PUBLIC PARTICIPATION PLAN GUIDE

redevelopment ready communities®

A general outline for how a community may organize its public participation plan

PURE MICHIGAN®

INTRODUCTION

A public participation plan (P^3) is essential for outlining how the public will be engaged throughout the planning and development process. The plan allows for interactions to share and receive information in ways that are adjusted in content and intensity to the size and scope of the project at hand. In addition, the P^3 acts as a tool for accountability and transparency, requiring a municipality to often seek public input as well as record and share the results of the various methods. Furthermore, the public participation plan conserves resources in the long-run by evaluating the most valuable ways to engage the public. The document is updated to reflect success and areas in need of improvement, leaving a strong culture of public involvement, despite municipal turnover.

The Redevelopment Ready Communities® (RRC) program, administered by the Michigan Economic Development Corporation (MEDC), embraces open government with clear policies and procedures. Part of obtaining certification is to have a public participation plan in active use. The following information acts as a general outline for how a community may organize its public participation plan. Each section contains a brief explanation for the purpose of that section and a few examples or ideas to consider.

RRC staff and advisory council find the approach described in this guide to be very helpful when preparing public participation plans. However, the material in this guide is advisory and does not constitute official MEDC policy or guidance.

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PARTICIPATION GOALS AND OBJECTIVES

The public participation plan (P^3) should include a section that describes what the municipality seeks to accomplish through the creation of the plan. This allows all involved in the creation of the document to come to consensus on what successful public participation looks like. The following are examples of goals and objectives of a P^3:

- **Solicit public participation in each phase of the master planning process.** Throughout the multiple phases of the master planning process, extensive participation components are and will continue to be incorporated to foster public participation. Proactive participation denotes early and continuous involvement in important policy or project decisions before they are finalized. There are many opportunities for the public to play a role in shaping short- and long-term needs, solutions and funding priorities. The earlier the public is involved in the process, the greater the opportunity to influence important land-use decisions.
- **Seek broad identification and representative involvement of all residents of the community.** The diverse characteristics and needs of residents require different communication and outreach techniques.
- **Utilize effective and equitable avenues for distributing information and receiving comments.** There are many techniques and mechanisms available to ensure that a diverse public is well-informed and able to play a role in the planning process. Recognizing that no single technique or mechanism will work in all cases, it is up to the municipality to consider the special communication needs of the public and use the best approaches to accomplish this objective.
- **Provide educational materials and design participation initiatives that will support and encourage effective participation.** Effective participation in the decision-making process requires an understanding of land-use issues and the framework for making local investment decisions. Planning professionals and officials need to be well-versed in and employ visualization techniques that optimize public understanding of issues and concepts. Visualization techniques can be especially helpful with specific sites or areas of re-development.
- **Maintain and develop staff expertise in all aspects of participation.** This includes techniques for bridging language, cultural and economic differences that affect participation; ways to convey issues and information in meaningful ways to various cultural groups; and means for ensuring equitable representation for all segments of the population and sectors of the economy.
- **Support and encourage continuous improvement in the methods used to meet the public need for information and involvement.** Public information and involvement methods are continually evolving. The municipality is committed to seeking new and innovative ways to engage and keep the public involved throughout the process.
- **Record results of public engagement and recount these results back to the public.** To properly capture the concerns, priorities and vision of the public, the municipality will develop a system to track the various techniques and mechanisms of public input. To maintain transparency and consistency, the municipality will develop a method for sharing public participation with the public.

STATE REGULATIONS ON PUBLIC PARTICIPATION

The P^3 should include laws concerning public participation to establish the bare-minimum public participation requirements. The following is sample language:

"Along with the desire to include a diversified public in its planning processes, the municipality relies on state statutes to help guide its participation activities."

Michigan Open Meetings Act

In accordance with the Michigan Open Meetings Act (PA 267 of 1976), the municipality will hold meetings in the xxx building located at address, which is accessible to the general public.

The public will be notified within 10 days of the first meeting of a public body in each calendar or fiscal year; the body will publicly post a list stating the dates, times and places of all its regular meetings at its principle office.(If a public body does not have a principle office, the notice would be posted in the office of the county clerk for a local public body or the office of the Secretary of State for a state public body.)

If there is a change in schedule, within three days of the meeting in which the change is made, the public body will post a notice stating the new dates, times and places of regular meetings.

For special and irregular meetings, public bodies will post a notice indicating the date, time and place at least 18 hours before the meetings.

Note: A regular meeting of a public body which is recessed for more than 36 hours, can only be reconvened if a notice is posted 18 hours in advance.

Public bodies will hold emergency sessions without a written notice or time constraints if the public health, safety or welfare is severely threatened and if two-thirds of the body's members vote to hold the emergency meeting.

Any citizen can request that public bodies put them on a mailing list so that they are notified in advance of all meetings by contacting the following: XXXXX

Michigan Planning Enabling Act

In accordance with the Michigan Planning Enabling Act (PA 33 of 2008) the following parties will be notified via first class mail, personal delivery or electronic mail by the planning commission (or legislative body if no planning commission exists) of the intent to plan and request the recipient's cooperation and comment:

- The county in which the municipality is located
- The regional planning commission for the region in which the municipality is located, if there is no county planning commission for the county in which that municipality is located. If there is a county planning commission, the municipal planning commission may consult with the regional planning commission but is not required to do so
- The county planning commission, or if there is no county planning commission, the county board of commissioners for the county in which that municipality is located
- Each public utility company, railroad company, and public transportation agency owning or operating a public utility, railroad, or public transportation system within the local unit of government, and any government entity that registers its name and mailing address for this purpose with the planning commission
- If the master plan will include a master street plan, the county road commission and the state transportation department

After the draft master plan has been submitted to the legislative body for review and approval for distribution, the draft plan will be submitted to the previously listed entities for review.

Before approving a proposed master plan, a planning commission will hold not less than one public hearing on the proposed master plan. The hearing will be held after the expiration of the deadline for comment as outlined in the act.

The planning commission will give notice of the time and place of the public hearing not less than 15 days before the hearing by publication in a newspaper of general circulation within the local unit of government. The planning commission will also submit notice of the public hearing by first class mail, personal delivery or electronic mail to the previously listed entities for review.

After the adoption of the master plan, a planning commission may publish and distribute copies of the master plan or of any report, and employ other means of publicity and education.

KEY STAKEHOLDERS

The P^3 should identify important groups that can assist and enhance the public participation process, as well as identify groups that are not often at the visioning table. This section can describe the role that groups have played in the past and opportunities for them to participate in the future. The creation of the P^3 is an advantageous time to identify contacts within organizations or groups and solidify partnerships in the public participation process.

The following are often important entities:

- Chamber of Commerce
- Commercial business owners
- Community's largest employers
- Downtown Development Authority (DDA), Principal Shopping District (PSD) or Business Improvement Zone (BIZ)
- Local brokers
- Neighborhood groups
- Neighboring municipalities
- Potential investors
- Public employees (police, fire, health, education)
- Real estate professionals
- Religious groups
- Senior groups
- Social organizations
- Students
- Young professionals
- Other entities familiar with the community

THE COMMUNICATION TOOLBOX

The public participation toolbox is virtually limitless, from tried and true methods to the truly imaginative. This section is where a municipality can describe the positive and negative aspects of ways the public is already being reached and brainstorm new ways to engage stakeholders. The following are sample methods for community involvement:

Basic announcement methods for public meetings

The following methods are often used to advertise public meetings. Many times, this does not result in involvement of all stakeholders, especially those with visual impairments, non-English speakers, the illiterate, youth, citizens with limited mobility and those who work during the time of the public meeting.

- Newspaper posting
- Website posting
- Flier posting on community hall door
- Announcements at council meeting
- Postcard mailings
- Attachments to water bills
- Local cable notification

Proactive practices

The following are some example public participation methods that are less reactive and more focused on education and collaborative visioning. Many of these methods would not be possible without strong partnerships with stakeholders identified earlier in the P^3 and a community that is committed to public input.

- Surveys: Surveys are useful for identifying specific areas of interest or concentration from a broad scope of ideas or issues. These areas of interest can then be further explored using other methods like the ones outlined below. A community may use a survey to identify where to start in the planning process, or the general climate surrounding a topic. Surveys can be useful to get a general idea of something, but should not be used as the sole method of public input. It is helpful for a municipality to administer surveys with partners. For example, schools can send surveys home with children, churches can have them available to fill out and neighborhood groups can put them in mail boxes. As with most public input efforts, it is best to vary the delivery method (mailed, handed out, electronic) and include bilingual language if applicable in your community.
- Community workshops: These could be as simple as a series of question and answer sessions or as creative as creating a board game. The P^3 should identify potential venues, considering access for the disabled and citizens without vehicles. In addition, the P^3 should identify how to reach underrepresented groups. For example, holding workshops in different languages to suit your community's demographic and at different locations and times. This section is an ideal place to identify who would facilitate the workshops; whether it is an outside consultant, active citizen or municipal staff. Often workshops are a great way to educate the community surrounding a specific topic and hear concerns, questions and ideas.
- Charrettes: The charrette differs from a workshop because it is a multi-day event where designers and planners work on a plan in-between what are called "feedback loops." Usually between three and seven days, citizens can come to the "charrette studio", which is an office on or near the location of the proposed plan or project. Citizens offer ideas while the charrette team facilitates and observes. From these suggestions, the designers and planners change the plan to suit community input and present their creation the next day where the community offers feedback again. This makes up one cycle of a "feedback

loop". There can be up to five feedback loops, resulting in a final plan shortly thereafter. This process can be completed with many different budgets, depending on the expertise of municipal staff and local residents. Charrettes take much planning beforehand. The P^3 offers an opportunity to begin planning for how a community would hold a charrette and who would be involved. For more information, visit www.charretteinstitute.org.

