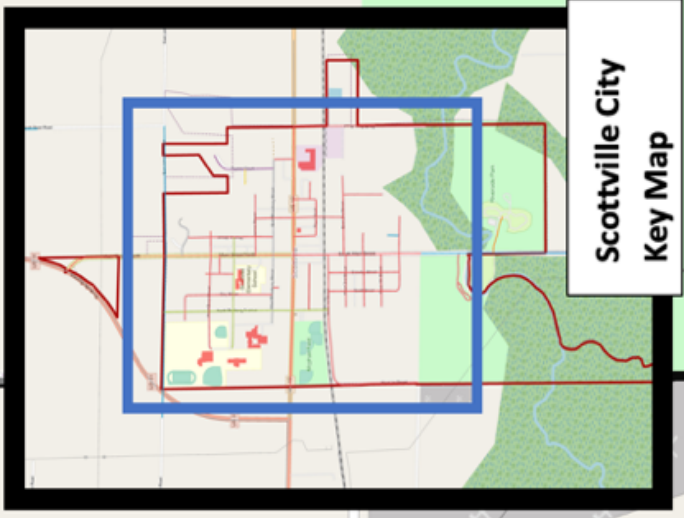
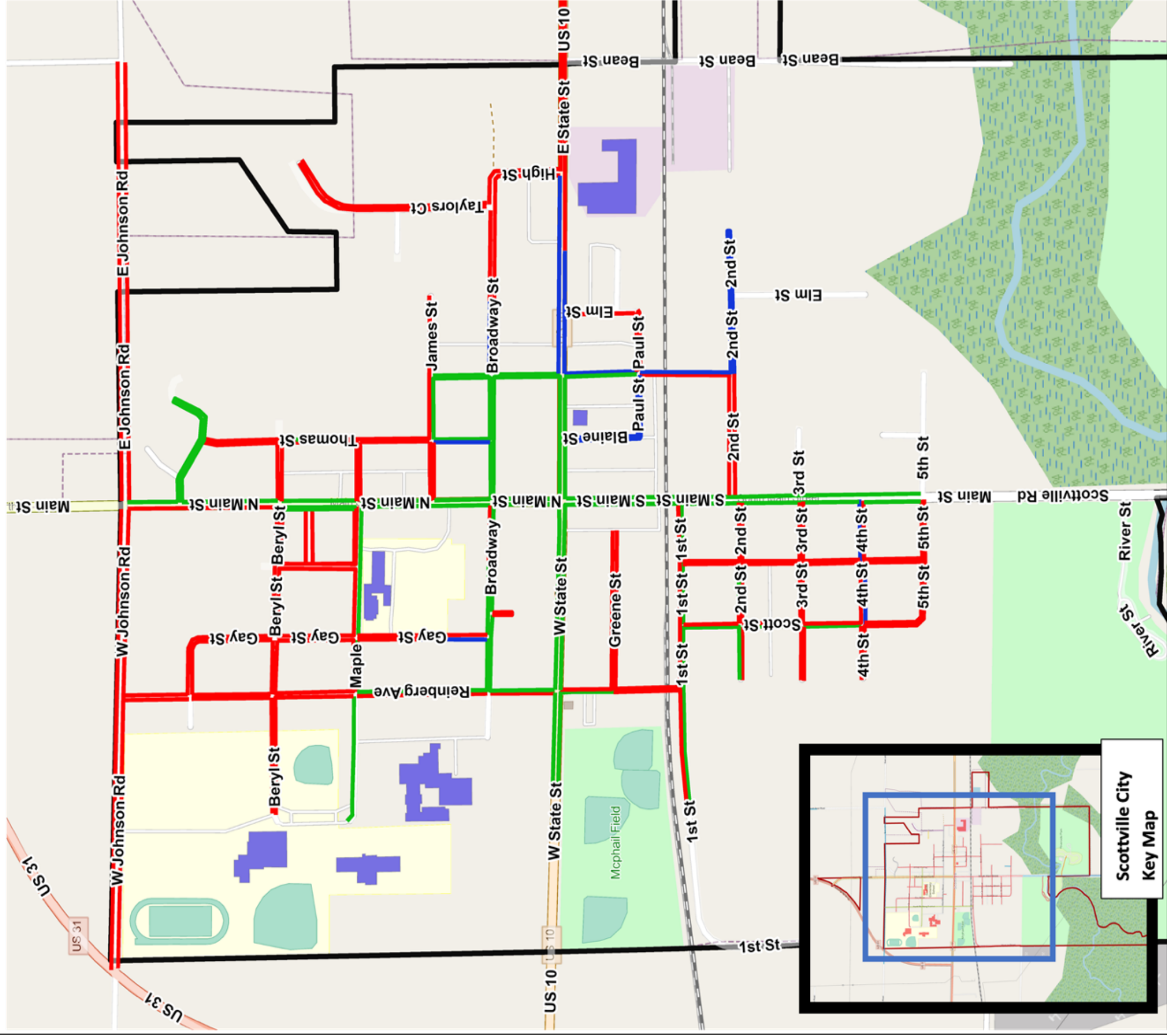
1:10,000



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Figure 8 Scottville Roads and Major Landmarks
 Source: Visualization in ArcGIS; Data from michigan.opendata.arcgis.com; Boundaries from census tiger line shapefiles

Scottville Sidewalk Conditions Map



	Scottville City Boundary
	Focus Landmarks
	Sidewalk not available
	Sidewalk available in somewhat good condition
	Sidewalk available in bad condition

1:10,000

0 0.07 0.15 0.2 0.3 mi

0 0.1 0.2 0.4 km

Map data © OpenStreetMap contributors, Microsoft, Facebook, Inc. and its affiliates, Esri Community Maps contributors, Map layer by Esri

Source: Visualization in ArcGIS; Data from michigan.opendata.arcgis.com & on-site walking audit; Boundaries from census tigerline shapefiles

Figure 9 Scottville Sidewalk Conditions Map

Reinberg Ave: No sidewalks



N Reinberg St: Worn out/No sidewalks



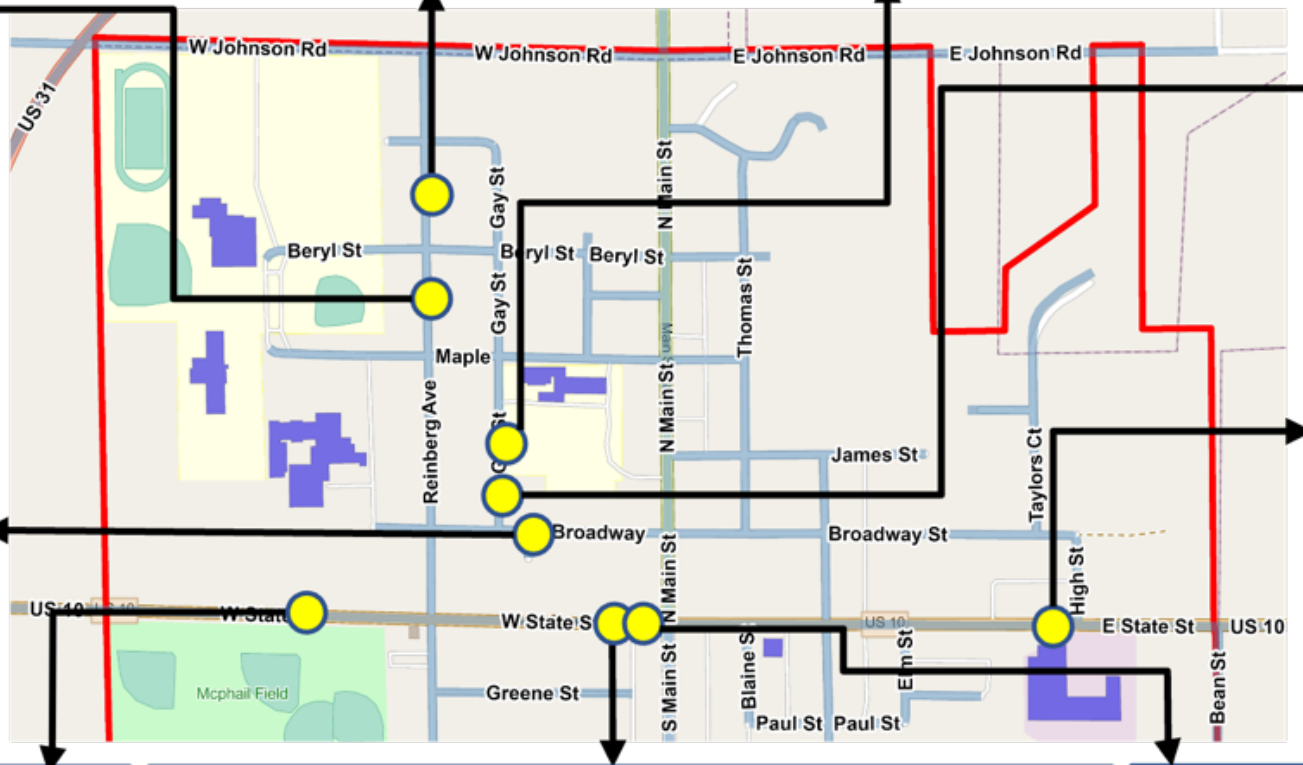
Gay St: Cracked and uneven sidewalk



Gay St: Cracked and uneven sidewalk



W Broadway St: Sidewalk ends abruptly



E State: No sidewalks



W State St: Uneven sidewalk with no ADA ramp



W State St: No walk sign for crossing



W State St: Uneven sidewalk with no ADA ramp



Figure 10 Walking Audit Images and Sidewalk conditions



Demographic Profile

Demographics of Scottville

Population Profile

Although in a rural area and very small (1.49 square miles), Scottville’s core is dense, with around 903.3 people per square mile and a total population of 1,343 (American Community Survey, 2017—2021, 5-Year Estimates).

Table 1 compares Scottville’s population with Mason County and the state of Michigan. Figure 8 shows the trends in total population over the past decade. The population gradually increased throughout the decade. In 2000, the population was relatively close to where it is now (1,266 people) before declining to a relatively low of 1,082 in 2011. It topped over 1,300 by 2016, then fell again, before reaching its peak of 1,343 in 2021 (the most recent data utilized by this report) (see Figure 11).

Table 1 Total Population in Scottville, Mason County, and Michigan

Total Population	2011	2016	2021
Michigan	9,920,621	9,909,600	10,062,512
Mason County	28,682	28,755	29,103
Scottville	1,082	1,317	1,343

Source: American Community Survey (ACS) 2011--2021 (5-Year Estimates)

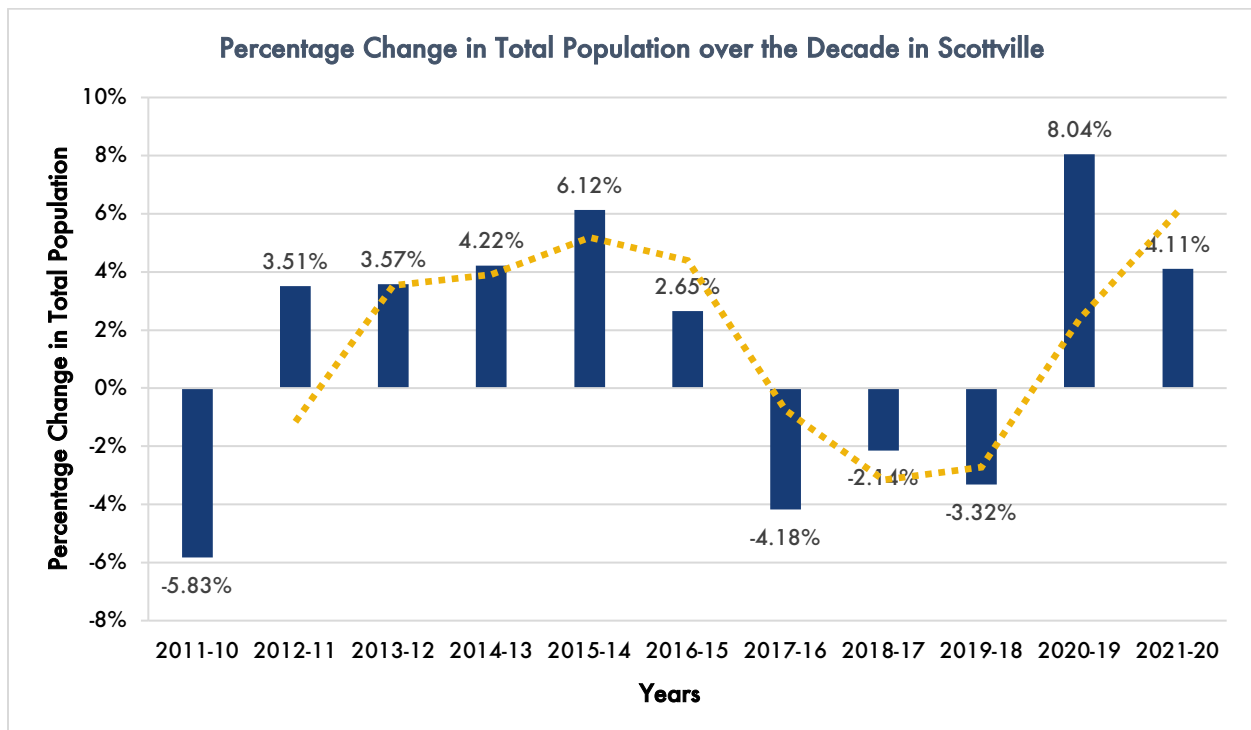


Figure 11 Percentage Change in Total Population Over the Last Decade (2011-2021)
Source: American Community Survey (ACS) 2011--2021 (5-Year Estimates)

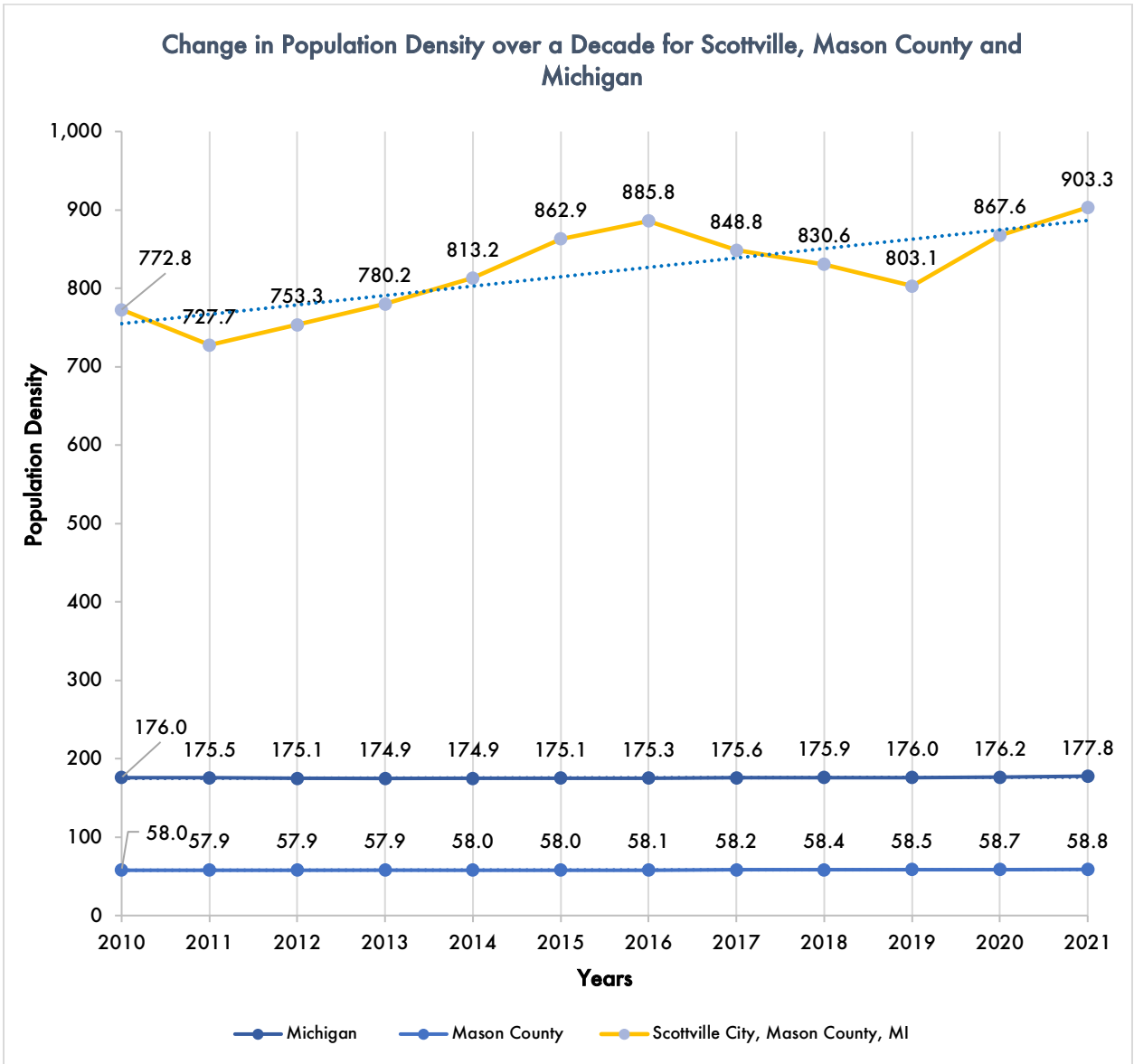


Figure 12 Percentage Change in Population Density of the Decade (2011-2021)
 Source: American Community Survey (ACS) 2011--2021 (5-Year Estimates)

The density in Scottville (903.3 people per square mile) is far higher than Michigan’s rate of 178 people per square mile and even higher yet than the county average of around 59 people per square mile (see Figure 12). While short-term population levels have seen significant fluctuations, the relative stability of long-term trends suggests that Scottville’s population is relatively stable.

