



---

CITY OF NEGAUNEE

PUBLIC PARTICIPATION PLAN

---

## A GUIDE TO COMMUNITY ENGAGEMENT IN THE CITY OF NEGAUNEE

---

Public participation is a critical element in the development of broadly inclusive communities that are responsive to their constituents. Participation can be a powerful force as it relates to civic matters; it can drive the support needed to bolster a public initiative to success, or in other cases, significant public opposition too late in the process can spell disaster for a project. Proactive communities recognize that harnessing early input from the public is an essential step for major projects, from master planning to physical development projects.



Meaningful engagement also has the additional benefit of cultivating a more informed citizenry when it comes to current City issues. When residents are aware of the facts and circumstances regarding changes in their community, they are more empowered to provide constructive feedback that can result in project modifications that better align with the needs and wants of the community. Consistently meeting the public's expectations for public engagement serves to build a sense of trust and understanding that enhances the bond between the City and its residents and often leads to better outcomes than if it did not.

This Public Participation Plan is a guide for the leaders and citizens of the City of Negaunee to guide our collective efforts on engagement; describing the way it is expected to happen, and when and where it will take place. By adopting this plan, the goals and strategies become a policy by which the City will seek to improve its communications and outreach efforts, while stakeholders will have a resource that they may look to for important details on how information will be communicated to them.

### HOW TO USE THIS PLAN

---

This plan should be consulted by City leaders whenever opportunities arise for obtaining public input. Processes such as master planning or parks and recreation plan updates have requirements for public input and there are a variety of ways for obtaining this input. As these processes and others like them happen, the City should consider employing multiple methods and opportunities in order to capture the thoughts and opinions of a broad-range of the stakeholders in Negaunee. Beyond the development of plans, the City may also wish to solicit feedback from its stakeholders on specific development projects, events, or initiatives. For these more focused activities, the City leaders should try to identify who may be affected by the outcomes of the activity and attempt to target those stakeholder groups using the methods they are most likely to respond to. *Section III: Stakeholders* includes a growing list of the groups

and organizations in the City of Negaunee, their specific interest areas, and recommends the methods by which public engagement would be most effective.

Residents of the City may use this plan as a resource for understanding how City leaders might try to connect with them when input is solicited. By understanding the practices described on Page 5, a resident can be aware of the opportunities and venues where the efforts will likely be targeted, and also some basic familiarity of the protocol for each of these activities. For example, when and how a member of the public may interact with the City Council at a public meeting.

## BECOMING REDEVELOPMENT READY

---

In 2017, Negaunee signaled its intent to pursue RRC certification by engaging in the program, which means a number of these best practices must be included in the Public Participation Plan’s development to maintain a RRC-compliant document. The basic framework of criteria and expectations from these best practices which follow below, have been incorporated into this plan.

### **Best Practice 1.2 - Public Participation Strategy**

1. The community has a documented public participation strategy for engaging a diverse set of community stakeholders.
  - The strategy identifies key stakeholders, including those not normally at that visioning table.
  - The strategy describes public participation methods and the appropriate venue to use each method.
  - If a third party is consulted, they adhere to the public participation strategy.
  - The community assists the developer in soliciting input on a proposal early in the site plan approval process as detailed in the public participation strategy.

2. The community demonstrates that public participation efforts go *beyond the basic methods*.

Basic Practices	Proactive Practices
Following open meetings requirements	Individual mailings
Website postings	Community workshops
Local cable notifications	Social media usage (Facebook, Twitter, etc.)
Newspaper postings	One-on-one interviews
Flyers in public places	Design charrettes
Attachments to water bills	Focus groups
Announcements at meetings	Crowdsourcing

3. The community shares outcomes of public participation processes.
  - The community tracks success of various outreach methods.
  - The community participation results are communicated in a consistent and transparent manner.

The RRC evaluation criteria and their expectations, while not a legal requirement, are important benchmarks that cities around Michigan should strive to achieve to achieve their planning and development goals. For the Public Participation Plan component in particular, the Best Practices suggest contemporary methods for connecting with community with the intent of reaching out to stakeholders who may not typically be at the table.

