

Public Participation Guide



City of Center Line

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PURPOSE OF THE GUIDE

The City of Center Line is committed to involving the community in its planning, development and improvement processes. This guide is prepared with the purpose setting policies and procedures to involve residents in Citywide initiatives and to provide City staff a guide of community engagement strategies and methods.

This guide intends to help the City in many ways to:

1. Guide decisions in a direction supported by community members.
2. Create a transparent environment for planning, development and improvements.
3. Reach a diverse group of community members.
4. Coordinate public participation practices between departments, City Council, commissions, and boards.
5. Select the appropriate engagement methods for each project.
6. Remain in communication with the community regarding participation results and outcomes for each project.

This guide is intended to be flexible and adaptable as projects and programs vary. New strategies may be used when appropriate. The balance of this guide lists legislation and ordinances that must be followed, identifies key stakeholders and recommends when and how to use an outreach strategy(ies).

The Michigan Economic Development Corporation defines public participation as:

- A process by which a community consults with interested or affected stakeholders before making decisions.
- A two-way communication and collaborative problem solving with the objective of being intentionally inclusive, and the goal of achieving better and more acceptable decisions.
- A way to prevent or minimize disputes by creating a process for resolving issues before they become an obstacle.

STATE AND LOCAL REGULATIONS

The City, through the work of the City Council and individual boards and commissions, is required to follow regulations for involving the public in a decision. These requirements are found at the State and local levels through legislation and ordinances. Sources of these requirements include:

- Home Rule City Act (PA 279 of 1909)
- City Charter
- City Code of Ordinances
- Michigan Open Meetings Act (PA 267 of 1976)
- Michigan Zoning Enabling Act (PA 110 of 2006)
- Michigan Planning Enabling Act (PA 33 of 2008)

- Recodified Tax Increment Financing Act (PA 57 of 2018)
- Other relevant local and state regulation

IDENTIFY KEY STAKEHOLDERS

The City of Center Line is a diverse community. With many different stakeholders that can be involved throughout a planning process. Working with these groups, as applicable, can help the decision-making process. Stakeholders are defined as local officials, business owners, neighborhood groups, schools, social organizations, media groups and others.

The following is a list of key stakeholders in the City that may be involved in the planning, development and improvement process. Although it may appear extensive, it does not encompass all groups involved. This list should change over time as new groups are created or dissolved. Contact information for the stakeholders below can be found in the appendices of this document.

[NOTE TO CITY: ADD OR DELETE FROM THE LIST.]

- Center Line Public Schools
- Center Line Downtown Development Authority
- Religious Organizations
 - *First Hmong Baptist Church*
- Nonprofits serving Center Line.
 - *American Federation of State County and Municipal Employees*
 - *American Institute of Chemical Engineers*
 - *Center Line Public Schools Educational Foundation*
 - *Chamber of Commerce*
 - *Church of God Baptist*
 - *Community Caring Program*
 - *Credit Unions Chartered in the State of Michigan*
 - *Daughters of Isabella*
 - *Dunn Family Senior Citizens Home Incorporated*
 - *Friends of the Center Line Public Library*
 - *Dunn Family Senior Citizens Home Incorporated*
 - *Lion's Club*
 - *Independent Order of Odd Fellows*
 - *International Association of Lions Clubs*
 - *International Order of the Rainbow Girls*
 - *Knights of Columbus*
 - *Macomb County Interfaith Volunteer Caregivers*
 - *Military Order of the Purple Heart of the USA*
 - *National Association of Letter Carriers*
 - *Polish Roman Catholic Union of America*
 - *Right to Life Warren Center Line Incorporated*
 - *South Eastern Michigan Indians Incorporated*
 - *Sultana of Galicia*
 - *Veterans of Foreign Wars Dept of Michigan*

- Charter Schools
 - *Rising Stars Academy*
 - *Former St. Clements Church*
- City of Warren
- Macomb County Commissioner’s Office
- Macomb County Department of Planning and Economic Development
- Road Commission of Macomb County
- Michigan State Representative
- Michigan State Senator
- Michigan Department of Transportation

CHOOSING AN OUTREACH STRATEGY

The purpose of this section is to help councilpersons, commissioners, board members and staff decide on the best approach for different types of projects. There are many options available to use when engaging the public. The first step is to determine what type of project is in front of the city. Once determined, the city can decide how best to involve the public in its decision. The balance of this section describes project types followed by forms of outreach that may be used singularly or part of a greater strategy.