Age and Gender Profile

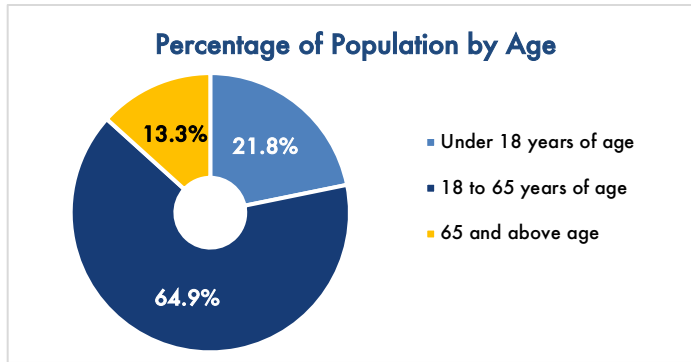


Figure 13 Percentage of Total Population by Age (2021)

The female-to-male ratio in Scottville is slightly above-average, with females comprising approximately 53.8% of the population, which is about 5% higher than Mason County and 6% higher than the state. The population of Scottville is significantly younger than average, with a median age of 34.5 years, compared to Mason County, which has a median age of 46.5 years, and the state of Michigan, which has a median age of 40.2 years.

Among the population of Scottville, approximately 22% are under the age of 18, 13% are aged 65 years or older, and the majority (65%) fall within the age range of 18 to 65 years. Notably, the proportion of Scottville residents aged 0 to 9 years is approximately 12%, which is 20% higher than the county and 10% higher than the state. In this report, we will focus on increasing walkability in the city, particularly for children and especially as it relates to their pathways to school. Figure 14 shows the distribution of age, by gender, of the total population. Males in Scottville are more likely than females to be between 18 and 55. However, the overall female population is 8% higher than the male.

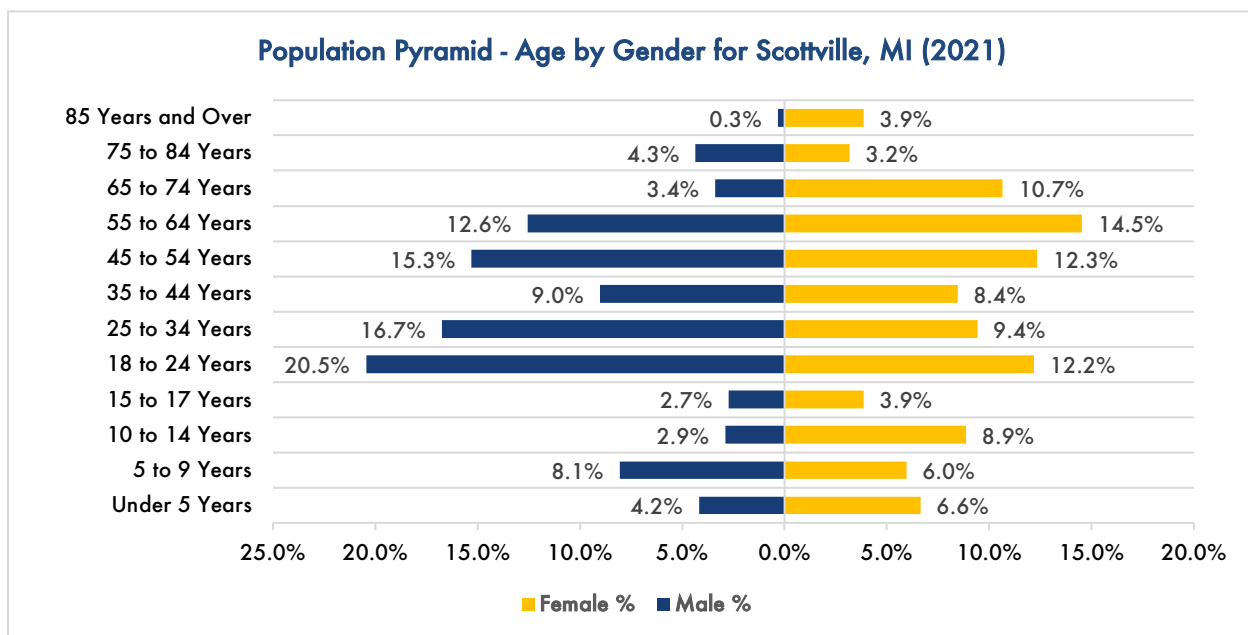


Figure 14 Age by Gender Distribution of Total Population in Scottville (2021)
Source: American Community Survey (ACS) 2017--2021 (5-Year Estimates)

Race Distribution

Scottville is a predominantly white community, almost identical to Mason County. Figure 15 shows the race distribution in Scottville compared to Mason County and Michigan.

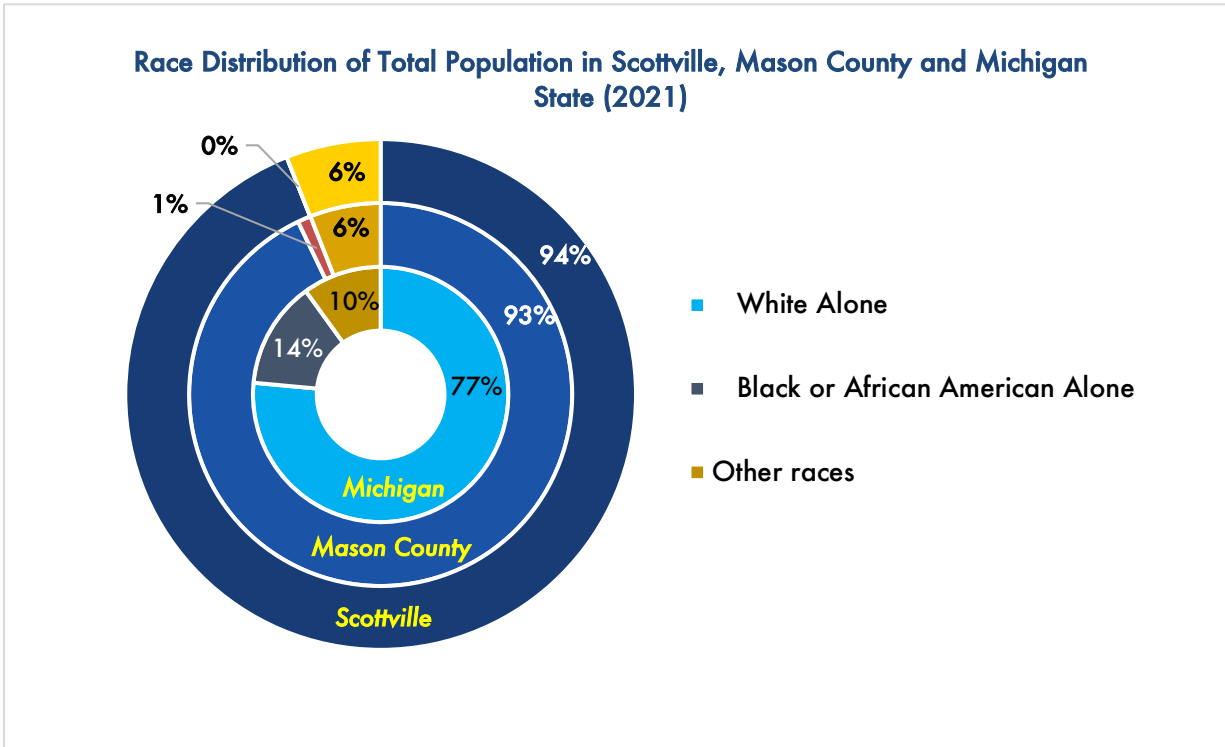


Figure 15 Race Distribution of Total Population in Scottville (2021)
 Source: American Community Survey (ACS) 2021 (5-Year Estimates)

Population with Disability

According to the 2021 American Community Survey 5-Year Estimates, around 17.2% of the total population in Scottville is disabled, with most of these individuals aged 75 years or older. However, a significant proportion of disabled people, around 8.6%, fall within the age range of 5-17 years. It is crucial to prioritize the construction of ADA-accessible ramps to ensure that the sidewalks are accessible for all.

Notably, the percentage of disabled people in Scottville is higher than the county average of 16.5% and the Michigan average of 14.1%. Scottville’s active transportation plan should consider the needs of the disabled population to ensure that the lack of accessibility does not limit their mobility. Figure 16 shows the distribution of persons with a disability by age group for the year 2021 (the most recent data used by the report)

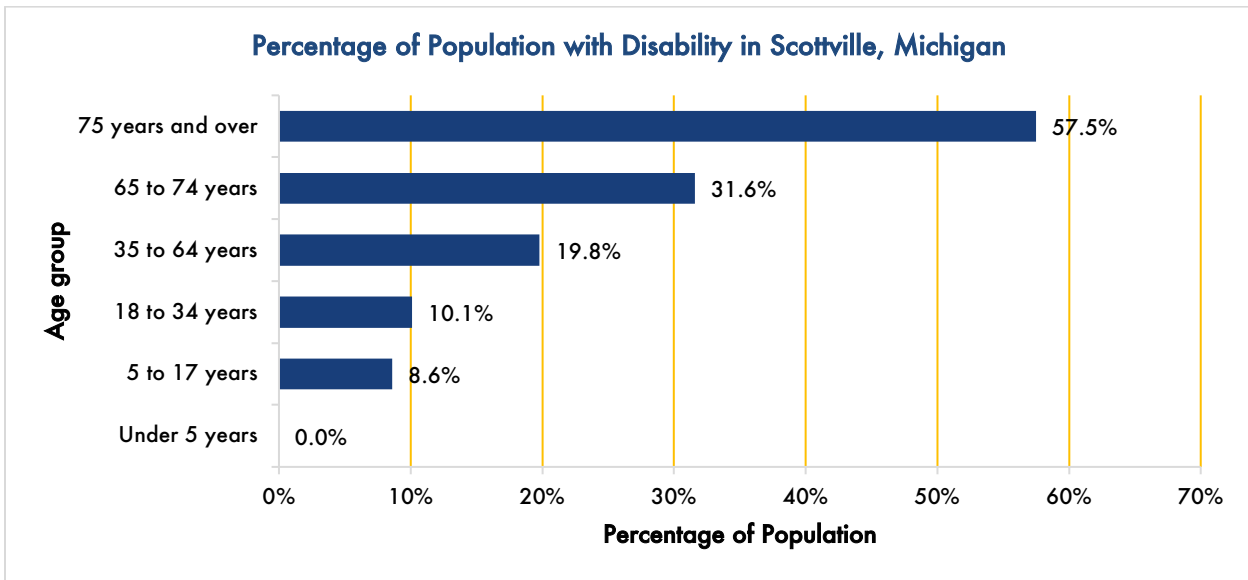


Figure 16 Percentage of Population with Disability in Scottville
 Source: American Community Survey (ACS) 2021 (5-Year Estimates)

Educational Attainment

In Scottville, the American Community Survey 5-year estimates show that a substantial portion of people over 25 have less than a high school education, with 14% of the population having no higher education. A large segment of the population has a high school diploma or equivalent, accounting for 37%. Approximately 34% of the population holds some level of college education, and 11% have a bachelor's degree. Only 4% of the population have advanced degrees (Master's, Doctorate) (see Figure 17).

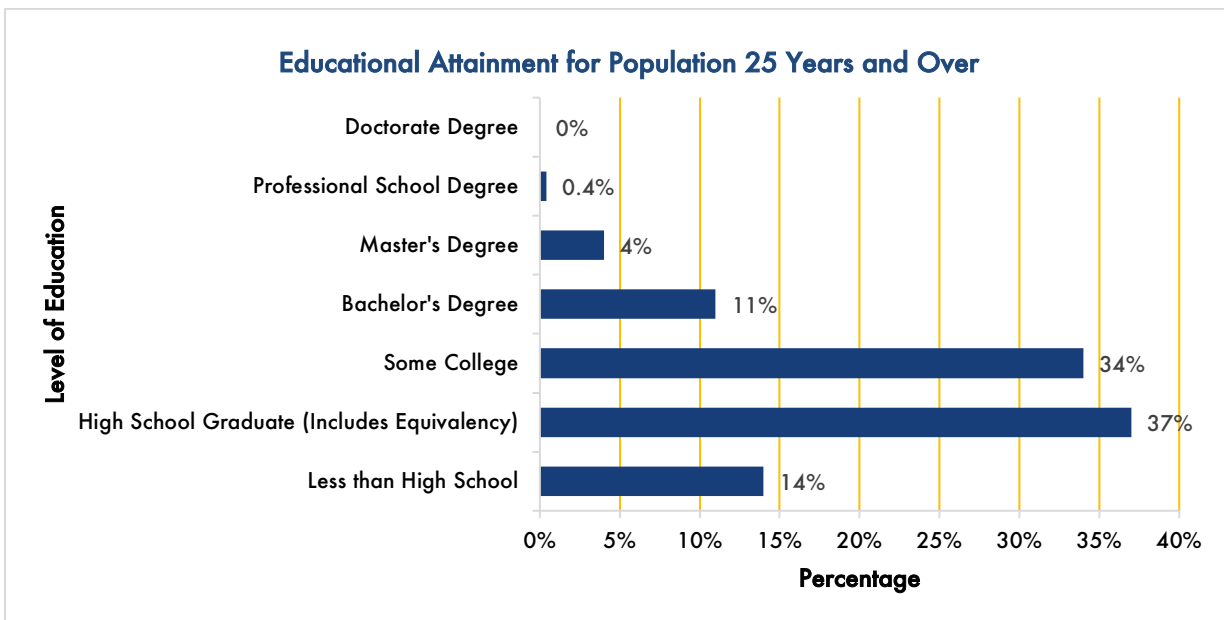


Figure 17 Educational Attainment for Population 25 Years and Over
 Source: American Community Survey (ACS) 2021 (5-Year Estimates)

Mode of Transportation to Work

Figure 18 illustrates the mode of transportation used by workers aged 16 years and above in Scottville, for the year 2021. Nearly 90% of Scottville workers aged 16 and over drive to work. This number is comparable to the county average of 91% and slightly more than the state average of 87%. Scottville exhibits a higher percentage of workers who walk to work, which accounts for 4.0% of the total working population, almost double the county and state averages of 2.4% and 2.1%, respectively.

