



Public Engagement Strategies & Plans for Redevelopment Ready Communities®

Housekeeping



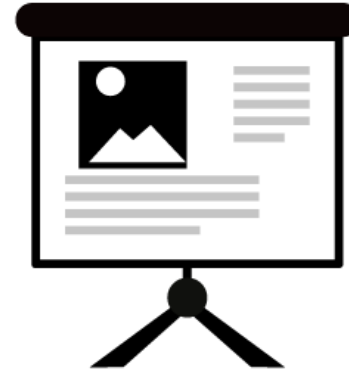
QUESTIONS

Feel free to send questions as we go along using the chat feature on the left side.



MUTE

We've muted all participants to avoid background noise. But take a second to doublecheck you're muted, especially if you're on the phone.



SLIDES & VIDEO

We will post a PDF of the slide deck as well as a recording of this presentation in the RRC Library within 24 hours.



FEEDBACK

We will send a follow up survey to gauge the effectiveness of today's webinar. Please provide feedback to improve future sessions. The survey will be available for 48 hours.

Agenda

1. RRC Philosophy on Public Participation
2. Building a Public Engagement Plan
3. Outreach & Engagement Methods
4. Crafting the Plan
5. Examples from RRC Communities
6. Wrap Up

Public Participation & Development

There are many reasons to engage the public throughout the planning and development process.

CREATE BUY-IN

Engaging community members on a regular basis increases the likelihood of buy-in for the community vision in plans. This increases the probability of success.

REDUCE UNCERTAINTY

Some developments impact a community more than others. Waiting until site plans are fully developed can cause a developer to dig-in and a community to feel left out of the process. The resulting conflict can deter developers from even considering a project.

BUILD CAPACITY

Engaged community members are more likely to run for office, volunteer for events and have more trust in local government overall. Communities with capacity are more prepared to handle development when opportunities arise.

What's in a Public Participation Plan(P3)?

Every community's plan will look different but all should touch on at least the following:

GOALS

What does your community wish to accomplish through the public participation plan?

APPLICABLE REGULATIONS

Open Meetings Act, MI Planning Enabling Act, Brownfields, Etc.

KEY STAKEHOLDERS

Who should be engaged on a regular basis? Who may not normally be at the table?

COMMUNICATION TOOLS

What methods do you expect to use? Consider both basic and proactive methods.

STRATEGIES

Identify key processes where public participation is essential and strategies for each.

COMMUNICATING RESULTS & EVALUATING RESULTS

How to share input. Be sure to evaluate effectiveness of chosen methods.

Goals

- What are the community's expectations for public participation?
- What does successful participation look like to your community?
- Are there special circumstances you need you consider for your community?

City of Grand Blanc

2018

1. PUBLIC PARTICIPATION GOALS AND OBJECTIVES

- The City shall conduct proactive and inclusionary public participation techniques during all phases of the master planning or comprehensive planning process.
- The City shall foster a cycle of seeking public input and public review of results.
- The City shall conduct all aspects of citizen participation in an open manner, with freedom of access to the participation process for all interested persons.
- The City shall engage a diverse set of community stakeholders in planning, land use, and development decisions.
- The City shall encourage the involvement of residents most affected by the proposed planning, land use, or development project.
- The City shall seek to identify and involve a broad and representative cross-section of the community's residents.
- The City shall make reasonable efforts to ensure continuity of involvement of citizens and community groups throughout all stages of the planning and review process.
- The City shall utilize effective and equitable avenues for distributing information and receiving comments.
- The City shall support and encourage effective participation. Information shall be made available in a timely manner, so as to enable citizens to be involved in important decisions at various stages of the review and approval process.
- The City shall record the results of public engagement to the extent feasible and provide summaries back to the public.

Regulations Related to Public Participation

Michigan Open Meetings Act: Establish location for meetings, notification procedures, change notifications, etc. Access the full text [here](#).