Outreach by Project Type

The City will be faced with different types of projects that vary in level of controversy. The first step is to assess the type of project and budget that has before it. Descriptions of general project types are below. Each outreach strategy should be adapted to best serve an individual project.

City Planning Projects. Master Plan updates, Zoning Ordinance amendments and similar projects have a long-term impact on the city. These project are typically policy-based and involve the city as a whole although a focused controversial element such as a specific geographic area may be encountered. This project type may also be valid for financial decisions such as tax, water or similar rate increases. The use of multiple techniques should be considered.

Public Infrastructure Projects. Road and utility replacements, park improvements and similar infrastructure upgrades have great impact on the immediate and nearby area. These projects provide a benefit to residents and businesses and are not controversial. The public should be informed and notified as temporary inconveniences.

Controversial Development Projects. Land development, tax and special assessment projects have potential to immediately impact the community. Accurate up-front information should be made available to the public followed by an opportunity to answer questions. A controversial project is typically characterized by one or more of the following factors:

- Large size relative to surrounding development
- Proximity to residential area

- Financial impact to residents and businesses

Non-Controversial Development and Improvement Projects. Although some development projects and city initiatives may be large, they do not necessarily have a divisive impact on residents or businesses.

Determining the Appropriate Level of Engagement

This section presents five levels of engagement levels: *INFORM*, *CONSULT*, *INVOLVE*, *COLLABORATE* and *EMPOWER*. These are described from the least to most extensive level of involvement. The first level of engagement is the most basic and refers to informing the public of a project. Each level builds upon the last and the amount of dependence on the public’s input increases. The most involved input level, *EMPOWER*, ultimately gives the public decision-making power. The following determination chart guides the city in deciding the best strategy to follow based on project type and available budget.

Figure 1: Determining the Level of Engagement



LEVELS OF ENGAGEMENT

It is important that community members know that the City listens to their input and to understand how the input is used to guide the future of the City. At this point, the city has determined the project type and level of engagement necessary to receive usable information. This next step is to decide which method(s) should be used to achieve the desired level of involvement. The following table of techniques starts with the least extensive method. Each level after builds upon the previous level. As a result, methods from lower levels can be used in addition to those specific to the desired higher level of involvement. For example, if the city decides that it is most appropriate to INVOLVE the public, the city may choose to employ a combination of methods that are typically used to CONSULT, INFORM and INVOLVE. However, if the city decides that a lower level of involvement is sufficient, methods used to obtain higher levels of engagement will not be applicable.

INFORM	
Offers balanced and objective information to the public to help with understanding the problem, alternatives, opportunities, and/or solutions.	
Mailing List Notices	<ul style="list-style-type: none"> Per the Michigan Open Meetings Act, any resident may request to be put on a mailing list, so they are notified in advance of all meetings by contacting the city. Information about who to contact shall be put on this list and made available in the City Clerk’s office.
Neighborhood Meetings	<ul style="list-style-type: none"> City staff may attend regular meetings of neighborhood organizations to provide updates on planning and development projects impacting the community.
Planning Updates	<ul style="list-style-type: none"> Monthly planning updates posted on the Economic Development Department web page.
Public Hearings	<ul style="list-style-type: none"> The public is given the opportunity to express their opinion on a planning or development project. Typically held toward the end of a process during public meetings of bodies such as the City Council or Planning Commission. The public is to be informed per legislative requirements. After, it is recommended that meeting minutes including public hearing results be posted to the city’s website.
Public Meetings	<ul style="list-style-type: none"> Meetings held by public bodies that are open to and made accessible for the general public. Annually, the city should set the schedule for these meetings per notification requirements and make the schedule available via the website. Notices of meetings should follow all legislative requirements. City council and planning commission meetings may be televised as appropriate. After, it is recommended that Meeting Minutes be posted on the city’s website.