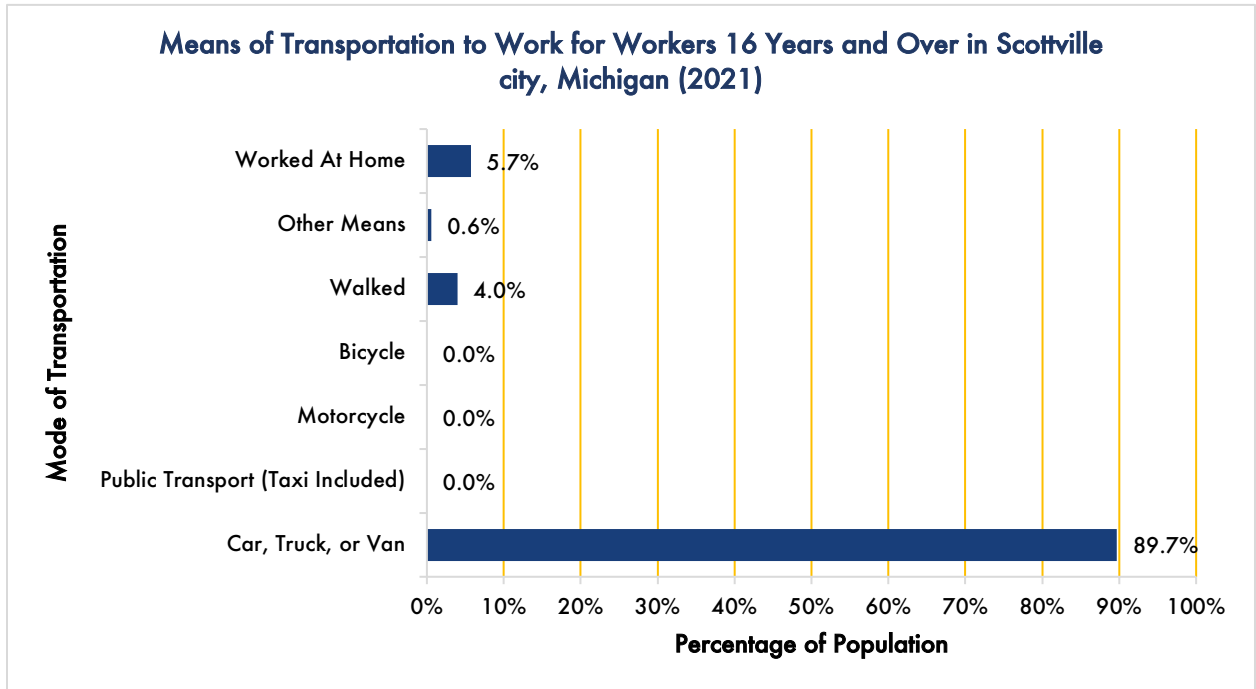


Figure 18 Mode of Transportation to Work for Workers 16 years and Over
Source: American Community Survey (ACS) 2021 (5-Year Estimates)

Income and Poverty Profile

The per capita income of Scottville is \$30,855, which is nearly the same as Mason County (\$31,382) but is only about half the per capita income of Michigan, which is \$55,035. Sixty-one percent (61%) of households have an income of less than \$50,000, which is 1.4 times more than Mason County (45%) and 1.5 times more than Michigan (40%). The percentage of the population living below the poverty level in housing units for whom poverty status is determined is 27.7%, nearly double the rate in Mason County (14.8%) and more than double the rate in Michigan (13.3%).

It is recommended that Scottville take a proactive approach towards ensuring equity and providing affordable transportation options by investing in more walking. Doing so will help limit the financial burden of automobile ownership, provide recreation and transportation options for residents, and address the equity concerns raised by the low-income population in the area. Figure 19 illustrates the income distribution in Scottville for the year 2021.

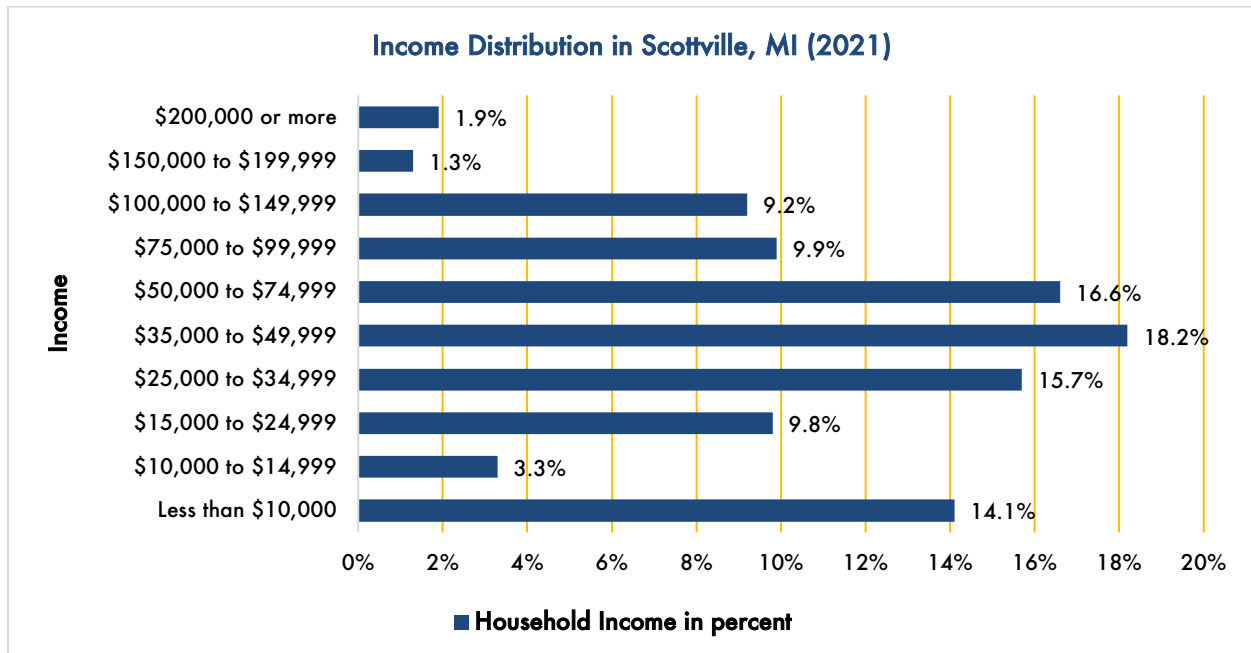


Figure 19 Income Distribution in Scottville
 Source: American Community Survey (ACS) 2021 (5-Year Estimates)

Housing Profile

Similar to Mason County and Michigan, Scottville is dominated by single-family residences. The city is home to a substantial percentage of mid-sized units (5 to 19 units) that exceeds the countywide and statewide percentages. In contrast, buildings with larger numbers of units are comparatively rare in Scottville as compared to the county and state, as are mobile homes (see Table 2). Since the population is spread out evenly throughout the city, it is important to be cautious when deciding which areas to prioritize for sidewalk improvements.

Table 2 Percentage of Housing Units in Structure

Units in Structure			
Number of Units	Michigan	Mason County	Scottville
1	76.7%	76.9%	63.4%
2	2.3%	1.7%	5.9%
3-4	2.6%	2.3%	3.8%
5-9	4.1%	2.4%	18.2%
10-19	3.5%	1.5%	6.3%
20-49	2.1%	2.1%	1.3%
50 or more	3.2%	1.3%	0.0%
Mobile homes	5.4%	11.8%	1.1%

Source: ESRI Business Analyst via American Community Survey (ACS) 2016-2020 estimate

Scottville’s housing stock is significantly older than the county and state averages. This suggests some vulnerability and a need for new and updated structures. (See Table 3)

Table 3 Median Year Housing Built

Median Year Housing Built	
Area	Year
Scottville	1958
Mason County	1975
Michigan	1971

Source: ESRI Business Analyst via American Community Survey (ACS) 2016-2020 estimate

The average cost of rent in Scottville is lower than the county and statewide averages. Median home values are also significantly lower than both county and state averages. This suggests that Scottville is a comparatively affordable area to live in and suggests opportunities for potential investors, particularly as demand in nearby areas such as Ludington continues to increase.

Table 4 Median Contract Rent

Median Contract Rent	
Area	Rent
Scottville	\$606
Mason County	\$613
Michigan	\$737

Source: ESRI Business Analyst via American Community Survey (ACS) 2016-2020 estimate

Table 5 Median Owner-Occupied Home Value

Median Owner-Occupied Home Value	
Area	Value
Scottville	\$84,700
Mason County	\$151,400
Michigan	\$162,600

Source: ESRI Business Analyst via American Community Survey (ACS) 2016-2020 estimate

Table 6 shows the total number and percentage change in housing units over the previous decade. The housing units have increased substantially and at a higher rate than the county. People per household is 2.6, about 10% higher than Mason County's 2.4, and the state’s 2.5.

Table 6 Number of Housing Units and Percentage Change over the Decade

Housing Units	Scottville	Mason County
2011	520	17,273
2016	534	17,301
2021	568	17,387
Percentage Increase in No. Of Housing Units	Scottville	Mason County
2011- 2016	2.7%	0.2%
2016 -21	6.4%	0.5%
Change in No. of Housing Units in Last Decade	9.2%	0.7%

Source: American Community Survey (ACS) 2021 (5-Year Estimates)

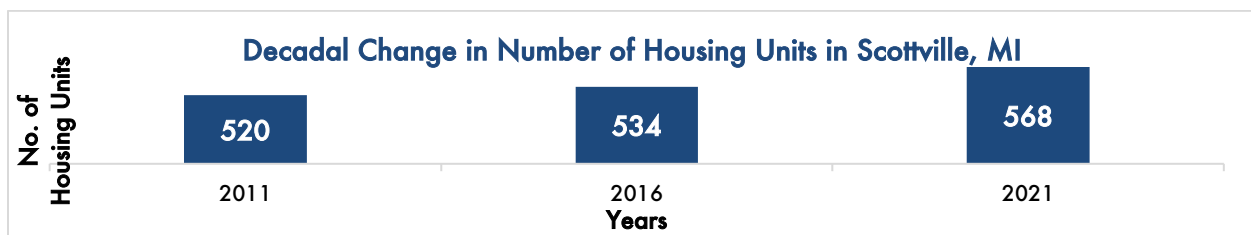


Figure 20 Decadal Change in Number of Housing Units

According to (ACS) 2021 (5-Year Estimates) estimates, the city currently has 568 housing units, with 523 occupied and 45 vacant. Scottville has seen a 19% increase in occupancy and a 45% decrease in vacancy over the past decade (see Table 7).

Data indicates that the number of vacant homes in Scottville is significantly lower (approximately 9%) than countywide and statewide averages (about 30% and 13%, respectively). This is a positive performance metric for Scottville. The high countywide vacancy rates suggest significant competition in the county for attracting residents who cannot afford to live in Ludington. Residents are likely to age-in-place, resulting in an increased demand for housing. Local officials suggest that some existing houses are owned but unoccupied. The statistics indicate a healthy demand for living in Scottville.

Table 7 Occupied and Vacant Housing Units and Percentage Change over the Decade

	Occupied	Vacant
2011	438	82
2016	458	76
2021	523	45
Percentage Change in Occupancy from 2011-2021		
2011-2016	4.6%	-7.3%
2016-2021	14.2%	-40.8%
Decadal Change in No. of Housing Units	19%	-45%

Source: American Community Survey (ACS) 2021 (5-Year Estimates)



Economic Profile

Economics of Scottville

Overview

Between 2010 and 2021, employment growth for Michigan was far below the national average, and Mason County was no exception. In context of the rest of the state, the countrywide performance was “middle of the road,” coming in ahead of 38 other counties and sitting behind 44 others.

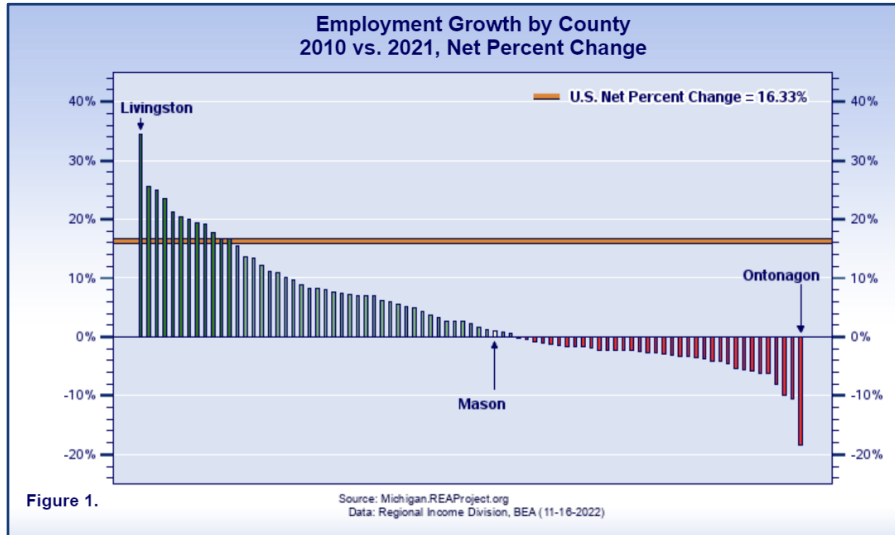


Figure 21 Employment Growth by County (2010 vs. 2021), Net Percentage Change

Concerns arise when examining employment growth on the longer timescale of 2000-2021. At the beginning of this period, Mason County’s employment growth exceeded the national average, indicating that the area is falling behind national trends.

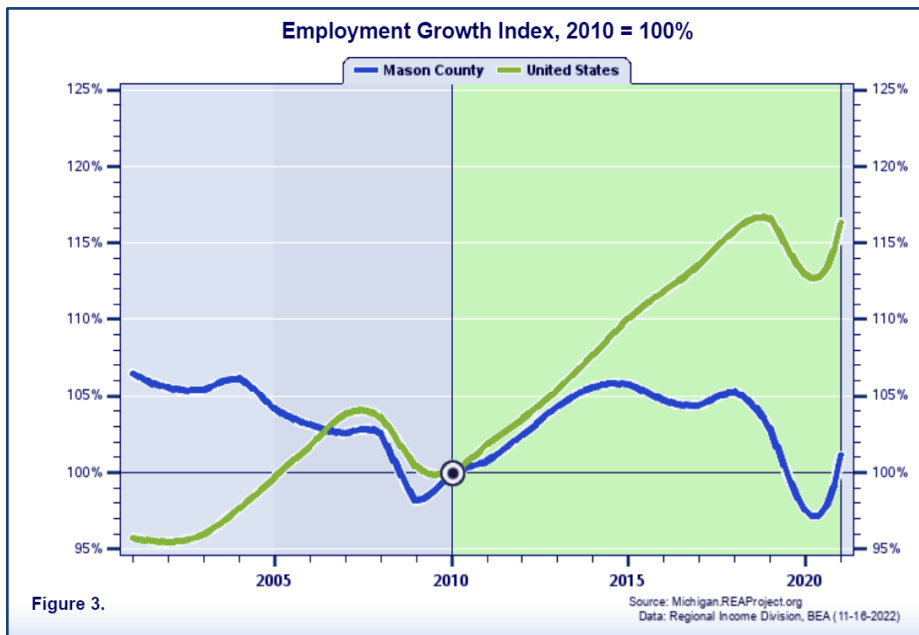


Figure 22 Employment Growth Index, 2010

Major Occupation/Industry Profile

Manufacturing, retail trade, local government, and health care/social assistance comprise the greatest percentage of Mason County's employment. The sectors that have grown the most over the same time are construction, manufacturing, and real estate/rental and leasing.