## NEGAUNEE'S STRATEGY FOR IMPROVING PUBLIC PARTICIPATION

---

A guiding strategy begins with a vision of the future that the community hopes to achieve. Goals are broad statements that, if completed, help achieve a piece of that vision. Objectives are the key actions and results that should be undertaken to help complete the goal. The Negaunee Public Participation Plan proposes the following strategy to support the City's existing public engagement efforts:

**Vision:** By targeting outreach efforts to established stakeholder organizations and age groups in Negaunee that are not typically at the table, we will take steps to grow participation on City issues while becoming more inclusive of the demographics in the Negaunee. As a forward-thinking community, Negaunee will experiment with innovative and proactive methods for engagement that will allow us to connect with residents and understand their needs.

**Goal:** By 2021, the City will see increased participation in the community across multiple demographics as observed by public meeting attendance, social media engagement, surveys returned, and involvement in innovative activities.

**Objective:** Increased youth participation on city issues, particularly community development activities.

**Objective:** Increased engagement with seniors by working more closely with the Senior Center to present during breakfast events.

**Objective:** Grow enthusiasm and stakeholder involvement in the Downtown by supporting the DDA and its meetings through promotion and through multiple opportunities to connect with this re-established public body.

**Goal:** New, innovative methods for public participation will be tested and measured for their impact on community understanding and familiarity on issues.

**Objective:** The City of Negaunee will continue to work to re-establish the PEG TV channel which could provide a means of getting information to local residents with few other options.

**Objective:** The City, in coordination with the DDA, will invite the public to participate in the planning and development of the Downtown in a public open house to comment and provide ideas about uses, function, and design within the area.

**Objective:** As opportunities present themselves, the City of Negaunee will test the use of engaging community participation activities and track their effectiveness.

**Objective:** Applicants on new development projects of significant size will be encouraged to provide public informational and feedback opportunities prior to filing land use applications.

**Goal:** The City will develop and maintain a database of contacts and a collection of tools for outreach to assist in communication efforts on community news, events, and activities.

**Objective:** Beginning in 2019, the Planning Commission will review and consider public engagement activities that occurred over the year as part of its Annual Report and make recommendations for updates.

**Objective:** The City will periodically review its database of stakeholders and organizations to ensure it is up-to-date and inclusive of the major segments of the community in Negaunee.

## HOW PUBLIC PARTICIPATION HAPPENS IN NEGAUNEE

---

Public participation may be solicited for a number of reasons in city government. Public meetings are the most traditional method of getting city government information out to the community, but how does the community learn about these meetings? In the event a person misses a meeting on a topic, where else can they turn for information. The following sections provide information on the range of communication tools and methods that the city employs, where they happen, and attempts to identify the major stakeholder organizations and partners that should be reached on projects to connect with a broad cross section of the community.

## TRADITIONAL METHODS FOR SHARING INFORMATION IN NEGAUNEE

---

The MEDC's *Redevelopment Ready Communities* program breaks down engagement methods into two types; traditional and proactive. Traditional methods include the tools and practices that have been commonly used by communities for decades. They are the tried and true tools that residents have grown accustomed to and their effectiveness and efficiency is a reason why they are still used today.

### **Public meetings**

Public meetings in Michigan require compliance with the [Open Meetings Act](#), a State law that requires all meetings of public bodies (including all city councils, boards, and commissions) to follow basic rules that ensure transparency in government. This includes responsibilities for governments to post the dates, times, and location of meetings; the inclusion of public comment opportunities; and assurance that all decision-making actions of the body will happen where the public is able to witness it.

New to public meetings and want to know how to get involved? Check out the [City of Negaunee's website](#) to find the regular meeting schedule of the City's various bodies. The City Council is the legislative body in Negaunee and it has the final say on local laws, known as *ordinances*. Other bodies provide important recommendations and assist the City on specialized topics, like planning and zoning, parks and recreation, or other matters.

You should expect to arrive just prior to the start of a meeting, as the order of business typically begins at the published meeting start time. If you wish to speak on a particular topic, it may be helpful to come with prepared notes and plan to address your points in under three minutes. There are typically two **public comment** periods on the agenda that will be announced as the order of business proceeds. Depending on the body's established rules, there may be varying time lengths permitted for commenters, or one of the comment periods may be set aside for only comments on the items listed on the agenda. The chair of the board you are attending should announce these details, if they are relevant. The public body may vary on its level of formality and public comments do not require a response from the body, but they may engage in conversation when they feel it is important. Remember to be respectful to the public officials you are addressing; they are our neighbors who are volunteering their time and trying their best to make Negaunee a better place.

