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Community Engagement Statement of Purpose

The City of Romulus strives to provide effective communications that meet the City’s goals and objectives, as well as, provide accessibility and transparency in governance through a variety of methods to share ideas and information and understand the needs of the residents. The purpose of the plan is to engage City of Romulus community members to become more involved in the planning and decision-making process. The following addresses various projects and processes, including city-led visioning, master plan - recreation plan updates, and projects involving publicly owned land/properties.

Public Participation Goals

- The City of Romulus shall administer inclusionary public participation methods and techniques during all planning processes.
- The City of Romulus shall seek out public participation in each phase of the master planning process.
- The City of Romulus shall oversee all aspects of citizen/public participation in an open manner, not only by making the participation process accessible to anyone interested in taking part, but also to support and encourage effective participation.
- The City of Romulus shall strive to have a diverse group of stakeholders in planning, land use, and development decisions.
- The City of Romulus shall encourage the involvement of residents most affected by the proposed planning, land use, or development project(s).
- The City of Romulus shall make all efforts to ensure involvement of citizens throughout all stages of the planning and review process.
- The City of Romulus shall use all forms of communication possible for distributing information and receiving comments and feedback.
- The City of Romulus shall support and encourage participation by making information available in a timely manner, allowing the citizens/public to take part in important decisions at various stages of the review and approval processes.
- The City of Romulus shall record results of public participation, and report all results of records to the citizens/public.
The City of Romulus shall ensure minority representation is just as important as representation of all age groups, races, education levels, income levels, and political beliefs, regardless of gender or sexual orientation.

The City of Romulus shall seek broad identification and representative involvement of all residents of the community. The diverse characteristics and needs of residents require different communication and outreach techniques.

The City of Romulus shall support and encourage continuous improvement in the methods used to meet the public need for information and involvement. Public information and involvement methods are continually evolving. The municipality is committed to seek new and innovative ways to engage and keep the public involved throughout the process.

Local and State Regulations

State of Michigan legislation details the minimum requirements for public participation. Romulus abides by this legislation and strives to go above and beyond the traditional practices to be proactive in soliciting public input for all projects. Below are the laws regarding public input set by the city and state:

- Romulus City Charter
- Romulus City Code of Ordinances
- Michigan Open Meeting Act (PA 267 of 1976)
- Michigan Planning Enabling Act (PA 33 of 2008)
- Michigan Zoning Enabling Act (PA 110 of 2006)
- Brownfield Redevelopment Financing Act (PA 381 of 1996)
- Downtown Development Authority Act (PA 197 of 1975)
- Plant Rehabilitation and Industrial Development District Act (PA 198 of 1974)
- Personal Property Exemption Act (PA 328 of 1998)
- Other applicable local, state, and federal regulations
Key Stakeholders

This section is intended to describe the role that groups played in the past and the opportunity for them to participate in the future. The list below is intended to be a starting point for what different organizations or groups should be a part of the discussion. All City aware groups and stakeholders are categorized below, albeit not an exclusive list. The City of Romulus supports efforts to conduct early stakeholder outreach, especially for planned developments, major re-zonings, major changes to a surrounding area, or potential controversial developments.

Local Organizations
- Homeowner Associations
- Neighborhood Watch Groups
- Senior Citizens
- Civic Organizations
- Religious Organizations
- Social Groups or Clubs

Economic/Business
- Downtown Development Authority (DDA)
- Tax Increment Finance Authority (TIFA)
- Greater Romulus Chamber of Commerce
- Minority/Women Owned Businesses
- Major Local Employers
- Commercial Real Estate Brokers/Agents
- Potential Investors and Developers

Public/Quasi Public
- Romulus City Council
- Romulus Public Schools
- Planning Commission
- Recreation Committee
- Police and Fire Departments
- City Employees
- Neighboring Community Representatives
- Relevant County/State Agencies
Communication Toolbox

The City of Romulus’ communication toolbox is full of methods, including tried and true and the latest and greatest. City employees are always looking for new ways to communicate to the public, researching and experimenting with creative and new methods. The City of Romulus Administration is in charge of evaluating innovative opportunities, developing sustainable technological solutions, and promoting new media communication. Improving customer (resident) service performance is one of the City of Romulus’ top priorities. The City of Romulus updated their website in 2021 in an effort to streamline and enhance online communications. Multiple social media accounts were also created by the City of Romulus, including Facebook and Instagram.