Table 8 Mason County Employment Growth, 2010-2021

Major Industry	Employment						Standardized		
	2010		2021		Actual Growth		Growth ²		Employment ³
	Level	Share ¹	Level	Share ¹	Percent	Net	Percent	Net	2021
Farm Employment	515	3.63	468	3.26	-9.13	-47	-1.82	-9	506
Forestry, Fishing, and Related Activities	105	0.74	134	0.93	27.62	29	8.82	9	114
Mining	78	0.55	130	0.91	66.67	52	-27.22	-21	57
Utilities	98	0.69	112	0.78	14.29	14	2.75	3	101
Construction	818	5.77	1,046	7.30	27.87	228	33.09	271	1,089
Manufacturing	1,927	13.59	2,085	14.54	8.20	158	8.18	158	2,085
Wholesale Trade	240	1.69	190	1.33	-20.83	-50	4.82	12	252
Retail Trade	1,824	12.86	1,864	13.00	2.19	40	8.82	161	1,985
Transportation and Warehousing	442	3.12	427	2.98	-3.39	-15	90.33	399	841
Information	144	1.02	154	1.07	6.94	10	5.94	9	153
Finance and Insurance	494	3.48	514	3.59	4.05	20	27.40	135	629
Real Estate and Rental and Leasing	559	3.94	644	4.49	15.21	85	31.33	175	734
Administrative and Waste Services	621	4.38	665	4.64	7.09	44	19.52	121	742
Educational Services	130	0.92	105	0.73	-19.23	-25	14.37	19	149
Health Care and Social Assistance	1,562	11.02	1,353	9.44	-13.38	-209	19.91	311	1,873
Arts, Entertainment, and Recreation	302	2.13	298	2.08	-1.32	-4	9.79	30	332
Accommodation and Food Services	1,044	7.36	1,117	7.79	6.99	73	13.18	138	1,182
Other Services (except Public Administration)	756	5.33	734	5.12	-2.91	-22	12.49	94	850
Federal Civilian	116	0.82	99	0.69	-14.66	-17	-3.23	-4	112
Military	70	0.49	47	0.33	-32.86	-23	-8.14	-6	64
State Government	209	1.47	229	1.60	9.57	20	-0.28	-1	208
Local Government	1,722	12.14	1,410	9.84	-18.12	-312	-2.39	-41	1,681
Other/Suppressed Industries*	403	2.84	511	3.56	26.80	108	27.55	111	514
Total Employment	14,179	100.00	14,336	100.00	1.11	157	14.62	2,072	16,251

These figures fit with ACS data from a 0.5-mile radius of the center of Scottville (which encompasses the majority of the study area) which indicates that the following industries make up the largest percentage of civilian employment:

- Manufacturing: 26.8%
- Retail trade: 15.9%
- Health care and social services: 12.3%
- Educational services: 8.7%
- Accommodation and food services: 8.3%
- Construction: 6.7%

Source: ESRI Business Analyst Online

Major Businesses in the Area

Mason County School District is Scottville's largest employer, followed by Gourmet Mushrooms Inc. Expanding the lens to Mason County as a whole, the following represent the five largest employers:

1. Corewell Health Ludington Hospital
2. UACJ Automotive/Whitehall Industries
3. FloraCraft
4. Ludington Area School District
5. House of Flavors Manufacturing

Projecting the Future of Scottville

Mason County's population has consistently grown over the past decade., According to one poll of business owners, half of Mason County businesses have seen an increase in sales, while 75% of businesses in the county said they intend to expand (*Source: RightPlace, Inc.*).

Despite this growth at the county level, it is more difficult to say whether this will trickle directly into Scottville. As mentioned, there are mixed signals on Scottville's population levels. The city's population has fluctuated over the past two decades while staying relatively similar. Population estimates project Scottville to maintain its population levels over the next five years.

While industry countywide may be deprecating, there is evidence that this area is attractive for other reasons. Ludington has seen significant demand for housing, and the town is dotted with enormous new apartment buildings. Scottville itself has minimal housing availability, which is an indicator of demand. Several key pieces of property have been purchased over the past year for future development. It has been suggested that some of these may be turned into a winery, a restaurant, and a hotel.



Primary Data Analysis

Primary Survey Results

Through the implementation of a survey, Scottville has conducted a comprehensive assessment to determine the necessary improvements to be made regarding the construction or enhancement of sidewalks. The survey results enable Scottville to make informed decisions regarding prioritizing such projects. In addition to analyzing the feedback on sidewalk infrastructure, Scottville will also consider other suggestions or concerns expressed by respondents (parents of the Mason County Central School District) regarding walking safety. There were 40 respondents. The survey was designed to be brief, requiring approximately two minutes for completion, and guaranteed complete anonymity to ensure the authenticity of responses. The insights derived from this survey assists in creating a safer Scottville, by promoting the well-being of its residents and improving the quality of life in the community. The first question includes asking the respondents' location to determine where most students could walk to their schools.

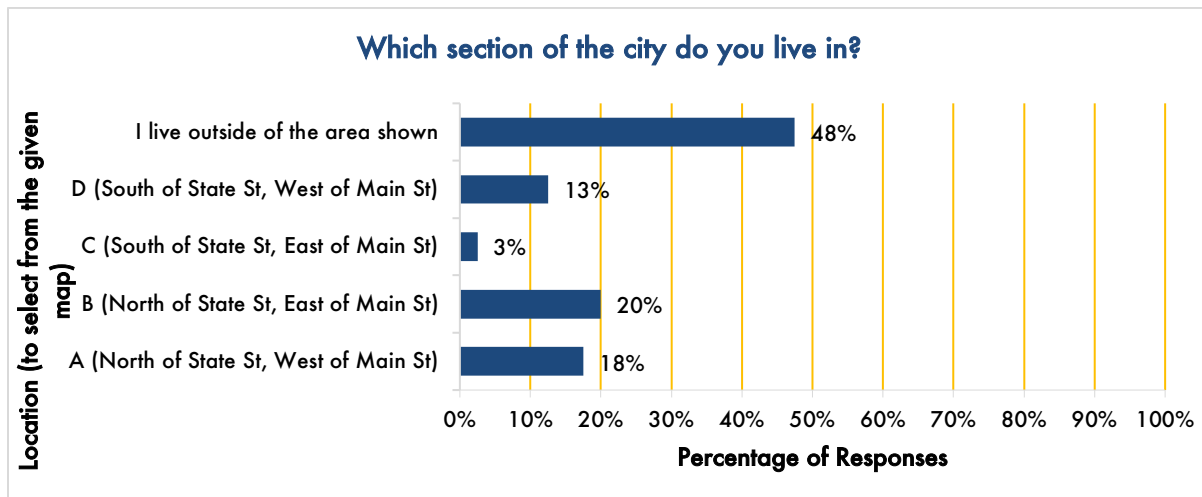


Figure 23 Primary Survey Question 1 (Location of Residence in Scottville)

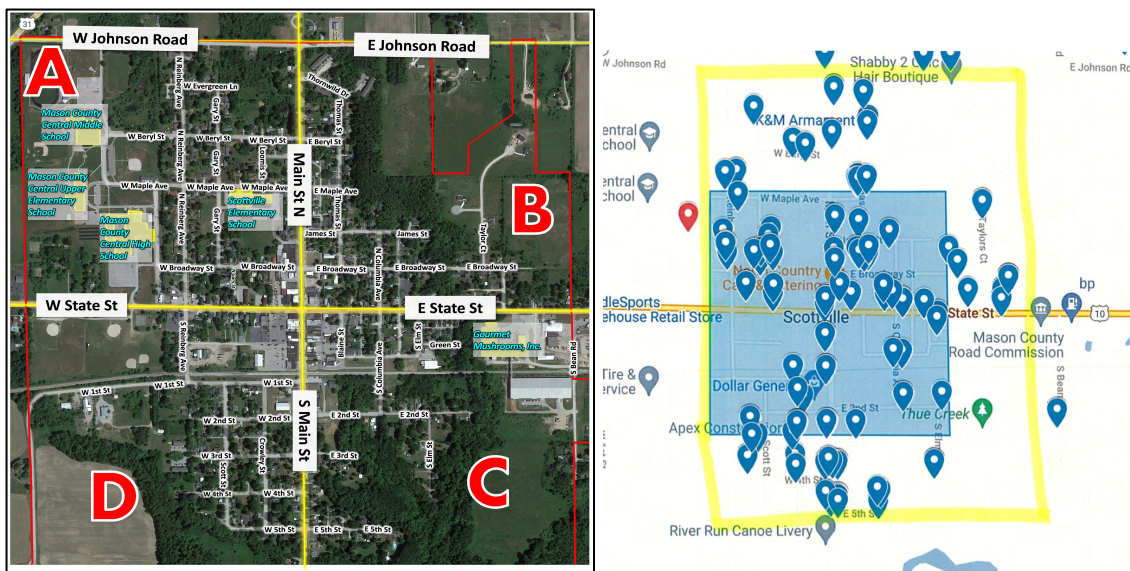


Figure 24 Reference Maps for Survey Question 1

According to Figure 23 and Figure 24, most of the survey respondents who live in the city reside in Part A (North of State St, West of Main St), B (North of State St, East of Main St), and D (South of State St, West of Main St) which aligns with the student address map received from Mason County Central School District.

The second survey question inquired about the specific school(s) attended by the respondent's child or children. This was necessary to better understand the respondents' distribution across the study area schools. Following the second question, the third item on the survey requested information on the mode(s) of transportation utilized by children to commute to and from school. These questions were fundamental in capturing critical data on children's travel behavior.

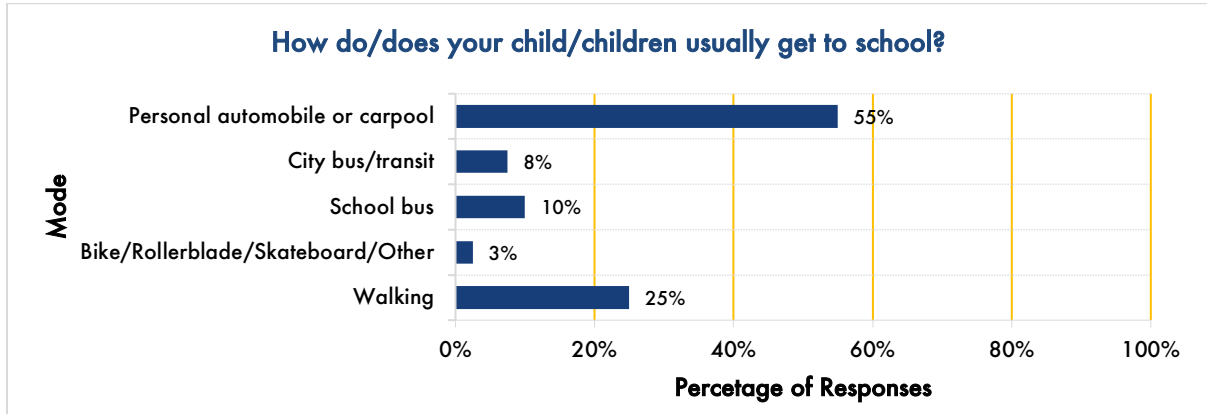


Figure 25 Primary Survey Question 3 (Mode of Transportation)

According to the results obtained from the survey, 25% of the total respondents confirmed that their children walk to school. Although the sample size of the survey was limited, this proportion indicates a relatively high level of interest in walking to school among the population surveyed. (See Figure 25)

Survey question number four sought to investigate the potential concerns parents or guardians may have when considering allowing their child or children to walk to school. This question was essential in determining the factors that may discourage parents from allowing their children to walk to school and identifying possible interventions to address such concerns. The question was structured to elicit information on specific concerns ranging from safety concerns to other factors that may affect the decision to allow children to walk to school.

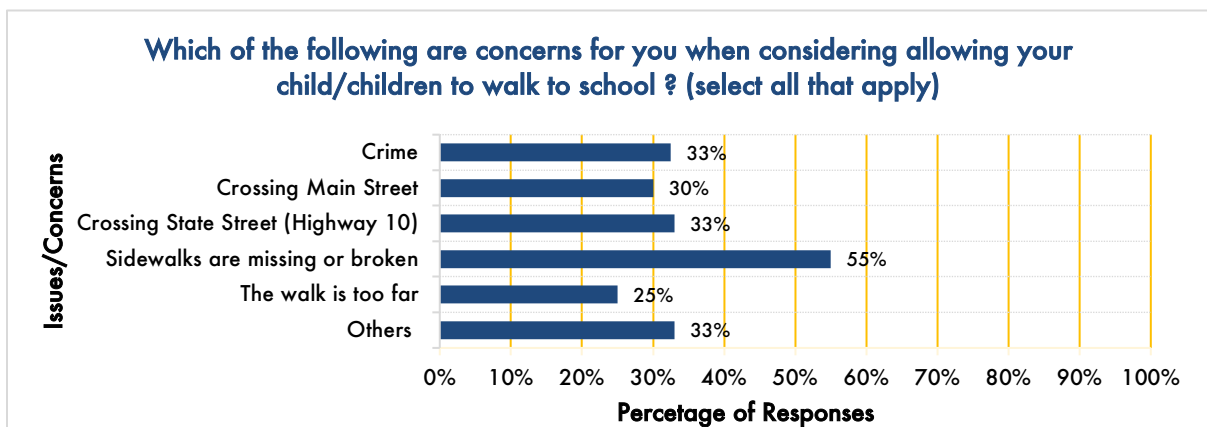


Figure 26 Primary Survey Question 4 (Major Concerns from Parents)

The findings from question four of the survey revealed that the primary concern of parents when considering allowing their children to walk to school was the absence or disrepair of sidewalks. This concern was reported to be greater than those related to street crossings and criminal activities. The results suggest that the provision and maintenance of sidewalks are crucial factors in determining parents' willingness to allow their children to walk to school. These outcomes underscore the importance of prioritizing the construction and maintenance of sidewalks as part of efforts aimed at promoting walking to school.

The survey also included an open-ended comments section that allowed respondents to express any additional comments, suggestions, or concerns regarding their child's school commute. The feedback obtained from this section was informative in identifying specific issues that may not have been captured in the structured questions. Some of the feedback/concerns obtained are listed as follows:

- Sidewalks never shoveled.
- Lack of sidewalks on busy road during schools drop off/pick up time (north Reinberg)
- The traffic on North Reinberg before and after school is unsafe.
- Overgrown bushes make it hard to see walkers.
- Traffic around the drop off area (elementary school).
- Traffic and lack of police presence.
- Crazy Drivers.
- The roads into upper & middle schools have heavy traffic and buses where kids walk.
- Kidnapping fear and not enough sidewalks on the paved part of Johnson Rd. Entrance of the back parking lot of middle school is dangerous for kids to walk.
- Prefer to drive, convenience and safety concerns.

The results showed that while many parents expressed interest in walking to school, concerns regarding safety, infrastructure, and other factors often discouraged them from doing so. The survey highlighted the critical role of sidewalks, pedestrian crossings, and traffic calming measures in promoting walking to school and enhancing the safety of school-going children. Additionally, the open-ended comments section provided valuable feedback from respondents, emphasizing the need for creating awareness campaigns and enforcing traffic laws to improve the feasibility and safety of walking to school. Although the survey had some limitations, such as a small sample size, the findings provide insights that can guide the development of policies and interventions aimed at promoting walking to school and enhancing the well-being of school-going children and the community.