Some Public Meetings also include a special type of public comment referred to as a **public hearing** on a specific topic, such as the rezoning of a parcel of land, or on the passage of a new ordinance. This happens in addition to regular public comment and if you plan on speaking on this topic, those thoughts

should be held until the hearing is officially opened. This opportunity allows a stakeholder more time and a chance for dialog with the public body they are addressing.

If you would like to address the body but cannot attend a meeting due to other circumstances, you are welcomed to **write a letter** to that body and your communication will be shared or summarized at its next meeting after receiving it, as time permits.

### ***The Negaunee City Website***

[Cityofnegaunee.com](http://Cityofnegaunee.com) is the home page of the City of Negaunee and it is where you can expect to find all relevant and important information that the City shares. It provides a wide range of information, including: important dates, plans and ordinances, forms, city news, and can be a portal to reach other important information for a resident. Checking the City website should always be a resident's surest bet for finding the most up-to-date information in Negaunee.

### ***Newspaper Announcements and Press Releases***

Frequently, the City will utilize our local newspapers as a means of distributing information. Sometimes this is a legal requirement for public meetings and hearings. Other times, the City may be interested in sharing news on events and happenings using a **press release** that summarizes the details of what is being announced, allowing the media to read and share the relevant pieces of information in their articles. In the past, Negaunee has used press releases to announce actions like the adoption of new plans, open surveys, or projects that are initiating. The [Mining Journal](#) is Negaunee's newspaper of general circulation and for that reason, the City coordinates with the paper on posting its notices and press releases. For access, a resident may purchase a subscription to have the paper delivered to their home or visit the website.

### ***Newsletter***

The Negaunee Newsletter is sent out monthly to residents along with their utility bill. The newsletters carry important local news, events, and announcements going on within the city. The Senior Center also publishes a newsletter with announcements specifically for the Senior residents of Negaunee. Although these newsletters are primarily for activities within the Senior Center, it is a great source of information and an important link for community members to find out about area happenings. Both newsletters can be found on the city's website.

### ***Postcard Mailings***

When the City needs to reach out to all residents on a time-sensitive topic, such as a survey or an upcoming meeting, it has commonly used postcard mailings to all residential addresses within Negaunee. This is a low-cost method that allows to City to capture the attention of residents on a wide scale while providing basic details on the upcoming opportunity.

### ***Public Access Television***

In the past, the City of Negaunee made use of *Public, Education, and Government* (PEG) television channel which allowed local residents to view public meetings and other city-related content from their home. Changes to State legislation and policy changes with Charter Communications, the local cable provider, has resulted in the discontinuance of this channel; however, the City remains in strong support of restoring the PEG channel for the benefit of its residents and will continue to press this issue with the relevant decision makers. Most recently, the City completed a survey which resulted in 84.2% of residents indicating their support for the re-establishment of the PEG channel.

### ***Flyers Posted in Public Locations***

Public meeting locations, such as those listed on page 9, are common locations where stakeholders may find flyers and notices posted. Typically, a flyer may be affixed to the front doors, a bulletin board, or display case upon entering the building. This method gives building users the opportunity to view the schedules and notices as they visit a location for other business.

### ***Attachments to Utility Bills***

In some instances, communications may be distributed to residents via their utility bills. Communications on utility billings may be done with little to no additional cost to the City, as the cost of postage is already included. If you are a resident that receives a utility bill, be sure to read your bill completely for any other important information that the City may be trying to communicate.

---

## PROACTIVE METHODS FOR PUBLIC PARTICIPATION

---

Proactive methods include the tools and practices that have been increasing in popularity among community developers in recent years. They may use modern technology or attempt to connect with residents on a more personal level to understand the complexity of an issue.

### ***Community workshops and informational sessions***

When the highest level of engagement is needed, the City Manager, elected officials, department heads, and consultants will work together to host workshops and information sessions for connecting with residents on a particular topic. This type of activity is less formal than a public meeting and allows a greater level of information sharing between both parties. In a workshop or information session, the public is the primary audience. Most recently, the City hosted workshops for the development of its Capital Improvements Plan and its Moving Forward Economic Development Strategy. Prior to starting a local street, sewer, or water projects, the City will also invite residents of impacted neighborhoods to informational sessions where they can find out more about the project and ask questions. These types of meetings are typically advertised across a variety of methods, including the website, Facebook, and the use of postcard notices.

