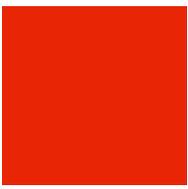


CITY OF MOUNT CLEMENS



PUBLIC PARTICIPATION PLAN



P3

FOR



PLANNING AND DEVELOPMENT PROJECTS



ADOPTED BY CITY OF MOUNT CLEMENS
PLANNING COMMISSION: MARCH 1, 2016
CITY COMMISSION: AUGUST 1, 2016

EXECUTIVE SUMMARY

The City of Mount Clemens Public Participation Plan (hereafter called the “Plan” or “P3”) contains the policies and procedures for public involvement and outreach in the City’s planning and development review and approval processes. The Plan addresses the following, but is not limited to:

1. planning and zoning applications,
2. comprehensive and master planning,
3. zoning code amendments,
4. financial and/or tax assistance requests for private redevelopment projects,

The City of Mount Clemens is required by State law, the City’s Code of Ordinances, and the bylaws of the individual boards and commissions to pursue public participation in planning and development projects. The City follows a comprehensive public involvement process, providing timely information through public notice, and supports early and continuing involvement of stakeholders in the planning and review process. The City Commission and the City’s boards and commissions hold public meetings at generally convenient and accessible locations and times, make information publicly available in accessible formats on the City’s website, and employ various methods to target larger audiences when needed. In addition to those required measures, whenever needed or feasible, the City implements additional measures to engage the community and a diverse set of stakeholders in the review process.

This Plan emphasizes the City of Mount Clemens’ commitment to a robust public participation process and effective means of communication with stakeholders in the planning and development activities. The City recognizes the importance of public input in all aspects of these processes. Therefore, the City encourages citizen participation and strives to engage a diverse group of stakeholders in the planning and development review process. Furthermore, the City will ensure that outreach efforts are regularly evaluated for effectiveness, thus shaping to the changing needs of our stakeholders.

The City reviews the effectiveness of the specific public participation activities listed in this Plan and adjusts them accordingly in order to maximize their success. The City staff also explores ways to improve communication strategies to reach the specific project stakeholders and gather community feedback.

The City will consider new methods of communication and engagement as they become available, and update this Plan as needed. The public participation actions described throughout this Plan do not preclude additional public involvement or engagement efforts. In circumstances when the City consults with a third party entity, that entity shall adhere to the provisions of this Plan, if applicable.

1. PUBLIC PARTICIPATION GOALS AND OBJECTIVES

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



Stakeholders take a walking tour of Downtown Mount Clemens during Downtown visioning session, October 2015.

2. KEY STAKEHOLDERS IN THE PLANNING AND DEVELOPMENT PROCESS

The stakeholders represent a diverse set of individuals, groups, and organizations that are interested or affected by the planning and land use process. A different group of stakeholders may be engaged in each of the planning and development review processes, dependent on the nature of the project or plan, the level of community interest, and the community's financial involvement in the project. These stakeholders could include:

- City Commission
- Other City Boards and Commissions
- Steering Committees
- Downtown Development Authority
- Residents
- Commercial business owners
- Neighborhood Associations/Watches
- Mount Clemens Community Schools
- Oakland University
- Macomb County Government
- Macomb County Chamber of Commerce
- SEMCOG
- Commercial real estate brokers/agents
- Neighboring municipalities
- Taxing jurisdictions
- Potential investors and developers
- Senior citizens
- Public employees
- Major local employers
- Civic and social organizations
- The local business community
- Students and student groups
- Environmental groups
- SMART/RTA
- Relevant state agencies
- Other relevant stakeholders



3. STATE AND LOCAL REGULATIONS

The City, through the work of the City Commission 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](#)
- [The Michigan Open Meetings Act \(PA 267 of 1976\)](#)
- [The Michigan Zoning Enabling Act \(PA 110 of 2006\)](#)
- [The Michigan Planning Enabling Act \(PA 33 of 2008\)](#)
- [Brownfield Redevelopment Financing Act \(PA 381 of 1996\)](#)
- [Downtown Development Authority Act \(PA 197 of 1975\)](#)
- [The Plant Rehabilitation and Industrial Development Districts Act \(known as the Industrial Facilities Exemption\) \(PA 198 of 1974\)](#)
- [The Commercial Rehabilitation Act \(PA 210 of 2005\)](#)
- Other relevant local and State legislation

4. OPPORTUNITIES FOR PUBLIC PARTICIPATION

The City provides Mount Clemens 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 flowchart in Appendix A outlines the development approval process followed in the City of Mount Clemens for planning and zoning applications. The diagram includes the required and recommended meetings and outlines the multiple boards and commissions required to review development applications.