**Limited English Proficiency Residents:** The City of Romulus will make reasonable efforts to facilitate communication for limited English proficiency residents so that all residents are able to participate in the Community Development discussions. Examples include: Providing an interpreter and/or having documents translated in residents’ first language. **Requests must be made in writing and received by the City Clerk five days in advance of the meeting or appointment.**

For public engagement sessions, the Planning Department/ Clerk’s Office may be consulted to help layout the public meeting. Otherwise, the hosting department should be the main lead on the public engagement event and feedback.

The steps to help gauge the appropriateness of the public engagement process will begin before any work is started. For the planning process, see below for key steps to follow:

1. **Clarify and describe the proposed project or activity**
2. **Evaluate potential public concern or interest**
3. **Select public engagement**
4. **Schedule, prepare, advertise, and host**
5. **Prepare results**
1. The first step is to layout the timeline, area, and budget. This base information can help determine the amount and level of public engagement that is reasonable.

2. The second step is to start to identify what stakeholder groups may be appropriate to include (suggested stakeholders on page 5), what level of involvement, and what type of feedback is desired, especially for low to moderate residents in blighted areas.

3. Based on previous factors, narrow down the list to which types of public engagement may be appropriate.

4. Work with City staff and/or consultants to help facilitate the public engagement selected. Advertising events and/or public engagement are likely to be a combination of the Clerk’s Office, Community Outreach Department, and the Mayor’s Office, to maximize participation.

5. After the event has taken place, summarize the results of the public engagement and forward it to the necessary public boards or commissions. This is an important step to help the decision makers see the public engagement results.

**Announcement Methods for Public Meetings Include:**

- Newspaper announcements
- Website postings
- Fliers
- City's Public Access Channel
- Council meeting announcements
- Postcard mailings
- Attachments to water bills
- Robocall announcements
- City's social media accounts
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, churches can have them available to fill out, and neighborhood groups can distribute them. As with most public input efforts, it is best to vary the delivery method (mailed, handed out, electronic) and include bilingual language if applicable. Technology has increased delivery methods of surveys, including via social media and mobile phone texting.

Open House/Community Workshops

Workshops can be as simple as a series of question-and-answer sessions or as creative as creating a board game or an interactive map exercise. Often, workshops are a great way to educate the community and hear concerns, questions, and ideas. There are a variety of venues in Romulus that offer the needed space for workshops that are accessible and approachable for all attendees. Depending on the scope of the project and expected attendance. The Romulus City Hall, Romulus Public Library, school buildings, churches, Romulus Athletic Center, Romulus Senior Center, and meeting spaces in local businesses are often used for public meetings. Using a consultant to lead public involvement can add an objective and professional supervision to help participants resolve disagreements and develop effective solutions. During the last master plan process, MKSK was hired to conduct a thorough input process that included visioning forums and a series of focus groups.

Charrettes

A charrette is a multiday workshop that involves stockholder input on design. The goals are to identify issues, determine preferred outcomes, and create plans for the future, to create partnerships and positive working relationships within the community. Participants will be split into small groups to discuss key topics. Community stakeholders and representatives from interest groups will be included in the discussions. The goal is to create an environment of joint problem solving and creative thinking. Feedback from all participants will be given out for further discussion and comment. Responses from marginalized communities will be collected. Costs of potential solutions will be considered to ensure adequate budget. Depending on the plan or project, a charrette will be an inclusive way to envision and create. The location and participants will be dependent on the scope of the project. Ideally, stakeholders to be effected by the project will convene for the charrette, and it will be located near the project site.
Focus Groups
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 in one setting. (During the last master plan input process, focus groups were identified by the Planning Commission and staff to prioritize issues and gather input on specific questions.)

Standing Committees
These are focus groups that repeatedly meet and will differ depending on the needs of a community. They are perfect for concerned residents, underrepresented groups, or groups that may have specific needs in a community, such as students or seniors. This is an opportunity for a municipality to draw from the expertise of residents, perhaps organizing a standing committee of real estate professionals, business owners and brokers to offer feedback.

One-on-One Interviews
Interviews are a great tool to gain in-depth insight from key stakeholders. Unlike surveys, which are often restricted to structured question sets with fixed response options, interviews can provide a wealth of qualitative information based on the interviewee’s expertise and level of interest. In general, the information collected during interviews are kept confidential unless requested otherwise.