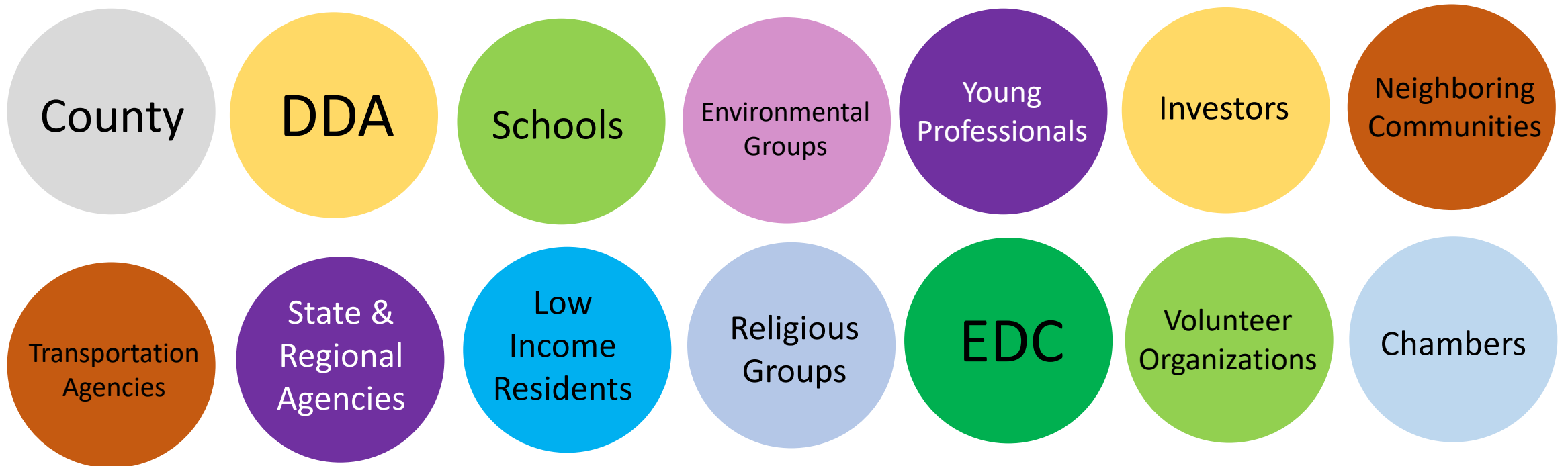
Michigan Planning Enabling Act: Outlines the process for crafting master plans including notification and timelines. Access the full text [here](#).

Other Acts: Brownfields, Downtown Development Authorities, MI Zoning Enabling Act, Corridor Improvement Authorities, Etc.

Local Regulations: Some communities may have additional regulations or policies on the books to enhance public participation. Many communities have ethics policies to consider. If yours does, be sure to note that in this plan.

Identifying Stakeholders

Everyone is a stakeholder in some way – identifying key stakeholders and when to engage them allows for the most effective methods of public participation.



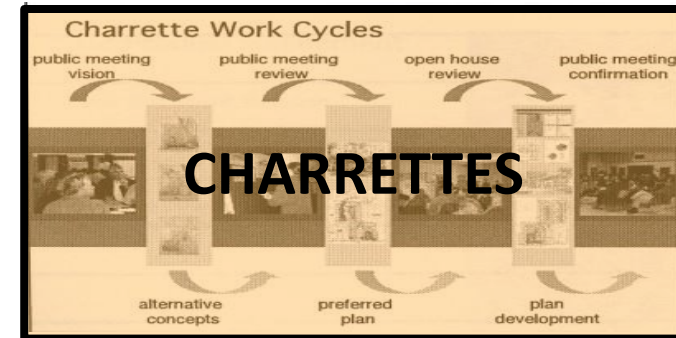
Communication & Outreach Tools: Basic

The P3 should be sure to list out the basic methods for engagement such as:

- Public Meetings
- Public Comment Procedures
- Opportunities to Serve on Boards & Commissions
- Public Hearings
- Where to find postings and/or documents (City Hall, library, etc.)

Communication & Outreach Tools: Proactive

There is an endless list of innovative and proactive outreach methods. Some of the more common ones include:



Already happening in Michigan



"Meeting with the Manager"

24 videos • 83 views • Updated 4 days ago



This is a half-hour, made-for-cable segment that City Manager Erik Tungate records internally and continually airs over our local Cable TV station, OPTV15, rotated for one month. We also upload the video to our YouTube channel. The interview typically involves a question and answer interview session between Erik and the guest in a relaxed atmosphere setting with cushioned chairs and table-side chat.

Oak Park

Monthly City Manager show

Village View

Community News from the Village of Vernon
Winter 2019

Board Openings



Serving our community on one of our boards gives you the opportunity to make important contributions to shape the future of the Village. Serving gives you a voice and can be one of the most rewarding experiences of your life.

There are several boards/committees with opportunities for you to serve.

The Village currently has two openings on council, one opening on our Downtown Development Authority and two openings on our planning commission. Now is a great time to get involved in our community. Lots of exciting things happening including a complete revision to our Master Plan for the Village, revitalizing our downtown, regional planning, potential residential developments, and recreational projects. If you don't serve then who will? Contact our office or stop in to discuss how you can become a part of the great things happening in the Village.