4.1. Development Review Bodies

City Commission. The City Commission is the legislative and policy-making body for the City government. Six Commission members are elected at large for overlapping four-year terms and the Mayor is elected to a two-year term. The Commission also appoints the City Manager, who is responsible for the day-to-day administration of the City government.

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. These groups provide recommendations to the City Commission on a variety of topics and issues. The members of the boards and commissions help to analyze options and influence important decisions on behalf of the community. More than 100 residents, business owners and City stakeholders currently serve on Mount Clemens' boards and commissions.

In general, depending on the nature and location of the project, many of the boards and commissions may review a proposed plan or land use project. These boards and commissions function in two distinct capacities in the public policy process in Mount Clemens - advisory and administrative. Some will serve in both capacities. Each advisory board or commission makes recommendations to the City Commission based on the scope of its particular service area. Typically, advisory boards and commissions have a work agenda in place for a calendar year during which it undertakes projects, deliberates on issues, and hosts special events. The City Commission

is responsible for making the final decisions on most issues or topics, but it will look to these groups for advice, background information, and analysis. As the elected body, the City Commission has discretion to accept advice in full, in part, or not at all. Certain boards and commissions have an additional administrative role. This means that they are permitted or required by charter, statute or ordinance to conduct formal reviews and issue administrative decisions. These decisions are then sent to the City Commission as official recommendations.

The most relevant boards and commissions in Mount Clemens for the planning and development review process are as follows.

- Brownfield Redevelopment Authority assists development projects that face economic challenges due to environmental constraints or the existing conditions on the site.
- Construction Code Board of Appeals meets as needed to interpret and advise the City on questions pertaining to the current building code.
- Downtown Development Authority develops programs and projects which are aimed at improving downtown Mount Clemens, including new business development, business recruitment and retention, downtown beautification, public improvements, marketing, and promotion.
- Harbor Commission administers, maintains, and operates the harbor/marina facilities on both sides of the Clinton River between the Crocker and Dickinson Street bridges and the facilities on the north side of the river from Dickinson to Jones Street, excepting the gazebo.
- Historical Commission advises the City Commission on historical matters and fosters civic pride and safeguards the heritage of Mount Clemens by increasing public awareness of its cultural, social, economic, political, or architectural history.
- Historic District Commission reviews proposed alterations and additions to the exterior of structures within historic districts.
- Planning Commission creates a Master Plan for the physical development of the City; reviews rezoning requests, site plans, subdivisions, special land uses and other land use applications.
- Zoning Board of Appeals interprets and grants variances from provisions of the Zoning Code; conducts hearings and resolves disputes regarding interpretations of the zoning ordinance.

The City encourages community members interested in serving their community through active civic engagement to apply for openings on these boards and commissions. The City regularly informs the community of the existing vacancies on the boards and commissions. In this regard, the City's avenues of communication include website postings, announcements at City Commission meetings, newsletters, and other methods. Visit <http://cityofmountclemens.com/?q=MountClemens-Government-BoardsandCommittees> for a complete list of boards and commissions in Mount Clemens and their responsibilities.

It should be noted that the City's boards and commissions meet regularly and provide additional opportunities for public participation in the planning and development review process. These are public meetings and allow for public comments from any interested stakeholder.

4.2. Public Meetings

All meetings of the City Commission 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. Unless otherwise noted, all meetings are held at the following location:

Mount Clemens Municipal Building
One Crocker Boulevard
Mount Clemens, MI 48043

City Hall is 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 Mount Clemens prior to the meeting. Individuals with disabilities requiring reasonable accommodations or services should contact the City Clerk's office.

Interested persons are encouraged to contact City Hall, view posted meeting notices at City Hall, or check the City's website at <http://cityofmountclemens.com/> in order to be kept informed of any meeting schedule, variations, or location changes.