- Walkabouts: Walkabouts offer candid feedback from a variety of stakeholders when discussing a specific area. They can be paired with community workshops or charrettes to measure the perceived safety and comfort of pedestrians in a downtown, neighborhood or corridor. Walkabouts are also useful for identifying desired design, problem properties or safety concerns. The P^3 should identify how citizens will be notified of a walkabout, keeping in mind the limitations of just one notification method. In addition, the P^3 should determine if community partners and staff can facilitate the sessions, or if a consultant will be necessary.
- One-on-one interviews: Interviews are a great way to get specifics on a topic. In the stakeholder section of the P^3, specific community leaders may have been identified, making them ideal candidates for an interview. Some communities have individuals that are very vocal about issues in the community. Interviewing them may give some perspective on how to address their concerns. It is important to remember that one interview reflects the opinion of one individual and should not be considered the standing of the entire community.
- Focus groups: Like interviews, focus groups can help to narrow down concepts or get a specific side of the story. Stakeholders groups identified earlier in P^3 make ideal participants of a focus group.
- Standing committees: These are focus groups that repeatedly meet and will differ depending on the needs of a community. They are perfect for concerned residents, underrepresented groups, or groups that may have specific needs in a community, such as students or seniors. This is an opportunity for a municipality to draw from the expertise of residents, perhaps organizing a standing committee of real estate professionals, business owners and brokers to offer feedback.
- Social networking: Technology offers a unique opportunity to give and receive information to a mass of people. Municipalities can post events, share information and even solicit feedback. This public participation method is best used in conjunction with other methods because it excludes those who do not use social media. The P^3 should identify the social media venues a community will use, the target audience of these venues and who will be responsible for making posts and monitoring the posts of others. The ability to spread misinformation or post disrespectful comments makes it important to plan for the use of social media.

STRATEGIES FOR OUTREACH

The P^3 allows a municipality to plan for public input, rather than simply reacting to it. In this case, the sooner the public is involved, the better. Proactively engaging stakeholders fosters a sense of ownership and prevents delays caused by unforeseen issues. This section should outline how the community will be engaged from the communication toolbox depending on the situation. The following are common times at which public input should be solicited:

Master plan update

Zoning ordinance update

Downtown development plan

Corridor improvement plan

Parks and recreation plan

Low controversy development project

High controversy development project

COMMUNICATING RESULTS

This section should outline how results from public participation sessions will be communicated back to the public. This demonstrates that the responses were heard, and creates an environment of transparency. Municipalities have many venues of communication: television, newsletters, the municipal website, social media. The appropriate venue to communicate, who is responsible for this communication and how soon after the public participation event are all described in this section. There is no one way of communicating. The community should choose venues that make sense for that community. The following are examples of ways to communicate public feedback:

Public meetings: The meetings will be televised on station. Also, person will post meeting minutes online no later than amount of time after the meeting is held.

Surveys: Surveys will be compiled by person no later than amount of time after the survey was completed. The results will be posted online and published in the quarterly newsletter.

Community workshops/charrettes: Person is charged with taking notes during community workshops and charrettes. These notes will be posted on the workshop/ charrette Facebook page no later than amount of time after the workshop or the charrette. In addition, the results of these events will be communicated in a wrap up community meeting.

Walkabouts: The facilitator(s) of will walkabouts will take notes during the walkabout. These results will be compiled by person and posted online no later than amount of time after the walkabout.

One-on-one interviews: Interview results will be kept confidential for the comfort of the participants unless requested otherwise.

Focus groups: Focus group results will be kept confidential for the comfort of the participants unless requested otherwise.

Standing committees: Meeting minutes will be taken by person and posted online no later than amount of time after the standing meeting occurs.

Social networking: Person is responsible for monitoring the municipal Facebook page. They will respond to public posts no later than amount of time after the post was made. Person will tweet on behalf of the municipality concerning community events and public participation results.

EVALUATING THE EFFECTIVENESS OF PARTICIPATION EFFORTS

In this section, the community should identify how the P^3 will be updated depending on the success of the various outreach methods. For example, this section may identify who records all public participation efforts. In addition, it may outline an exit survey for certain public participation events. Furthermore, this section will identify when the P^3 will be reviewed again. This will result in public participation that is continuously evolving to better obtain public input. A sample document for reviewing public participation events and a sample exit survey can be found in the appendix.

CLOSING

Public participation, when properly executed, builds community consensus and strengthens sense of place. Creating a culture of collaborative visioning enriches democracy by allowing citizens to voice their ideas, not just their complaints. A community's public participation plan is not another document to be created and shelved, but a daily guide for how to best incorporate the public into decisions that affect their space. The community should end the P^3 by stating again why the document was created and making a commitment to its use. Both elected/appointed officials and municipal staff should participate in the creation and application of the P^3. The result will be development that the whole community has planned for, smoother approval processes and a more satisfied public.

APPENDIX

The community event satisfaction survey (page 15) and internal public participation evaluation (page 16) are included for your use.

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_____

INTERNAL PUBLIC PARTICIPATION EVALUATION

Type of public participation:	Date
How was the event advertised?	
Where was the event held?	
How many people attended? Was there a group that was under-represented?	
Who facilitated/completed the event?	
Are there ways this could be improved for future events?	

PUBLIC PARTICIPATION PLAN

CITY OF SUMNER

2015 COMPREHENSIVE PLAN UPDATE

November 2013

Sample

INTRODUCTION

The City of Sumner is conducting the required 2015 Comprehensive Plan Update that includes meeting Growth Management Requirements for a 10 year update that is due on June 30, 2015. The planning process will also include an update to the Draft and Final Environmental Impact Statement prepared in 2010. The GMA and the City require broad reaching public participation efforts for major updates to the Comprehensive Plan such as are proposed in this scope of work. This Public Participation Plan identifies goals and strategies to ensure such participation occurs.

The City of Sumner Comprehensive Plan outlines the 20 year vision for the community, addresses housing, economic development, population and employment growth, community character, the environment and sensitive environmental areas and capital facilities. The Plan is basically a roadmap for development and over the next 20 years and is the primary policy document for guiding capital investments and direction by the City Council.

GOALS OF THE PUBLIC PARTICIPATION PLAN

The GMA (RCW 36.70A.020(11); 36.70A.035) requires that local governments inform the people of the state about the planning process and invite and encourage participation by all who have any interest or responsibility related to the outcome of the comprehensive plan. The goal of the Public Participation Plan is to provide a guide to proactively encourage public participation throughout the 2010 Comprehensive Plan update process. The City of Sumner is committed to encouraging coordinated and effective public involvement.

OVERVIEW OF THE CITY

The City of Sumner is centrally located in Puget Sound, 12 miles east of Tacoma and 34 miles south of Seattle. The City encompasses an area of approximately 7.5 square miles. The City's population is approximately 9,085. The City is bordered on the north by the Cities of Auburn and Pacific, to the west by the City of Edgewood and

Puyallup and the west by the City of Bonney Lake. There are areas of unincorporated Pierce County bordering as well to the east and south.

The 2015 Comprehensive Plan Update will also cover the city's UGA, which is approximately 1.3 square miles. There is also anticipated to be 2-3 private amendment proposals that will also be part of the update.

ROLES AND RESPONSIBILITIES

The City of Sumner is responsible for all aspects of the Comprehensive Plan update including the Environmental Impact Statement (EIS). The City will lead the update process and be the primary administrator of the Comprehensive Plan and related plans and implementation. The Washington State Department of Commerce (Commerce) acts in a technical support and review capacity as well along with the Department of Ecology (Ecology) who will oversee the EIS process.

The primary contact for Sumner's 2015 Comprehensive Plan Update is:

Ryan Windish, Planning Manager
Community Development Department
1104 Maple Street, Suite 250
Sumner, WA 98390
Phone:253.299.5524
Fax: 253.299.5539
ryanw@ci.sumner.wa.us

KEY PARTIES

Local governments must consult with interested parties throughout the process of conducting a 2015 Comprehensive Plan Update. To date, the City of Sumner has identified the following interested parties, agencies, etc:

Members of the Public

- Residents city-wide
- Property/business owners in the UGA area

Business Community

- Puyallup/Sumner Chamber of Commerce
- Sumner Downtown Association
- Master Builders Association
- Community Organizations
- Pierce Co. Economic Development Board (EDB)

Environmental Stakeholders

- Forterra
- Futurewise
- Puyallup River Watershed Council
- Audubon Society
- Trout Unlimited

Tribes

- Puyallup Tribe
- Muckleshoot Tribe

Other

- Puget Sound Energy
- Cascade Water Alliance
- Pierce College
- Sumner School District
- Dieringer School District

City Officials

- Sumner City Council
- Sumner Planning Commission
- City Staff

City Departments and Services

- Public Works/Parks and Recreation
- Finance (Capital Facilities)
- Police
- East Pierce Fire and Rescue

Other Local Government

- Pierce County
- Alderton-McMillin Community Planning Board
- City of Bonney Lake
- City of Pacific
- City of Puyallup
- City of Auburn
- City of Edgewood
- City of Orting

State Government

- Dept. of Ecology
- Dept. of Commerce
- Dept. of Archaeology and Historic Preservation
- Dept. of Fish and Wildlife
- Dept. of Transportation

Federal Government

- FEMA

These parties will be informed and invited to participate throughout the process. Notification to these stakeholders may be accomplished via email or other means as the 2015 planning process proceeds.

PUBLIC PARTICIPATION STRATEGY

Public Workshops

The City is planning a community survey, individual focus groups, to involve the public in review of the City's Vision Statement and to comment and participate in the update. The City will also hold two public meetings/workshops in addition to the required public hearings to receive comments and feedback from property owners, residents, and stakeholders in this area. Additional workshops throughout the process will be scheduled and conducted as needed.

There will also be mandatory 60-day review and comment period for the Draft EIS and the Draft Comprehensive Plan. This 60-day period is a joint comment period that meets the procedural requirements of GMA and the State Environmental Policy Act (SEPA).

Meetings with Planning Commission and City Council

The City envisions holding a series of meetings with the Planning Commission and City Council during the Comprehensive Plan update process, culminating in Council approval of the amendments. Following Planning Commission review and recommendation, the City Council will hold a joint work session with the Planning Commission and to introduce their final recommendation.

The City Council will be briefed throughout the process at study sessions and committee meetings to ensure they are aware of progress and status.