Help A Neighbor

With the onset of winter, we'd like to remind you that there are many people who are elderly or with disabilities in our community. Some practical ideas to help those around you:

- Introduce yourself and provide your phone number, let them know you are available to help them out.
- Clear a walkway and put down salt.
- If you are going shopping see if there is anything you can get for them.
- Offer to take the dog for a walk.
- Ask if they would like for you to pick up their mail.
- Ask if they are all set on their prescriptions.
- Deliver a home cooked meal or some sweet treats.
- Spend some time with them.
- If the power goes out check to be sure they have everything they need.



• Even the smallest of gestures could mean a lot to someone who is in need. You could be just what your neighbor needs today.

Help Wanted

The Village is in need of part time help for our DPW Department. CDL needed. Fill out an application at the Village Office.

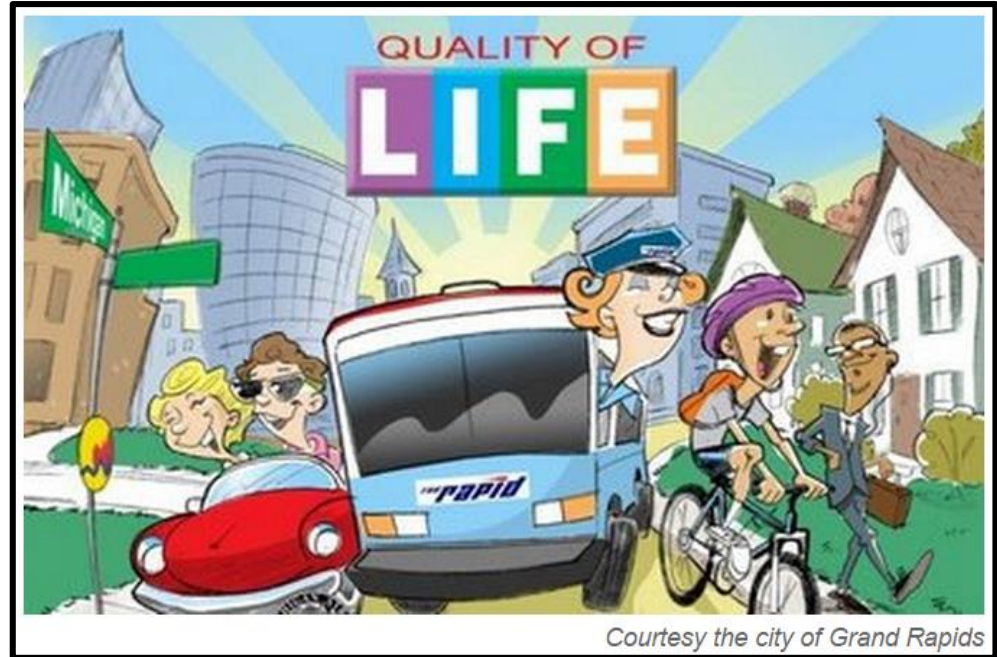
Christmas in the Village

Christmas Spirit filled our downtown and community this year for another successful event! Attendees enjoyed a beautiful light parade and the festivities continued late into the evening with horse wagon rides, yummy food, vendors/shopping, crafts and cookie decorating for kids, caroling, and of course Santa! This event would not be

successful without the generous contributions from our local businesses and sponsors! Thank you Great Lakes Ready Mix, LLC, Great Lakes Fusion, LLC, Glasers Lumber Company, Graff Chevrolet Durand, Inc, Telford Construction, Berthiaume & Company, CPA's & Auditors, Rowe Professional Services Company, Monroe Point Shell, Blight Oil Company, Riverside Market, Ram Heating & Cooling Inc. LA Construction! Congratulations to our coloring contest winners First Place - Vesper Tkaczyk, Second Place - Dane Hardacre, Third Place - Josey DeYoung, Gingerbread house decorating winners First Place - Mollie Anne Shay, Second Place - Mackenzie Maxson, and Third - Place Alexander Amunga, and our home decorating contest winner the Goodmans!



Dates to Remember		
01/07/2019	Community Cats	7:00 a.m.
01/08/2019	DDA Meeting	5:30 p.m.
01/16/2019	Council Meeting	7:00 p.m.
02/04/2019	Community Cats	7:00 a.m.
02/12/2019	DDA Meeting	5:30 p.m.
02/20/2019	Village Council	7:00 p.m.
03/12/2019	DDA Meeting	5:30 p.m.
03/20/2019	Village Council	7:00 p.m.



Courtesy the city of Grand Rapids

Grand Rapids

As part of a corridor planning process, this game doubled as a way to gather information and learn.