Social Networking
Technology offers a unique opportunity to give and receive information to a mass of people. Municipalities can post events, share information, and even solicit feedback. This public participation method is best used in conjunction with other methods because it excludes those who do not use social media. The ability to spread misinformation or post disrespectful comments easily makes it important to plan for the use of social media.

Social media has become an effective and efficient channel of communication between the community and their local government. The City of Romulus’ social media efforts shall contribute toward the advancement of our presence as a digital city. Social media’s ability to drive community information, news, and opinion in real time helps the City of Romulus realize operating efficiencies, garner citizen engagement, and realize strategic objectives.

The City of Romulus has an overriding interest and expectation in deciding what is ‘announced’ or ‘spoken’ on behalf of the City on social media sites. A written policy establishes internal procedures for the use of social media by City of Romulus employees when posting for the City of Romulus as well as personal use of social media when applicable. Social media sites include, Facebook, Twitter, Instagram, LinkedIn, Pinterest, and other approved sites that are similar in content and/or character.
The City of Romulus Cable Department manages and approves all social media users. The City of Romulus directors are responsible for maintaining a robust social media presence to keep users engaged throughout the year. Department personnel may be approved to post in order to post project specific content. Target audiences may differ by social media site, for example business owners and professionals through LinkedIn or parents and creatives by Pinterest, Facebook, Twitter, and Instagram, generally have a wider audience that spans age groups, but is limited to those with the proper technology to access.

Social media can be used to update audiences on progress of a project, distribute meeting notifications, solicit feedback from surveys or general comments, and generally engage and inform users. The City of Romulus’ complete Social Media Policy can be found at the City of Romulus website.

**Websites**

Websites offer an omnipresent, easily-accessible method for distributing information, 24 hours a day, and 365 days a year. Users know where to go to get the information or can search for content online. The City of Romulus’ new website offers an attractive and practical platform to access an abundant database of contact information, service offerings, project information, and much more.

**Phone/Mobile**

These days, most everyone has a mobile phone. Texting is considered to be a technology that most people have access to and know how to use. Texting potentially reaches the widest audience. Children and young adults with mobile devices are more likely to communicate via text than other traditional and social media methods. Senior and low-income populations are the most likely to not text, but more and more are gaining access every day. Texting technology is becoming more affordable and widespread. The city will explore the different options that are available.

**Other/Unconventional Forms of Engagement**

- **Information Kiosk**
  - A station that provides project information that is set up in a public space, such as, the Romulus Public Library, or any other municipal building as a means of informally presenting information to the public.

- **Crowdsourcing**
  - The means of obtaining services, ideas, functions, or contacts from a large and undefined network of people. The goal is to reach out to the public for answers, solutions, or resources. It is implemented by making specific requests (ex. labor). Crowd-voting is then used to gauge public opinion and raise money. It allows the City to maintain high level of contact with contributors and ensure adequate time and budget.

- **Walking Gallery**
  - Participants can walk through a gallery of large sheets of paper with questions and provided input. This might include stickie notes for comment or dots to be placed on maps to indicate specific geographical area priorities. Then, participants can read what others wrote and gather as a group to discuss. The goals are to create consensus, promote cooperation, and team building. Finish the “walk” with a report where groups discuss their observations. It is important to have staff listen in on some groups to collect accurate feedback.
## Public Participation Spectrum

### Increase Impact on the Decision

<table>
<thead>
<tr>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and solutions</td>
<td>Obtain public feedback on analysis, alternatives, and decisions</td>
<td>Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered</td>
<td>Partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution</td>
<td>Place final decision making in the hands of the public</td>
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</tbody>
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### Promise to the Public

- The City of Romulus will keep you informed.
- The City of Romulus will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decisions.
- The City of Romulus will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
- The City of Romulus will implement what you decide.
Strategies for Outreach

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.

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 Romulus 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 ‘Communication Toolbox’ 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.

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 public participation through a variety of means, including minutes, public meeting recordings, comment cards, sign-up sheets, input received verbally and through written correspondence or via website comments, or other appropriate means.

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 secretary of the Planning Commission, and the secretary of 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 Romulus.