### ***Social Media***

Among the many web-based social media platforms available, the City makes use of Facebook to communicate with the users connected with the [City of Negaunee](#). Quick highlights and links to more in-depth features on the City website are commonly shared on its Facebook page. Users may interact with the City's page administrator or other users to share information and stay up to speed with the latest developments.

### ***Stakeholder interviews and focus groups***

Directly connecting with individual stakeholders and small groups of similar individuals, such as seniors or young adults, allows the City to understand the needs and wants of the community in a more personal fashion. When it becomes clear that a particular group may be affected by a decision, or if the City wants to learn what the perspective is from this group, it may engage stakeholders using interviews and focus groups. Negaunee has also organized a number of citizen-based committees that provide feedback on important interest areas, such as cultural and historic preservation, blight, and local economic development; each of which have had a significant impact on city policy. In the future, the City may solicit interviewees or participants for focus groups through the various stakeholder organizations listed on page 8.

### **Community surveys and crowdsourcing**

Community surveys are helpful tools for acquiring a broad sample of conditions and opinions from the community and may take the form of a paper survey, or a web-based questionnaire. Typically, when the City provides a survey, it will use both paper and electronic means to reach the greatest number of residents. After returned surveys are compiled, trends can be observed and reported which helps decision makers make more informed decisions about the community. Commonly, the City will announce a survey is open through various other outreach methods, including the website, Facebook, postcard mailings, and announcements at meetings.

## **STAKEHOLDERS IN NEGAUNEE**

The stakeholders of Negaunee make the City the vibrant and culturally-rich place that it is. Negaunee encompasses many different organizations and partners that help build community and connect our residents. Through communications and networking among these groups through various methods, the City may expand its reach to include many residents that may not otherwise find out about important City information.

The following list of stakeholder organizations attempts to encompass all the local organizations that have a presence in Negaunee. It is assumed that, by sharing information with the organizations listed below, their individual members will be made aware of the opportunities and events the City announces.

### **Stakeholder organizations and partners in communication**

<b>Organization</b>	<b>Affiliation</b>	<b>Recommended Method of Outreach</b>
Bethany Lutheran Church	Faith-based	Mail/Email/Call
Calvery Baptist Church	Faith-based	Mail/Email/Call
Calvery Church	Faith-based	Mail/Email/Call
Eastwood Apostolic Church	Faith-based	Mail/Email/Call
Immanuel Lutheran Church	Faith-based	Mail/Email/Call
Mitchell Methodist Church	Faith-based	Mail/Email/Call
St. John's Episcopal Church	Faith-based	Mail/Email/Call
St. Paul Catholic Church	Faith-based	Mail/Email/Call
Masonic Temple No. 202	Fraternal	Mail/Email/Call
Fraternal Order of Eagles No.1944	Fraternal	Mail/Email/Call
Elks Lodge No. 1116	Fraternal	Mail/Email/Call
Knights of Columbus	Fraternal	Mail/Email/Call
VFW Post #3165	Veterans	Mail/Email/Call
Big Brothers/ Big Sisters of MQT County	Community	Mail/Email/Call
Girl Scouts of Negaunee	Community	Mail/Email/Call
Negaunee Public Library	Community	Mail/Email/Call
Negaunee Senior Center	Seniors	Mail/Email/Call
Negaunee Historical Society	Community	Mail/Email/Call
Negaunee Irontown Association	Community	Mail/Email/Call
Negaunee Area Community Fund	Community	Mail/Email/Call
Negaunee Public Schools	K-12	Mail/Email/Call
Superior Alliance for Independent Living (SAIL)	Accessibility	Mail/Email/Call
Sunny WKQS FM	Media	Mail/Email/Call
The Mining Journal	Media	Email/Call
mBank	Financial	Email/Call
Range Bank	Financial	Email/Call
Honor Credit Union	Financial	Email/Call



## PUBLIC VENUES WHERE ENGAGEMENT HAPPENS

---

### **Senior Center**

410 Jackson Street

The Senior Center, located at 410 Jackson Street, has a large recreation room where lunches, senior events, and public meetings take place. Its central location and large capacity makes it a great public venue or meeting place.



