



***PUBLIC***

***PARTICIPATION***

***PLAN***

**Adopted May 9, 2023**

City of Wixom, Michigan

49045 Pontiac Trail

Wixom, MI 48393

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# OVERVIEW & PURPOSE

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Engaging citizens through a planning process is crucial to the success of this plan. Soliciting input throughout the duration of the process contributes to a greater public understanding of the various complexities involved in many community projects and also provides greater transparency in local government operations. Solicitation and consideration of community input by City officials enhances the public's understanding of their ability and responsibility to affect the future of the community. As key facilitators in the City's decision-making process, the public officials and administrators of the City of Wixom understand the significance of public participation.

In order to effectively engage the public, there needs to be an explicit plan of action which outlines the purpose and process used in soliciting input from the public. Creating a public participation plan ("P3" as referred to by the Michigan Economic Development Corporation's Redevelopment Ready Communities program) will allow the City to thoughtfully engage the public during major planning, zoning, and development projects and retain institutional knowledge over time. Moreover, by documenting and analyzing information on participation efforts, the City of Wixom will be able to more objectively assess its efforts and adjust accordingly thereby creating a dynamic and effective set of best practices the City may consult for future uses.

The City of Wixom has developed this document to help guide decisions for formulating public information gathering processes during planning and development projects and the application of best case practices. This document contains a series of policies and procedures for public involvement and outreach for tasks such as: master plan updates, zoning ordinance and map updates, capital improvement project planning and review, major development projects (Planned Unit Developments, special land uses, or other), and development projects involving publicly-owned properties.

Public engagement is a not a "one size fits all" exercise. Certain strategies are more appropriate in some circumstances than others, and a successful practice in one situation may not be as successful in another. To this point, this guide is intended to serve as an internal resource for ideas on how to best engage productive collaboration with stakeholders and the public in the future.

The City will consider new methods of communication and engagement as they become available, and update this guide as needed. The public participation actions described throughout this guide 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 guide, if applicable.

# PUBLIC PARTICIPATION GOALS

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1. Solicit proactive and inclusionary public participation techniques in key phases of the master planning and comprehensive planning process.
2. Seek broad representative involvement and utilize effective and equitable avenues for distributing information and receiving comments.
3. Conduct all aspects of citizen participation in an open and timely manner, with freedom of access to the participation process for all interested persons.
4. Foster a cycle of seeking public input and public review of results.
5. Provide educational materials and design participation initiatives that will support and encourage effective participation.
6. Maintain and develop staff expertise in all aspects of participation.
7. Support and encourage continuous improvement in the methods used to meet the public need for information and involvement.
8. Record results of public engagement and recount a summary of the results back to the public.
9. Encourage Developers to Engage the Community.

# PUBLIC PARTICIPATION REQUIREMENTS

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- [Home Rule City Act \(PA 279 of 1909\)](#)
- [City of Wixom 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 \(PA 381 of 1996\)](#)
- [Recodified Tax Increment Financing Act \(PA 57 of 2018\)](#)
- Other relevant local and State legislation

# KEY STAKEHOLDERS

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Stakeholders represent a diverse set of individuals, groups, and organizations which have a vested interest or are affected by the planning and land use development process. Different groups of stakeholders may be engaged in each of the planning and development review processes dependent upon the nature of the project or plan, level of community interest, and the potential impact of the project. Local, state and federal organizations from both the public and private sectors assist and enhance the City’s decision-making process through their input. Stakeholders include, but are not limited to:

Wixom City Council	Residents
Wixom Planning Commission	Business Owners
Wixom Zoning Board of Appeals	Lakes Area Chamber of Commerce
Wixom Downtown Development Authority	Students & Student Groups
Wixom Parks & Recreation Commission	Senior Citizens
Wixom Library Board	Other Taxing Jurisdictions
Walled Lakes Consolidated School District	Neighboring Municipalities
Oakland County	Southeastern Michigan Council of Governments (SEMCOG)
State of Michigan	Regional Economic Development Organizations

The City is dedicated to ensuring the public is notified and involved in its decision-making processes. More effort is needed to reach beyond the public meeting as many residents will simply never attend a meeting even if they are personally invited. Technology and information sharing through the City website helps in this realm. The City uses an e-mailing system that citizens can sign-up for through the City website in order to receive information from the City directly; however, use of social media can be increased. While there are regulars who attend meetings, the City does not systematically analyze the data it collects on the citizens who attend public meetings or the nature of the comments that are made. Additionally, no specific demographic characteristics are known about citizen participation. The City of Wixom shall work to identify these stakeholders and make a concerted effort at bringing them into the decision-making process.