Already happening in Michigan



City of Lansing, Michigan - Government
April 16 at 11:03 AM · 🌐

Don't miss Walking Wednesday tomorrow at 6PM. We'll explore the Red Cedar golf course and discuss the proposed development.

LANSING
WALKING WEDNESDAY

Red Cedar Neighborhood | April 17, 2019 | 6-8 PM

WED, APR 17
Walking Wednesday - Red Cedar Neighborhood

You like City of Lansing, Michigan - Government

Lansing

Walking tours in neighborhoods across the city to discuss issues facing the area.



Where am I: [Home](#)

DEPARTMENT OF NEIGHBORHOODS

We help improve the quality of life in every district.

The Department of Neighborhoods (DON) provides a direct link between the city and block clubs, community groups, business owners, faith and school leaders and residents. The 14-member team includes a district manager and deputy district manager for each City Council district. Their top responsibility is fighting blight and rebuilding, strengthening the fabric of the neighborhoods. The managers directly engage with residents and volunteers in both major initiatives like Motor City Makeover, Detroit and tax foreclosure prevention and smaller efforts, such as vacant lot clean-ups and board-ups. However their work goes far beyond that. District managers help coordinate with block clubs and community associations; drive community engagement and planning projects and other initiatives; resolve citizens' complaints; and educate residents on a broad range of City programs and policies.

Detroit

The department of neighborhoods provides a direct link between the city and community groups.



City manager's new haircut fosters community talk in Muskegon Heights

Posted Jul 9, 2018

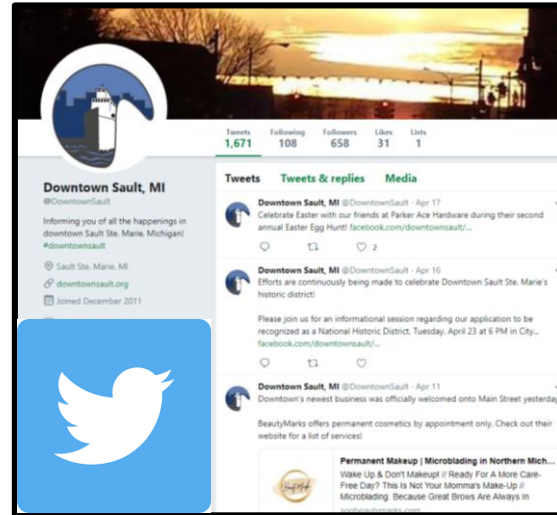
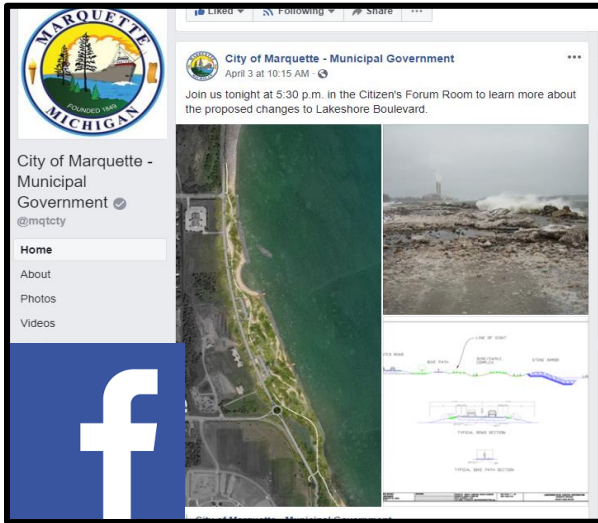


Muskegon Heights City Manager Jake Eckholm, center, gets his hair cut while taking questions from residents during the city's first "Cuts & Conversation" event at Fancy Yancey's Salon, 2754 Peck St., June 29, 2018. (Ben Solis | MLive.com)

Muskegon Heights

The city manager took a haircut as a chance to have a community conversation.

Social Media



TIPS

Know who is allowed to post on your account and what is acceptable (i.e. a policy).

Plan ahead, schedule posts when possible.

Have a plan in place for answering messages/comments.

Strategies

- What are your major planning processes? Which tools are applicable in which situations?
- How will the community work with developers to seek early stakeholder outreach (when applicable)?

STRATEGIES FOR OUTREACH

The RHP³ allows Rochester Hills to encourage and plan for public input, rather than simply reacting to it. Proactively engaging stakeholders fosters a sense of ownership and prevents delays caused by unforeseen issues. When developing public policy and planning events, the sooner the public is involved, the easier it will be for new ideas to be incorporated into the planning process. Each of these below listed items occur often throughout the year without a consistent method of notifying key stakeholders through the methods outlined in the communication tool box section of the RHP³.

