CITY OF GROSSE POINTE

PUBLIC PARTICIPATION PLAN

PLANNING AND DEVELOPMENT PROJECTS

ADOPTED BY THE CITY OF GROSSE POINTE CITY COUNCIL - APRIL 21, 2021
EXECUTIVE SUMMARY

The City of Grosse Pointe Public Participation Plan (hereafter called the “Plan”) 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 Grosse Pointe is required by State law and the City’s Code of Ordinances 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 Council and the City’s advisory 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 broad and diverse set of stakeholders in the review process.

This Plan emphasizes the City of Grosse Pointe’s 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 broad and 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 and culture of seeking public input and public review of policies and projects.
- 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 broad and 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.
2. KEY STAKEHOLDERS IN THE PLANNING AND DEVELOPMENT PROCESS

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 Council
- Other City authorities and commissions
- Main Street Grosse Pointe / DDA
- Residents
- Commercial business owners
- Commercial property owners
- Grosse Pointe Community Schools
- Wayne County Government
- Grosse Pointe Chamber of Commerce
- SEMCOG
- Commercial real estate brokers/agents
- Adjacent municipalities
- Other 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
- Disability Advocates
- Relevant state agencies
- Other relevant stakeholders

3. STATE AND LOCAL REGULATIONS

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

- Home Rule City Act (PA 279 of 1909)
- City Charter
- City Code of Ordinances
- 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 57 of 2018)
- Other relevant local and State legislation
4. OPPORTUNITIES FOR PUBLIC PARTICIPATION

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

4.1. Development Review Bodies

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

Authorities 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 Authorities and advisory commissions. These groups provide recommendations to the City Council on a variety of topics and issues. The members of the Authorities and commissions help to analyze options and influence important decisions on behalf of the community.

In general, depending on the nature and location of the project, an authority or commission may have a role in reviewing a proposed plan or land use project, as assigned by the City Council. These authorities and commissions function in two distinct capacities in the public policy process in Grosse Pointe - advisory and administrative. Some will serve in both capacities.

Each advisory authority or commission makes recommendations to the City Council based on the scope of its particular service area. Typically, advisory authorities 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 Council 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 Council has discretion to accept advice in full, in part, or not at all. Certain authorities 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 Council as official recommendations.

The most relevant authorities and commissions in Grosse Pointe for the planning and development review process are as follows.

- The Wayne County Brownfield Redevelopment Authority can assist development projects that face economic challenges due to environmental constraints or the existing conditions on the site.
- The City of Grosse Pointe Downtown Development Authority, now known as Main Street Grosse Pointe, develops programs and projects which are aimed at improving downtown Grosse Pointe, including new business development, business recruitment and retention, downtown beautification, public improvements, marketing, and promotion.
• Planning Commission (City Council as required by City Charter) 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 (City Council) 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 and other advisory 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 Council meetings, newsletters, and other methods. Visit www.grossepointecity.org for a complete list of boards and commissions in Grosse Pointe and their responsibilities.

It should be noted that the City’s authorities and commissions meet regularly and may 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 Council and its various authorities 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:

City of Grosse Pointe
Council Chambers
17145 Maumee Avenue, Grosse Pointe, MI 48230

The Council Chambers is accessible to persons with disabilities and the City shall provide reasonable accommodations, upon notice to the City of Grosse Pointe 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, located at 17147 Maumee Avenue, or check the City’s website at www.grossepointecity.org in order to be kept informed of any meeting schedule, variations, or location changes.

Individual authorities and commissions will hold public meetings pursuant to the authorities’ and commissions’ bylaws and State regulations. Meeting agendas and packets of the City Council/Planning Commission/ZBA, Main Street Grosse Pointe / DDA are made available on the City’s website in advance of the meeting.

Meeting minutes of the City Council, Authorities, and advisory Commissions/Committees are coordinated by the staff liaison and posted on the City’s website after the board of that body approves them.
4.3. Public Comments

Opportunities for public comment shall be available at any meeting of the City Council or City’s authorities and commissions in accordance with state law and the provisions in the authorities’ and commission’s bylaws and other operating policies. The meeting agenda allows for public comments under the ‘Public Comment’ sections with a three-minute time limit. 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 the City Clerk, in addition to being posted on the City’s website.

4.4. Public Hearings

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

**Grosse Pointe Planning Commission.** In the City of Grosse Pointe, the City Council serves as the Planning Commission in accordance with City Charter and holds public hearings for all special land use and rezoning applications. There is not a separate group of individuals serving as Planning Commissioners.

The City Clerk 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.

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 Grosse Pointe within 15 days after adoption.

**Grosse Pointe City Council.** The City Council shall hold a public hearing when called for in the City Charter and City ordinances. When warranted, after the City Council hears a matter while convened as the Planning Commission, the City Council will then take up the same matter immediately following and also consider the Planning Commission recommendations as the City Council.