# OPPORTUNITIES FOR PUBLIC PARTICIPATION

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## City Council

The Mayor and the City Council are responsible for overseeing the execution of city policies. Policy-making and legislative authority are vested in City Council, which is presided over by the Mayor, who is elected for a two-year term. The six other Council members are elected for four-year overlapping terms. The City Council is responsible, among other things, for passing ordinances, adopting the budget, and appointing advisory board and Council members. The City Manager is responsible for carrying out the policies and ordinances of the City Council and for overseeing the day-to-day operations of the City.

The City Council is responsible for making policy, promulgating legislation, adopting a budget and levying taxes. The City Council also selects the City Manager who is the chief administrative officer of the City and is responsible to the Council for the administration of all City affairs placed in his charge by or under the City Charter and Code of Ordinances. The Governing Body, being the elected representative of the people, adopts all ordinances and resolutions and determines general goals and policies.

## 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 the City's boards and commissions. These groups provide recommendations to the City Council 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.

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 Wixom - advisory and administrative. Some will serve in both capacities.

Each advisory board or commission makes recommendations to the City Council 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 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 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 Council as official recommendations

The most relevant authorities and commissions in the City of Wixom for the planning and development review process are as follows.

- Planning Commission Board
- Zoning Board of Appeals
- Downtown Development Authority Board
- Parks & Recreation Commission
- Construction Board of Appeals

# OPPORTUNITIES FOR PUBLIC PARTICIPATION

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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 Council meetings, social media, and other methods. Visit <http://www.wixomgov.org> for a complete list of boards and commissions in the City of Wixom and their responsibilities.

It should be noted that the City's authorities 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.

## **Public Meetings**

In addition to conformance to the Open Meetings Act, meeting agendas and packets of the City Council, Planning Commission, and other boards and commissions should be made available on the City's website in advance of the meeting. The meeting agenda and packet are sent, by mail or e-mail, to all land use applicants. Meeting minutes of the City Council and the City's boards and commissions are posted on the City's website once approved.

## **Public Comments**

Opportunities for public comment shall be available at any meeting of the City Council or City's boards and commissions in accordance with the provisions in the boards and commissions' bylaws and other operating policies. The meeting agenda allows for public comments under a 'Public Comment' section. 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.

## **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.



# PUBLIC PARTICIPATION —

## PLANNING & DEVELOPMENT REVIEW PROCESSES

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The City’s goal is to follow a systematic plan for public engagement in the development of City policy. In helping citizens and other stakeholders to be more involved in the creation process and not simply a reaction to a finished product, the sooner the public is involved, the better. Proactively engaging stakeholders fosters a sense of ownership and prevents delays caused by unforeseen issues. This section outlines how the community has and will be engaged depending on the input sought situation.

### Special Land Uses, Re-Zonings, & Variances

The City has various processes that allow for land uses to change, such as Special Land Use approvals, Re-zonings, and use/dimensional variances. Because these processes can result in more noteworthy changes, State law and City ordinances require that the City Council, Planning Commission, and Zoning Board of Appeals holds Public Hearings for neighbors and members of the community to share their thoughts on the a given proposal. The Public Hearing must be noticed no less than 15 days prior to the hearing at City Hall, and in a newspaper in local circulation. In addition, the City shall mail out public hearing notices to all properties within 300 feet of the property in question.

### Master Plan Update

As the visionary policy document for future development in the City, the master planning process must use a wide range of public input methods to develop the goals, objectives and strategies for implementation. The City of Wixom 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 Strategies, including, but not limited to surveys, open houses, community meetings, community walks and tours, website updates, and social media. 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



# **PLANNING & DEVELOPMENT REVIEW PROCESSES**

## **Master Plan Update (Continued)**

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 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 Council for review and comment. The process of adopting the master plan shall not proceed further unless the City Council approves the distribution of the proposed plan. The City Council shall act on the proposed plan during a public meeting held in accordance with the Open Meetings Act. The City Council shall decide on the approval of the distribution of the proposed plan to local governments and agencies for review and comments.

If the City Council approves the distribution of the proposed plan, it shall notify the 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 in the case of a master plan update). Before approving the proposed master plan, the Planning Commission shall hold not less than one (1) 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 Wixom.

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 document. Following approval of the proposed master plan, the secretary of the Planning Commission shall submit a copy of the plan to the City Council. Approval of the proposed plan by the Planning Commission is the final step for adoption of the plan, unless the City Council by resolution has asserted the right to approve or reject the plan. In that case, after approval of the proposed plan by the Planning Commission, the City Council shall approve or reject the proposed plan. A statement recording the City Council’s approval of the 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 Council takes action on the Plan.