Overview of Site Study

Strengths, Weaknesses, Opportunities and Threats for Scottville

In examining the circumstances of Scottville, the Practicum team identified several strengths, weaknesses, opportunities, and threats facing the area. These conclusions are based solely on the analysis of the team, and do not necessarily reflect the opinions or official documentation of the city, city leaders, or local citizens.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Dense residential core. • Proximity along Pere Marquette River. • Riverside Park. • Campground & Canoe Rental. 	<ul style="list-style-type: none"> • Limited funds. • Limited sidewalks. • Highway makes for difficult travel across town for residents of southern Scottville. • Unattractive downtown area. • Little history of major government initiatives or planning efforts. • Major amenity (Riverside Park) is in a distant and difficult to reach location.
Opportunities	Threats
<ul style="list-style-type: none"> • Highway access provides opportunities for Scottville to be reached by out-of-town visitors. • Large amounts of city-owned land. • Home to major county schools. • Significant demand in nearby areas. 	<ul style="list-style-type: none"> • Several competing cities with similar profiles (Hart, Shelby). • Sagging industrial performance across the county. • Michigan has suffered from industrial loss and population decline that is not certain to cease.

The strengths of the city of Scottville are based on economic and potential future expansion and revitalization factors. As of 2021, Scottville had 568 housing units, with only 45 of them being vacant (Source: American Community Survey (ACS) 2021 (5-Year Estimates)), indicating residents' interest in living within the city. The Pere Marquette River, in Ludington, pushes eastward and passes through Riverside Park, one of Scottville's known attractions. This allows kayakers, water boarders, etc. to pass through or even exit the river, thus drawing more people into Scottville. Its campgrounds and canoe rentals attract nonresident visitors who will inevitably put their money into Scottville's economy.

Some of the weaknesses of Scottville involve its current transportation routes and its limited funds. Current travel routes are a weakness of Scottville due to its limited and inconsistent sidewalks. The state highway that runs through Scottville is also a weakness, making it difficult for those residing in southern Scottville to travel to the northern part of the city and vice versa.

Scottville has various opportunities, beginning with easy highway access for both those who live in Scottville and outside visitors. The significant housing demand in surrounding cities is also a great opportunity for Scottville. It creates potential for attracting residents who are seeking a more affordable

option than larger cities like Ludington. Scottville is also home to major county schools’ which parents from larger cities send their kids to.

The threats within Scottville involve issues that may arise in the future, such as the decrease in industrial performance throughout Mason County and Michigan. This is a concern, given how much of the city is employed by the industrial sector. Another threat Scottville faces is that it is surrounded by other small cities like Hart and Shelby, competing with Scottville for potential visitors and residents.

List of Issues

After conducting a thorough self-assessment, primary and secondary data collection, and analysis, a list of issues was identified and divided into two categories: Design and Infrastructure, and Systemic. Table 9 provides a summary:

Table 9 Over-all List of Issues

Design and Infrastructure Issues	
Concern	Location
Lack of Sidewalks (or Some available but abruptly ending on the way)	Reinberg Ave (North Reinberg Ave from US-10 to the schools), Gay St, Beryl St, Broadway St, Maple St, Thomas St, James St, 1st St, 2nd St, 3rd St, 4th St, 5th St, Johnson Rd, Green St, and Scott St.
Lack of Crosswalk markings and Crossing light	North of State St, West of Main St (A)
Broken or Uneven sidewalks	South of State St, West of Main St (C)
Snow not cleared	All sidewalks during winters (except downtown - Main State Street)
Overgrown bushes – lack of visibility	Reinberg Ave, Gay St, Beryl St, Broadway St, Maple St, Green St, and Scott St
Inadequate pedestrian and bicycle infrastructure	All roads in Scottville
Other Systemic Issues	
Lack of police presence/crossing guards. Not all kids pay attention	State St, Main St (US 10 Main), Broadway St, Maple St, Beryl St and Gary St
Heavy Traffic - Buses and Cars	Near MCC high school
Traffic congestion - unsafe for kids during drop off and pickup	MCC Elementary school and Middle School
Safety Concerns from Parents - Crime, Careless driving, Traffic, etc.	North of State St, West of Main St (A) (specially around MCC Elementary school)
Make bus service available near MCC schools	North of State St, West of Main St (A)



Recommendations

After conducting a comprehensive analysis of the issues and needs of the city of Scottville, we have identified two major proposal themes to address these concerns. Proposal 1 is the "Walkable Scottville Plan," which aims to enhance pedestrian infrastructure and increase accessibility throughout the city. Proposal 2 is the "Lively Downtown Plan - Clowntown Scottville," which seeks to revitalize the downtown area of Scottville by making it more inviting, engaging, and vibrant.

Proposal 1: Walkable Scottville Plan

The city of Scottville has identified a pressing need to address pedestrian infrastructure and accessibility issues. In response to this, Proposal 1, known as the "Walkable Scottville Plan," aims to enhance pedestrian infrastructure and increase accessibility throughout the city.

This Proposal 1 is structured into two distinct sub-themes:

- A. Infrastructure and Design Recommendations
- B. Non-Infrastructure and Pedestrian Awareness Programs.

The sub-themes delve into the identified concerns, followed by solutions/recommendations with supporting visuals that showcase before and after images. These sub-themes include creating new sidewalks and improving existing ones, adding missing infrastructure, and promoting pedestrian-friendly streetscapes to encourage walking and biking as a primary mode of transportation. The plan also outlines recommendations for improving safety for walking to school and accessing important landmarks such as the Mushroom plant.

The Walkable Scottville Plan addresses the issues and concerns facing the downtown Scottville area by providing actionable steps that can be taken in a timely manner. To ensure that the recommended strategies are financially feasible and sustainable, potential funding options have also been provided.

This proposal recognizes the importance of creating a more walkable and accessible city, not just for the benefit of pedestrians but also for the overall health and well-being of the community. The following section outlines the details of Proposal 1 and the actionable steps that can be taken to improve pedestrian infrastructure and accessibility in Scottville.

Case Studies

Study 1: City of Hastings, Michigan

The City of Hastings, a small community on the west side of the state, provides an illustrative example of successful design recommendations. Specifically, they have implemented several effective measures to improve intersection safety, including School Zone Crossing and a Strong Crosswalk Guard system.

Their robust crosswalk guard system resulted from various steps taken such as determining the interest of potential crossing guards in the community and assigning crossing guards along the routes that are not currently stations. Additionally, they have made efforts to enhance accessibility by installing curb ramps, and other school zone signage around the communities.

In addition to their non-infrastructure plans, the most impactful was education for parents and students. Surveys and community meetings surfaced the concern of safety as a limiting factor to viewing walking and biking as an attractive option. This limiting factor of safety, which greatly informed parents' decisions to let their students walk, became the priority focus for educational programming. The B. Healthy Coalition's participation on the team identified an easy way to deliver pedestrian and bike safety programming to students by planning to integrate activities within their existing structure focused on healthy living.



Figure 27 City of Hastings: Crossing Guard System

More information (Source): <https://saferoutesmichigan.org/2018/11/15/case-study-city-of-hastings/>

Study 2: City of Southfield, Michigan

The City of Southfield decided to pursue Safe Routes to School (SRTS) funding and successfully completed the infrastructure portions of their SRTS project in 2018. Significant issues were revealed after studying the routes children were frequently taking to three local public and private schools, Thompson International Academy, Yeshiva Beth Yehudah, and Beth Jacob School. Along the major roads children used to get to school, they found sidewalks were often unavailable. This forced children to walk in the streets. Just as concerning, when officials engaged in the SRTS standard walking audit process, they found students were dashing across busy, high-speed intersections, which was dangerous.

The first solution was to add new sidewalks, fill in gaps in the existing sidewalk network, and add ADA-accessible ramps wherever appropriate. The project's success highlighted two pedestrian refuge islands: one at the corner of 10 Mile Road west of Fairfax and the other at 11 Mile and Fairfield Road. The latter included an advanced HAWK (High-Intensity Activated Crosswalk) beacon system that allows users to press a signal button cueing a red light to regulate the traffic at the crossing. Developed in the 1990s, the HAWK makes it easier and safer for people to cross busy streets while maintaining the integrity of a 5-lane, high-speed road when pedestrian users are not present, making it effective for motorists as well.



Figure 28 City of Southfield: HAWK (High-Intensity Activated Crosswalk) beacon system.

More information (Source): <https://saferoutesmichigan.org/2023/02/14/case-study-southfield-infrastructure-additions/>

Study 3: Eastpointe Community Schools, Michigan

Eastpointe Community Schools is a school district headquartered in Eastpointe, Michigan, United States in Metro Detroit. The East Pointe Public Schools, through the Safe Routes to School program, have a wide range of infrastructure improvements in their proposal. They include unsafe routes, poor as well as missing pedestrian infrastructure around the public schools and the city residential areas. Relative to Scottville, the major concern was missing sidewalks; hence, one of the major parts of their recommendation was construction of new sidewalks where needed and missing.

Their solutions included the following:

- Installing and updating school zone signage along the major routes connecting to school from all residential areas.
- Implement cross markings and school signage where absent.
- Installing stop signs and redo worn out cross markings.
- Use signage and media outreach to reach all drivers in the area(s) of concern.
- Place active radar speed signs along routes prone to speeding.
- Include bike safety elements with other in-class activities during school hours.
- Adopt corner captains (Additional crossing support (can be volunteers/upper-level students) to be added to road crossings with safety concerns).



Figure 29 Eastpointe Community Schools, Michigan: Walkability Improvement Plan

More information (Source): <https://saferoutesmichigan.org/programs-events/> ;
<https://saferoutesmichigan.org/srts-handbook/#1634838668573-7fc3b3f7-44ca>

Links for programs: [Safe Routes Guide](#), [Bicyclist Safety Skills](#) (Bike safety curriculum);
<https://tlcbd.org/join-safe-passage> (Corner Captains)

A. Infrastructure and Design Recommendations

Missing Infrastructure

Concern: Most roads lack sidewalks, which makes it difficult for pedestrians to navigate the city safely. The few sidewalks that do exist are broken, uneven, and unattractive, which creates hazards for pedestrians. Some sidewalks end abruptly on the road. Pedestrian infrastructure, such as crosswalks, curb ramps, and pedestrian signals, is often absent in residential areas, leading to unsafe and inaccessible conditions for pedestrians.

Solution:

1. New sidewalk installations and redo existing with bad conditions and Addition of crosswalk markings. Figure 30 provides marked locations on new construction. To Make walking easier for people of all ages and abilities by adding curb ramps at intersections, Painting/repainting crosswalk markings, and additional school signage for safe walking routes (see case study 3 and figure 31).

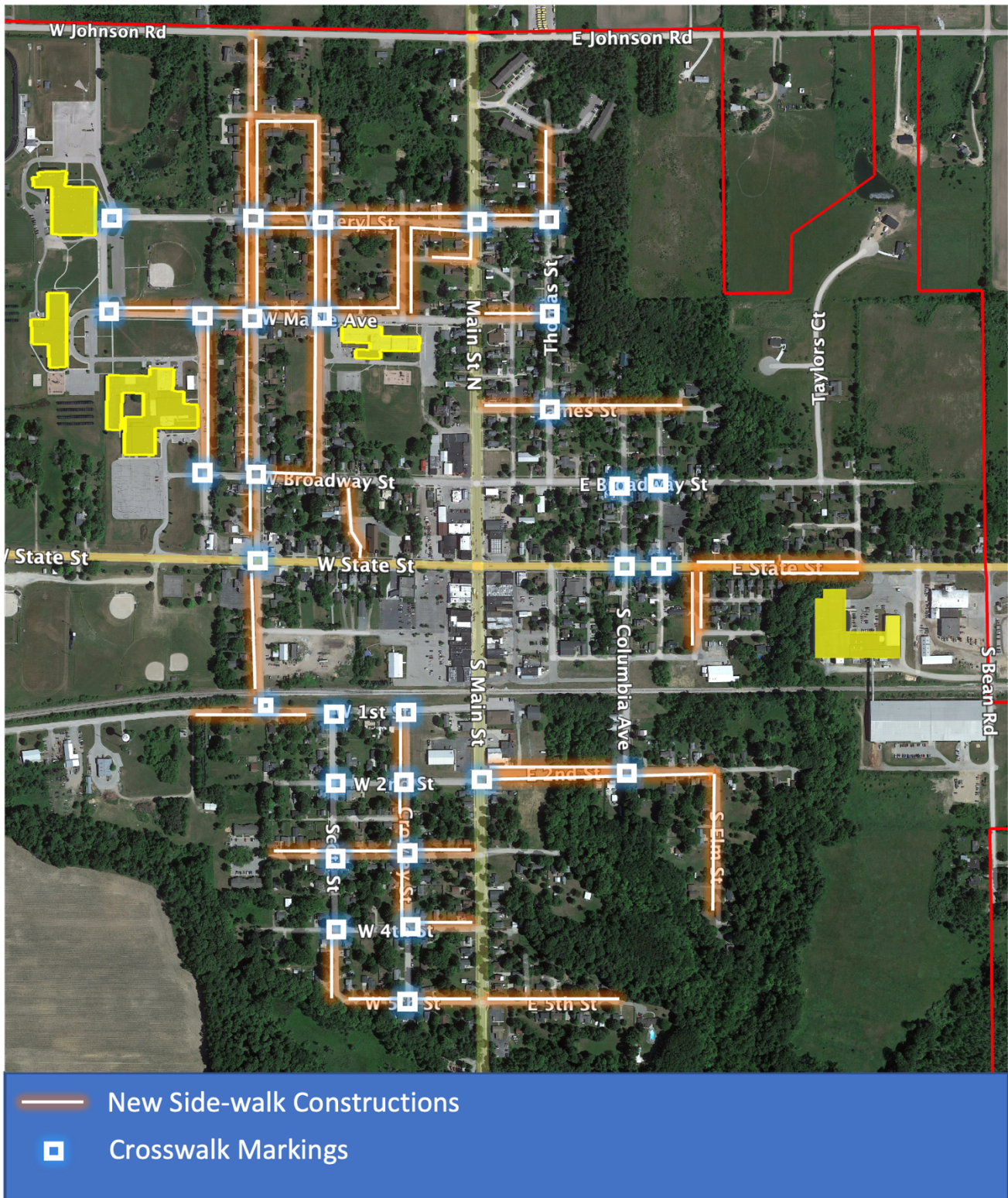


Figure 30 Proposal for New Side-walk Constructions

*Note: The crosswalk markings suggested in the map (figure 30) may need to be checked for compliance with regulations and reviewed by relevant authorities and engineers. The markings provided in the map are intended to address locations where crosswalks are currently unavailable or where paint has worn out. *



Figure 31 Before and After Images: Addition of sidewalks and other pedestrian infrastructure

2. Phasing options to prioritize the constructions over the city - A priority map is included to aid in the planning and execution of these construction projects (see figure 32). The lightest green is the school zone i.e., the Northwest of Scottville and considering most elementary students resides there, priority one for construction is given. Likewise, priority two for the Southwest and Priority three for Southeast is given considering the population concentrated over those areas.