**Other Authorities and Commissions.** Other relevant boards and commissions will hold public hearings as needed and as required by state law, City ordinances, and 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 Grosse Pointe 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/City Council shall send a notice to all stakeholders as listed in the State enabling legislation; the notice will explain that the Planning Commission/City Council intends to prepare a plan and request cooperation and comment on the plan now and when the plan is drafted.

The Planning Commission/City Council and the City staff 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, online engagement processes, 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/City Council 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, records of meetings, comment cards, sign-up sheets, and input received verbally, through written correspondence or through website comments, and other means as appropriate.

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

If the City Council approves the distribution of the proposed plan, it shall 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/City Council 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/City Council 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/City Council 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 Grosse Pointe. The Planning Commission/City Council shall also submit notice of the public hearing to the entities that received initial communication.

Approval of the proposed plan by the City Council is the final step for adoption of the plan. A statement recording the City Council’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 after the City Council takes action on the Plan.

5.2. Adoption/Update to the Zoning Code

The City Council may, from time to time, amend, modify, supplement or revise the zoning district boundaries shown on the Official Zoning Map or the provisions of this Ordinance. Amendments to the provisions of this Ordinance may be initiated by the City Council/Planning Commission, the Building and Zoning Administrator or by petition of one or more residents or land owners. Amendments to the Official Zoning Map may be initiated by the City Council/Planning Commission, or by the owner or owners of the subject site. All proposed amendments to the provisions of this Ordinance or the Official Zoning Map shall be referred to the Planning Commission for public hearing and recommendation to the City Council for action.

An amendment to this Ordinance or the Official Zoning Map, except those initiated by the City, shall be initiated by submission of a completed application form and fee. The following information shall accompany the application form: a. A legal description and street address of the subject property, together with a map identifying the subject property in relation to surrounding properties. b. The name and address of the owner of the subject site, and a statement of the applicant’s interest in the subject site if not the owner in fee simple title. c. The existing and proposed zoning district designation of the subject property. d. The land use classification for the subject site as illustrated on the City's Master Plan. e. In the case of an amendment to this Ordinance, other than an amendment to the Official Zoning Map, a general description of the proposed amendment and rationale for the change shall accompany the application form. f. A written description of how the requested rezoning meets Sec. 2804 "Criteria for Amendment of the Official Zoning Map", or Sec. 2805 "Criteria for Amendments to the Zoning Ordinance Text".

Upon initiation of an amendment, a public hearing to consider the proposed amendment shall be scheduled before the Planning Commission. Notice of the hearing shall be given as required by the City or Village Zoning Act (Public Act 207 of 1921, as amended). b. Following the public hearing, the Planning Commission shall identify and evaluate all factors relevant to the petition and shall report its findings and recommendation to the City Council. The Planning Commission shall consider the criteria listed in Section 2804 for a requested amendment to the Official Zoning Map, and the criteria listed in Section 2805 for requested amendments to the standards and regulations in the text. c. Following receipt of the findings and recommendation of the Planning Commission, the City Council shall act on the proposed amendment.
5.3. Other Documents
The City shall follow, at a minimum, the provisions of the State legislation for the adoption of several planning documents. The Brownfield Redevelopment Financing Act (PA 381 of 1996) and the Downtown Development Authority Act (PA 197 of 1975, as restated in PA 75 of 2018) describe the steps for the adoption of Brownfield redevelopment plans or downtown development plans. 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
On occasion, the City Council 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 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 -- potentially in conjunction with the DDA if the properties are in the downtown -- 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 predevelopment 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 Council 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 commercial rehabilitation district abatements. In many circumstances, the City Council and
its authorities 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 Council/Planning Commission, and other boards and commissions acting as advisory bodies to the City Council when taking action on land use or development applications. 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 Council and the authorities and commissions shall take place in a central location (e.g., Grosse Pointe City Hall) that is barrier-free and accessible to the entire community. Meetings may also take place at other locations, such as the Grosse Pointe Unitarian Church, Neighborhood Club or War Memorial, which are larger, barrier-free and accessible. At times, meetings may be held in neighborhood locations (e.g., public schools or Neff Park), to better accommodate residents.

Public meetings are either summarized in a synopsis or by 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 Grosse Pointe 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.
- Newsletters and City e-blasts.
- Flyer postings at the City Hall.
- Announcements during the meetings of the City Council and City’s authorities 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 and hand delivery of notices
- Insert to water bills.
- Emails to community stakeholder groups.
- Other methods as deemed appropriate.
6.3. Information Available to the Public

The City of Grosse Pointe 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 Council 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 agendas 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 Council, 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.

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 on 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.

7.9. Developer Outreach
Prior to formal submission of major development projects, particularly those subject to PUD approvals, special use approvals, applying for rezoning, or seeking a redevelopment agreement with the City for a City owned site, the City will require a developer to meet with adjacent property owners and others that may be impacted directly by a proposed project. A major development would be a new multifamily development, or a new mixed use or commercial development. The City will work with the developer to identify potentially impacted neighbors, mindful of the 300-foot public hearing notification rules.

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 Grosse Pointe 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.