The Planning Commission functions as an advisory body to the City Council, representing the interests of the citizenry and the community. A series of work sessions, Planning Commission meetings, and one public hearing will be held during the local approval process.

Following Planning Commission recommendation on the updated Comprehensive Plan, the City Council will review and hold one public hearing prior to taking action on the proposed amendments. Additional public meetings with the City Council will take place as deliberations warrant.

Regularly scheduled Planning Commission and City Council meetings are open to the public and advertised.

Public Outreach Program

In addition to the Planning Commission and City Council meeting notices, the City will also set up a public outreach program to ensure that the broader population is also informed and has opportunity to participate. Some key elements of this program include:

- **Website:** Adding a page to the City's current website devoted to the 2015 Update where community members can access draft documents and maps, view the schedule, check for meeting notices, obtain contact information and submit comments. This will create one central location where the latest information can be obtained. The City calendar will also contain key dates in the development of the Comprehensive Plan update process.
- **Community Survey:** The City will conduct a review of the Vision Statement and as part of this will distribute a Community Survey through US mail, email, and focus groups.
- **Open houses/workshops:** Hosting at least two open house/workshops at a convenient location will allow for the broad dissemination of information (i.e. maps, proposals, etc.) and opportunity for comment on the draft documents. In addition, project staff and City personnel will be on-hand to answer questions from community members and address any concerns.
- **Public meetings:** Providing opportunity through the local review and adoption process with the Planning Commission and City Council.

- **Public hearing:** Organizing a public hearing before the Planning Commission for the draft proposal will provide the community with the forum to enter their comments into the public record.

- **Mailing list:** Maintaining a list of interested parties will provide the City with another avenue to keep the public informed throughout the update process. Notices of comment periods, public hearings or open houses will be sent to parties on the mailing list. This mailing list can be both standard mail and email lists.

- **Comments:** Establishing multiple means for submitting comments will allow for interested people to choose their preferred way to provide input. Methods can include on-line comment forms, written comment forms at the open house, public hearing testimony, and a direct email address for comments.

- **Public notices:** Notice of the open house and public hearing will be placed on the City's website, posted at City Hall, the local library, and published in at least one local newspaper (i.e. Tacoma News Tribune) and emailed to interested parties.

Target Schedule

City of Sumner's Public Participation Schedule

February 2014	Open House Vision Review
April 2014	Open House/Workshop on East Sumner Neighborhood Plan
June 2014	Issue DS and Scoping Time Line (21-days)
September 2014	Issue DEIS/ Begin 60-day Comment Period
October 2014	Planning Commission Public Hearing
November 2014	Planning Commission Meetings (Deliberation)
January 2015	Combined City Council and Planning Commission meeting
February 2015	City Council Public Hearing
March-April 2015	City Council Meetings (Deliberations)
May 2015	City Council Final Adoption
June 2015	Final EIS Completed; Notice to State Agency

Sample

THE CITY OF LATHRUP VILLAGE

A HERITAGE OF GOOD LIVING

Lathrup Village

Public Participation Plan

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EVALUATING THE EFFECTIVENESS OF PARTICIPATION EFFORTS 9

Adopted by Lathrup Village City Council

Date: August 18, 2014

Motion By: Council Member Allen Weaks

Seconded By: Mayor Pro Tem Kelly Garrett

GOALS AND OBJECTIVES

The Lathrup Village Public Participation Plan (LVP³) acknowledges that pubic input in planning and policy development processes is crucial to building consensus and buy-in from community stakeholders. The City seeks to engage the community and allow that input to inform planning and policy outcomes. There is no one way of communicating, and Lathrup Village has identified venues that make sense for that community with its eye on expanding into new venues as they become more readily available. Public participation, when properly executed, builds community consensus and strengthens sense of place. Public participation will be negatively impacted over time if stakeholders do not believe their input is being acted upon by the city government. Creating a culture of collaborative visioning enriches democracy by allowing citizens to voice their ideas, not just their complaints.

In developing its public participation plan the City of Lathrup Village has developed a set of objectives intended to guide City staff and elected/appointed official's actions as they move through the planning and policy process:

- **Involve all residents.** The City of Lathrup Village is a diverse community and several approaches are needed to give everyone a voice.
- **Utilize effective and equitable engagement tools.** There are many techniques and mechanisms available to ensure that a diverse public is well-informed and able to play a role in the planning process. Recognizing that no single technique or mechanism will work in all cases, it is up to the City staff and officials to consider the special communication needs of the public and use the best approaches to accomplish this objective. The City is committed to seeking new and innovative ways to engage and keep the public involved throughout the process.
- **Educate the community.** Effective participation in the decision-making process requires an understanding of land-use issues and the framework for making local investment decisions. Ensure that planning-related background information is easy to find and easy to understand. Planning professionals and officials need to employ visualization techniques that optimize public understanding of issues and concepts. Visualization techniques can be especially helpful with specific sites or areas of re-development.
- **Develop and maintain staff expertise to inform and support participation.** City staff should understand the composition of the community and cultivate expertise within City Hall that results in a open and welcoming environment. Staff should receive training and enrichment to learn effective techniques for bridging language, cultural and economic differences that affect participation. Encourage staff to convey issues and information in meaningful ways to various cultural groups as well as ensure equitable representation for all segments of the population and sectors of the economy.
- **Provide a transparent record of public engagement.** To properly capture the concerns, priorities and vision of the public, City staff will develop a system to track the various techniques and mechanisms of public input. To maintain transparency and consistency, Lathrup Village will develop a method for sharing public participation with the public.

STATE REGULATIONS ON PUBLIC PARTICIPATION

Along with the desire to include input from the City's diverse community, the City of Lathrup Village complies with all state statutes which guide its participation activities. All Lathrup Village boards, commissions, and the City Council adhere to all laws of the State of Michigan that outline public participation requirements. These laws set forth a minimum standard that the City seeks to exceed in each area for which they are applicable.

Michigan Open Meetings Act

In accordance with the Michigan Open Meetings Act (PA 267 of 1976), all meetings of those bodies that have a governmental function (e.g., City Council, Planning Commission, Zoning Board of Appeals, Downtown Development Authority, etc.) will hold meetings in the City Hall building located at 27400 Southfield Road, Lathrup Village, MI 48076, which is accessible to the general public. The following notice requirements will apply:

<table>
<tr><th>Meeting Type</th><th>Notice Type/Information</th><th>Timeline for Notice</th></tr>
<tr><td>Regular council, board and commission meetings</td><td rowspan="4">A list stating the dates, times and places of all such regular meetings</td><td>Within 10 days of the first meeting of a public body in each calendar or fiscal year</td></tr>
<tr><td>Change in regular council, board and commission schedule</td><td>Within three days of the meeting at which the schedule was changed</td></tr>
<tr><td>Special and irregular council, board or commission meetings</td><td>At least 18 hours before the meeting</td></tr>
<tr><td>A regular meeting of a public body which is recessed for more than 36 hours</td><td>At least 18 hours before the meeting reconvenes</td></tr>
<tr><td>Emergency sessions</td><td colspan="2">No notice required if the public health, safety or welfare is severely threatened and if two-thirds of the body's members vote to hold the emergency meeting</td></tr>
</table>

Any citizen can request that public bodies put them on a mailing list so that they are notified in advance of all meetings by contacting the City Clerk at (248) 557-2600 x226 or at cityclerk@lathrupvillage.org.

Michigan Planning Enabling Act

In accordance with the Michigan Planning Enabling Act (PA 33 of 2008) the following process applies:

1. **Intent to Plan.** Parties will be notified via first class mail, personal delivery or electronic mail by the Lathrup Village Planning Commission of the intent to plan and request the recipient's cooperation and comment:
    - The Oakland County Planning & Economic Development Division
    - The Oakland County Board of Commissioners
    - Southeast Michigan Council of Governments
    - Suburban Mobility Authority for Regional Transportation (SMART)
    - Road Commission of Oakland County
    - Michigan Department of Transportation
    - City of Southfield and other surrounding municipalities

2. **Review draft plan.** After a draft master plan has been submitted to the legislative body for review and approval for distribution, the draft plan will be submitted to the previously listed entities for review. The period for review is no less than 63 days for a new master plan and no less than 42 days for an amendment to the plan.
3. **Public hearing.** The Lathrup Village Planning Commission will hold not less than 1 public hearing on the proposed master plan.
    - The Planning Commission will give notice of the time and place of the public hearing not less than 15 days before the hearing by publication in a newspaper of general circulation within the local unit of government.
    - The Planning Commission will also submit notice of the public hearing by first class mail, personal delivery or electronic mail to the previously listed entities for review as identified above.
    - After the adoption of the master plan, a Planning Commission may publish and distribute copies of the master plan or of any report, and employ other means of publicity and education.

Michigan Zoning Enabling Act

In accordance with the Michigan Zoning Enabling Act (PA 110 of 2006) the following process applies for amendments to the Zoning Ordinance:

1. Planning Commission sets a public hearing
2. Notice of Public Hearing for **text amendments** must appear in paper of general circulation **not less than 15 days before the public hearing date.** Notice includes
    a. Short summary of amendment(s)
    b. Zoning Ordinance citation
    c. Date and location of public hearing
    d. Date and location for written comments
    e. Time and location where proposed amendment(s) are available for public review
3. Notice of Public Hearing for **map amendments** that include less than 11 adjacent properties (note: notice is not required to be given to the following when the proposed map amendment includes 11 adjacent properties or more):
    a. Notice shall be given to the following, **no less than 15 days before the public hearing** (personally delivered or deposited within normal business hours for delivery with the USPS or other delivery service):
        i. Owners of property that is the subject of the request
        ii. All persons to whom real property is assessed within 300 ft of the property that is the subject of the request
        iii. Occupants of all structures within 300 ft of the subject property regardless of whether the property or structure is located in the zoning jurisdiction
        iv. If a structure contains more than 1 dwelling unit or spatial area owned or leased by different persons, each owner and occupant shall be given notice (if name of occupant is not known, "occupant" is sufficient).
        v. If a single structure contains more than 4 dwelling units or other distinct spatial areas owned or leased by different persons, notice may be given to the manager or owner of

the structure, who shall be requested to post the notice at the primary entrance to the structure.

b. The notice shall:

   i. Describe the nature of the request

   ii. Indicate the property that is the subject of the request

      1. List all existing street addresses within the property (addresses do not need to be created and listed if they do not exist)

      2. If no street addresses, other means of identification may be used.

   iii. State when and where the request will be considered

   iv. Indicate when and where written comments will be received

4. Notice of public hearings for text and map amendments shall be given, as described in 5a above, to utilities (electric, gas, pipeline, telecommunication service providers), railroad operating within the district or zone affected, and airport manager of each airport, that registers its name and mailing address with the clerk for the purpose of receiving public hearing notices.

