



Lathrup Village

Public Participation Plan

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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 (LVP<sup>3</sup>) acknowledges that public 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:

Meeting Type	Notice Type/Information	Timeline for Notice
Regular council, board and commission meetings	A list stating the dates, times and places of all such regular meetings	Within 10 days of the first meeting of a public body in each calendar or fiscal year
Change in regular council, board and commission schedule		Within three days of the meeting at which the schedule was changed
Special and irregular council, board or commission meetings		At least 18 hours before the meeting
A regular meeting of a public body which is recessed for more than 36 hours		At least 18 hours before the meeting reconvenes
Emergency sessions	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	

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](mailto: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 LVP<sup>3</sup> 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 P<sup>3</sup>.

The following have been identified as key stakeholders. An address list will be included in future LVP<sup>3</sup> 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 through 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](http://www.lathrupvillage.org)
- Announcements at televised City Council meeting
- Attachments to water bills (now available on monthly basis as 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 LVP<sup>3</sup> 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 LVP<sup>3</sup>.

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 LVP<sup>3</sup> is updated:

<b>Planning Issues or Community Activities</b>	<b>Tier One</b>	<b>Tier Two</b>	<b>Tier Three</b>
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<sup>3</sup> 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**

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

**1.B- Internal Survey of Communication Efforts**

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