The Mount Clemens City Commission's regular meetings are recorded and replayed on various cable channels listed here: <http://cityofmountclemens.com/?q=MountClemens-Services-CableTV>. Individual boards and commissions will hold public meetings pursuant to the boards' and commissions' bylaws and State regulations. Meeting agendas and packets of the City Commission are made available on the City's website in advance of the meeting.

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

4.3. Public Comments

Opportunities for public comment shall be available at any meeting of the City Commission 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' 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 Commission 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.

Mount Clemens Planning Commission. The Planning Commission holds public hearings for all special land use and rezoning applications.

The Community Development Department 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 15 days prior to the hearing on a rezoning or special land use application as mandated by state legislation. Public hearing notifications are also sent by mail to the applicant, the owner of the subject property, and the owners and occupants of property within 300 feet of the subject property. The applicant receives a copy of the staff report with recommendation prior to the meeting date.

Mount Clemens City Commission. The City Commission shall hold a public hearing when called for in their enabling legislation. After receiving a recommendation by the Planning Commission, the City Code requires that an application for rezoning be forwarded to the City Commission at the next regular meeting to be introduced and set for adoption. The City Commission shall hold public hearings as required for the review of business tax or financial assistance applications, following the notice requirements set in the local and state legislation.

State and federal statutes require that special land uses and rezoning applications be noticed in a newspaper of general distribution in the City no less than 15 days prior to the Planning Commission public hearing. Application notifications shall also 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.

Following adoption of an ordinance to amend, supplement or change the zoning district boundaries or the district regulations, the ordinance shall be filed with the City Clerk and a notice of the ordinance adoption shall be published in a newspaper of general circulation in Mount Clemens within 15 days after adoption.

Other Boards and Commissions. Other relevant boards and commissions will hold public hearings as needed and as required by the individual board and commission bylaws. The public hearings will be noticed as required in advance of the meeting.

5. STRATEGIES FOR THE PLANNING AND DEVELOPMENT REVIEW PROCESS

5.1. Adoption of the Master Plan (or update)

The City of Mount Clemens 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 Master Plan or of an update to the Master 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 ‘Community Engagement and Outreach Activities,’ 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 or through website comments, and other means as appropriate.

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

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

If the City Commission approves the distribution of the proposed plan, it shall notify the Planning Commission, and 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, or 42 days for amendments.

Before approving the proposed Master 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 15 days before the hearing by publication in a newspaper of general circulation within Mount Clemens. 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 Master Plan. Following approval of the proposed Master Plan, the secretary of the Planning Commission shall submit a copy of the plan to the City Commission.

Approval of the proposed plan by the Planning Commission is the final step for adoption of the plan, unless the City Commission 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 Commission shall approve or reject the proposed plan. A statement recording the City Commission's approval of the Master Plan, signed by the City Clerk, shall be included on the inside of the front or back cover of the Master Plan if the City Commission takes action on the Plan.

5.2. Adoption/Update to the Zoning Code

Amendments may be initiated by the City Commission upon written request to the Planning Commission, or the Planning Commission may initiate amendments upon its own motion. Any person, firm or corporation affected by the provisions of this Ordinance may initiate a text amendment by submitting the necessary forms, obtainable from the City, to the Community Development Department. An amendment to the Zoning Map may only be initiated by a person, firm or corporation with a proprietary interest in the site proposed for rezoning. The petition shall be processed according to the procedures adopted by the City. In most cases, applications are due 30 days before the next meeting of the Planning Commission in order to meet the public hearing notice requirements. The City will provide a document that lists the application deadline dates.

Prior to submitting its recommendation to the City Commission, the Planning Commission will hold a public hearing. The ordinance will be noticed in a newspaper of general distribution in the City at least 15 days prior to the hearing. The notification will also 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 City Commission will, on receipt of the report of the Planning Commission, either deny the request, return the report back to the Planning Commission for further consideration, or set a date for adoption of the ordinance. Whenever a written protest against such proposed amendment, supplement or change, signed by the owners of 20 percent or more of the area of land proposed to be altered or by the owners of 20 percent of the area of land within 100 feet of any part of the boundary of the land proposed to be altered, excluding any publicly-owned land from either calculation, shall be filed with the City Commission, the rezoning ordinance shall not be passed except by at least a two-thirds vote of all members of the City Commission.