5. Public hearing at the Planning Commission, which will either recommend approval or denial of the proposed amendment(s) to the Township Board or continue the hearing to a date certain (if public hearing is to remain open).

6. Proposed amendment(s) are presented to the Township Board for their consideration.

7. If approved, a Notice of Adoption must be **published within 15 days of the adoption**. This notice contains:

   a. Zoning Ordinance number

   b. Short description of the amendment(s)

   c. Effective date

   d. Time and location where the adopted amendment(s) may be purchased and/or inspected

KEY STAKEHOLDERS

The LVP³ should identify important groups that can assist and enhance the public participation process, as well as identify groups that are not often at the visioning table. This section can describe the role that groups have played in the past and opportunities for them to participate in the future. The City expects this list to grow as more groups and individuals are engaged in the process through the P³.

The following have been identified as key stakeholders. An address list will be included in future LVP³ updates:

- Local Chambers of Commerce (Specifically the Southfield Area Chamber of Commerce)
- Commercial business owners
- Community's largest employers
- Downtown Development Authority (DDA)
- Local commercial real estate brokers
- Lathrup Village community groups
- Southeast Oakland County municipalities
- Potential investors
- Lathrup Village employees
- Local real estate professionals
- Area places of worship
- Local senior centers
- Social organizations
- Local university students
- Young professional groups
- County, Regional, and State elected officials

THE COMMUNICATION TOOLBOX

The City of Lathrup Village utilizes basic methods of announcing public meetings and other community events. However, because these methods do not consistently yield the desired level of public participation, the City has identified other tools that should be used. As a result, the city runs the risk of losing the involvement of identified key stakeholders. Moreover, information concerning community events and festivals, board/commission vacancies, and departmental news (such as utility service disruptions, election news, and water billing updates) could all be disseminated though the same means.

Tier One: Basic methods for notice

Basic methods for notice will be utilized when advising the public of routine planning and community activities. Deadlines and contact information will be added as this plan is refined and updated:

- Newspaper posting in Southfield Sun (paper of record)
- Website posting at www.lathrupvillage.org
- Announcements at televised City Council meeting
- Attachments to water bills (now available on monthly basis at of July 1, 2013)
- Cable 17 notification
- Calendar (Website)
- Individual Mailings (specific to radius surrounding public hearings locations)
- Social Networking (Facebook, Twitter)
- Flier posting on community hall door

Tier Two: Enhanced methods for notice

Enhanced methods for notice will be used when trying to reach out to the community and ask for input on a broad range of planning, ordinance, and policy issues. These methods may require additional resources compared to the Tier One approaches. Deadlines and contact information will be added as this plan is refined and updated:

- Community Workshops
- Media Notification/ Press Release (Print, News Radio, Television, Blogs)
- Newspaper Paid Posting
- Notify Me Email Service
- Post Card Mailings
- Showcase displays in City Hall lobby
- "Your Town" Newsletter (produced quarterly)
- Telephone blast

Tier Three: Active engagement methods for notice

Active methods for notice will be used when trying to actively engage the community and ask for input. These approaches will typically be utilized for master plans and significant land use policy issues, as well as major community events. These methods will require more resources than the first two tiers. Deadlines and contact information will be added as this plan is refined and updated. This may include one or more of the following:

- Canvassing
- Charrettes
- Crowdsourcing
- Focus Groups
- One-on-One Interviews

STRATEGIES FOR OUTREACH

The LVP³ allows Lathrup Village 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 LVP³ .

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 LVP³ 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			

COMMUNICATING RESULTS

It should be made clear that the intention of this plan is not simply to gather input from Lathrup Village stakeholders, but rather to engage the public in a multi-directional conversation.

The final section of the LVP[3] focuses on communicating how public comment has influenced its target process. This demonstrates that the responses were heard, and creates an environment of transparency. Following are examples of ways to communicate public feedback.

- **Public Meetings:** All public meetings will be televised on Lathrup Village Cable 17. Also, the City Clerk will post all public meeting minutes online no later than 5 days after the minutes are approved. A hard copy of the minutes will be available in the Clerk's office.
- **Surveys:** When utilized, surveys will be compiled by the City Administrator no later than 14 days after the survey was completed; however, this may vary by project. The results will be posted online and published in the "Your Town" quarterly newsletter. A hard copy of the results will be available in the City Administrator's office.
- **Social networking:** Assistant Administrator is responsible for monitoring the municipal Facebook page(s) and will respond to public posts no later than 48 hours after the post was made, as needed. The Assistant Administrator will tweet on behalf of City of Lathrup Village concerning community events and public participation results.
- **Standing committees:** Meeting minutes will be taken by recording secretary and posted online no later than 5 days after the standing meeting occurs. A hard copy of the minutes will be available in the Clerk's office.
- **Walkabouts:** The facilitator(s) of walkabouts, or tours, will take notes and photographs during the activity. These results will be compiled by Administrator or designee and posted on the City's website no later than 48 hours after the walkabout. A hard copy of the results will be available in the City Administrator's office.
- **One-on-one interviews:** General information will be shared with the public, but names and specific details of participants will be kept confidential for the comfort of the participants unless requested otherwise.
- **Focus groups:** General information will be shared with the public, but names and specific details of participants will be kept confidential for the comfort of the participants unless requested otherwise.
- **Community workshops/Informational Meetings:** City Administrator or designee is charged with taking notes and photographs during community workshops. These notes will be posted on a workshop specific webpage on the City's website no later than 48 hours after the workshop. In addition, the results of these events will be communicated in a wrap up community meeting.

EVALUATING THE EFFECTIVENESS OF PARTICIPATION EFFORTS

Included as appendices are 1) examples of both internal and external forms designed to track the efficacy the City's communication efforts and 2) an evaluation of the City's current efforts to reach its stakeholders and what methods are typically used to do so.

Appendix 1) Evaluating Efficiency of Communication Efforts

1.A- External Survey of Communication Efficacy

Lathrup Village Event Satisfaction Survey	
Date:	
What event did you attend today?	
How did you hear about this event?	
Was the event held at a convenient location and time? If no, when would be a better time?	
Are you glad you came to this event? How would you improve it?	

1.B- Internal Survey of Communication Efforts

Internal Public Participation Evaluation Form		
Type of Event:	Date:	
	Time:	
What methods were used to advertise the event?		
Where was the event held?		
How many people were expected to attend the event? How many attended? Do you think any groups of people were underrepresented?		
Who facilitated/completed the event?		
Are there ways this could be improved for future events?		

City of Manistee

www.manisteemi.gov

Sample

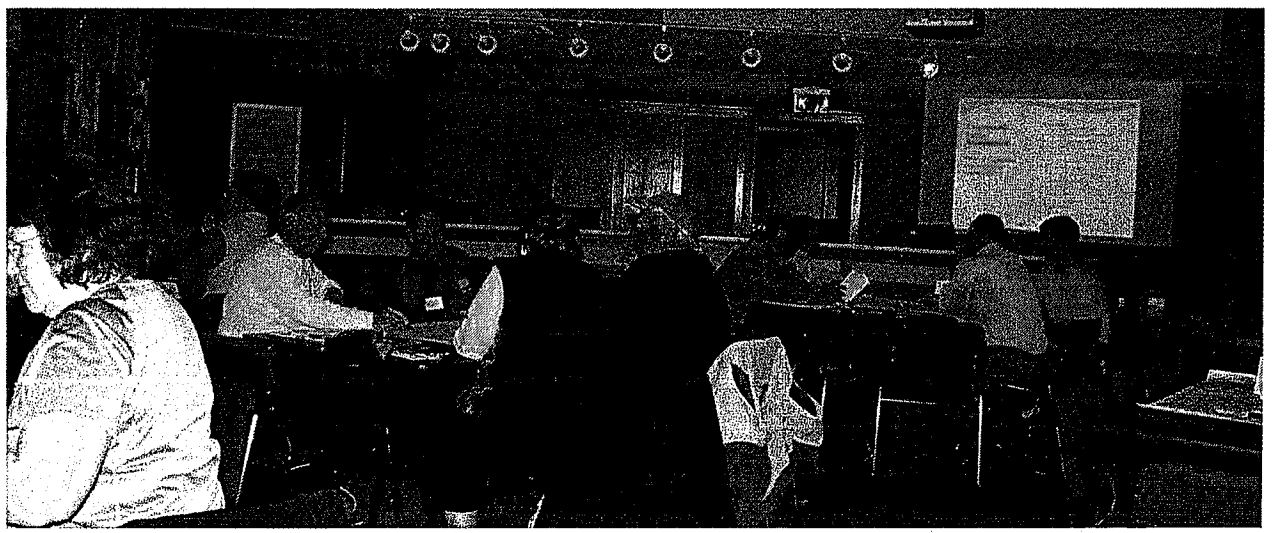
Public Participation Plan
Planning and Development Projects

The City of Manistee has developed a Public Participation Plan for Planning and Development Projects that contains the policies and procedures used for public involvement and outreach in the City's approval process. This plan contains the following:

- Public Participation Goals
- Key Stakeholders in the Planning and Development Process
- State and Local Regulations
- Opportunities for Public Participation
- Strategies for the Planning and Development Review Process
- Methods for Community Participation
- Community Engagement and Outreach Activities

The City of Manistee is required by State law, the City's Code of Ordinances, City's Zoning Ordinance and the bylaws of the various Boards and Commission to pursue public participation in planning and development projects. The City follows a public involvement process that provides information in a timely public notice, and encourages early and continuing involvement of stakeholders in the planning and review process. The City Council and the City's boards and commissions hold public meetings at City Hall which is a barrier free facility. Information is made available on the City's website and Facebook page. The City employs various methods to target larger audiences when needed and implements additional measures to engage the community and a diverse set of stakeholders in the review process.