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.
Master Plan Update Process

**Notify all Stakeholders**
- Explain Planning Commission’s intent to prepare a plan
- Request cooperation and comment from stakeholders

**Draft and/or Update Plan**
- Use the communication toolbox: surveys, open houses, community meetings, community walks/tours, social media, etc.
- Encourage engagement from all stakeholders
- Include marginalized groups to participate

**Collect Studies on Existing Conditions and Probable Growth**
- Make use on expert advice and information from the Federal, State, County, and municipal offices
- Consult with representatives of adjacent local units of government

**Collect Feedback**
- Minutes
- Public meeting recordings
- Comment cards
- Sign-up sheets
- Input received verbally
- Written correspondence
- Website comments

**Submit Proposal to City Council**
- City Council shall decide on approval of proposed plan to be reviewed during a public meeting

**Notify Planning Commission Secretary**
- Submit the proposed plan for review and comment within 63 days

**Hold a Public Hearing**
- The Planning Commission must hold at least one (1) public hearing on the proposed plan
- Must not be less than 15 days before the hearing by publication in a newspaper

**Approved by Planning Commission**
- Plan must be approved by resolution of the Planning Commission with affirmative votes of not less than 2/3 of the members
- Statement recording of the Planning Commission, signed by the chairperson or secretary

**Approved by City Council**
- Can approve or reject the proposed plan
- Statement recording of the City Council, signed by the City Clerk
Zoning Ordinance Update

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 will be encouraged when tackling more complicated issues.

The City Council 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 City Council and then referred to the Planning Commission for review and recommendation. 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 metro Detroit area 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.

**Zoning Ordinance Update Process**

- **City Council Motion**
  - On its own
  - Through a petition signed by property owners of the rezoning
  - Given to Planning Commission for recommendations

- **Planning Commission Public Hearing**
  - City Council can set a second public hearing after the Planning Commission

- **City Council Approval**
  - 2/3 of City Council members must approve
  - A written protest by 20% or more of property owners can halt approval

- **Notify Shareholders**
  - The change must be distributed in a newspaper at least 15 days prior to the hearing
  - Mail notifications must be sent out to property owners in the locations of the change
  - Update website and other media

- **Filed by City Clerk**
  - Notice of adoption must be made within 15 days after adoption
  - Ordinance will take effect 7 days, unless specified otherwise by City Council

**Park and Recreation Plan**

Similar to the master planning process, the parks and recreational planning process must also utilize a wide array of public involvement strategies. The Michigan Department of Natural Resources (DNR) provides financial assistance through its recreation grants program to communities with the State of Michigan to acquire land for parks and to develop recreation facilities. The DNR mandates that municipalities undergoing a parks and recreation plan update must employ no less than two (2) types of public input strategies as detailed in the communication toolbox section of this document.
It is important to involve the public early in the process through public meetings, surveys, community workshops, open house events, or other means before the draft plan is written. It is highly recommended that additional effort be put forth to solicit comments from residents living in the vicinity of future projects and from those who may be negatively affected by the proposed projects. Special efforts must be made to involve segments of the population whose concerns are often overlooked. These public participation methods should be well-advertised and held at an easily-accessible location.

Once the draft plan has been completed by the Planning Commission or Recreation Committee, citizens must be provided with a well-advertised opportunity of at least one (1) month or 30 days to review and comment before it is officially adopted. Ideal locations to allow the public to view the draft plan is at a public library, City Hall, or the City’s website. Comments should be collected via mail, email, or other means. A finalized draft shall then be recommended for adoption to City Council.

Once the 30-day public review period has concluded and a finalized draft has been prepared, the City Council shall hold an advertised public hearing in accordance with the Open Meetings Act. The meeting minutes shall reflect whether there was public comment and the nature of the comments received during the public hearing.

Parks and Recreation Plan Process
**Major Developments**

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, and variance request applications. 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.

**Communication Results**

Communicating back to the public the information gathered during the public involvement process will result in another layer of transparency and a greater understanding from the public that we value public input and are actively seeking to involve the citizens in the community. Municipalities have many venues of communication: television, newsletters, the municipal website, social media. The appropriate venue to communicate, who is responsible for this communication and how soon after the public participation event are all dependent on the situation at hand.

There is no one way of communicating. In general, the following is a list of ways the City will to strive communicate public feedback.

**Public Meetings**

- All municipal boards and commissions meeting minutes shall be posted on the City's website

**Surveys**

- Created and complied by a designated City staff person
- Results will be posted online, on social media, and in newsletters

**Open Houses, Community Workshops, and Charrettes**

- City official will take notes and obtain names, addresses, and emails of all attendants
- The results of these events shall be sent to participants via email
- Meeting summaries shall be publicized at other public meetings
Monitoring and Evaluating Outreach Efforts

The purpose of this section is to ensure the City of Romulus maintains a presence within the community and provides stakeholders with a variety of methods to participate in City decision-making. Additionally, this serves to ensure these methods are utilized, monitored, and evaluated on a regular basis.