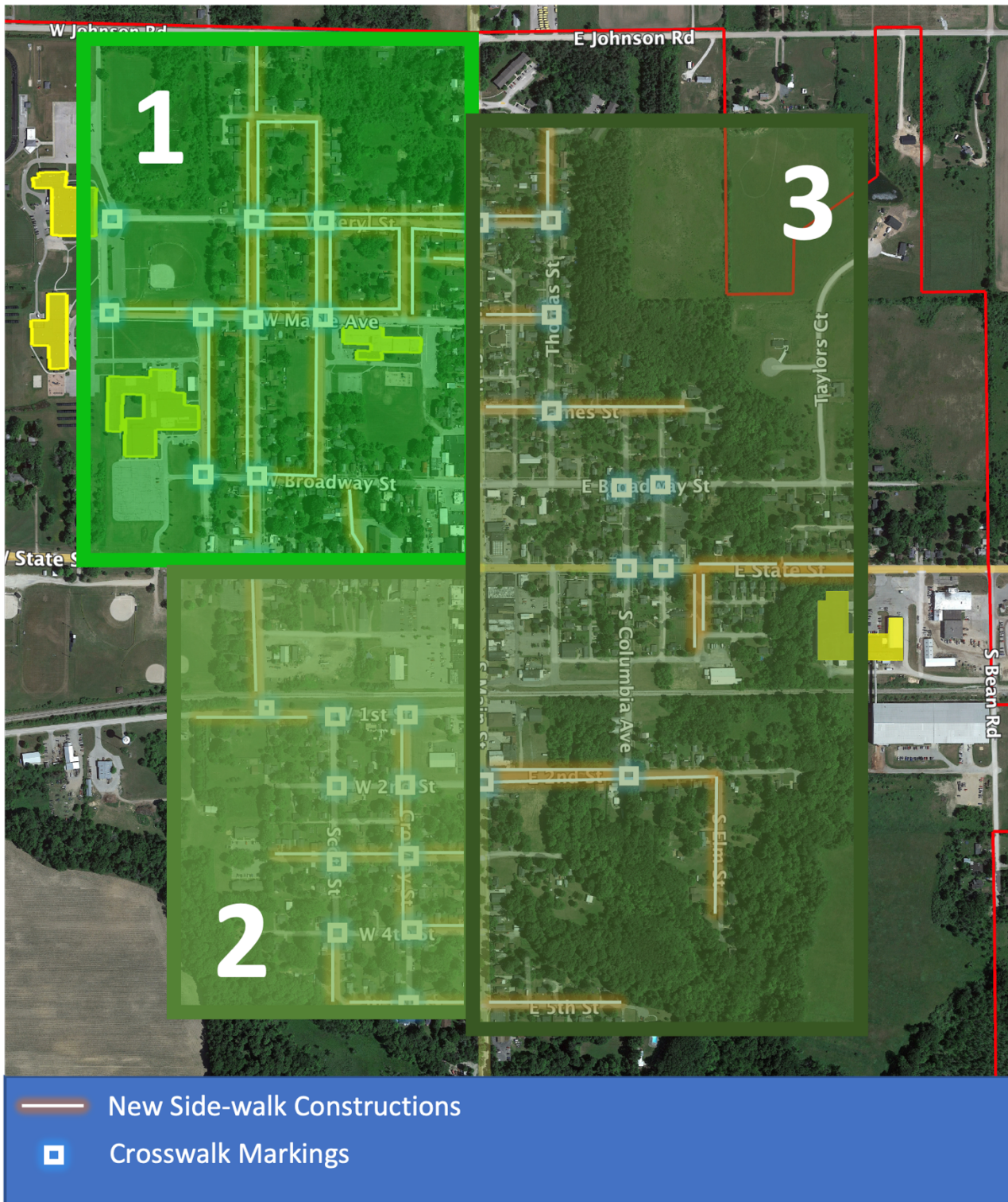


Figure 32 Suggestions for Priorities for New Sidewalk Infrastructure Constructions

*Note: The phasing suggestion given in the map (figure 32) is subject to be checked with construction engineers and reviewed by other relevant authorities. *

3. Provide safest routes that children could take while walking or biking to and from school. Recommendation on possible/potential routes for school kids to consider for walking to their respective schools is given see figure 33. The routes are aligned with student address maps and primary survey question 1. There is three potential routes Route 1 (i.e., pink) for Southwest, Route 2 (i.e., Purple) for Southeast, and Route 3 (i.e., Blue) for North-East. All the routes merge to the Northwest of Scottville and can be used for the children residing there as well. These paths are also made considering least crossing and avoiding the US 10 highway and Main St (north and South).

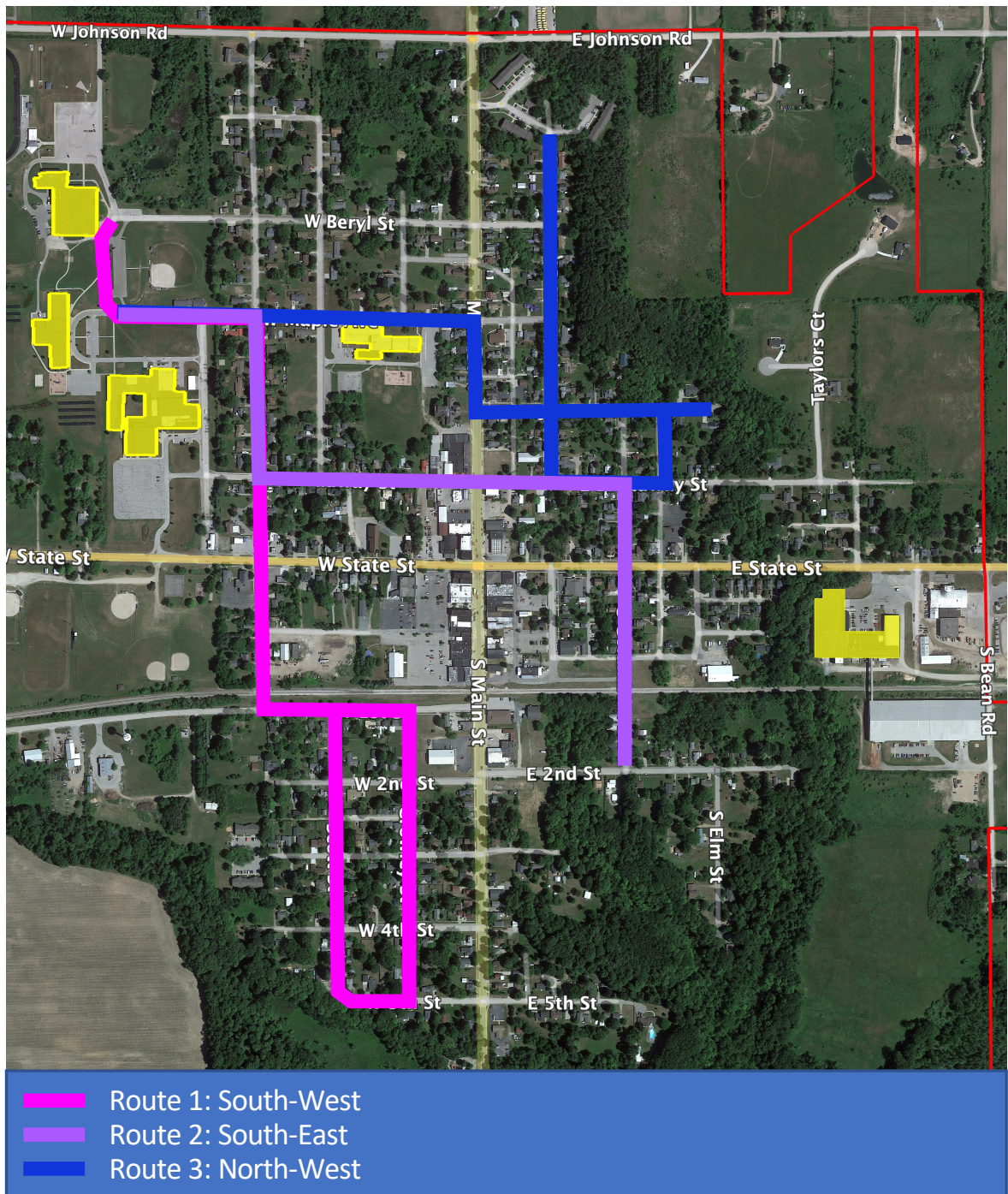


Figure 33 Potential routes to consider for children.

Maintenance

Concern: Lack of safe and accessible pedestrian pathways during winter weather poses a risk to all age groups, as ice and snow accumulation on sidewalks and roads make it difficult for pedestrians to walk, and there is often no clearance of ice from residential and other areas for pedestrians.

Solution:

- Pedestrian paths with snow removal services that are regularly maintained and kept free of ice and snow will make walking in cold weather more accessible and safer for all age groups.
- Create a sidewalk snow plowing program that regularly clears sidewalks of snow and ice.



Figure 34 Before and After Image: Clear path during winter season

Speeding Traffic

Concern: There is an increase in security issues at public locations due to fast vehicle speeds, especially within school zones, which pose hazards to students walking or biking to school.

Solution:

- Install speed bumps or speed tables to slow traffic speeds.
- Stop signs and clear crosswalk markings.
- Use signage and media outreach to reach all drivers in the area(s) of concern.
- Installing surveillance cameras and emergency call boxes.

- Install street lighting and pedestrian-friendly lighting for safety.
- Install portable radar signs in areas prone to speeding vehicles where children frequently walk/bike.
- Initiate progressive ticketing program.



Figure 35 Strong Safety System: Reference from Case study

Safe-guard system

Concern: Students have difficulty crossing major streets around schools, and there is a need for a strong crossing guard system to improve safety.

Solution:

- Assign crossing guards/corner captains.
- Assist students exiting and entering motor vehicles and walking students to safer paths away from traffic during peak hours. (Parents, school personnel and safety patrol can all participate)

Pedestrian-friendly streetscapes

Concern: Most pedestrian routes are unattractive and need more design solutions to make them more appealing to kids, encouraging them to choose to walk or bike to their schools. Wider pedestrian paths and proper pavement are needed to accommodate more foot traffic and to make it convenient and accessible for all.

Case study: To make the downtown area more attractive, welcoming, and full of people, City of Lansing-East Lansing have colored crosswalk markings at various hot-spot locations.



Figure 36 Success Story Image: East Lansing Downtown colored crosswalk markings

Solution:

- Wider sidewalks and smooth surface.
- Street trees (regular trimming in inner residential areas to avoid overgrown vegetation), Street furniture (downtown), benches and public art.
- To make the place more attractive few hot-spots or downtown area crosswalk markings can be colorful taking an illustration from Lansing – East Lansing City.

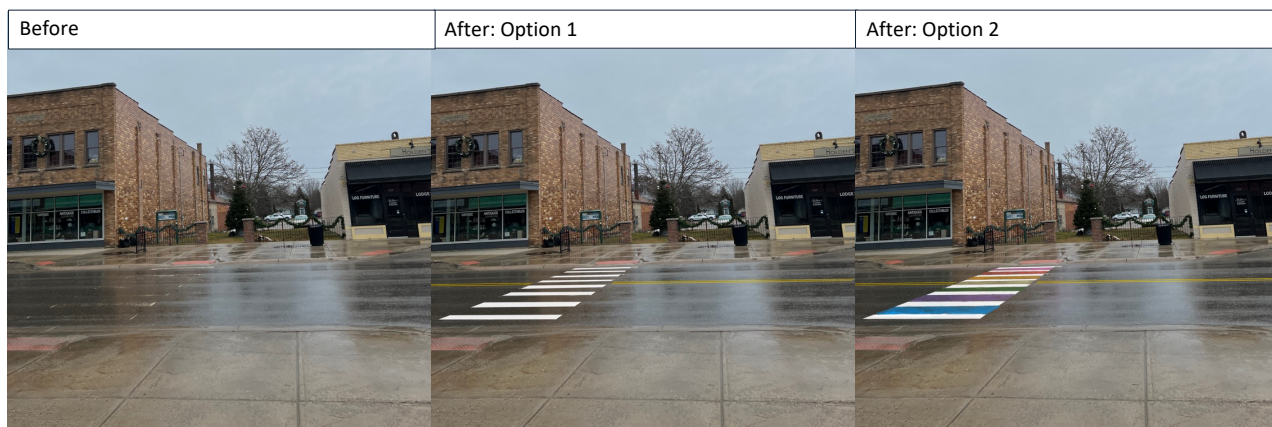


Figure 37 Before and After Image: Scottville downtown colored crosswalk markings

B. Non-Infrastructure and Pedestrian Awareness Programs

Education and awareness

Concern: The lack of community awareness of pedestrian route hazards and behaviors around town poses a significant risk to the safety and accessibility of pedestrians.

Solution:

- Utilize local media outlets to promote pedestrian routes maps, remote drop-offs, and on-street parking.
- Create informational signs in highly visible locations.
- Use social media to disseminate pedestrian routes maps, schedules, and announcements of walkability initiatives.

Quick Steps:

- Distribute visuals/flyers among school and community members, around downtown Main St and State St US10.
- Post awareness notices via school websites and newsletters.
- Encourage students to wear reflective gear walking/biking to school.

Other Walking Initiative Programs:

Walking initiatives are aimed at promoting walking as a means of transportation and physical activity, as well increasing the number of people walking downtown. These programs can take various forms, including:

- Incorporating walking into school curriculums.
- Incentivizing children with scores or prizes for walking.
- Having elder students walk with younger students for both fun and safety.
- Organizing walking events to create a sense of community.
- Educating residents about the benefits of walking, such as improved physical health and reduced environmental impact.
- Collaboration with local businesses and organizations to create walking-friendly environments and provide incentives for walkers, such as discounts or special offers for those who walk to their locations.
- Integration of technology, such as mobile apps or wearable devices, to track and incentivize walking habits and provide personalized recommendations for walking routes and activities.

These initiatives can increase awareness and interest in walking, promote healthier lifestyles, make the city livelier and most importantly, reduce the negative impact of automobile use on the environment.

Funding Recommendation for Proposal 1

Local Funding:

- **Volunteering:** In a planning setting, these efforts are sometimes called tactical urbanism or guerrilla urbanism. It involves the coordination of residents to build either permanent or temporary placemaking items at low or no cost. Most relevant to improving walkability in Scottville, these efforts could include painting crosswalks or hand building signage.
- **Local Business Sponsorship:** Consider the possibility of local business sponsorship of initiatives for funding items like signage.
- **Community Foundation for Mason County Grants:** Although Scottville is already familiar with these grants, which cover a wide range of community-building activities, this option has been included on the list in the name of comprehensiveness.

Grants

A variety of grant possibilities exist that fall within the scope of what has been proposed for downtown Scottville. All overlap with increasing walkability in Scottville.

- Safe Routes to School - Mini Grant or Major Grant (High priority)
- Transportation Alternatives Program Grants (High priority)
- Community Facilities Direct Loan & Grant Program (Medium priority)
- Safe Streets and Roads for All Grants (Medium priority)
- Community Change Grants (Medium priority)
- Crossings Program (Low priority)
- Reconnecting Communities Pilot Program (Low priority)

Note: Detailed funding and grants recommendations are available in Appendix 2A and for further information and summary please refer Appendix 1A.

Proposal 2: Lively Downtown Plan - Clowntown Scottville

A public space that residents will embrace, and visitors will flock to featuring food and entertainment options. It incorporates existing amenities to form a cohesive, marketable area that embraces what Scottville always has been while providing a vision for what it can be.

Scottville's Main Street is a traditional American-style downtown strip lined with commercial buildings that are fitting for restaurants and shops. State Street is a state highway that provides easy access for out-of-towners and passersby. The confluence of these arteries of activity provides a real opportunity for Scottville to capitalize on. The western side of Main Street provides opportunities because of the large, city-owned parking lot behind it that provides quick access to the city park, the Scottville Clown Band Shell, and the food truck area, all from both Main Street and State Street.

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Our proposal involves connecting these points of interest via a raised pathway to form a cohesive public space that residents will embrace, and visitors will flock to.



Figure 38 Proposal 2 Clowntown Scottville

The proposal also provides both long-term and immediately actionable recommendations for improvements to the sites this pathway would connect. These include improved signage, lighting, and seating spaces, all detailed in the subsections of the proposal 2.

The recommendations are organized into three sections:

- A. Food Truck Area Improvements
- B. Park Improvements
- C. General Improvements

The collection of these recommendations and the area they encompass has been dubbed “Clown town Scottville” in reference to the Scottville Clown Band Shell that sits within this space. Importantly, many of the improvements could be achieved through small-scale volunteer efforts, with a minimal need for grants or large budgetary commitments.