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 Mount Clemens within 15 days after adoption. The ordinance will take effect upon the expiration of seven days after its publication, unless a later effective date is specified by the City Commission, or unless a notice of intent to file a petition seeking to submit the ordinance to the electors of the City for action is filed with the City Clerk within seven days after publication of the zoning ordinance.

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 Corridor Improvement Act (PA 280 of 2005) for the adoption of a corridor improvement plan. The Brownfield Redevelopment Financing Act (PA 381 of 1996) and the Downtown Development Authority Act (PA 197 of 1975) describe the steps for the adoption of Brownfield redevelopment plans or downtown development plans. The City shall follow the provisions of PA 33 of 2008 and the City Code for the adoption of a 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. The Development of Publicly-Owned Properties

In several occasions, the City Commission or the Mount Clemens Downtown Development Authority (DDA) may find it beneficial to seek development partners in order to pursue redevelopment of parcels owned by the City or DDA. The development review process may vary based upon the scale and scope of the intended project, the significance of the parcel(s), and the stage in the development process in which the City sought such a partner. The following describe several common steps in the review process; public participation is encouraged in all of the following steps.

In general, the City or the Downtown Development Authority will issue the Request for Qualifications and/or Proposals (RFQ/P) with the intent to initiate and implement a redevelopment project affecting one or more publicly-owned parcels in the City or downtown. For projects of great significance, the City or DDA may wish to gather the opinion of the community with regard to the vision, redevelopment scale and character, and uses of the parcels under consideration.

The appropriate board may organize a review team representing a variety of stakeholders to evaluate the received proposals in response to the RFQ/P. The review team meetings may be open to the public. The review team will recommend a certain number of firms to the appropriate board for further consideration. The board may hold a public hearing to select a development firm to further pursue the proposed project for the sites under consideration. The appropriate board will act upon the resolution selecting a firm as a posted agenda item during a public meeting.

Pursuant to the selection of a development partner, the appropriate board will review and enter into a pre-development agreement. The pre-development agreement outlines the terms of the due diligence phase of the project, which may include public charrettes, market analysis, design work, financial structure development, detailed financial pro-forma development, boards and commissions review, etc. At the end of the due diligence period, if a project is deemed feasible, a full development agreement would be negotiated. The development agreement will be approved during a City Commission and/or authority's public meeting.

5.5. 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 land uses, rezoning and variance request applications, Brownfield or downtown redevelopment assistance, personal property tax exemptions, and industrial facilities exemptions. In many circumstances, the City Commission 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 the project, the community interest, and community's financial involvement, additional methods of engagement may be used to gather community feedback.

6. ADVERTISING REGULAR PUBLIC MEETINGS

The following methods are used to advertise the public meetings of the City Commission, Planning Commission, and other boards and commissions acting as advisory bodies to the City Commission when taking action on land use or development applications. The City will strive to ensure that more than one notification and

communication method will be used depending on the specific project and target audience. This list is flexible and can change based on needs and circumstances.

6.1. Accessibility

The public meetings of the City Commission and the boards and commissions shall take place in a central location (e.g., Mount Clemens City Hall) that is barrier-free and accessible to the entire community. Meetings may also take place at other locations, such as the Mount Clemens Public Library or Mount Clemens Community Center, which are barrier-free and accessible. At times, meetings may be held in neighborhood locations (e.g., public schools), to better accommodate residents.

When possible and feasible, public meetings are recorded and televised, but at a minimum summarized in a synopsis or meeting minutes. The City shall communicate the community's input through published minutes, direct correspondence to interested stakeholders, website postings, and other methods of communication.

6.2. Opportunities for Communication

The City of Mount Clemens 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 may use the following avenues of communication:

- City website posting of meeting agendas, minutes, and recordings of meetings.
- Newspaper posting of public hearing notices (e.g., *Macomb Daily*, *C&G News*).
- Community newsletters and e-newsletters. Community newsletters are sent quarterly to all Mount Clemens households through the *C & G Newspaper*. E-newsletters are available on the City of Mount Clemens' website.
- Cable access, various depending on cable network.
- Flyer postings at the City Hall and other City building entrances.
- Announcements during the meetings of the City Commission 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 email.
- Mailings.
- Attachment to water bills.
- Emails to community stakeholder groups.
- Other methods as deemed appropriate.