Public Notices	<ul style="list-style-type: none"> • Notices will be distributed via mail, in the newspaper or record, and as fliers in City Hall per all legislative requirements • Notices shall be drafted to inform residents and stakeholders of public meetings and hearings.
Press Releases	<ul style="list-style-type: none"> • These are short status updates of planning and development projects that are released to local media outlets.
Signage	<ul style="list-style-type: none"> • Signage placed at a project site to identify a development, inform of an infrastructure project, or indicate a project's completion.
Virtual Meetings	<ul style="list-style-type: none"> • Virtual meetings may be necessary due to the inability or lack of efficiency in using a personal gathering. They offer the ability to transmit information and allow for public participation in times when physical meetings cannot be held. • Notices of meetings, and meeting procedures must be compliant with all legislative requirements including the open Meetings Act, and any applicable executive orders. • Closed captioning and other means should be considered to ensure accessibility for all. • Additional training or guides should be provided as an option to ensure that users are comfortable with using technology.

CONSULT

Public feedback may be obtained on analysis, alternatives, and/or decisions. Consulting the public can be achieved through methods to *INFORM*, as well as:

Conducting Surveys	<ul style="list-style-type: none"> • Information is collected from the public on their opinions of planning and development projects and the future of the city.
Interviews	<ul style="list-style-type: none"> • One-on-one meetings with stakeholders on how to better engage the public and build consensus for projects. • Interviews offer a chance for in depth conversation between staff and stakeholders.
Social Media	<ul style="list-style-type: none"> • Social media accounts may be utilized to inform and consult the public about different events and issues.

INVOLVE

Directly engage the public throughout the process to ensure that public concerns and aspirations are understood and considered consistently. Involving the public in the decision-making process can be achieved through methods to *INFORM*, *CONSULT* and:

Focus Groups	<ul style="list-style-type: none"> • Small groups facilitated by city staff and made up of members from various stakeholder groups like neighborhood associations, developers, or boards. • Designed with the purpose of gathering reactions from members about ideas, hearing alternatives, and eliciting direct feedback.
Pop-Up Engagement	<ul style="list-style-type: none"> • Occurs when city staff set up a station for informal interaction with the public at community events.

	<ul style="list-style-type: none"> Community members are given the option to make comment and ask questions in a less formal setting. After, it is recommended that summaries of comments and questions as discussed during pop-up engagement events be posted.
Public Workshops	<ul style="list-style-type: none"> Interactive meetings that educate the community on development or planning projects and gather input. May be done through hands on exercises, conversations, and activities. After, it is recommended that survey results and summaries of hands-on exercises, activities, and conversations conducted during public workshops be posted to the city’s website.
Town Hall Meetings	<ul style="list-style-type: none"> Informational meetings about specific projects, typically at the start of a project. Community members are given the chance to engage in a more informal two-way conversation about projects, offer input and ask questions. Notices of meetings should follow all legislative requirements. After, it is recommended that a summary of community comments and questions as discussed during town hall meetings be posted on the city’s website.
Walkabouts	<ul style="list-style-type: none"> Elicit direct and candid feedback during a walking tour. Allows for new ideas to be brainstormed due to varying perspectives.
COLLABORATE	
The city may partner with the public in each aspect of the decision, including the development of alternatives and identification of preferred solutions. Collaboration with the public can be achieved through methods to <i>INFORM, CONSULT, INVOLVE</i> , and:	
Charrettes	<ul style="list-style-type: none"> Hands-on workshops during which community members are invited to share ideas for the future and to work and collaborate with neighbors and staff. Part of the vision process for the city, so it can move forward in a direction supported by community members After, it is recommended that a summary and any photos of the charrette on the city’s website.
Citizen Advisory Groups	<ul style="list-style-type: none"> Appointed boards of volunteer members who meet regularly to discuss issues regarding a specific topic. Advise city staff and officials on how to act based on their meetings. After, it is recommended that meeting minutes be posted to the city’s website.
Committees	<ul style="list-style-type: none"> Groups of community members who meet for focused discussions on specific issues, such as zoning ordinance updates or transportation plans.