The following guide illustrates the level of engagement applicable for the noted planning issues or activities. The level of notice may vary from issue to issue. This list will be refined as the RHP³ is updated:

Planning Issues or Community Activities	Tier One	Tier Two	Tier Three
Master Plan Update	A	A	A
Zoning Ordinance Update	A	A	A
Downtown Development Plan	A	A	A
Corridor Improvement Plan	A	A	A
Parks and Recreation Plan	A	A	A
Low controversy development project	A		
High controversy development project	A	A	
City Festivals	A	S	
Farmers Market	A	S	
Community Awards/ Honors	A	A	
Community Group Events	A	S	
Senior Events	A	S	
Volunteer Opportunities	A	S	
Positive Media Mentions	A	S	
Public Hearings	A	S	
Regular Meetings	A		
City Contests	A	S	
Recreation Programs	A	S	
Vacant Board Positions	A	S	
Special Meetings	A	S	
Water Disruption	A	A	
Road Closures	A	A	
Paving Projects	A	A	
Election News	A	A	
Department News	A	A	
A = Always S= Sometimes			

Strategies

- What venues may be most appropriate to solicit feedback? (Go to people, don't expect them to come to you).
- What existing frameworks or institutions can your engagement strategies build upon or supplement?



Special Note: CDBG Citizen Participation

- CDBG projects require that a community identify key stakeholders to reach out to have a plan in place for doing so.
- Addressing this in your public participation plan can save your community time when working on a CDBG project.



Communicating Results

Follow up and communication is essential to fostering long term public participation and engagement.

Include survey and workshop results in plan appendices.

Send follow up emails or mailings to meeting participants.

Publish a newsletter on a regular schedule.

Some results, such as 1:1 interviews or focus groups may be kept confidential.

Post pictures and summaries to social media

Make meeting minutes available online in a timely manner.

Tracking Effectiveness

COMMUNITY EVENT SATISFACTION SURVEY
What event did you attend today?
How did you hear about this event?
Was this event held at a convenient location and time?
Are you glad you came to this event? Would you improve it in any way?
date_____

Determine **measures of success** and identify how to gauge your progress in meeting those. Potential tools and/or data:

- Sign-In sheets to track attendance
- Post-Meeting Surveys (great for qualitative data)
- Social media statistics

Establish a process for reviewing the plan on a regular basis to make changes as needed.

Crafting your P3

1

Identify a P3 Partner

Everyone views public participation differently. Make sure you have someone who complements your experiences and viewpoints.

2

Draft goals & identify stakeholders

Most communities have between 5 – 7 goals. Stakeholders list can vary dramatically.

3

Affirm goals & stakeholders | Discuss Engagement Methods & Strategies (MEETING)

A group such as your planning commission is a good sounding board to make sure you're on the right track. With those foundations set, talk about basic and proactive methods of engagement. Identify priority tools.

Crafting your P3

4

Complete Draft

With your goals, stakeholders and other foundational information fairly firm, you can wrap up the narrative to get a full draft.

5

Review Draft

Make edits as needed – a few rounds may be required depending on the complexity of your strategies.

6

Adopt Public Participation Plan (MEETING)

Once you're pleased with the document, seek approval from the appropriate authority. The final document should be prominently displayed on your website.

Example P3s

Negaunee

Sault Ste Marie

Hart

Grand Blanc

Mount Pleasant

Next Steps & Resources

Noodle on this Presentation | Sketch a Schedule

Identity key steps. Who will approve. What data you'll need to gather before a first meeting or draft.

Visit the RRC Library

You'll find several example P3s in the RRC Library (www.miplace.org/rrclibrary). Check those out – R&D as you see fit. You'll also find a P3 Guide [here](#).

Revisit your Best Practices Training Presentation for Ideas

If you don't have the flash drive or presentation materials, let your RRC Planner know and we can get you fresh copies.

Questions

Christopher Germain, AICP

Michigan Economic Development Corporation

Senior RRC Planner, Regions 1/6/Detroit

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Coming Up

MAY 14
2:00 PM

Technology in Local Government

Learn about how local governments across the state are embracing technology to increase their efficiency. This session will cover free tools such as Trello or Google Docs as well as more complex tools such as Munetrix and options for accepting credit cards. Such tools can help with a number of RRC best practices. www.miplace.org/rrcwebinarmay

JUNE 20
9:00 AM

Training Plans & Strategies

Training is essential to ensure your community's boards and commissions can do their job to the best of their ability, but traditional options such as conferences can be difficult and expensive. Join us as we discuss how to bring training to your officials through options including webinars, in-house presentations, books, and more. This session focuses on best practice 4.2. www.miplace.org/rrcwebinarjune