# **PLANNING & DEVELOPMENT REVIEW PROCESSES**

## **Zoning Ordinance & Map Amendments**

The zoning ordinance is a document that reflects the vision of the community by regulating the character and type of development. To this end, it is important the public be involved in the adoption of amendments to the zoning map or to specific regulations contained in the text of the zoning ordinance. As each amendment process is unique and not necessarily related to the entire document, the stakeholders may vary to some extent. However, a general process of public outreach will contain early and frequent public input and a continuous facilitation of involvement throughout the decision-making process. The creation of citizen study groups, or ad-hoc committees, or workshops with directly affected property owners may be encouraged when tackling more complicated issues.

The Wixom Planning Commission may of its own motion, or shall upon petition signed by the owners of a majority of the property proposed for rezoning, prepare an ordinance amending or changing the district boundaries or district regulations. The ordinance shall be introduced by Planning Commission and then referred to the City Council for review and approval. It may be necessary for the Planning Commission and/or the City Council to defer action to one or more subsequent meetings to gather further information or to accommodate additional review and debate.

Prior to submitting its recommendation to the City Council, the Planning Commission will hold a public hearing. The City Council will, on receipt of the report of the Planning Commission, set a date for a second public hearing for consideration of the proposed amendment. After the public hearing, the City Council may choose to approve, deny, or table the proposed amendment.

There are special circumstances, however, such as a written protest against a zoning amendment by property owners. Whenever a written protest against such proposed amendment, 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 Council, the rezoning ordinance shall not be passed except by at least a two-thirds vote of all members of the City Council. 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. Following adoption of the ordinance to amend 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 Wixom 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 Council, 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 ordinance amendment. Particular attention shall be paid to public outreach and communication when dealing with controversial zoning ordinance amendments or controversial development proposals. The website shall be updated regularly on decision-making processes and projects.

# **PLANNING & DEVELOPMENT REVIEW PROCESSES**

## **Major Developments & Planned Unit Developments (PUD)**

The City shall follow, at a minimum, the provisions of the local and State regulations, as listed in this guide, to review development projects that involve the approval of planning and zoning applications and permits. This applies to the review process for site plans and special use permits, rezoning requests, variance requests, and requests for Planned Unit Developments (PUD's). In many circumstances, the City Council and its boards and commissions will hold public hearings, noticed in accordance with the State legislation, and allow for public comment on the proposed development project during its regular meetings. Depending on the nature of project, the community interest, and community's financial involvement, additional methods of engagement may be used to gather community feedback.

## **The Development of Publicly-Owned Properties**

In several occasions, the City Council or the Wixom 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 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.

# PLANNING & DEVELOPMENT REVIEW PROCESSES

## Annual Budgeting & Capital Improvement Program Planning

The City of Wixom operates on a July 1—June 30 fiscal year, and annually adopts a budget that includes a three-year forecast. Per the City’s Charter, the budget must be adopted by City Council in May proceeding the coming fiscal year. As a part of the budgeting process, the City also annually reviews and updates its 10-year capital improvement program (CIP), which identifies capital projects and equipment purchases, a ranking of projects and purchases in order of preference, the plan for financing the items, a timetable for the construction or completion of the project, justification for the project, and an explanation of expenses for the project.

The City of Wixom is committed to working with stakeholders such as Utility Companies, Walled Lake Consolidated School District, and the other departments to make the best use of public funds. While planning for capital improvements can largely be very technical and difficult to become engaged, City Council shall hold a public hearing for the adoption of the Budget and CIP plan as a part of the Annual Budgeting process and post the budget and plan online. The current and past-years budgets can be found at <https://www.wixomgov.org/departments/finance-department/city-budget>.

City of Wixom, Michigan  
Multi-Year Budget  
Fiscal Year 2022-2023  
Projections: Fiscal Years 2023-2024 / 2024-2025



City Council

Patrick Beagle, Mayor  
Thomas Rzeznik, Deputy Mayor  
Peter Behrmann, Keenan Gottschall, Tia Gronlund-Fox, Peter Sharpe, Robert Smiley

City Manager

Steven Brown

Management Team

Drew Benson, Asst. City Manager / Economic Development Director  
Catherine Buck, City Clerk  
Deanna Magee, Community Services/Parks & Recreation  
Ronald Moore, Public Safety  
Tim Sikma, Public Works  
Marilyn Stamper, Finance

Preliminary Submitted: April 12, 2022

Adopted: May 24, 2022

# COMMUNITY ENGAGEMENT & OUTREACH STRATEGIES

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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.

## **Basic announcement methods for public meetings**

The following methods are used, when possible, 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. Many times, this does not result in involvement of all stakeholders, especially those with visual impairments, non-English speakers, those who are illiterate, youth, individuals with mobility limitations, and those who work during the time in which public meetings are commonly held.