The City of Manistee is committed through the development of this plan for a public participation process that includes effective communication with various stakeholders in planning and development activities. The City encourages citizen participation and works to engage a diverse group of stakeholders in the review process for planning and development. The City has developed a method of evaluation that provides feedback to ensure that the process is working and addresses issues, as they arise, so that changes can be made to ensure that the plan considers new methods of reaching the public. The Plan will be updated as needed to reflect changes.



This plan does not preclude additional public involvement and if the circumstances arise the City may retain a third party consultant that shall adhere to the provisions of this plan, if applicable.

1. Public Participation Goals

The City of Manistee has developed the following Public Participation Goals:

- The City of Manistee 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 of Manistee shall solicit public participation in each phase of the master planning process.
- The City of Manistee shall engage a diverse set of community stakeholders in planning, land use, and development decisions.
- The City of Manistee shall encourage the involvement of residents most affected by the proposed planning, land use, or development project.
- The City of Manistee shall seek to identify and involve a broad and representative cross- section of community's residents.
- The City of Manistee shall make reasonable efforts to ensure continuity of involvement of citizens throughout all stages of the planning and review process.
- The City of Manistee shall utilize effective and equitable avenues for distributing information and receiving comments that includes the City Website and City's Facebook Page.
- The City of Manistee 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 of Manistee shall record the results of public engagement to the extent feasible and provide summaries back to the public.

Along with the desire to include a diversified public in its planning processes, the City of Manistee relies on state statutes to help guide its participation activities.

1.1 Open Meetings Act

In accordance with the Michigan Open Meetings Act (PA 267 of 1976), the City of Manistee will hold meetings in the Council Chambers, City Hall, 70 Maple Street, Manistee, Michigan, which accessible to the general public.

The public will be notified within 10 days of the first meeting of a public body in each calendar or fiscal year; the body will publically post a list stating the dates, times and places of all its regular meetings at City Hall.

If there is a change in schedule, within three days of the meeting in which the change is made, the public body will post a notice stating the new dates, times and places of regular meetings.

For special and irregular meetings, public bodies will post a notice indicating the date, time and place at least 18 hours before the meetings.

Public bodies will hold emergency sessions without a written notice or time constraints if the public health, safety or welfare is severely threatened and if two-thirds of the body's members vote to hold the emergency meeting.

Meetings are listed on the Events Calendar on the City Website.

2. Key Stakeholders in the Planning and Development Process

The following group of stakeholders represents a diverse set of individuals, groups and organizations that are interest or affected by the Planning and Land Use Process. Different groups may be engaged in each of the review process depending on the nature of the project, the plan, level of interest and the City's financial involvement in the project.

- City Council
- Young Professionals
- Manistee Area Public Schools
- Manistee Intermediate School
- West Shore Community College
- Public Employees
- Students and Student Groups
- Potential Investors/ Developers
- Visitors Bureau
- City Boards & Commissions
- Residents
- Manufacturers Council
- Real Estate Brokers/Agents
- Taxing Jurisdictions
- Major Local Employers
- Environmental Groups
- Neighborhood Groups
- Main Street/DDA
- Steering/Ad Hoc Committees
- Business Owners
- Manistee County
- Neighboring Municipalities
- Senior Citizens
- Civic/Social Organizations
- Other Stake Holders
- Chamber of Commerce
- Utility Service Providers

3. State and Local Regulations

The City, through the work of City Council and individual boards and commissions, follows the local and state regulations listed below. These regulations include provisions for the public review process, public participation, and public hearings.

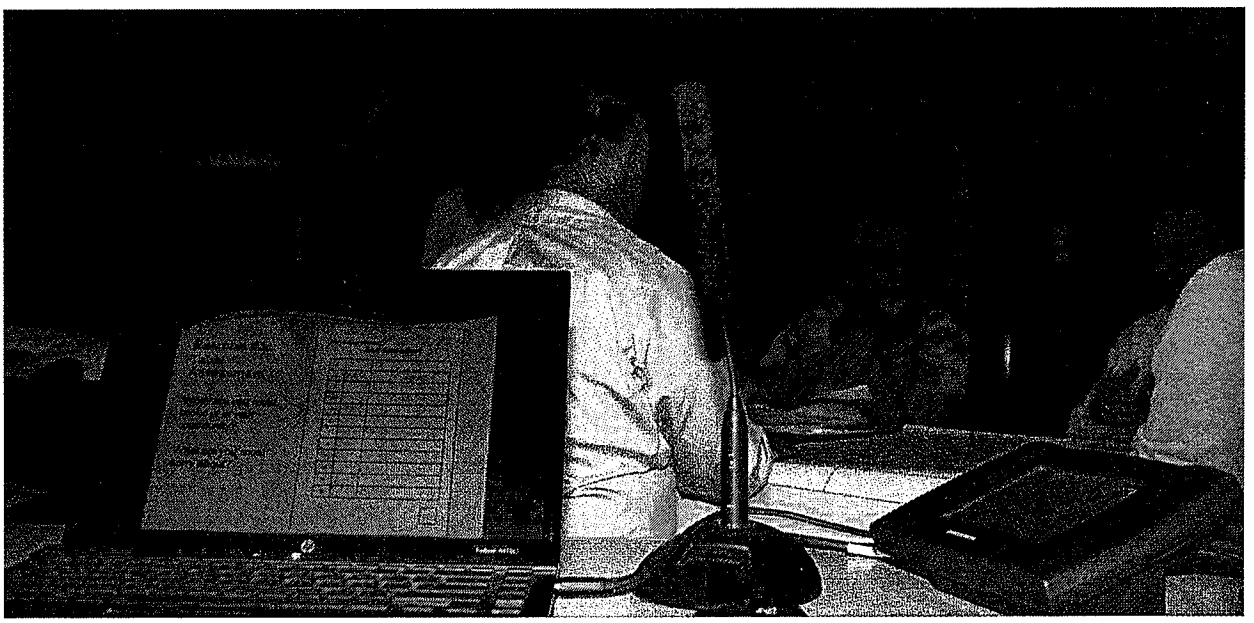
- Home Rule City Act (PA 279 of 1909)
- City Charter
- City Code of Ordinances
- City Zoning Ordinance
- The Michigan Open Meetings Act (PA 267 of 1976)
- The Michigan Planning Enabling Act (PA 33 of 2008)
- Brownfield Redevelopment Financing Act (PA 381 of 1996)

- Downtown Development Authority Act (PA 197 of 1975)
- Local Historic Districts Act (PA169 of 1970)
- The Plant Rehabilitation and Industrial Development Districts Act (known as the Industrial Facilities Exemption) (PA 198 of 1974)
- The New Personal Property Exemption Act (PA 328 of 1998)
- Other relevant local and State legislation

4. Opportunities for Public Participation

The City provides Manistee residents, and stakeholders in general, with numerous opportunities to get involved in the planning, review, and approval process for planning and zoning applications, planning documents, development projects, and economic development assistance programs.

The Site Plan Review, Process for Commercial Projects A Step-by Step Guide for Developers in the Appendix outlines the development approval process followed in the City of Manistee for commercial projects.



4.1 Development Review Bodies

City Council

The City Council is the governing body for the City of Manistee. The council consists of seven members who serve two-year terms. Members are nominated by district but elected at large by voters. Elections

are nonpartisan. Terms are staggered with districts 1, 3, 5 and 7 elected one year while districts 2, 4 and 6 are elected the next year.

Once seated after an election, council elects a mayor from among their members. The mayor is the city's chief executive official and presides over meetings of the council.

The City Council is the legislative authority and governing body for the city. It is responsible for hiring and overseeing the City Manager, setting policy and adopting ordinances and resolutions. One of the most important policies is budgetary which is carried out through reviewing and adopting the annual budget which funds the city's operations, capital projects and council's priorities fiscal year which begins every July.

Another important policy document is the strategic plan. This annually updated plan provides high level guidance for the day to day operations of the city and is a vital management tool.

Boards and Commissions

The City encourages citizen participation in local government planning and policy decisions. Therefore, all citizens are invited to apply for appointments to City boards and commissions. The City has established a number of boards and commissions. Some are state-mandated and others are purely a local creation; however they all make significant contributions to the community and its betterment. Some groups provide recommendations to the City Council on a variety of topics and issues.

Some of the boards and commissions review proposed plans and land use projects. These boards and commissions function in two capacities, the first being the public policy process, the second in advisory and administrative. These boards or commissions may make recommendations to the City Council based on the project. These advisory boards and commissions have regularly scheduled meetings in place during which they review projects, deliberate on issues, and hosts special events.

City boards and commission meet regularly and provide opportunities for public participation in the planning and development review process. These are public meetings and a public comment period is on each agenda. Listed below are the boards and commissions in the City of Manistee that work on the planning and development review process.

- The Brownfield Redevelopment Authority was formed to facilitate the sensible redevelopment of numerous underutilized or vacant commercial and industrial properties throughout the city.

- The Historic District Commission is charged with overseeing the city's historic district. The establishment of the Historic District allows property owners with contributing properties the opportunity to apply for both federal and state tax credits.

- The Housing Commission is charged with overseeing senior and low-income housing. It has oversight of the properties owned by the Manistee Housing Commission.

- The Main Street/Downtown Development Authority is charged with overseeing the orderly development of the downtown. It is funded by taxpayer dollars through a tax increment financing arrangement. This board also oversees the Main Street program.

- The Planning Commission prepares and adopts physical plans for the City and reviews development proposals, both private and public as set forth in the Michigan Zoning Enabling Act, MCL 125.3101 et seq. and the Michigan Planning Enabling Act, MCL 125.3801 et seq. and acts in an advisory capacity for matters referred by the City Council.