- Make policy recommendations to city staff and officials.
- After, it is recommended that summaries of committee’s policy recommendations be posted to the city’s website.

EMPOWER

Ballot Measures

- Ballot measures are used to allow residents to make decisions through an official statement.

FUTURE INITIATIVES

The City of Center Line plans to implement the following methods in the future.

Consolidate Social Media. The City of Center Line currently maintains an overarching, consolidated social media Facebook page. In the future, the City would like to schedule more posts and promote more city-related material.

Fully Implement Communications Toolbox. The communication toolbox in this plan contains both strategies currently in use and those which the City would like to use. In the future, the City would like to take advantage of the numerous tools available in this guide by fully implementing the communications toolbox.

Encourage Staff Training on Public Participation. City staff frequently attend various professional development opportunities. The implementation of this plan should encourage staff to expand their attendance of training opportunities to those which teach how to facilitate greater public participation in Hamtramck.

Evaluating Results. The City of Center Line may review its outreach efforts annually in order to assess effectiveness. Evaluations shall come from sheets handed out to staff members and community participants (See: Appendix). The Community and Economic Development Director should compile all evaluation form results relating to the development processes and edit this Public Participation Plan as necessary.

After a developer is given the authority to build, the Community and Economic Development Director will ask for honest feedback from the developer. This should be reviewed alongside the results from community input meetings and discussed at least once a year with city administration and department heads.

APPENDICES

APPENDIX 1. CONTACT INFORMATION FOR CITY, COUNTY AND STATE DEPARTMENTS

APPENDIX 2. EVALUATION SHEET TEMPLATES

APPENDIX 3. PRESS RELEASE TEMPLATE

APPENDIX 4. MEDIA ALERT TEMPLATE

APPENDIX 5. AVAILABLE METHODS BASED ON APPROPRIATE LEVEL OF ENGAGEMENT.

Appendix 1. Contact Information for City, County and State Departments

City.

- Center Line Public Schools
 - 26400 Arsenal, Center Line, MI 48015
 - (586)-510-2000
 - webmaster@clps.org
- Center Line Downtown Development Authority
 - 7070 East Ten Mile Road, Center Line, MI 48015
 - (586)-717-6800
 - dchampine@centerline.gov

Macomb County Contacts.

- Macomb County Commissioner's Office
 - 1 S Main Street, 9th Floor, Mount Clemens, MI 48042
 - (586)-469-5125
 - bocadmin@macombgov.org
- Macomb County Department of Planning and Economic Development
 - 1 S Main, 7th Floor, Mount Clemens, MI 48043
 - (586)-469-5285
 - planning@macombgov.org
- Road Commission of Macomb County
 - 117 South Groesbeck Highway, Mount Clemens, MI 48043
 - (586)-463-8671
 - geninfo@rcmcweb.org

Michigan State Contacts.

- Michigan State Representative
 - Andy Levin
 - 30500 Van Dyke Avenue, Suite 306, Warren, MI 48093
 - (586)-498-7122
 - Contact through the following form:
<https://andylevin.house.gov/zip-code-lookup?form=/contact/email-me>
- Michigan State Senator
 - Paul Wojno
 - PO box 30036, Lansing, MI 48909
 - (517)-373-8360
 - senpwojno@senate.michigan.gov
- Michigan Department of Transportation
 - 425 W Ottawa Street, PO Box 30050, Lansing, MI 48909

Appendix 2. Evaluation Sheet Templates

Internal Public Participation Evaluation.				
<i>Date of Event:</i>				
<i>Level of Public Participation Desired (circle):</i>				
INFORM INVOLVE CONSULT COLLABORATE EMPOWER				
<i>Type of Public Participation Used:</i>				
<i>How was the event advertised?</i>				
<i>Where was the event held?</i>				
<i>Who facilitated/completed the event?</i>				
<i>How many people attended? What groups did we miss?</i>				
<i>Were our engagement techniques right for the audience?</i>				
<i>Did we get the right information?</i>				
<i>Are there ways this could be improved for future events?</i>				

Community Event Satisfaction Survey

Date of Event:

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 satisfied with the information you received today?