6.3. Information Available to the Public

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

- City Commission published meeting schedules, minutes, and agendas are posted on the City's website.
- Published meeting schedules for all other boards and commissions are posted to the City's website.
- Meeting agenda packets and staff reports are emailed or 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, 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 Master 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. Those responsible for organizing the specific community engagement activity may also coordinate the communication of public participation outcomes. 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. Community Stakeholder Group Communications

The City may maintain and enhance the communication with City stakeholders through community groups' leadership. Pertinent information about proposed projects, public hearings, or planning initiatives can be shared with the stakeholder groups through direct email correspondence with association officers. In addition, developers are encouraged to hold presentations at meetings of the stakeholder groups affected by the proposed project. Community stakeholder groups could include neighborhood associations, civic or service organizations, church organizations, advocacy groups, etc.

7.2. Digital Tools of Communication

The City may use various digital tools of communication, as needed and appropriate. Individual webpages may be created for specific development or planning projects as appropriate. The City may provide an online form for stakeholders to register for project updates, notifications, and provide comments or suggestions for specific

development proposals. 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 may employ social networking (e.g., Facebook, Twitter) to share notices about upcoming development related meetings or Master Plan updates. Facebook pages on specific projects, such as the Master Plan update may also be used. The City may develop a social media policy to govern these tools of communication.

7.3. Steering Committees

The City may organize steering committees consisting of residents, business owners, 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). 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.

7.4. Focus Groups 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 Commission members, affected neighborhood associations, community members, business leaders, students, board and commission members, developers, and other relevant stakeholders. Typical locations for focus group meetings include: City Hall, local churches, and other public spaces. The City will choose sites that are 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.

7.5. Surveys

The City may employ surveys, whenever possible, beneficial, and feasible, to identify key citizen concerns. 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, published in the City's newsletter, and communicated to the City Commission, residents, survey participants, investors, developers, and other stakeholders.

7.6. 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.

7.7. 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.



Consultants speak during Master Plan focus group, October 2015.

7.8. 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.

8. MONITORING AND EVALUATING OUTREACH EFFORTS

The purpose of this section is to ensure the City is maintaining a presence within the general community, and providing stakeholders many and different methods to participate in City decision-making. Additionally, to ensure the methods of outreach are relevant and being utilized on a regular basis.

8.1. Tracking Success of Outreach Efforts

The City should take steps to track and record the participation of the public. In regards to open meetings, the participation of interested persons and their input shall be recorded in the 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. The success of public participation during public meetings can be measured by counting the number of general public members who attend the meeting, the number of public comments received at each meeting, the number of comments received by the City Clerk outside of meetings times, and the number of viewings the recorded meeting registers. The City will develop goals for participation rates and track the rates of participation over time.

Public participation during City events, special planning meetings, and general outreach can also be tracked. For group meetings such as steering committees, focus groups, and community workshops, attendance and number of comments may be tracked. Surveys distributed via paper form, mail, or electronically may be tracked by their response rate. The City may conduct regular surveys that allow response rates to be compared from year to year in addition to survey results. Social media allows the City to track “likes” on Facebook, “followers” on Twitter and Instagram, and “connections” on LinkedIn. Each of these, as well as their messaging capabilities, is a way to track participation and interest from the general public.

8.2. Communicating Outreach Effort Results

The City strives to be consistent and transparent with information. The City’s website is the primary source of information including meeting schedules, agendas, and minutes. Additionally, the City may periodically report a summary of special meetings, social media usage, or other related planning and development efforts.

8.3. Evaluation

The City of Mount Clemens will review this Public Participation Plan periodically in order to monitor the effectiveness of the procedures outlined in this document. All public participation efforts will be recorded by the various City departments and reviewed on a routine basis. Following evaluation of the outputs and outcomes of the Public Participation Plan, the City may revise these methods to incorporate new and innovative ways to involve the public in the planning decision-making process.

9. ACTION ITEMS

The following suggestions are “action items” the City may pursue to further enhance communication and public participation.