Case Studies:

Study 1: Plymouth, Michigan (Food truck park)

Plymouth Park & Eats is Wayne County’s first and only food truck park. It allows a place for vendors to go seven days a week, which decreases the need for soliciting businesses or paying outrageous fees for events. Use of picnic tables, umbrellas, trash cans, and games (life-size Connect 4), music, and an outdoor firepit. The population in Plymouth, Michigan is around 9000 people, much more than Scottville, although the ideas they used to create the food truck park could be useful.



Figure 39 Plymouth, Michigan: Food Truck Park

More Information: <https://plymouthparkandeats.com>

Study 2: Traverse City, Michigan

The Little Fleet is an open-air bar and food truck park that was once a liquor store with a large, unutilized parking lot. The circumstance of a large, unused parking lot is similar to Scottville. Traverse City transformed this area with tables, chairs, lighting, sun coverings, trash cans, food trucks, and a liquor license. The area now attracts locals and tourists alike.



Figure 40 Traverse City, Michigan: Food Truck Park)
More Information: <http://www.thelittlefleet.com>

Study 3: St. Louis, Missouri

A nonprofit called Pocket Parks was used to help neighborhoods transform vacant spaces into loveable community spots at low costs, by using resources already available. The project only took 24 hours with the help of YARD & Company, and volunteers. An uncomplicated design with colorful paint, picnic tables, trash cans, and sun covers helped bring the community to appreciate and use the area.



Figure 41 St. Louis, Missouri: Pocket Parks
More Information: <https://www.strongtowns.org/journal/2023/2/28/pocket-parks-a-small-bet-that-makes-a-big-difference>

A. Food Truck Area Improvements

Concern: City officials and food truck vendors have expressed an interest in better utilizing Scottville’s food truck area, which has excellent highway frontage. Amenities are needed to encourage both vendors and patrons.

Solution:

- Provide permanent signage for the food truck area that is easily visible from the highway. Consider “Clowntown Scottville” name and logo for cohesive community branding.
- Provide semi-permanent seating areas such as picnic tables, umbrellas/sun coverings, and attractive trash bins.
- Provide easily accessible power supply for vendors in the food truck area in order to help attract more food truck vendors.

B. Park Improvements

Concern: The park area is underused as a public space gateway between the Main Street businesses and the food truck/band shell area.

Solution: Look into the possibility of mural paintings on walls. Simple geometric shapes can be done on a volunteer basis.

Funding: Volunteering, Local Business Sponsorship, Community Foundation for Mason County Grants, Public Spaces Community Places Grants, T-Mobile Hometown Grant Program, Michigan Sparks Grants, AARP Community Challenge Grants, Match on Main.

C. General Improvements for all Areas of Clowntown Scottville

Concern: Downtown Scottville, the Scottville Clown Band Shell, the park, and the food truck area are all in close proximity. However, excessive parking creates large amounts of dead, unattractive space, making walking between them inconvenient and unsafe.

Solution:

- Provide a raised, connected pathway for easy and safe access between the food truck area, park, and Scottville Clown Band Shell as well as the Main Street businesses that are typically accessed by residents from the back entrances.
- Consider incorporating clown-related imagery such as clowns, circuses, carnivals, magic, and adjacent topics into all elements.
- Add games such as tick-tack-toe, hopscotch, and more painted on sidewalks.
- Add other interactive elements such as photo-taking features like face-cutout boards of clowns.
- Add string lighting along pathway as well as over food truck area.
- Add Wi-Fi availability in the food truck areas and courtyards.
- Create promotional events such as creating a weekly event for the food truck area that brings in tourists and customers. For example: Free Side Fridays, where the food trucks give out a free side with a purchase of two meals every Friday from 12:00 – 3:00 p.m.
- Develop a logo and website that promote Clown town Scottville as an attractive, cohesive destination.

Funding: Volunteering, Local Business Sponsorship, Community Foundation for Mason County Grants, Public Spaces Community Places Grants, T-Mobile Hometown Grant Program, Michigan Sparks Grants, AARP Community Challenge Grants, Match on Main, DTE Energy Foundation Tree Planting Grants, Community Forestry Grants

The map shown in Figure 42 shows the before and after image of lively downtown with murals in pocket parks.

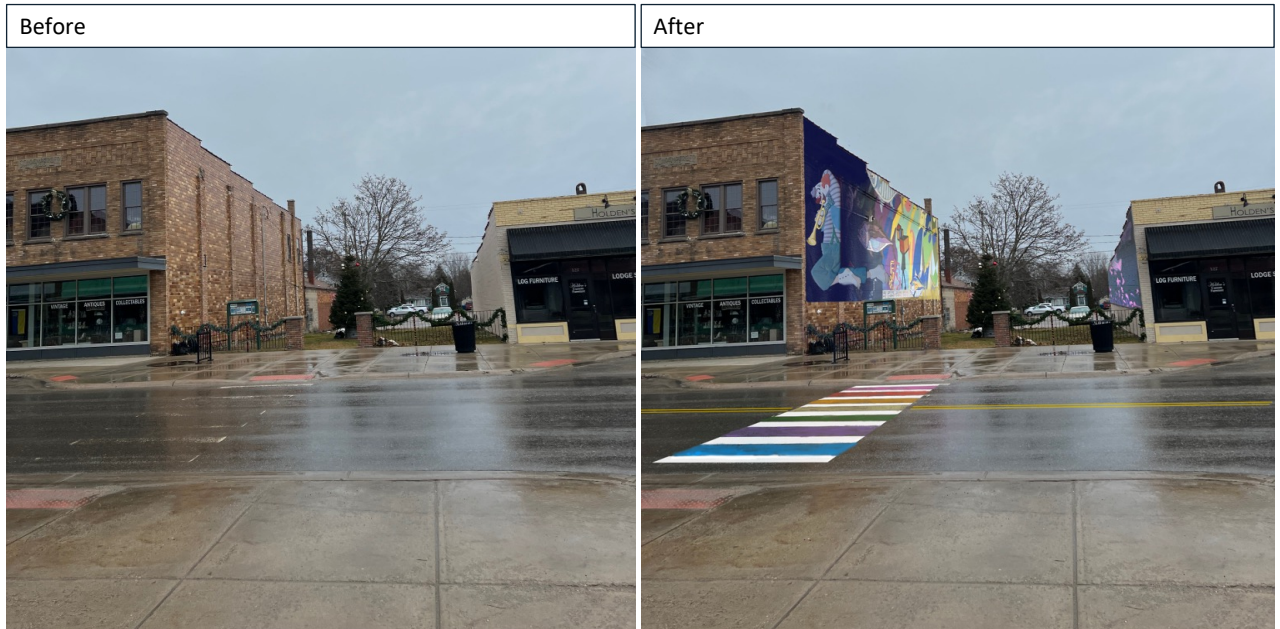


Figure 42 Clown-Town Scottville Mural (Before and After Image)

Funding Recommendation for Proposal 2

Local Funding:

- **Volunteering:** In a city planning setting, these efforts are sometimes called tactical urbanism or guerrilla urbanism. It involves the coordination of residents to build either permanent or temporary placemaking items at low or no cost. Most relevant to activating downtown Scottville, these efforts could include public artwork, pocket parks, landscaping, and plantings, sitting spaces, or any other efforts to capitalize on the creativity of residents.
- **Local Business Sponsorship:** Consider the possibility of local business sponsorship for the above initiatives.
- **Community Foundation for Mason County Grants:** City of Scottville is already familiar with these grants, which cover a wide range of community-building activities, but this option has been included on the list in the name of comprehensiveness.

Grants

A variety of grant possibilities exist that fall within the scope of what has been proposed for downtown Scottville. Many of these grants are more open-ended but all overlap with placemaking. While the vast majority of proposals for Downtown Scottville are inexpensive, some crucial pieces come with significant investment which could be greatly supplemented by the following grant possibilities:

- Public Spaces Community Places (High priority)
- T-Mobile Hometown Grant Program (Medium priority)
- DTE Energy Foundation Tree Planting Grants (Medium priority)
- Community Forestry Grants (Medium priority)
- Michigan Spark Grants (Low priority)
- AARP Community Challenge (Low priority)
- Match on Main (Low priority)
- Revitalization and Placemaking Program Grants (TBD)

Other Resources

Pocket Parks: An application can be submitted to the Pocket Parks Corporation to receive potential help with improvements for Scottville. The link for the Park Application can be found at:

<https://www.pocketparks.co/ourparks>

Note: Detailed funding and grants recommendations are available in Appendix 2B and for further information and summary please refer Appendix 1B.

Proposal 3: Other Recommendations

The zoning ordinances for Scottville consist of a large part Residential Improved properties which are located all throughout the city. There are Exempt Public-School zones within the northwest quadrant of the city as well as Industrial – Improved zone land on the southeast part of the city. There are commercial improved properties located around downtown, specifically on and right off of Main St.

Looking at the Commercial Vacant properties scattered around downtown, we recommend the opening of either a convenience store and or a hardware store which would be of more use to the city than it is to have huge book and furniture stores. In doing so we would not only aid the city residents, but it would also help the vacancy rate within commercial properties go down.

For example, the city of Emporia in Kansas sought to revitalize its downtown by getting rid of vacant commercial properties and properties that were long due for renovation. Their Main Street program had a few areas of focus: : to promote, design, enhance, and organize current and potential services that would eventually make up what the town of Emporia knew as its downtown. The plan and efforts of the city resulted in a more vibrant downtown with multiple arts centers as well as theaters that draw in crowds upon crowds since its opening. Scottville being smaller than Emporia could still benefit from this idea given the number of vacant properties they have on their Main St. Scottville could also investigate a revitalization plan that incorporates ideas of repair and renovation but even destruction of properties that will take more to repair and convert them to garden type landscapes with lights and shade.

(Source: https://www.epa.gov/sites/default/files/2015-05/documents/competitive_advantage_051215_508_final.pdf)

The Commercial Improved zoned properties could benefit from better parking and smaller parking lots for each commercial business. The parking can hold more people than the city has residents and it's not only a waste of space, but also a bit of an eye sore considering its one large lot located behind Main St.

The city of Milwaukee, for example, worked with Project for Public Spaces (PPS), a nonprofit organization focused on creating public spaces for community members to convene. An example is The Spot 4MKE which was previously an old vacant parking lot. Over six months, the lot was transformed into a colorful, vibrant, and useful piece of its community where its youth as well as adults can interact. The design includes picnic tables with umbrellas, an area for theater and dance, as well as a designated section for games. This design incorporated an L-shaped design to not take up all the parking spots needed for those driving to this destination. The project not only revitalized this parking lot, but because of it, the city was able to receive \$50,000 in grant money for the management and maintenance of the site as well as to set up future events for the community to come together. This project began as an attempt to bring color to a part of their town which was being disregarded, similar to Scottville.

(Source: <https://scholarworks.uark.edu/cgi/viewcontent.cgi?article=1043&context=archuht>)

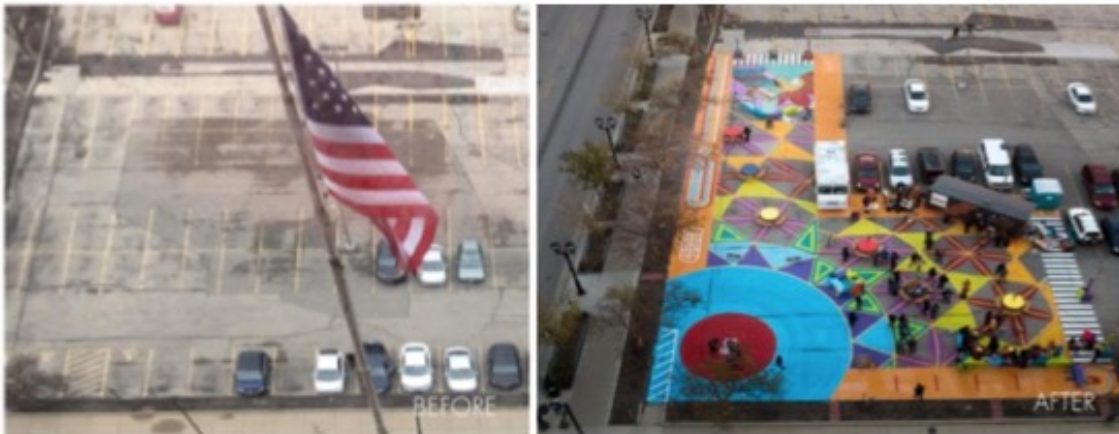


Figure 43 Case Study: Parking Lot - Street Murals

Zoning/Ordinance Recommendations

While these recommendations are primarily catered towards creating a more walkable Scottville, they can, over time, concurrently beautify the city and promote economic viability.

- **Building setbacks:** Remove minimum building setback requirements and establish maximum setbacks for Main Street, State Street, and the downtown core. Over time, this will shorten walking distances, limit the need to walk through parking areas and across driveways, and generally contribute to a more attractive and traditional streetscape that is supportive of walking.
- **Parking location:** Require parking be placed behind, or if necessary to the side of, new non-residential buildings. Over time, this will shorten walking distances, limit the need to walk through parking areas and across driveways, and generally contribute to a more attractive and traditional streetscape that is supportive of walking.
- **Parking amount:** Reduce minimum parking requirements and consider instituting maximum parking allowances for new non-residential buildings. Over time, this will shorten walking distances, limit the need to walk through parking areas and across driveways, and generally contribute to a more attractive and traditional streetscape that is supportive of walking.
- **Parking lot amenities:** Where new parking is constructed in front of structures, require a designated sidewalk or walking path through the parking area that extends from the sidewalk to the front door.
- **Driveways:** Discourage the construction of non-essential driveways to all buildings. These reduce pedestrian safety and enjoyment.
- **Doorways:** Require functional doors on the frontside/sidewalk facing side of all buildings to provide easy pedestrian access.
- **Allowable uses:** Allow and encourage mixed-use structures on Main Street, State Street, and throughout the downtown core. This will help bring people within walkable distances of local businesses and essential functions. Consider allowing duplexes, triplexes, and accessory dwelling units in adjacent neighborhoods for the same purpose.

Aesthetics: Consider aesthetic requirements for new structures on Main Street and State Street such as trees and plantings, or even that 50% of a building's front façade be covered in clear glass.