- The Zoning Board of Appeals/Construction Board of Appeals have the power to authorize, upon an appeal, specific variances from requirements such as lot area and width regulations, building height regulations, yard and depth regulations and off-street parking and loading space requirements. The ZBA hears and decides questions that arise in the administration of the zoning ordinance including the interpretation of text and the zoning map. The Construction Board of Appeals was established in accordance with Sec. 14 of the Michigan State Construction Code act of 1972 as amended.

The City is always looking for talented, committed people to serve on its boards and commissions. If you are interested, please contact the City Clerk's office and fill out an application. Vacancies on our boards come up quite frequently and we are always looking to fill open positions. These are advertised in the local paper, on the City website and posted on the City Facebook page. The City strives to make sure our volunteers experience is as productive and rewarding as possible. A complete list of boards and commissions, their responsibilities, meeting agendas and minutes can be found on the City's website.

4.2 Public Meetings

All meetings of the City Council and its various boards and commissions shall be open to the public in accordance with the "Open Meetings Act," PA 267 of 1976 as amended, except closed session meetings as provided for in the Act. Public notice of meetings shall be given in accord with the Act. All meetings shall be held in a facility accessible to persons with disabilities and the City shall provide reasonable accommodations, such as interpreters for the hearing impaired and audiotapes of printed materials being considered at this meeting, upon notice to the City of Manistee prior to the meeting. Individuals with disabilities requiring reasonable accommodations or services should contact either the City Manager's or City Clerk's office.

Interested persons are encouraged to contact City Hall or check the City's website in order to be kept informed of any meeting schedule, variations, or location changes.

The City Council's meetings are recorded and replayed on Manistee Public Access Channel 189/190. Individual boards and commission will hold public meetings pursuant to the boards' and commissions' bylaws and State regulations. Meeting agendas and packets of the City Council, Planning Commission, and other boards and commissions shall be made available on the City's website in advance of the meeting.

The meeting agenda are sent, by mail or e-mail, to all land use applicants. Meeting minutes of the City Council and the City's boards and commissions are coordinated by the staff liaison and posted on the City's website.

4.3 Public Comments

Opportunities for public comment shall be available at any meeting of the City Council or City's boards and commissions in accordance with the provisions in the boards and commission's bylaws and other operating policies. The meeting agenda allows for public comments under the 'Public Comment' or 'Communications from Citizens' sections. The participation of interested persons and their input shall be recorded in the meeting minutes. Approved meeting minutes, which include the outcome of the public participation, are made available to the public through various methods, including being posted on the City's website.

4.4 Public Hearings

The City Council and its various boards and commissions shall hold public hearings when called for in their local and State enabling legislation, or when otherwise prudent, to provide the opportunity for public comment on specific topics.

Planning Commission

The Planning Commission holds public hearings in response to requests for Special Use Permits, Planned Unit Developments, Street or Alley Vacation Requests and Zoning Amendment Requests. The Planning and Zoning Administrator shall schedule and publish the notification of a public hearing before the Planning Commission in a newspaper of general distribution in the City not less than 20 days prior to the hearing. Land use and development application notifications shall be sent by mail to the applicant, the owner of the subject property, and the owners of property within 300 feet of the subject property.

The Planning Commission meeting agenda and meeting packet shall be made available on the City's website in advance of the meeting. The applicant shall receive written notification of the Planning Commission's determination.

City Council

The City Council shall hold a public hearing when called for in their enabling legislation and as required for the review of business tax or financial assistance applications, following the notice requirements set in the local and state legislation.

Other Boards and Commissions

Other relevant boards and commissions will hold public hearings as needed and as required by the individual boards and commissions bylaws. The public hearings will be noticed as required in advance of the meeting. All meeting agendas and packets shall be made available before the meeting on the City's website.

5. Strategies for the Planning and Development Review Process

The City of Manistee has established strategies for the Planning and Development Review Process.

5.1 Adoption of the Comprehensive Plan (or update)

The City of Manistee shall follow, at a minimum, the provisions of Michigan Public Act 33 of 2008, as amended (the Michigan Planning Enabling Act, M.C.L. 125.3801 et. seq.) for the adoption of a new Comprehensive Plan or of an update to the Comprehensive Plan.

The Planning Commission shall send a notice to all stakeholders as listed in the State enabling legislation; the notice will explain that the Planning Commission intends to prepare a plan and request cooperation and comment on the plan now and when the plan is drafted.

The Planning Commission and the City will then begin work on drafting or updating the plan. They shall involve the public through many of the methods listed in the section 'Methods for Community Participation,' including, but not limited to, steering committees, open houses, community meetings, community walks and tours, website updates, social media, and surveys. The City shall encourage the involvement and participation of all stakeholders, including any marginalized groups that may be typically less involved in the planning process. Stakeholder involvement is encouraged from the beginning and the results of such public participation are made available to the community and participants and incorporated as much as is reasonably possible in the drafted plan or plan amendment.

In preparation, studies of existing conditions and probable growth should be done for the basis of the plan. The Planning Commission may make use of expert advice and information from federal, State, County, and municipal officials, departments, and agencies having information, maps, and data pertinent to the City. The City may consult with representatives of adjacent local units of government with respect to their planning so that conflicts in master plans and zoning may be avoided.

The City may cooperate with all departments of the State and federal governments, public transportation agencies, and other public agencies concerned with programs for economic, social, and physical development within the planning jurisdiction and seek the maximum coordination of the local unit of government's programs with these agencies.

The City shall encourage and track the public participation through a variety of means, including minutes, public recording of meetings, comment cards, sign-up sheets, and input received verbally, through written correspondence and other means as appropriate.

The Planning Commission will act to submit the proposed plan to the City Council for review and comment. The process of adopting the Comprehensive Plan shall not proceed further unless the City Council approves the distribution of the proposed plan.

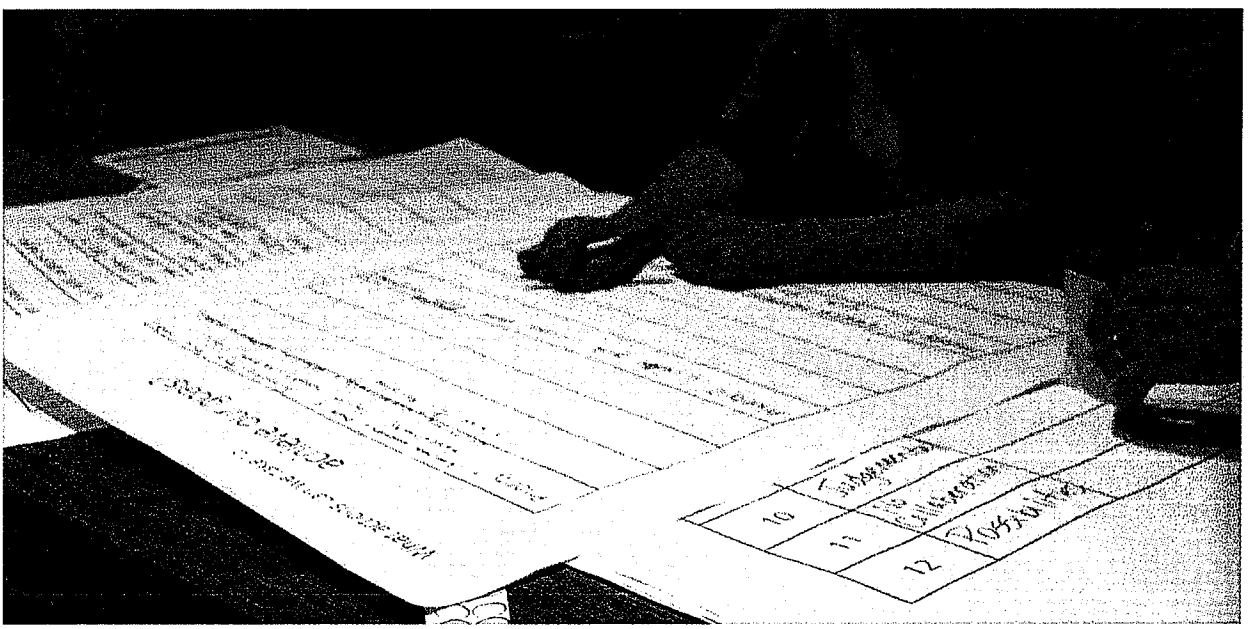
The City Council shall act on the proposed plan during a public meeting held in accordance with the Open Meetings Act. The City Council shall decide on the approval of the distribution of the proposed plan to local governments and agencies for review and comments.

If the City Council approves the distribution of the proposed plan, it shall notify the secretary of the Planning Commission, and the secretary of the Planning Commission shall submit, in the manner provided by the State enabling law a copy of the proposed plan, for review and comment, to all of the units listed in the State enabling law. These entities may submit comments on the proposed plan to the Planning Commission within 63 days after the proposed plan was submitted to that entity.

Before approving the proposed Comprehensive Plan, the Planning Commission shall hold not less than one public hearing on the proposed plan. The hearing shall be held after the expiration of the deadline for comment. The Planning Commission shall give notice of the time and place of the public hearing not less than 20 days before the hearing by publication in a newspaper of general circulation within Manistee. The Planning Commission shall also submit notice of the public hearing to the entities that received initial communication.

The proposed plan shall be approved by resolution of the Planning Commission carried by the affirmative votes of not less than 2/3 of the members. A statement recording the Planning Commission's approval of the plan, signed by the chairperson or secretary of the Planning Commission, shall be included on the inside of the front or back cover of the Comprehensive Plan. Following approval of the proposed Comprehensive Plan, the Secretary of the Planning Commission shall submit a copy of the plan to the City Council.

Approval of the proposed plan by the Planning Commission is the final step for adoption of the plan, unless the City Council by resolution has asserted the right to approve or reject the plan. In that case, after approval of the proposed plan by the Planning Commission, the City Council shall approve or reject the proposed plan. A statement recording the City Council's approval of the Comprehensive Plan, signed by the City Clerk, shall be included on the inside of the front or back cover of the Comprehensive Plan if the City Council takes action on the Plan.



5.2 Adoption/Update to the Zoning Code

The Planning Commission may of its own motion, or shall upon petition for a Zoning Amendment, prepare an ordinance amending or changing the district boundaries or district regulations. In most cases, applications are due 25 days before the next meeting of the Planning Commission in order to meet the public hearing notice requirements. The ordinance will be noticed in a newspaper of general distribution in the City at least 20 days prior to the hearing.