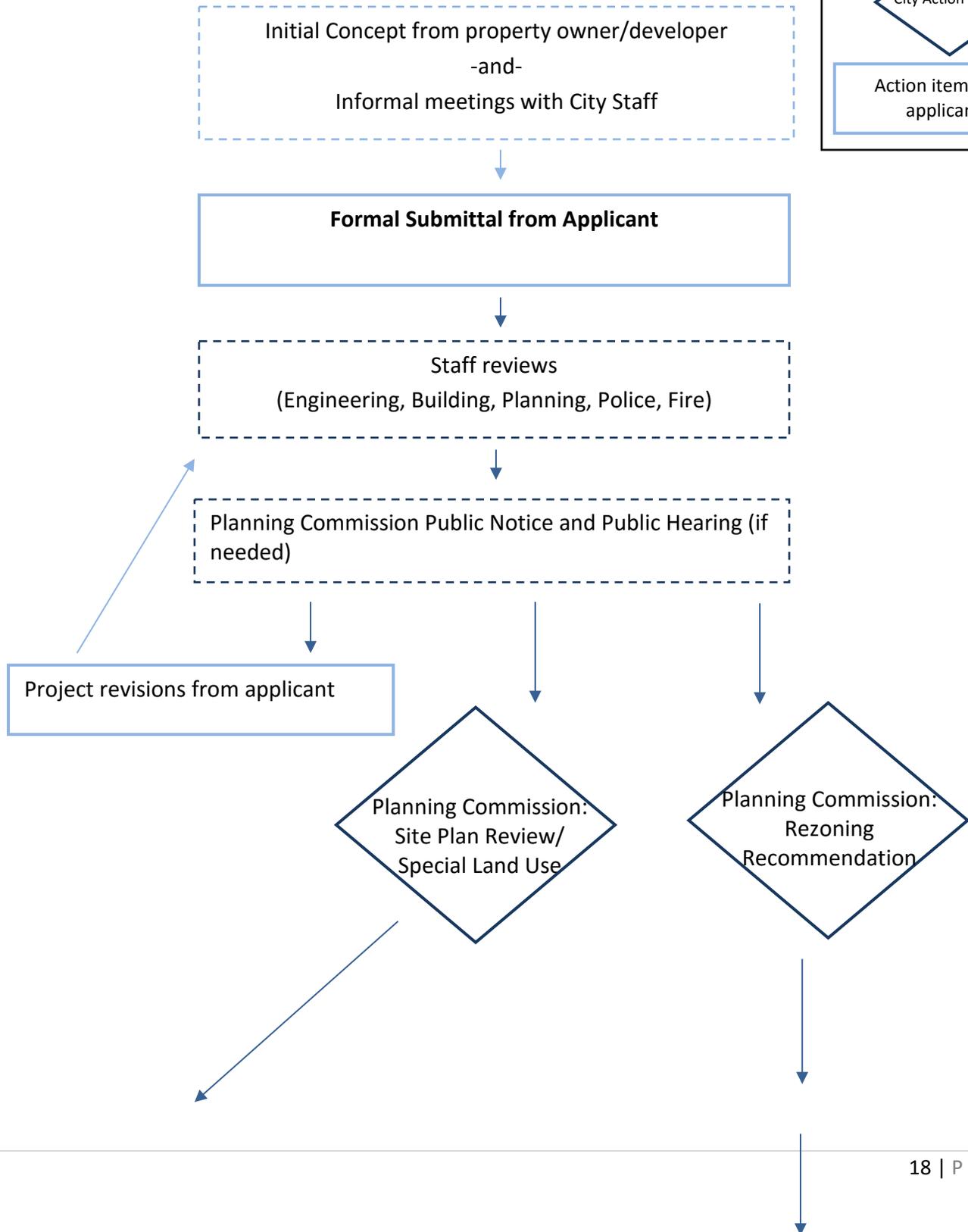
- Planning Commission and Zoning Board of Appeals agenda packets and minutes should be posted to the City website.
- A sign-in sheet should be provided for all members of the public that attend meetings, allowing an opportunity to give their name, address and other contact information. The sign-in sheet should be included as part of the meeting minutes.
- Meeting minutes should contain the name, address and general comments of members of the public who speak during public comment and/or public hearings.
- Public participation data should be included in the Planning Commission annual report and included on the City website.
- The City may consider holding public hearings for Site Plan Review requests.
- The City should adopt a Social Media policy.