Tracking Success of City-Led Outreach Efforts
The City will take steps to track and record the participation of the public. Regarding open meetings and public hearings, the participation and feedback will be recorded in the minutes. The City will make these approved minutes, along with the outcome of the public participation, accessible to the community by including them on the City’s website. Large city-led outreach efforts will generally obtain their own website to record feedback and to advertise events. Public participation success will be measured by the number of community members that attend the meetings, the number of public comments received at meetings, workshops, comments provided directly to staff, and the number of viewings of project-related social media and websites. The City will develop goals for participation and track the rates of participation over time.

Surveys are another vital feedback collection method. Surveys distributed via paper form, mail, or electronically will 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.

Tracking Success of Developer-Led Outreach Efforts
When required, and when conducted, developer-led public outreach workshops will be tracked for success of these efforts via the required summary report, the number of attendees, the feedback provided to the developer and how the developer responds to the feedback (i.e. modifications to site plans based on public feedback). Annual evaluation of these policies will occur.

Communicating Outreach Effort Results
The City will be consistent and explicit with information and will use the City’s website as a primary source to provide it. This includes meeting schedules, agendas, and minutes on the City's website. The City may periodically report a summary of special meetings, social media usage, or other related planning and development efforts via a media outlet and/or on the website. Additionally, a summary report of any developer-led public outreach efforts will be included in Planning Commission packets and discussed at public meetings.
Public Participation Evaluation

This plan will be formally reviewed on an annual basis. A City official will be responsible for keeping records of the participation efforts and will be responsible for compiling the data and presenting it to the City and public with suggestions for actions. The results should identify strengths and weaknesses and give examples of how to adjust the process to better maximize outreach. However, if the plan is implemented as stated, the feedback loop should create a continuous review process that enables City officials to successfully make changes through a consistently improved upon, dynamic process.

Closing

Public participation, when properly executed, builds community consensus and strengthens sense of place. Creating a culture of collaborative visioning enriches democracy by allowing citizens to voice their ideas, not just their complaints. This plan is to be used and reviewed as a daily guide to best incorporate the public into decisions that affect their space.
Appendix A

<table>
<thead>
<tr>
<th>COMMUNITY EVENT SATISFACTION SURVEY</th>
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</thead>
<tbody>
<tr>
<td>What event did you attend today?</td>
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<tr>
<td></td>
</tr>
<tr>
<td>How did you hear about this event?</td>
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<tr>
<td></td>
</tr>
<tr>
<td>Was this event held at a convenient location and time?</td>
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<tr>
<td></td>
</tr>
<tr>
<td>Are you glad you came to this event? Would you improve it in any way?</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>date_____________________________</td>
</tr>
</tbody>
</table>
## Appendix B

### INTERNAL PUBLIC PARTICIPATION EVALUATION

<table>
<thead>
<tr>
<th>Type of public participation:</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>How was the event advertised?</td>
<td></td>
</tr>
<tr>
<td>Where was the event held?</td>
<td></td>
</tr>
<tr>
<td>How many people attended? Was there a group that was under-represented?</td>
<td></td>
</tr>
<tr>
<td>Who facilitated/completed the event?</td>
<td></td>
</tr>
<tr>
<td>Are there ways this could be improved for future events?</td>
<td></td>
</tr>
</tbody>
</table>
## Appendix C

<table>
<thead>
<tr>
<th></th>
<th>Master Plan</th>
<th>Zoning Amendments</th>
<th>CIP Planning</th>
<th>Parks &amp; Recreation Planning</th>
<th>Major Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Application Meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Recommended</td>
</tr>
<tr>
<td>Community Survey</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td></td>
</tr>
<tr>
<td>One-on-One Interviews</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
</tr>
<tr>
<td>Focus Groups</td>
<td>Recommended</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
</tr>
<tr>
<td>Open House/Community Workshops</td>
<td>Optional</td>
<td></td>
<td></td>
<td></td>
<td>Optional</td>
</tr>
<tr>
<td>Public Hearing</td>
<td>Required</td>
<td>Required</td>
<td>Optional</td>
<td>Required</td>
<td>May be required.</td>
</tr>
</tbody>
</table>