Prior to submitting its recommendation to the City Council, the Planning Commission will hold a public hearing. The City Council will, on receipt of the report of the Planning Commission, set a date for a first reading for consideration of the proposed amendment, supplement or change. After the first reading, the City Council will schedule a second reading at which time they may act upon the adoption thereof, with or without amendment.

Following adoption of the ordinance to amend, supplement or change the district boundaries or the district regulations, the ordinance will be filed with the City Clerk, and a notice of the ordinance adoption will be published in a newspaper of general circulation in Manistee within 15 days after adoption. The ordinance will take effect upon the expiration of ten days after its publication.

5.3 Other Documents

The City shall follow, at a minimum, the provisions of the State legislation for the adoption of several planning documents. For instance, the City shall follow the requirements set forth in the Brownfield Redevelopment Financing Act (PA 381 of 1996) and the Downtown Development Authority Act (PA 197 of 1975) describes the steps for the adoption of Brownfield redevelopment plans or downtown development plans. The City shall follow the provisions of the PA 33 of 2008 and the City Code for the adoption of the Capital Improvement Plan. Additional methods of communication and public outreach may be used in the review and adoption process of all these plans.

5.4 Development Projects

The City shall follow, at a minimum, the provisions of the local and State regulations, as listed in this Plan, to review development projects that involve the approval of planning and zoning applications, permits, and business assistance. This applies to the review process for site plans and special use permits, rezoning and variance request applications, Brownfield or downtown redevelopment assistance, personal property tax exemptions, and industrial facilities exemptions.

In many circumstances, the City Council and its boards and commissions will hold public hearings, noticed in accordance with the State legislation, and allow for public comment on the proposed development project during its regular meetings. Depending on the nature of project, the community interest, and community's financial involvement, additional methods of engagement may be used to gather community feedback.

6. Methods for Community Participation

The following methods are used to advertise the public meetings of the City Council, Planning Commission, and other boards and commissions acting as advisory bodies to the City Council when taking action on land use or development applications. This list is flexible and can change based on needs and circumstances.

6.1 Accessibility

Public meetings of the City Council and the boards and Commission shall take place at City Hall, 70 Maple Street, Manistee, Michigan that is barrier-free and accessible to the entire community. At times, meetings may be held in neighborhood locations (i.e. schools), to better accommodate residents.

Most City Council meetings are recorded and televised, but at a minimum they are summarized in the meeting minutes. Other boards and commission meetings are summarized in the meeting minutes. The communities input is communicated through published minutes, direct correspondence to interested parties, website posting, Facebook posting and other methods of communication.

6.2 Avenues of Communication

The City of Manistee strives to employ diverse methods of communication in order to reach all affected stakeholders. The City shall use various forms of print and electronic media to support early and often public participation opportunities. The City uses the following avenues of communication:

- City's website: website posting of meeting agendas, minutes, and recordings of meetings
- Newspaper posting of public hearing notices (Manistee News Advocate)
- Newsletter (bi-annually mailed with tax bills)
- Public Access, Manistee Public Access Channels 189/190
- Flyer postings at the City Hall and other City building entrances
- Announcements during the meetings of the City Council and City's boards and commissions
- Press releases and communications to media. Press releases are typically distributed to a media list containing local or statewide print and broadcast organizations
- Notification of the applicant through mail or e-mail
- Mailings
- Surveys
- Other methods as deemed appropriate

6.3 Information Available to the Public

The City of Manistee strives to follow a transparent planning and development review process and share relevant information with community members and any other stakeholders, including the following:

- Published meeting schedules, minutes, and agendas are posted on the City's website.
- Meeting agendas are mailed to applicants.
- Public hearing notices are sent to applicants and affected stakeholders.
- The City's website includes a variety of topics and information pertaining to the development review process, including the City Charter, the City Code of Ordinances, resolutions, strategies and planning documents, applications and fee information, maps, and much more.

7. Community Engagement and Outreach Activities

The following methods may be used to gather the community's input on specific development proposals or the community vision for the Comprehensive Plan and other planning and zoning documents. The City may use these various activities to provide additional opportunities for citizens, public interest groups, or other stakeholders to directly participate in the development review process or the creation/amendment of plans and strategies.

The City shall communicate the results of the public participation methods in a consistent and transparent manner through the appropriate avenues of communication listed previously. More than one method of communication may be used in order to reach a broader audience and the affected persons. The results of any of the methods of engagement and outreach will be included in the report or plan generated based on the information collected during these meetings, and support the development review process.

7.1 Technology

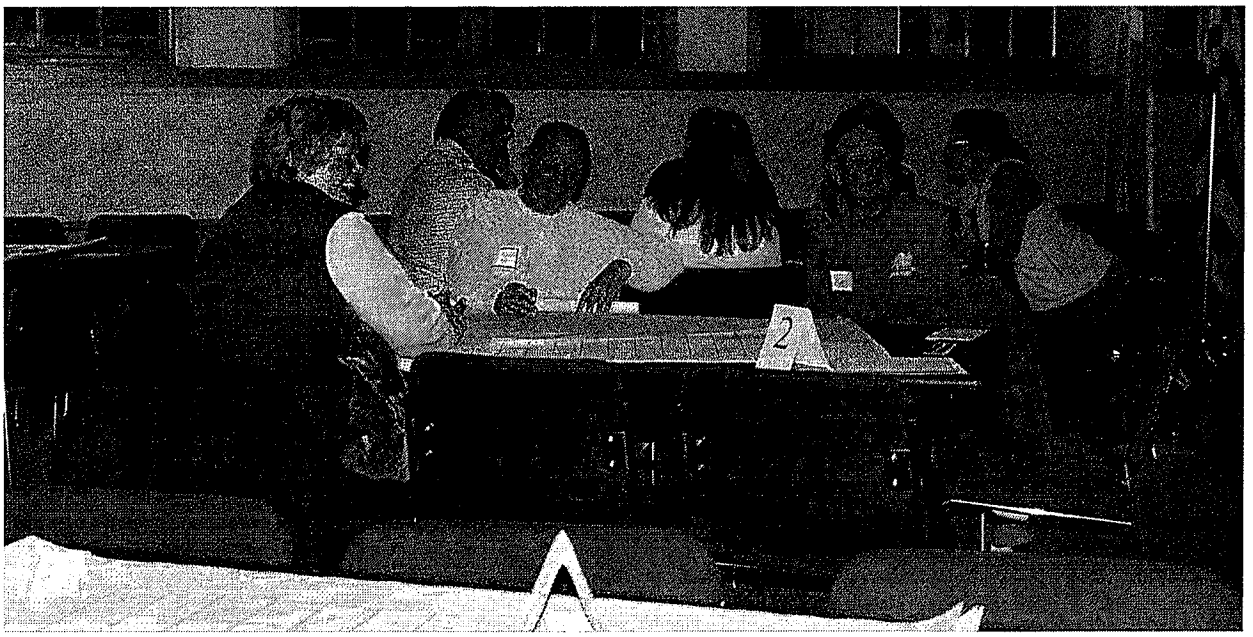
The City currently uses several online tools of community engagement and shall continue to explore the use of new tools. For projects of great importance to the community, the City employs social networking (e.g., Facebook) to share notices about upcoming development related meetings or Comprehensive Plan updates.

7.2 Steering Committees

For any Comprehensive Plan update, the City may organize steering committees consisting of residents, business owners, Manufacturing Council, board and commission members, and other stakeholders. Members may be selected based on their expertise, interest, and background as they relate to the focus of the individual steering committee. This structure will allow for focused discussions related to a specific topic (e.g., economic development topic). Meetings will be open to the public, and a synopsis of the meeting may be posted online. The results of the meetings and discussions of the steering committees will be incorporated into the plan generated based on the information collected during these meetings.

7.3 Focus Groups, Visioning Sessions and Community Workshops/Meetings

The City may conduct focus groups for gathering the community's opinion on specific issues, development proposals, development sites of major importance, or the community vision, as needed. A variety of groups may be invited to attend the focus groups depending on the location and nature of the development site or project, including Council members, community members, school representatives, business leaders, students, board and commission members, developers, and other relevant stakeholders. Typically these meetings will be held at City Hall which is accessible and barrier-free to accommodate all persons. The minutes from the focus groups or community workshops may be shared with the participants (that chose to share their contact information) and the community. The results of these meetings will be included in any report or plan generated based on the community feedback collected during these meetings.