- City staff or a selected representative may use Social Media, as described in Section 7.2, to advertise meeting announcements, projects, or other general information.
- Digital traffic via Social Media should be tracked and reported on in the Planning Commission annual report and included on the City website.

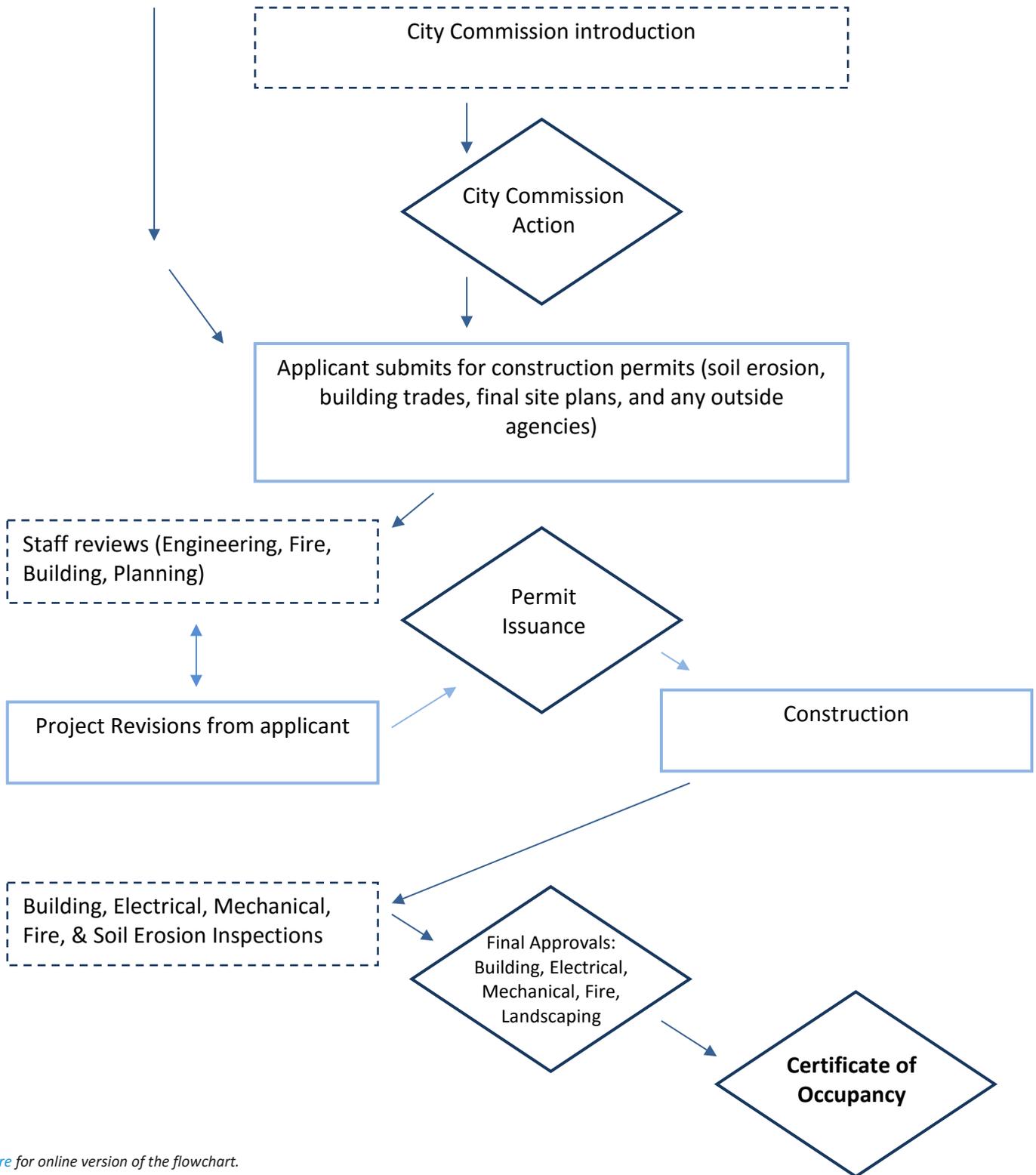
All suggestions will be taken into consideration, and this list will grow and change as suggestions are discussed.

APPENDIX A

Mount Clemens Development Review Process



Review Process Continued



Click [here](#) for online version of the flowchart.