- Newspaper posting
- Website posting
- Social Media posting
- Flier posting on City Hall door
- Advertisements on City-owned signage
- Announcements at council meetings
- Direct e-mail to residents signed-up for contact from City

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.



# COMMUNITY ENGAGEMENT & OUTREACH STRATEGIES

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## **Proactive practices**

The following are some example public participation methods that are less reactive and more focused on education and collaboration. Many of these methods have been used by the City and are most successful with strong partnerships with stakeholders.

## **Pre-Application Coordination**

Prior to submitting an application, or site plan, an applicant may choose to submit a sketch plan or draft plan for review by City Staff and/or Planning Commission. The review shall be informal and advisory only and shall not constitute any form of approval or authorization of granting any type of permit. The review shall be done without cost to the applicant and shall be scheduled as an item of business on the Planning Commission's agenda.

## **Surveys**

Surveys are useful for identifying specific areas of interest or concentration from a broad scope of ideas or issues. These areas of interest can then be further explored using other methods like the ones outlined below. A community may use a survey to identify where to start in the planning process or the general climate surrounding a topic. Surveys can be useful to get a general idea of public opinion regarding specific community issues but should not be used as the sole method of public input. It is helpful for a municipality to administer surveys with partners. For example, schools can send surveys home with children or churches can have them available to fill out. As with most public input efforts, it is best to vary the delivery method (mailed, handed out, electronic) and include bilingual language in certain cases.

## **Open House Meetings and Community Workshops**

Open house meetings and community workshops can be as simple as a series of question and answer sessions with the public or as creative as interactive map exercises. Formal presentations can be given to a large audience and then less formal exchange of information may follow. They provide a more casual and fun setting to encourage participants to think critically and creatively about important issues. Oftentimes open house meetings are a great way to educate the community surrounding a specific topic and hear concerns, questions, and ideas. As noted above, open house venues need to be accessible and approachable for all attendees. Further, volunteers must be available and knowledgeable on a project to encourage feedback from participants. An orientation session is essential prior to commencement.

# COMMUNITY ENGAGEMENT & OUTREACH STRATEGIES

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## **Charrettes/Design Workshops**

The charrette differs from a workshop because it is a multi-day event where designers and planners work collaboratively. Citizens offer ideas while the charrette team facilitates and observes. 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.

## **Walking Tours**

Walking tours allow more candid and casual feedback from participants. They can be paired with community workshops or charrettes to measure the perceived safety and comfort of pedestrians in a downtown, neighborhood or corridor. Walking tours are also useful for identifying desired design, problem properties, or safety concerns.

## **One-on-One Interviews**

Interviews are a great way to get specifics on a topic. Specific community leaders may have been identified, making them ideal candidates for an interview. Some communities have individuals that are very vocal about issues in the community. Interviewing them may give some perspective on how to address their concerns. It is important to remember that one interview reflects the opinion of one individual and should not be considered the standing of the entire community.

## **Focus Groups**

Like interviews, focus groups can help to narrow down concepts or get a specific side of the story from different perspectives. Focus groups can be used to invite multiple stakeholders to the table to gather perspectives and interests of various in one setting.

## **Digital Communication Tools**

Depending on the type of project, information should be incorporated into online sources. Technology offers a unique opportunity to give and receive information to a mass of people. Municipalities can post events, share information on projects and planning and developments processes, and even solicit feedback.

# PUBLIC PARTICIPATION MATRIX

As stated previously throughout this section, the various outreach strategies have a multitude of different uses and applications. Some processes lend themselves better to certain strategies. The table below provides a guide of when certain outreach methods may be optimal based upon which type of process the City is undergoing.

	Special Land Uses, Rezoning, and Variances	Master Plan Updates	Zoning Amendments	Major Developments and PUD's	Capital Improvement Planning and Budgeting
Pre-Application Meetings	Optional			Recommended	
Public Hearing	Required	Required	Required	Required	Required
Public Notification Signage	Recommended			Recommended	
Survey		Optional	Optional	Optional	Recommended
Open House		Recommended	Optional	Recommended	Optional
Charrettes / Design Workshops		Recommended		Optional	
Walking Tours		Optional	Optional	Optional	
Focus Groups / Interviews		Recommended	Optional	Optional	Optional
Digital Communication Tools	Recommended	Required	Recommended	Recommended	Recommended

# **MONITORING & EVALUATING OUTREACH EFFORTS**

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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.

## **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. This, as well as their messaging capabilities, is a way to track participation and interest from the general public.

## **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.

## **Evaluation of Outreach Efforts**

The City of Wixom will review this Public Participation Guidebook 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 Guidebook, the City may revise these methods to incorporate new and innovative ways to involve the public in the planning decision-making process.