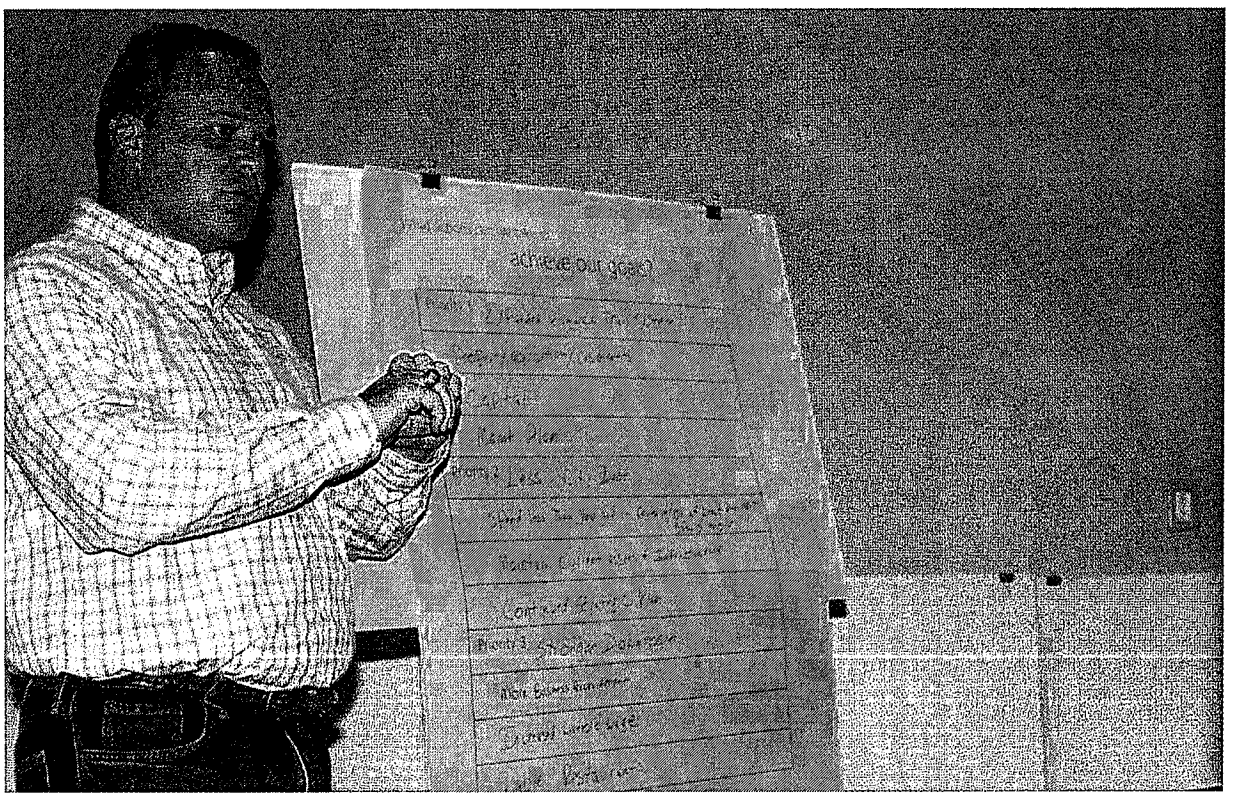


7.4 Surveys

The City may employ surveys, whenever possible, beneficial, and feasible, to identify key citizen concerns. These surveys provide valuable direction specifically as it relates to the City's Comprehensive Plan or planning documents. The City may design and implement, through a third party partner or City staff, surveys to gather the community's opinion with regard to specific topics (e.g., general City services, housing needs, amenities, the downtown). The surveys may be distributed through various methods of delivery to ensure the broadest reach, based on the nature of the target group (e.g., mail, e-mail, website access, copies available at City facilities). The responsible party will compile the survey results following the closing of the survey. The survey results may be posted online, and communicated to the City Council, residents, survey participants, investors, developers, and other stakeholders.

7.5 Charrettes/Design Workshops

The City may engage the community through charrettes or design workshops. This tool may most often be used for specific development projects that involve significant changes to the urban form and require public input on the design layout. The City may encourage developers to hold charrettes for specific proposed projects with significant community interest.



7.6 One-on-One Interviews

The City may hold interviews with various stakeholders to get specific information on a topic. In general, the information collected during interviews will be kept confidential unless requested otherwise. The information may be compiled and analyzed together with other information collected from stakeholders on a specific topic.

7.7 Bus or Walking Tours

Tours offer an opportunity for City staff, residents, and other stakeholders to identify and discuss specific development areas or topics. City staff or consultants will facilitate tours, depending of the nature of the development or planning project. The facilitator(s) may take notes during the tour and share them with the participants and the community. The results of these events will be included in any report or plan generated based on the community feedback collected during these tours.

Appendix

Site Plan Review, Process for Commercial Projects a Step-by Step Guide for Developers

Community Events Satisfaction Survey

Internal Public Participation Evaluation

City of Manistee

Site Plan Review
Process for Commercial Projects
A Step-By-Step Guide for Developers

The City of Manistee has three levels of review for Commercial Projects Level I for minor projects, Level II for Major Projects. Special Use Permits and Planned Unit Developments require a Public Hearing and review by the Planning Commission. This guide has been developed to assist with the process.

Level I Review – Additions and alterations to existing structures will be reviewed by the Zoning Administrator who shall reserve the right to forward it to the Site Plan Review Committee for approval

1. **Introductory Meeting with Planning Staff** - Staff will assist the developer by explaining the review process, review the Zoning Requirements, and provide site information (if available), review the application and site plan requirements (may waive requirements if applicable).

2. **Submission of Application** - Developer will submit application to the Zoning Administrator for review.

   2a. **Application/Site Plan is incomplete** – Staff will prepare a notice of findings/corrections that will be sent to the developer.

   2b. **Developer submits revisions** – Staff reviews for completeness.

3. **Zoning Administrator Approval** - Staff will review request to determine if application is complete. If application is complete and the request meets the requirements of the Zoning Ordinance a Land Use Permit will be issued.
   ** Approx. 1-3 days.*

   3a. **Zoning Administrator forwards the request to the Site Plan Review Committee** – after determining the request should be sent to the Site Plan Review Committee for review, staff will schedule a meeting. Meetings are required to have a minimum 18 hour notice.

   3b. **Site Plan Review Committee Approval** –Applicant shall present their request to the Site Plan Review Committee who shall review the request. If application is complete and the request meets the requirements of the Zoning Ordinance a Land Use Permit will be issued.
   ** Approx. 7-10 days.*

Average time depending on Staff availability, complete application and/or Meeting Schedules

Level II Review – New construction shall be reviewed by the Site Plan Review Committee who shall reserve the right to forward it to the Planning Commission for approval

1. **Introductory Meeting with Planning Staff** - Staff will assist the developer by explaining the review process, review the Zoning Requirements, and provide site information (if available), review the application and site plan requirements (may waive requirements if applicable).

2. **Submission of Application** - Developer will submit application to the Zoning Administrator for review.

   2a. **Application/Site Plan is incomplete** – Staff will prepare a notice of findings/corrections that will be sent to the developer.

   2b. **Developer submits revisions** – Staff reviews for completeness. If application is complete and the request meets the requirements of the Zoning Ordinance a meeting of the Site Plan Review Committee shall be scheduled.

3. **Site Plan Review Committee Approval** – Applicant shall present their request to the Site Plan Review Committee who shall review the request. If no additional information is needed a Land Use Permit will be issued.
   ** Approx. 7-10 days.*

   3a. **Site Plan Review Committee forwards request to the Planning Commission** – after determining the request should be sent to the Planning Commission for review, staff will place the request on the next Planning Commission Agenda. The Planning Commission meets the first Thursday of each Month.

   3b. **Planning Commission Approval** –Applicant shall present their request to the Planning Commission who shall review the request. If no additional information is needed a Land Use Permit will be issued.
   ** Approx.* **15-45 days.**

**Average time depending on Staff availability, complete application and/or Meeting Schedules*

Detailed Site Plans – Special Use Permits and Planned Unit Developments – Detailed Site Plans shall be reviewed by the Planning Commission and require a Public Hearing

1. **Introductory Meeting with Planning Staff** - Staff will assist the developer by explaining the review process, review the Zoning Requirements (Special Use Permit/PUD Standards), and provide site information (if available), review the application and Detailed Site Plan requirements, waive requirements if applicable. The developer is encouraged to contact adjoining and nearby property owners and occupants to discuss their project prior to the Public Hearing. A copy of the mailing information for the 300' notification can be obtained from Staff upon request.

2. **Submission of Application** - Developer will submit application *at least 25 days* before the next regularly scheduled Planning Commission Meeting (First Thursday of the Month) to the Zoning Administrator for review. The Zoning Administrator shall review the application and site plan. Staff will forward a copy of the request to the Director of Public Safety, DPW/Utility Director, and City Engineer for review/comments as needed.

   2a. **Application/site plan is incomplete** – Staff will prepare a notice of findings/corrections that will be sent to the developer. *Due to the review time/noticing requirements applicants are encouraged to submit their requests in advance of the 25 day minimum requirement.*

   2b. **Developer submits revisions** – Staff reviews for completeness

3. **Application/site plan is complete** – Staff will prepare Notice of Public Hearing (Ad in Newspaper, posted on City Web Page, Posted at City Hall, mailing to all owners/occupants within 300' of property). *Noticing must be at least 20 days prior to meeting date.*

   3a. **Planned Unit Developments** – Staff schedules meeting, applicant presents their request to the Site Plan Review Committee. Committee will review request and make recommendations to the Commission.

4. **Public Hearing** - Applicant shall present their case to the Commission along with any correspondence in support of their request. Staff will give their report, the public is invited to speak on the request, and correspondence will be read into the record. Public Hearing will be closed.

5. **Meeting** – The Planning Commission will begin their deliberation on the request. If the Commission determines that no additional information is needed they will deliberate/take action on the request. The will adopt either a resolution to approve/approve with conditions or deny the request. If the Commission determines that additional information is needed they will postpone their determination until the next regularly scheduled meeting to allow the applicant time to provide the necessary information.

6. **Permit** – If approved, Staff will formalize the Resolution of Approval and prepare a Special Use Permit. Applicant will sign Special Use Permit that will be sent to the Register of Deeds Office for recording. A copy of the recorded document will be forwarded to the developer for their files and a Land Use Permit will be issued.

Average time depending on Staff availability, complete application and Meeting Schedules approx. 30 – 60 days

Manistee Commercial Historic District – If your project is located in the Historic District, Staff will work with you on completing the necessary applications/requests for your project. These requests can be done concurrent with your request for Site Plan Approval.

City of Manistee

Community Event Satisfaction Survey

Please take a moment before you leave to complete the following:

What Event did you attend today? Date: _____

How did you hear about this event?

Was this event held at a convenient location and time? ☐ yes ☐ no

Are you glad you came to this event? ☐ yes ☐ no

Would you improve it in any way? ☐ yes ☐ no

Comments:

The City of Manistee thanks you for your attendance. This survey will assist city personnel to learn from attendees the success of the event/public input process.

Last Updated November 2014

City of Manistee

Internal Public Participation Evaluation

Facilitators are asked to complete the following:

Type of Public Participation: Date: _____

_____

How was the event advertised?

_____

_____

Where was the event held?

_____

How many people attended? _____

Was there a group that was under-represented? ☐ yes ☐ no

If so explain:

_____

Are there ways this could be improved for future events? ☐ yes ☐ no

Comments:

_____

_____

_____

_____

_____

_____

_____

Please return this form to the Planning and Zoning Department. Thank You.

Last Updated November 2014