Are you glad you came to this event? What did you like?

Would you improve this event in any way?

Appendix 3. Press Release Template



For Immediate Release
(Date)

Contact: (Name)
(Telephone/Email)

{PRESS RELEASE TITLE - attention grabbing}
{Subtitle - specific info}

Center Line, MI - {Intro paragraph that is catchy, but also covers enough of the who, what, hen, how that is being conveyed in the release. If a reporter reads only this first paragraph, they will understand top level what the release is about.}

"Quote from organization contact and/or expert issuing the release," commented {name, title, company/ organization.} "If there is more to add to the quote, add it here."

{Additional information on 'the what' of the release.}

{Any additional background information that is needed to tell the story.}

{Always close the release with how a journalist can find additional information, including organization / event website and telephone number.}

###

Editor's Note: {if images are available make sure to note that here}

Appendix 4. Media Alert Template



MEDIA ALERT/ PHOTO OPPORTUNITY

(MEDIA ALERT TITLE - catchy/attention grabbing)

{Subtitle - gives more specific info about the content of the alert}

- WHO / WHAT:** {A brief paragraph description of what is happening and why it is important for the media to be on-site and cover the event. Include details just in case the media is not available to attend but still wants to run a story about the happenings.}
- WHERE:** {Name of Destination/ Where does this story take place. This is good to Include for television stations who might want to come out with a crew to get video footage}
{Address}
- WHEN:** {Day, Month, Day, Year}
{Time}
- CONTACT:** {Name}
{Title}
{Phone/ Email}

###

Appendix 5. Available Methods Based on Appropriate Level of Engagement

After the city determines whether it is appropriate to *INFORM*, *CONSULT*, *INVOLVE*, *COLLABORATE* or *EMPOWER* the public, the next step is to decide which methods should be used to achieve that level of involvement. As previously noted, each level of involvement builds upon each other. As a result, methods from lower levels can be used in addition to those specific to the desired higher level of involvement. For example, if the city decides that it is most appropriate to *INVOLVE* the public, the city may choose to employ a combination of methods that are typically used to *CONSULT*, *INFORM* and *INVOLVE*. However, if the city decides that a lower level of involvement is sufficient, methods used to obtain higher levels of engagement will not be applicable.

INFORM:

Offers balanced and objective information to the public to assist in understanding the problem, alternatives, opportunities, and/or solutions.

Mailing List Notices.

- Per the Michigan Open Meetings Act, any resident may request that public bodies put them on a mailing list, so they are notified in advance of all meetings by contacting the City.
- Information about who to contact shall be put on this list and made available in the City Clerk's office.

Neighborhood Meetings.

- City staff may attend the regular meetings of neighborhood organizations in the City to provide updates on planning and development projects impacting the community

Planning Updates.

- Monthly planning updates posted on the Economic Development Department web page.

Public Hearings.

- The public is given the opportunity to express their opinion on a planning or development project.
- Typically held at the end of a process during public meetings of bodies such as the City Council or Planning Commission.
- The public is to be informed per legislative requirements.
- After, it is recommended that meeting minutes including public hearing results be posted to the city's website.

Public Meetings.

- Meetings held by public bodies that are open to and made accessible for the general public.
- Annually, the city should set the schedule for these meetings per notification requirements and make the schedule available via the website.
- Notices of meetings should follow all legislative requirements .
- City council and planning commission meetings may be televised as appropriate.
- After, it is recommended that Meeting Minutes be posted on the city's website.

