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## MEMO

**TO: Township Board**  
**FROM: Jodi Stefforia, Community Development Director**  
**DATE: June 7, 2021**  
**RE: Redevelopment Ready Community – Public Engagement Activity in 2020**

As you know, the Township is well along the way to being certified as a Redevelopment Ready Community (RRC) by the Michigan Economic Development Corporation (MEDC). The RRC program has been modified, RRC 2.0, to create two levels of certification in recognition that some communities are seeking to achieve just the 'essential' tasks toward being certified as redevelopment ready while others have the capacity and interest to seek full certification.

Comstock is seeking full certification and is working on the last best practice items toward certification – Best Practice 5, economic development and marketing & branding strategies – which are presently underway with the help of a consultant and grant funding from the MEDC.

RRC 2.0 requires the establishment of a few new internal processes and additional reporting to the Board. The Township adopted a Public Participation Plan in 2019 as part of Best Practice 1, an annual summary to the Township Board on public engagement undertaken in the previous year is a RRC 2.0 requirement. This summary will be part of the Community Development Department annual report in the future. For now, however, this memo serves as the summary of public engagement undertaken in 2020.

Last year was a unique year in that most meetings were held virtually due to COVID-19.

- Meetings of the Township Board and Planning Commission remained accessible to view and participate in via ZOOM. They were broadcast live on Public Media Network. ZOOM was the virtual platform used by all the boards – including the Park Board, Downtown Development Authority and the Zoning Board of Appeals – which allowed for the public to participate via a computer or phone.
- Letters were sent to affected owners in spring to explain the new Comstock Center zoning district and the planned rezoning of more than 100 properties.

- The Parks Department modified programming such as creating kits to go rather than hold programs in person. The department also modified park fees to minimize physical interaction between staff and park patrons.
- Social media was heavily used to announce meetings and other items of interest.
- NIXLE was utilized for important time-sensitive alerts.
- The Township's newsletter and inserts with the assessment notice and tax bills were used to share relevant information.
- Many residents chose email to send their comments to the various boards. These emails were shared with the board members and became part of the public record.

I have attached the Township's Public Participation Plan for your information. It was adopted by the Board in 2019. Please let me know if you have any questions.

Attachment: Public Participation Plan