Appendices

Appendix 1: Summary of proposals (How to use this document for further implementation)

Appendix 1A: Walkable Scottville Plan: Funding Options	Timeframe			Cost			Funding	Reference Page No.	
	Recommendation	Short-Term	Medium-Term	Long-Term	Cost: Low	Cost: Medium	Cost: High	Most Relevant Funding	Refer page "X" in this document
New sidewalk construction		X					X	Safe Routes to School Major Grant	Page 71: Appendix 2(A), No. 1
Sidewalk repaving		X					X	Safe Routes to School Major Grant	Page 71: Appendix 2(A), No. 1
Crosswalk markings	X				X			Volunteering	Page 56: Local funding- Volunteering
ADA-accessible ramps		X					X	Safe Routes to School Major Grant	Page 71: Appendix 2(A), No. 1
Traffic signage		X				X		Safe Routes to School Major Grant	Page 71: Appendix 2(A), No. 1
Wayfinding signage	X				X			Volunteering	Page 56: Local funding- Volunteering
Snow removal	X					X		Community Facilities Direct Loan & Grant Program	Page 72: Appendix 2(A), No. 3
Speed bumps/speed tables		X					X	Safe Routes to School Major Grant	Page 71: Appendix 2(A), No. 1
Emergency call boxes		X					X	-	
Street lighting		X					X	-	
Portable radar signs		X					X	-	
Crossing guards		X			X			-	
Street furniture		X					X	-	
Street trees		X				X		DTE Energy Foundation Tree Planting Grant	Page 71: Appendix 2B. No. 3

Appendix 1B: Lively Downtown – Clowntown Scottville Funding Options	Timeframe			Cost			Funding	Reference Page No.
	Recommendation	Short-Term	Medium-Term	Long-Term	Cost: Low	Cost: Medium	Cost: High	Most Relevant Funding
Picnic tables	X			X			Most options are applicable to most recommendations. These include volunteering and grants.	Page 60 – 62 & Page 75 – 78: Appendix 2(B)
Umbrellas/Sun coverings	X			X				
Trash Bins	X			X				
Painted sidewalk games	X			X				
String lights	X			X				
Wi-Fi	X			X				
Logo & website	X			X				
Permanent signage (food food truck area)	X				X			
Permanent power supply (for food truck area)	X				X			
Volunteer mural work (simple geometric patterns)		X		X				
Professional mural work		X			X			
Raised walking pathway		X				X		
Events & festivals			X			X		

Appendix 2: Funding/Grant (detail) Information

Appendix 2(A): Suggested Grant Sources for Walkable Scottville Plan Proposal 1

1. **Safe Routes to School – Mini Grant or Major Grant** (Michigan Fitness Foundation/MDOT)

Priority/Relevance: High

Deadline: Mini Grants: Spring (annually). Major Grants: Year-Round

Key Uses: Construction/refurbishment of sidewalks, crosswalks, ADA ramps, and programming

Amount: Mini Grant applicants are eligible to receive as much as \$15,000 per school, or a maximum of \$120,000 per applicant for 8 or more schools. Major Grant applicants are eligible to receive as much as \$300,000 per school in infrastructure funds and up to \$15,000 per school in non-infrastructure funds.

Full Description: As part of the Michigan Department of Transportation’s “Transportation Alternatives Program,” Safe Routes to School (SRTS) provides funding to support a variety of initiatives related to increasing the safety of and the interest in active transportation (namely walking and biking) to school. The funding is administered through the Michigan Fitness Foundation and provides for infrastructure upgrades such as new sidewalks, crosswalks, and ADA ramps, as well as non-infrastructure programming efforts such as Walk & Roll to School Day, educational programs, and more.

Recommendations & First Steps: Much of the proposed work related to increasing walking access to school could be covered under SRTS funding. Contact the SRTS Grant Coordinator responsible for Mason County: Colleen Synk (Phone: 517-908-3826, Email: csynk@michiganfitness.org). She will direct Scottville through the process of applying for these grants. For general information about Safe Routes to School, visit <https://saferoutesmichigan.org>.

2. **Transportation Alternatives Program Grants** (Michigan Department of Transportation)

Priority/Relevance: High

Deadline: Year-Round

Key Uses: Construction/refurbishment of sidewalks, crosswalks, bike lanes, trails, and more

Amount: No maximum

Full Description: Michigan’s Transportation Alternatives Program (TAP) offers grants that are aimed at enhancing alternative transportation options such as walking and bicycling. Such grants have been used for the construction of sidewalks, crosswalks, bike lanes, trails, and more.

Recommendations & First Steps: TAP is responsible for Safe Routes to School funding but offers many opportunities beyond this. Scottville should consider utilizing these non-SRTS funds for recommendations related to downtown walkability improvement as well as Mushroom Plant and Riverside Park access. Contact the Coordinator responsible for Mason County: Julie Thomas (Phone: 517-256-6524, Email: ThomasJ5@Michigan.gov) to inquire about the application process. For general information about the Transportation Alternatives Program, visit <https://www.michigan.gov/mdot/programs/grant-programs/transportation-alternatives>.

3. **Community Facilities Direct Loan & Grant Program** (USDA Rural Development)

Priority/Relevance: **Medium**

Deadline: Year-Round

Key Uses: Purchase of public works vehicles and equipment (ex: snowblowers)

Amount: Can cover a maximum of 75% of proposed costs based on local poverty rates and median household income levels

Full Description: The Rural Development program is part of the U.S. Department of Agriculture and focuses on improving the quality of life and economic conditions in rural communities. This grant provides partial funding for a variety of different things, including the purchase of public works vehicles and equipment.

Recommendations & First Steps: For small communities, tasks such as snow removal on sidewalks can be an overwhelming task. This grant provides for the possibility of funding that would alleviate those burdens in the form of purchasing snow removal equipment such as snowblowers. Contact Michigan's USDA State Director Brandon Fewins (Phone: 517-324-5190) before filling out application forms. For general information about the Community Facilities Direct Loan & Grant Program, visit <https://www.rd.usda.gov/programs-services/community-facilities/community-facilities-direct-loan-grant-program>.

4. **Safe Streets and Roads for All Grants** (U.S. Department of Transportation)

Priority/Relevance: **Medium**

Deadline: Undetermined (application window is expected to open in April)

Key Uses: Planning and assessments for road safety, construction of traffic calming infrastructure such as roundabouts, curb bump-outs, traffic signals, and more.

Amount: Unspecified

Full Description: The U.S. Department of Transportation is now offering funding through the Safe Streets and Roads for All program. This program focuses on funding grants that provide technical support and planning as well as monies related to the construction and redesign of roadways non-motorized pathways to include items such as traffic calming elements, pedestrian signals, and more. The priority of this program is preventing roadway deaths and serious injuries, whether they be motorists, pedestrians, bicyclists, or other travelers. Implementation grants are extremely competitive, but planning grants are readily available. This grant requires

city contribution, but would allow for prioritization and streamlining of projects by MDOT such as projects related to State Street.

Recommendations & First Steps: The first steps involve determining whether Scottville should apply by itself or file a joint application with another body such as the Mason County Planning Commission, and also deciding whether to apply for an Action Plan Grant or an Implementation Grant. View this chart to learn more about the application process https://www.transportation.gov/sites/dot.gov/files/2022-06/SS4A_Action_Plan_Info_Sheet.pdf. For general information about the Safe Streets and Roads for All grants, visit <https://www.transportation.gov/grants/SS4A>.

4. **Crossings Program** (Michigan Department of Transportation)

Priority/Relevance: **Medium**

Deadline: Undetermined (Next call for projects opens in July 2023)

Key Uses: Safety enhancements at railroad crossings, such as active-warning devices

Amount: Not specified

Full Description: The Michigan Department of Transportation’s Crossings Program aims to improve public safety through the addition or enhancement of safety features at rail crossings.

Recommendations & First Steps: The railroad crossing through the south end of Scottville (three separate street/sidewalk intersections) poses a safety risk to both motorists and pedestrians. This program could provide funding for items such as gates and warning devices that would aid in safety. Although the next call for projects does not open until July, Scottville is encouraged to reach out to MDOT’s Rail Safety Manager Kris Foondle (Phone: 734-657-1626) to discuss the possibility of utilizing funds from this program.

5. **Community Change Grants** (America Walks)

Priority/Relevance: **Low**

Deadline: Undetermined (2023 deadline has passed)

Key Uses: Signage, maps, events, beautification (street art, plantings)

Amount: \$1,500

Full Description: The non-profit organization America Walks provides small grants that have been used to create more walkable communities. A wide range of projects have been funded by these grants, including efforts to increase ease of navigation with signage and maps, increase awareness and excitement through events, and increase use and experience through street art and plantings.

Recommendations & First Steps: A number of the recommendations in this report could be improved through this grant. The grant application process is currently closed for this year, but

should be followed up on by Scottville. For general information about the Community Change Grants, visit <https://americawalks.org/programs/community-change-grants>.

6. Reconnecting Communities Pilot Program (U.S. Department of Transportation)

Priority/Relevance: Low

Deadline: October (application window opens in June)

Key Uses: Removal, retrofit, mitigation, or replacement of transportation facilities such as highways and rail lines that create difficulties with connectivity.

Amount: Planning grants may not exceed \$2 million, but there is a \$5 million minimum for construction grants.

Full Description: The U.S. Department of Transportation is now offering funding through the Reconnecting Communities Pilot Program. This program focuses on funding grants that provide technical support and planning as well as monies related to the removal, retrofit, mitigation, or replacement of transportation facilities like highways, major roads, and rail lines that create difficulties with connectivity.

Recommendations & First Steps: The \$5 million minimum for construction grants implies this program prioritizes larger projects. Nevertheless, the funding for planning and technical assistance could prove valuable for improving crossing safety at railroad tracks as well as on State Road. Consider applying through Grants.gov when the 2023 application process opens in June. For general information about the Reconnecting Communities Pilot Program, visit <https://www.transportation.gov/grants/reconnecting-communities>.

7. Tangential Grant Possibilities:

Trail systems and bicycle infrastructure often works hand in hand to promote awareness and viability of walking options and should be examined seriously on these grounds. Several grants related to these topics are briefly described below:

- a. **American Trails Trail Capacity Program:** A non-profit organization that provides grants of up to \$15,000 related to the maintenance and stewardship of trails all across the United States. More information: <https://www.americantrails.org/apply-for-the-trail-fund>.
- b. **Rails to Trails Conservancy Trail Grants:** A non-profit organization that provides funding related to the construction of maintenance of trails. More information: <https://www.railstotrails.org/our-work/grants>.
- c. **League of Michigan Bicyclists Micro Grants:** A non-profit organization that provides funding of up to \$2,000 for projects focused on bicycle safety and increasing bicycle ridership. More information: <https://lmb.org/initiatives/micro-grants>.
- d. **People for Bikes Grants:** A non-profit organization that provides grants of up to \$10,000 for infrastructure and programming benefitting bicyclists, such as bike racks. More information: <https://www.peopleforbikes.org/grant-guidelines>.

Appendix 2(B) – Suggested Grant Sources for Lively Downtown Plan

1. **Public Spaces Community Places** (Michigan Economic Development Corporation)

Priority/Relevance: High

Deadline: Rolling

Key Uses: Streetscape beautification and walkability, public plaza development, access to public amenities, public Wi-Fi, place branding, events, alley rehabilitation, park enhancements, and more

Amount: Grant will match the amount crowdfunded by the city, up to \$100,000 combined total

Full Description: The Michigan Economic Development Corporation’s Public Spaces Community Places program matches grant funds that are raised through crowdfunding (local donations). These funds can be used for a wide variety of public space enhancing initiatives.

Recommendations & First Steps: Many of the recommendations this report offers for Downtown Scottville could be aided by these funds. To apply now, visit <https://www.patronicity.com/puremichigan>. For more information on the Public Spaces Community Places program, visit <https://www.miplace.org/programs/public-spaces-community-places>.

2. **T-Mobile Hometown Grant Program** (T-Mobile)

Priority/Relevance: Medium

Deadline: Multiple each year

Key Uses: A variety of community building activities including the addition or renovation of public spaces such as town squares, historic buildings, parks, and libraries.

Amount: Up to \$50,000

Full Description: T-Mobile’s Hometown Grant Program offers rural communities an opportunity to receive funding for a wide variety of community-building initiatives. In particular, these tend to revolve around the enhancement of public spaces.

Recommendations & First Steps: A wide variety of proposals for Downtown Scottville could be aided by this grant. To submit a proposal, visit here <https://nationalmainstreetcenter.submittable.com/submit/7814aa28-e35a-4ef2-a458-53d4219ae144/t-mobile-hometown-grant-application-q1-2023-january-march-31-2023>. For more information on the T-Mobile Hometown Grant Program, visit <https://www.t-mobile.com/brand/hometown-grants>.

3. **DTE Energy Foundation Tree Planting Grants** (Michigan Department of Natural Resources)

Priority/Relevance: **Medium**

Deadline: Applications are due annually in June

Key Uses: Tree planting funds for city streets, parks, schools, and neighborhood revitalization projects

Amount: Up to \$4,000

Full Description: The DTE Energy Foundation provides funding for tree planting grants through the Michigan Department of Natural Resources. These funds can be used for planting trees on city streets, parks, schools, and neighborhood revitalization projects.

Recommendations & First Steps: Trees are an essential placemaking tool. Scottville will be more attractive for both businesses and for walking with the addition of attractive new trees. New trees would have beneficial impacts on all other recommendations in this report. For more information and access to application forms, visit <https://www.michigan.gov/dnr/buy-and-apply/grants/forestry/dte>. For questions about the DTE Energy Foundation Tree Planting Grants, contact Jennifer Lawson (313-235-8551) at the DTE Energy Foundation.

4. **Community Forestry Grants** (Michigan Department of Natural Resources)

Priority/Relevance: **Medium**

Deadline: Undetermined

Key Uses: City tree inventory, plans, and plantings

Amount: Up to \$25,000

Full Description: The Michigan Department of Natural Resources offers Community Forestry Grants. These can be used for a variety of activities related to urban forestry, including tree inventories, plans, and plantings.

Recommendations & First Steps: As noted in the DTE Energy Foundation Tree Planting Grants section, any plan related to activating Downtown Scottville or improving walkability could benefit through the planting of attractive new trees. Scottville should consider applying for this grant and should reach out to DNR Urban Forestry Coordinator Kevin Sayers (Phone: 517-582-3209, Email: SayersK@Michigan.gov) to begin this process. More information on the Community Forestry Grants can be found by visiting <https://www.michigan.gov/dnr/buy-and-apply/grants/forestry/community>.

5. **Michigan Spark Grants** (Michigan Department of Natural Resources)

Priority/Relevance: **Low**

Description: “Support projects that provide safe, accessible, public recreation facilities and spaces to improve people’s health, introduce new recreation experiences, build on existing park infrastructure and make it easier for people to enjoy both indoor and outdoor recreation.”

6. **AARP Community Challenge (AARP)**

Priority/Relevance: **Low**

Deadline: Closed for 2023, stay tuned for application process for 2024

Key Uses: Specifics of grant change annually

Amount: Varies

Full Description: Each year, AARP gives out a variety of grants related to community building. Eligible activities are wide-ranging and change annually but have often centered around improving public spaces.

Recommendations & First Steps: There are a variety of grant opportunities in the recent past that would be very relevant to Scottville currently. AARP has shown no intentions of halting this program, and Scottville should keep tabs on the next set of grant opportunities for when they arise.

7. **Match on Main (Michigan Economic Development Corporation)**

Priority/Relevance: **Low** (Long-term option: See “Recommendations & First Steps”)

Deadline: N/A (Long-term option: See “Recommendations & First Steps”)

Key Uses: Activating outdoor spaces (i.e. furniture, sitting areas, & aesthetics).

Amount: Up to \$25,000

Full Description: Through the Michigan Economic Development Corporation, a city receives a grant that can be funneled to a local business which can then be used for activities related to the permanent or semi-permanent activation of an outdoor space.

Recommendations & First Steps: Numerous businesses in downtown Scottville could benefit from grant of this type. However, these grants are only available to communities that are part of at least one of two MEDC-sponsored programs: Redevelopment Ready Communities or Michigan Main Street Communities. Thus, the Match on Main grant is a more long-term option for Scottville. Nevertheless, Scottville should begin the steps of becoming a Redevelopment Ready Community (RRC), which comes with a host of benefits such as technical assistance and training as well as the possibility of receiving grants such as this one. Any community in Michigan can become an RRC and at absolutely no cost. To begin this process, contact one of the two RRC Coordinators for Mason County: Katie Higgs (Phone: 517-898-7561, Email: higgsk@michigan.org) or Julia Turnbull (Phone: 517-599-1752, Email: turnbullj2@michigan.org). For more information on the Match on Main grant, visit <https://www.miplace.org/small-business/match-on-main>. For more information on becoming a Redevelopment Ready Community, visit <https://www.miplace.org/programs/redevelopment-ready-communities/rrc-process>.

8. **Revitalization and Placemaking Program Grants** (Michigan Economic Development Corporation)

This is a new program that will finance “place-based infrastructure development, real estate rehabilitation and development, and public space improvements.” It was only announced in February, and more details are expected to be released in April. Stay tuned:

<https://www.michiganbusiness.org/rap/2>.



Thank You!