Public Notices.

- Notices will be distributed via mail, in the newspaper or record, and as fliers in City Hall per all legislative requirements.
- Notices will inform residents and stakeholders of public meetings and hearings.

Press Releases.

- Short status of updates of planning and development projects may be released to local media outlets.

Signage.

- Signage placed at a project site to identify a development, inform of an infrastructure project, or indicate a project's completion.

Virtual Meetings.

- Virtual meetings may be necessary due to the inability or lack of efficiency in using a personal gathering. These offer the ability to transmit information and allow for public participation in times when physical meetings cannot be held.
- Notices of meetings, and meeting procedures must be compliant with all legislative requirements including the Open Meetings Act.
- Closed captioning and other means should be considered to ensure accessibility for all.
- Additional training or guides should be provided as an option to ensure that users are comfortable with using technology.

CONSULT

Public feedback may be obtained on analysis, alternatives, and/or decisions. Consulting the public can be achieved through methods to *INFORM*, as well as:

Conducting Surveys.

- Information is collected from the public on their opinions of planning and development projects and the future of the city.

Interviews.

- One-on-one meetings with stakeholders to gather information on how to better engage the public and build consensus for projects.
- Interviews offer a chance for in depth conversation between staff and stakeholders.

Social Media.

- Social media accounts may be utilized to inform the public of different events.

INVOLVE

Directly work with the public throughout the process to ensure that public concerns and aspirations are understood and considered. Involving the public in the decision-making process can be achieved through methods to *INFORM*, *CONSULT* and:

Focus Groups.

- Small groups facilitated by city staff and made up of members from various stakeholder groups like neighborhood associations, developers, or boards.
- Designed with the purpose of gathering reactions from members about ideas, hearing alternatives, and eliciting direct feedback.

Pop-Up Engagement

- Occurs when city staff set up a station for informal interaction with the public at community events.
- Community members are given the option to make comment and ask questions in a less formal setting.
- After, it is recommended that summaries of comments and questions ad discussed during pop-up engagement events be posted.

Public Workshops.

- Interactive meetings that educate the community on development or planning projects and gather input.
- May be done through hands on exercises, conversations, and activities.
- After, it is recommended that survey results and summaries of hands-on exercises, activities, and conversations conducted during public workshops be posted to the city’s website.

Town Hall Meetings.

- Informational meetings about specific projects, typically at the beginning of a project.
- Community members are given the chance to engage in a more informal two-way conversation about the project and offer input and ask questions.
- Notices of meetings should follow all legislative requirements.
- After, it is recommended that a summary of community comments and questions as discussed during town hall meetings be posted on the city’s website.

Walkabouts.

- Elicit direct and candid feedback during a walking tour.
- Allows for new ideas to be brainstormed due to varying perspectives.

COLLABORATE

The city may partner with the public in each aspect of the decision, including the development of alternatives and identification of preferred solutions. Collaboration with the public can be achieved through methods to *INFORM, CONSULT, INVOLVE and:*

Charrettes.

- Hands on workshops during which community members are invited to share ideas for the future and to work and collaborate with neighbors and staff
- Part of the vision process for the city, so it can move forward in a direction that’s supported by community members.

Citizen Advisory Groups.

- Appointed boards of volunteer members who meet regularly to discuss issues regarding a specific topic
- Advise city staff and officials on how to act based on their meetings.
- After, it is recommended that meeting minutes be posted to the city's website.

Committees.

- Groups of community members who meet for focused discussions on specific issues, such as zoning ordinance updates or transportation plans.
- Make policy recommendations to city staff and officials.
- After, it is recommended that summaries of committee's policy recommendations be posted to the city's website.

EMPOWER

The City may allow the public to make the final decision. This is the highest level of public participation. Empowering the public can be achieved through methods to *INFORM, CONSULT, INVOLVE, COLLABORATE* and:

Ballot Measures.

- Residents are asked to make decisions through an official statement.