### **City Hall and Negaunee Public Library**

319 W. Case Street

City Hall is the main administrative office for the City of Negaunee and many of its departments. City Hall is a location where residents may go to pay taxes and utility bills, and as such, provides an excellent location for advertising public meetings. The upstairs includes the Council Chambers meeting room which was once the primary meeting location for the City Council; however, the lack of an elevator in the building has necessitated a change to a facility that is more accessible to all residents, regardless of their abilities. It is the City's expectation to adapt the facility in the future to include an elevator, so this remarkable room may be used to conduct business again.



The Library is located on the first floor of Negaunee's City Hall at 319 W Case Street. Libraries are convenient and centralized places for public engagement because of their accessibility and openness to all citizens. The Library also serves as an information hub, making it the perfect place for community and event announcements.

### **Miner's Park and Pavilion**

Maas Street and US-41

Miner's Park and Pavilion is located on the corner lot of Maas Street and US-41. The pavilion is the perfect place for outdoor meetings and events when the weather allows. Miner's Park is home to Negaunee's Outdoor Farmer's Market, making it a great place for interaction and engagement in the summer and early fall months.



### ***Breitung Park and Band Shell***

Pioneer Avenue



Breitung Park, on Pioneer Avenue, has ample parking, seating, and an open band shell. This area can be used for public events such as special events, music, and more.

### ***High School Auditorium***

500 W. Arch Street



Negaunee High School offers a large auditorium for the community's bigger, more formal public meetings and other events such as graduations or announcements.

### ***Negaunee Union Depot***

212 Gold Street

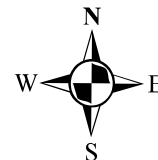
Negaunee's Union Depot is located at 212 Gold Street and a unique historic landmark and event center. The Union is a smaller facility, but it's one-of-a-kind charm would be ideal for smaller events and upscale meetings.



# Negaunee Facilities Location Map



1. Senior Center – 410 Jackson Street
2. City Hall/Library – 319 W Case Street
3. City Park - Miner's Park and Pavilion – Maas Street and US-41
4. City Park - Breitung Park and Band Shell – Pioneer Avenue
5. High School Auditorium – 500 W Arch Street
6. Negaunee Depot – 212 Gold Street



1,300 650 0 1,300 Feet



## APPENDIX A: CITY COUNCIL RESOLUTION

---

### CITY COUNCIL RESOLUTION TO ESTABLISH A POLICY ON PUBLIC PARTICIPATION

WEREAS, the Michigan Economic Development Corporation's Redevelopment Ready Communities program is a best practices program for enhancing a community's planning, zoning, and development activities intended to improve community development outcomes; and

WEREAS, the application of each of the best practices in the program will lead to certification as a Redevelopment Ready Community which provides additional development resources to the City; and

WEREAS, the Redevelopment Ready Communities' practices for public participation includes expectations for the use, application, and tracking of public engagement efforts; and

WEREAS, the City Council recognizes that a higher level of community engagement is supportive of building a more responsive and inclusive community.

#### THEREFORE BE IT HEREBY RESOLVED AS FOLLOWS:

1. Acceptance of the Public Participation Plan. The City Council receives and accepts the *Negaunee Public Participation Plan: A Guide to Community Engagement in the City of Negaunee* and regards it as policy for the City's future public engagement efforts.
2. Consultant's Consideration of the Public Participation Plan. The City Council recommends an administrative policy that requires all consultants hired by the City to consider the applicability of the Public Participation Plan and how methods recommended in the plan may be applied in their actions on community development projects as work is undertaken in the City of Negaunee.
3. City Assistance to Developers on Soliciting Public Input. The City Council recommends an administrative policy that staff will make recommendations and provide meeting location support to developers interested in obtaining early feedback on large-scale site plans ahead of development review submission.
4. Tracking Efforts on Public Engagement. The City Council recommends administrative policy that staff will track the effectiveness of various public participation methods and include this information in the Planning Commission's future Annual Report documents.

The foregoing resolution was offered by Council Member \_\_\_\_\_. Second offered by Council Member \_\_\_\_\_.

Upon roll call vote, the following voted: Aye:

Nay:

Absent: