



# RRC Best Practice One

COMMUNITY PLANS AND PUBLIC OUTREACH

# 1.1 – The Plans

## Evaluation Criteria

The governing body has adopted a master plan in the past 5 years.

## Expectations

- The master plan reflects the community's **desired direction** for the future
- The master plan is **accessible online**

Evaluates community planning and how a community's redevelopment vision is embedded in the **master plan**, *capital improvements plan*, downtown plan and corridor plan and how it is developed from a **public participation plan**.

1] Community Plans and Public Outreach

2] Zoning Policy and Regulations

3] Development Review Process

4] Recruitment and Education

5] Redevelopment Ready Sites®

6] Community Prosperity



# The Master Plan

A policy document that demonstrates an understanding of the community.

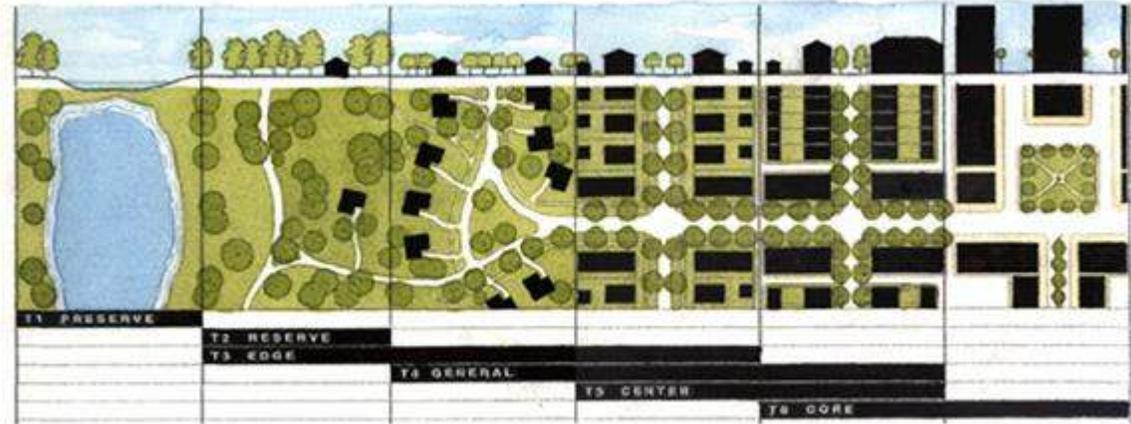


# The Master Plan

- ▶ A comprehensive master plan is a **framework for growth, redevelopment**, and the community vision
- ▶ The master plan is a **policy guide** for local decisions about the physical, social, economic and environmental development of the community
- ▶ The plan is **updated every 5 years**, keeping it relevant and timely and nimble
- ▶ It includes goals, objectives and policies of the community related to physical growth and development, or of **shrinkage, redevelopment or renewal**

# A Plan Helps to...

- ▶ Protect and enhance **community character**
- ▶ Create **special places**
- ▶ Promote **collaboration**
- ▶ Set the stage for **development and redevelopment**



# Why Do We Plan?

- ▶ Provide a common **vision**
- ▶ Give **direction** to new and existing leaders
- ▶ Best use of limited resources
- ▶ Provide a **strategic focus**
- ▶ Be ready for emerging opportunities
- ▶ **Qualify** for grants

# Maintain an Updated Master Plan



- ▶ Mandated by State Law (reviewed every 5 years)
- ▶ Update current information and policies
- ▶ Reflect recent **trends**
- ▶ Seize existing and new opportunities
- ▶ Identify **key redevelopment sites**
- ▶ Help achieve long range vision
- ▶ Incorporate **Smart Growth** principles and **Placemaking** Ideals

# Legal Basis for Planning

## Michigan Planning **Enabling** Law, Public Act 33 of 2008

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The master plan is an official document authorized by Michigan law that serves as the basis for zoning.

“...promote **public health, safety, morals, order, convenience, prosperity, and general welfare...**”

Must Consider: “fire and other dangers, light and air, civic design, efficient **use of public funds, public improvements** and utilities, recreation, wise use of natural resources, transportation system, light and air, population distribution”

Sub Area Plans:  
Redevelopment  
areas, downtown,  
corridor, a  
neighborhood, a  
node, etc.

# Master Plan

Transportation

Housing

Land Use

Recreation

Capital  
Improvements

## Potential Components of the Plan



# Sub-Area Plans

## Adopt Sub-Area Plans

- ▶ Downtown plans
- ▶ Neighborhood plans
- ▶ Corridor plans
- ▶ Specific geographic area plans
- ▶ Site specific plans

## Excellent process for redevelopment

- ▶ Narrower in scope and focused on current issues or geography within the community
- ▶ More flexible
- ▶ Supplement to the master plan
- ▶ Satisfies the 5-year update requirement
- ▶ Less costly than an entire update

# How is the Plan Developed?

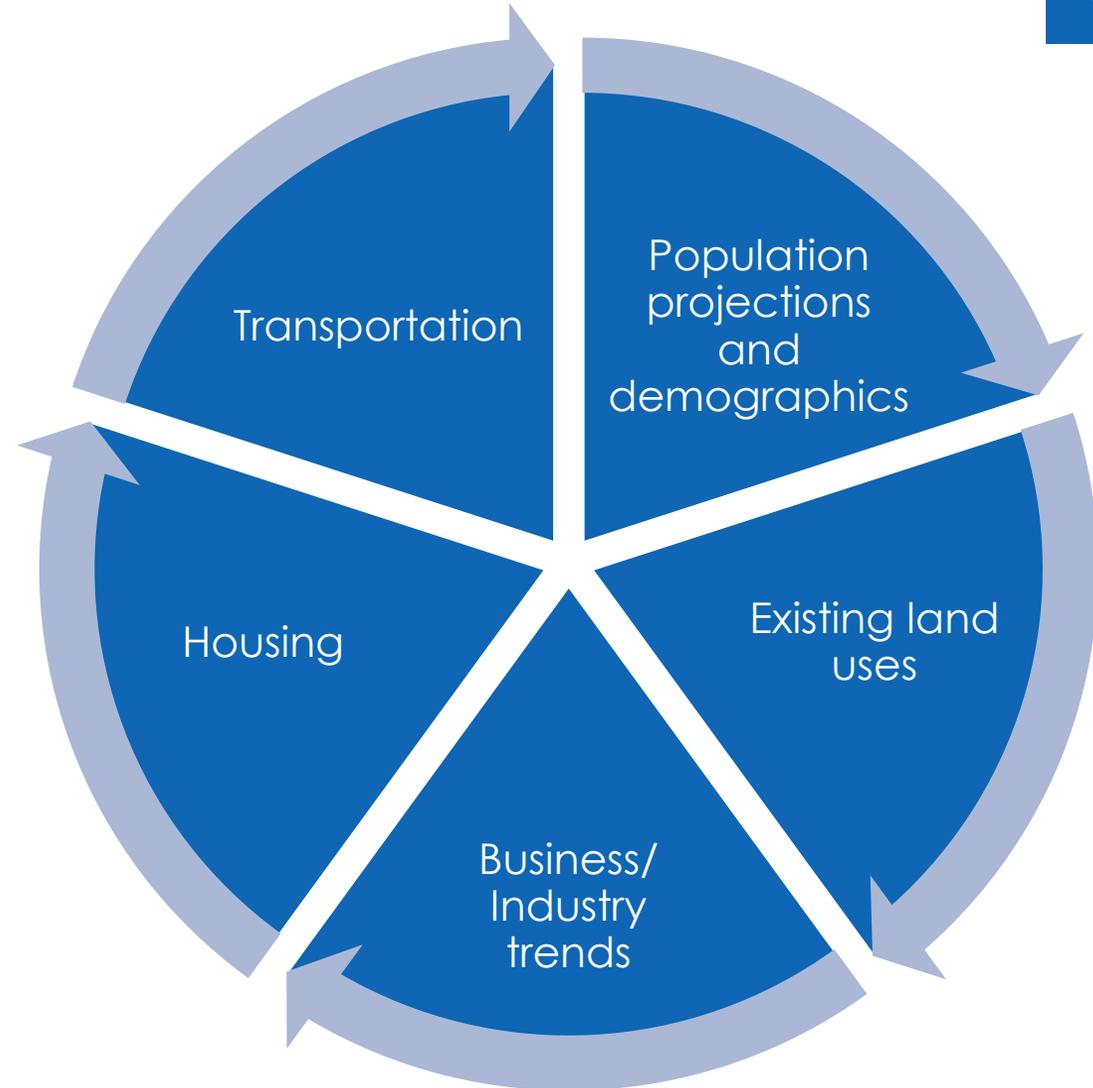


The plan is based on the understanding of the:

- ▶ Resources and assets of the community
- ▶ Limitations of the land
- ▶ Character of the community
- ▶ Needs and desires of its residents

Planning is a  
Process...

# Inventory and Investigation



# Inventory and Investigation

## Identify current **trends** **and niches:**

- ▶ Demographic trends
- ▶ Population predictions
- ▶ Development trends
- ▶ Regional trends
- ▶ Market trends
- ▶ Funding trends

# Important Demographic Trends

- ▶ Age of residents (the greying of America)
- ▶ Educational attainment levels
- ▶ Talent Class (Millennials, Gen X, Gen Y)
  - ▶ Are they coming or going?
    - ▶ In Michigan, most are going – how do we keep them?
- ▶ Contributing retirees with disposable income and time to volunteer

# Existing Land Use

## General Land Use Patterns:

- ▶ Where are stable neighborhoods and commercial areas that should be maintained or enhanced?
- ▶ Where are land uses changing over time? Has this been captured in future land use recommendations?
- ▶ Where are adjacency issues present?
- ▶ How should vacant lands be used?
- ▶ Are there key properties to target for redevelopment?
- ▶ Identify blighted, obsolete, abandoned or underutilized properties.

# Business and Industry Trends

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- ▶ Retail market study/analysis
  - ▶ What businesses or industries have left the community and why?
  - ▶ Are there new businesses coming in?
  - ▶ Are there new business nodes that can be capitalized on?
  - ▶ Concentrations of sectors?
  - ▶ An entrepreneur embracing attitude?

# Housing

**Do you have a mix of housing types and styles to meet the needs of current and future residents?**

**Condition** and **age** of housing?

Housing **choice and affordability?**

Have you reviewed the population predictions to know:

School age children

Seniors

Talent class



# Transportation

Transportation alternatives considered?

- ▶ Walking, biking
- ▶ Sidewalk program
- ▶ Public transportation
- ▶ Connections
- ▶ Recreational trails and greenways

Does your system meet the needs of all segments of your present and future population?



# Additional Considerations

Communities must consider **economic development** and **redevelopment** in planning



# Remember...

The development of your master plan can set the stage for developing sub area plans including redevelopment strategy, downtown plan or corridor plan.

As you collect all of the data above, recognize that it can be applied at the micro level to redevelopment sites, areas and neighborhoods.

Where possible, integrate ***specific redevelopment language*** throughout the master plan.

# Planning is a Process...

## Public Participation

- ▶ The foundation of all planning efforts is public participation
- ▶ Public participation should be integrated into the process meaningfully, frequently, and intentionally
- ▶ We discuss in great detail public participation techniques and their appropriate application shortly

Planning is a Process...

# Visioning

*How do we as a  
community determine  
our future destiny?*



*“What do we hope and want for this community?”*

*“Where do we want to be?”*



- ▶ A vision statement defines the expectations, hopes and aspirations of the community
- ▶ Should be based on community input and interaction

# Visioning

- ▶ A **vision statement** is the collective understanding of the ideal future community
- ▶ Establishes a **tone** for the plan and the planning process
- ▶ The master plan must start with and relate back to the vision - it can be **general**
- ▶ The vision statement is developed using a variety of **community engagement** techniques

The **vision** is the foundation for all plan recommendations.

# Developing a Vision

- ✓ Community visioning is both a **process** and an **outcome**.
- ✓ Its success is most clearly visible in an improved quality of life, but it can also give individual citizens and the community as a whole a new approach to meeting challenges and solving problems.

... a community with a high level of responsibly delivered municipal services, prudent economic development and diversified the tax base that is safe, family oriented, and is a great place to live, shop, work and play.

## Sample Vision Statement

## Vision Statement with a Redevelopment Focus

A more specific vision might be created in much the same way to guide your redevelopment planning and implementation efforts:

*Our city is redevelopment ready, possessing a clear vision for priority investment areas and sites, with a streamlined development review process, appropriate incentive packages, and supportive governmental culture.*

# Exercise: Challenges, Opportunities, and Vision

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- 1 Identify major **challenges** and **opportunities** in your community specifically for redevelopment.
- 2 Spend **5 minutes** making a list, and then consult with others in small groups.

## **Challenges:**

Reduced tax revenue, fees, other revenues; many vacant sites; aging infrastructure; blight; complicated development review process.

## **Opportunities:**

Redevelopment sites, major community assets (hospital, university, downtown entertainment); motivated leaders, other?

# DISCUSS

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**1** Are there similarities in the challenges or opportunities in the communities represented at your table?

**2** What are they?

**3** Which items discussed were brought up most frequently?



# Planning is a Process...

## Goal Setting

- ▶ **Goals, objectives** and strategies are formed from the data, the public participation and the visioning
- ▶ Provide statements of the direction we want to go, the goals are the milestones we want to hit to realize the vision.
- ▶ Will discuss goals with a focus on redevelopment shortly.

# Redevelopment Plan/Strategy

## **The redevelopment plan allows the community to:**

- ▶ Establish and communicate a redevelopment vision
- ▶ Address the reality of the community's situation
- ▶ Set goals and establish agreed-upon policies
- ▶ Create a process for redevelopment within the community
- ▶ Coordinate and seek available resources
- ▶ Produce a message to address opposition and create cohesion

# Elements of a Redevelopment Plan/Strategy

Identify and vision redevelopment sites

Gain community support (resident, business owners, city/staff officials)

Identify incentives

Market the site

More details on implementation in Best Practice Five training!



# 1.1 – The Plans

## Evaluation Criteria

*The master plan identifies a strategy for redevelopment or the governing body has adopted a redevelopment plan.*

### Expectation

- ▶ **The redevelopment strategy/plan identifies priority redevelopment sites, neighborhoods and or districts.**

# Redevelopment Strategy/Plan

**The redevelopment sites may be obvious or may require collaborative identification.**



## Identifying Sites and Areas

- ▶ Common knowledge and understanding
- ▶ Existing land use analysis
- ▶ Complaints
- ▶ Aerial photos and GIS
- ▶ Underutilized or vacant properties inventory

# Priority Redevelopment Areas

## Considerations

- ▶ Redevelopment potential
- ▶ Projected real estate market forces – locally and regionally
- ▶ City planning and development objectives
- ▶ Blighted areas
- ▶ Older, under-utilized properties/buildings
- ▶ Inefficient arrangement of lots/potential land assembly

# Priority Redevelopment Areas

- ▶ **Compare** and **contrast** past and existing land use maps. What has changed? Has it changed for the better?
- ▶ Are there steps that the municipality needs to take to **change direction**?
- ▶ Are there **major new developments** in your community or adjacent?
- ▶ Are they affecting **existing businesses**?

Existing land use: focus on **known** redevelopment areas

Windshield surveys, land use maps, GIS, aerial photos



# Priority Redevelopment Areas

General land use patterns and trends; history of site or area; zoning changes over time; city records.

## Documentation:

- ▶ Zoning
- ▶ Building permit records/history of use
- ▶ Compare land use maps
- ▶ Subdivision records
- ▶ Closed business inventory
- ▶ Vacant land analysis

*This data and information will be used to develop the site marketing materials, brochures and information packets for developers.*

# 1.1 – The Plans

## Evaluation Criteria

*The master plan identifies a strategy for redevelopment or the governing body has adopted a redevelopment plan.*

### Expectations

- ▶ **The redevelopment strategy/plan contains goals/actions, implementation steps and tools for the identified priority redevelopment sites, neighborhoods and/or districts.**

The redevelopment strategy/plan contains ***goals/actions, implementation steps and tools for the identified priority redevelopment sites, neighborhoods and/or districts.***

**Goal:** Establish new standards for the design, development and management of community shopping centers in the city in a manner that advances our overall goals related to economic, social and environmental sustainability.

# Goals and Objectives

## Goals

- ▶ **Broad statements** of meaningful outcomes
- ▶ **Clearly** written
- ▶ **Achievable**
- ▶ Provide a **framework** for writing statements of objectives
- ▶ **Adaptable** to changes in the program
- ▶ **Consistent** with community or redevelopment **vision**

## Objectives

- ▶ Use **action words** that specify definite, observable behaviors
- ▶ Indicate an appropriate/measurable **level of attainment**
- ▶ **Assessable** through one or more indicators
- ▶ Comprehensively and meaningfully **define a goal**
- ▶ **Realistic and achievable**
- ▶ Use **simple** language

# Redevelopment Goals

- ▶ Will have developed goals as part of the master plan process/update
- ▶ Should have goals for each plan element (housing, transportation, commercial/industrial, parks and recreation, natural areas)
- ▶ Redevelopment goals can either be part of a redevelopment strategy (stand alone) or integrated logically and intentionally throughout the master plan

# Goal Examples

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## LAND USE AND DEVELOPMENT REGULATIONS

**GOAL 1:** Establish a land use pattern that reflects the Redevelopment Area as a total community of diversified interests and activities while promoting compatibility and harmonious land-use relationships.

**GOAL 2:** Encourage innovation in land planning and site development techniques.

**GOAL 3:** Develop municipal zoning classifications in order to consolidate regulations into one consistent standard for development

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# Goal, Objective and Strategies

**Goal:** To encourage reuse of obsolete development sites

**Objective:** To re-establish obsolete or blighted properties as vital, tax generating, community enhancing entities that elevate community character

- ▶ **Strategy:** Provide strategic technical assistance and training for commercial, industrial and retail rehabilitation
- ▶ **Strategy:** Establish programs and incentives to encourage the compatible, adaptive re-use and modernization of vacant or deteriorating properties
- ▶ **Strategy:** Prioritize revitalization and redevelopment projects in consideration of plan goals and recommendations related to economic development

# Goal, Objective and Strategies

**Goal:** Remediate deteriorated and blighted conditions

**Objective:** Improve community safety, enhance community aesthetics, create successful image that attracts investment

- ▶ **Strategy:** Facilitate acquisition of underutilized and blighted properties for redevelopment compatible with adjacent neighborhood character.
- ▶ **Strategy:** Promote the development of new housing in concert with redevelopment efforts in the downtown area.
- ▶ **Strategy:** Secure unsafe property conditions.

# General Redevelopment Goals

- ▶ Redevelop community by **eliminating blight** and by **enhancing livability**.
- ▶ Achieve **sustainable** redevelopment practices and land use patterns
- ▶ Facilitate financing of **priority projects** in RDA project areas.
- ▶ Foster **walkability** through projects that promote **complete streets** and a network of vibrant and attractive pedestrian spaces.
- ▶ Facilitate the enhancement and expansion of **transit** to further promote RDA goals.
- ▶ Help create **welcoming public gathering places**, including through the funding of **public art**.

Source: Salt Lake City RDA



# General Redevelopment Goals

- ▶ Promote the uniqueness, **character**, and **identity of neighborhoods** in each project area.
- ▶ Implement housing policies to foster a diverse and balanced community with a **range of housing options**, including homeownership, for all income levels.
- ▶ Encourage **historic preservation** to promote the unique character of project areas and foster sustainability.
- ▶ Support a **quality urban environment**, including design, materials, and construction of buildings and spaces, public and private.

Source: Salt Lake City RDA



# Implementation Strategies

- ▶ Redevelop and improve older areas of the community, **with emphasis on established redevelopment areas** to support rehabilitation and development opportunities in the downtown, the main commercial corridor and adjacent residential neighborhoods
- ▶ Future commercial development activities should be concentrated **first in the downtown** and **secondly along the commercial corridor**

# 1.1 – The Plans

## Evaluation Criteria

*The master plan identifies a strategy for redevelopment or the governing body has adopted a redevelopment plan.*

### Expectations

- ▶ **The redevelopment strategy/plan includes a timeline that identifies responsible parties and benchmarks.**

# Timeline: Identifies Responsible Parties and Benchmarks

## Implementation plan

which includes:

- ▶ Projects
- ▶ Specific steps
- ▶ Responsible parties
- ▶ Funding sources
- ▶ Timelines and schedules

Recommendations	Priority	Time Frame	Zoning Ord. Change?	Capital Improvement?	Funding Source or Responsibility
Ordinance Amendments					
Streetscape/ Road Improvements					
Storm Water Management					
Community Facilities					

# Responsibilities and Benchmarks

1. Include **specific actions** or tasks to be completed for each goal and objective
2. Identify the **timeline** for completion
3. Identify the **lead staff responsible** for performing the action
4. Identify the **follow up** for accountability purposes; who is reported to
5. Include a **work plan** for each action statement

# 1.1 – The Plans

## Evaluation Criteria

*The master plan identifies a strategy for redevelopment or the governing body has adopted a redevelopment plan.*

Expectations

- ▶ **Progress on the redevelopment strategy/plan implementation, barriers and accomplishments is annually reported by the governing body.**

# Reporting Progress

Identify the most **logical** reporting period for *your community*

- ▶ Connected to **annual budget** adoption
- ▶ Aligned with annual **master plan** implementation report/review
- ▶ Coordinated with the development and adoption of the **capital improvements plan**



# Capital Improvements Plan

# 1.1 – The Plans

## Evaluation Criteria

*The governing body adopted a capital improvements plan (CIP)*

## Expectations

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- ▶ The capital improvements plan details a **minimum of six years** of projects and improvements and is reviewed annually.
- ▶ The capital improvements plan **coordinates projects** to minimize construction costs and impacts.
- ▶ The capital improvements plan **coordinates** with the master plan, redevelopment strategy/plan and budget.
- ▶ The capital improvements plan is **accessible online**.

# What is a CIP?

- CIP is an acronym for **capital improvements program or plan**.
- A tool to assess the long-term capital project requirements of a government agency.

## CITY OF ROYAL OAK

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### CAPITAL IMPROVEMENT PLAN FY2013-2014 TO FY2018-2019

Adopted March 12, 2013

# Legal Obligation

Michigan Planning Enabling Act (MPEA) and CIPs

- ▶ Michigan Planning Enabling Act was amended through P.A. 33 of 2008
- ▶ Many statutory changes to planning
- ▶ Creates additional opportunities for inter-agency and regional planning

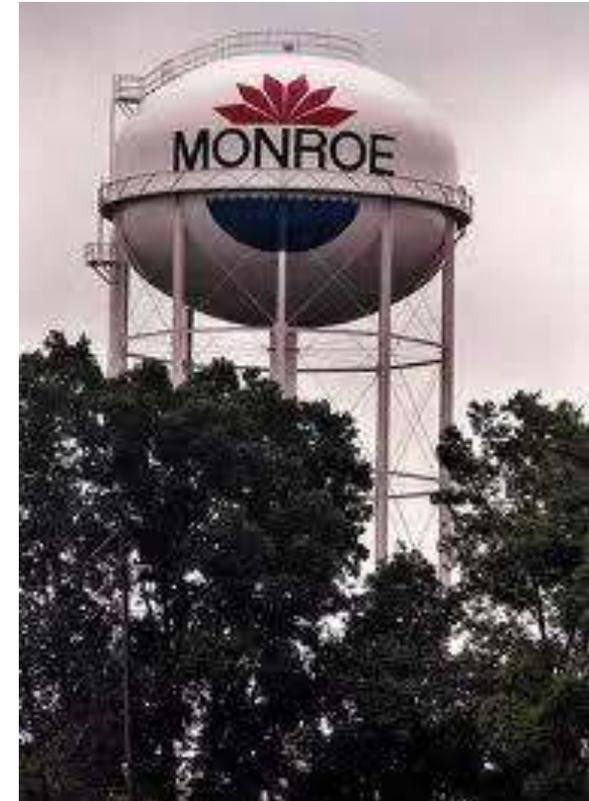
# CIP is an Implementation Tool for the Master Plan



- ▶ Master plan lists priorities, goals and objectives
- ▶ CIP is a primary tool for making the master plan happen
- ▶ CIP is listing of projects identified in the master plan, and from other sources too
- ▶ Theoretically these should reflect one another

# CIP Requirements: Who Needs One?

- ▶ All communities with an adopted master plan are required to prepare a CIP **unless exempted** by statute or the legislative body
- ▶ Many **rural townships** are automatically **exempted** (if they have no public sewer or water)



# CIP Implements Redevelopment Priorities

- ▶ Redevelopment planning **connects the plan** to the need for **capital investment**
- ▶ Identification of redevelopment areas and sites helps community **identify specific investments** necessary to spur development
- ▶ Redevelopment site analysis process identifies **specific redevelopment needs**

# Benefits of Preparing a CIP

- Identify funding of high-priority projects in a timely and cost-effective manner
- **Proactively target specific funding sources** for future projects
- Ensures the continuous provision of efficient public services
- Reinforces **Smart Growth** principles
- Plans based on infrastructure capacity
- Coordinates projects internally and externally
- Provides orderly replacement of capital assets
- Demonstrates community's long range **vision** and commitment to **planning** for the future



# What is a CIP?

Capital improvements are those physical facilities which involve a substantial investment and last a long time.

Examples:

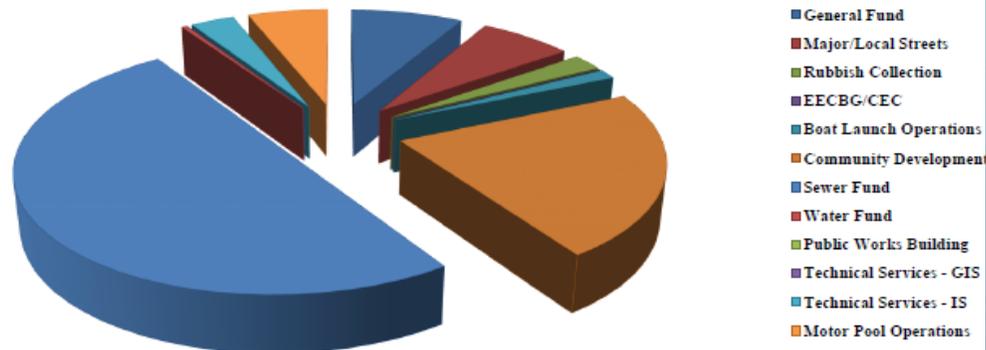
- ▶ A city hall, township fire barn, municipal truck maintenance facility, park pavilion, new bridge, road or sewer line;
- ▶ Even large pieces of equipment, like a ladder truck for the fire department;
- ▶ Budgeted monies are a capital expense not an operating expense.





- ▶ CIP lists the proposed new public facilities:
  - ▶ by location
  - ▶ date of construction,
  - ▶ cost, means of financing, sponsor,
  - ▶ relationship to other facilities (if pertinent).
- ▶ Projects are prioritized across the entire community and over time.
- ▶ The CIP covers a six year period.
- ▶ It is updated annually.
- ▶ **The first year is capital budget.**

CIP Projects for FY 2013



# Capital Outlay vs. Capital Project

## Capital Project

- ▶ A **major capital expenditure** exceeding \$1,000 in value with a fixed life of one year or more; a separate, discrete improvement that has a specific purpose in developing, upgrading, replacing or maintaining the existing infrastructure



## Capital Outlay

- ▶ Any **non-major** capital expenditure having a service life of 2 years or more and a value of \$150\* and more that is not physically dependent on or fixed to a particular fixed asset.



# Examples of Capital Improvements

- ▶ City or township halls
- ▶ Courthouse, jails
- ▶ Fire/police stations
- ▶ Libraries
- ▶ Parks
- ▶ Streets, roads, sidewalks
- ▶ Parking lots & buildings
- ▶ Sewer (sanitary & storm) & water utilities



# Examples of Capital Improvements

- ▶ Land purchases
- ▶ Street lighting
- ▶ Major building additions/renovations
- ▶ Airports
- ▶ Disposal sites and equipment/landfills
- ▶ Recreation buildings
- ▶ Swimming pools



# Examples of Projects that MAY be Capital Improvements

- ▶ Fire trucks
- ▶ Road graders/ equipment
- ▶ Computer systems
- ▶ Public safety radio/communication systems
- ▶ Trash compactor trucks



- ▶ Minor building additions/renovations
- ▶ Parking meters
- ▶ Police cars
- ▶ Pickup trucks
- ▶ Street & road repairs
- ▶ Playground equipment

# Examples of Operating Expenses (Not Capital Improvements)

- ▶ Office furniture
- ▶ Library books
- ▶ Fire hoses
- ▶ Lawn mowers
- ▶ Pothole repairs
- ▶ Road gravel
- ▶ Office machines  
(computers, copiers  
etc.)



# Who Prepares It?

If the planning commission is exempted, the legislative body must prepare the CIP or delegate the job to the chief elected or chief administrative official

# A CIP Typically Includes:

The CIP typically includes the following information:

- ▶ **A listing** of the capital projects or equipment to be purchased
- ▶ The projects **ranked** in order of preference
- ▶ The plan for **financing** the projects
- ▶ A **timetable** for the construction or completion of the project
- ▶ **Justification** for the project
- ▶ **Explanation** of expenses for the project

# Developing a CIP

1. Identify Process and Roles
2. Kickoff Meeting
3. Complete Project Application Forms
4. Project Scoring
5. Rank Projects and Draft CIP

**Step One:** Identify process and roles best suited for community with available capacity



**Step Two:** Kickoff meeting (opportunity for public involvement)

**Step Three:** Department heads complete project application forms

**Step Four:** Policy group scores all project application forms

**Step Five:** Administrative team ranks projects based on priority for community and available funding and drafts capital improvements plan

**Step Six:** Planning commission reviews and gives final edits to administrative team (opportunity for public involvement)



**Step Seven:** Planning Commission recommends capital improvements plan



**Step Eight:** Governing body adopts capital improvements plan



**Step Nine:** Governing body adopts municipal budget

# Step One: Identify Process and Roles

## Identify Participants:

- ▶ Project Lead
  - ▶ Planning Commission, Manager or Supervisor, Consultant, or Planning Director
- ▶ Policy Group
  - ▶ Director of Planning and Development
  - ▶ Recreation Director
  - ▶ Municipal Treasurer
  - ▶ Municipal Clerk
  - ▶ Director of Public Services
  - ▶ Director of Finance
  - ▶ Police Chief (if police department capital improvements are being included)
  - ▶ Fire Chief (if fire department capital improvements are being included)
  - ▶ Governing Body representative
  - ▶ Planning Commission representatives

# Identify Process and Roles

## Identify Participants:

- ▶ Administrative Team
  - ▶ Manager or Supervisor, Director of Community and Economic Development, and Director of Finance
- ▶ Planning Commission
  - ▶ At least two commissioners
- ▶ Governing Body
  - ▶ If the PC is exempted by charter

## Step Two: Kickoff Meeting



### **Purpose of Kickoff Meeting:**

- Highlight the reasons and benefits of a CIP
- Detail roles and responsibilities for all involved
- Public involvement opportunity by allowing any member of the community to observe
- Define the legal foundation for a CIP

# Step Three: Complete Project Application Forms

## Capital improvements projects will be identified by completing:

- ▶ Each department head will fill out a project application form for each project to occur in the next six years
- ▶ Each identified capital improvement should have a separate project application form
- ▶ Policy group members receive a copy of all project application forms to rank
- ▶ At the end of the kickoff meeting, department heads should have a thorough understanding and be ready to support the community's chosen CIP process, project application forms and identify next steps

# Step Four: Project Scoring

- ▶ Each member of the policy group receives one copy of every project application form submitted along with score sheets
- ▶ **The three basic questions that should be answered when ranking projects are:**
  - ✓ Is the project legal?
  - ✓ Is the project a high priority for the community?
  - ✓ Is the project identified and prioritized in the master plan or the parks and recreation plan?



# Step Four: Project Scoring



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Issues to consider when ranking projects:

- ▶ Whether it will result in improvement of operating **efficiency**;
- ▶ Whether it is necessary to ensure the success of another capital improvement;
- ▶ Whether it **protects or conserves sensitive natural features** or natural resources, or the air or water quality of the community;
- ▶ Whether it will result in a new or substantially **expanded facility**.

# Step Five: Rank Projects and Draft the CIP

Administrative team will draft the CIP based on the priority of the projects for the city and funding available

- ▶ Length of plan will vary
  - ▶ Number of projects
  - ▶ Years projected for plan
  - ▶ Capacity of community
- ▶ Team should work closely with the PC, as they will be ultimately adopting it
- ▶ Governing body adoption

SS-01B	SCADA System Upgrade Schedule		
2014-2019			
Estimated City Cost:		\$200,000	Estimated City Share: 100%
Regular replacement of servers and other SCADA hardware components (including radio system) scheduled to occur approximately every 5 years. Servers and other SCADA hardware/software components are scheduled for replacement in 2015. The communications (radio) system is scheduled to be replaced in 2018. Annual operating costs of \$60,000 are anticipated to remain consistent with timely replacement, before more extensive service and maintenance levels are required to keep older equipment operational. This project is on-going.			

SS-02B	Sanitary Sewer Rehabilitation Program		
2014-2019			
Estimated City Cost:		\$1,500,000	Estimated City Share: 100%
Rehabilitation of the existing sanitary sewer system in various areas of the City as determined through an in-house sanitary sewer system evaluation study that occurs every other year. Rehabilitation is planned to occur in the years following the sanitary sewer system evaluation study. This program is proposed to be funded at \$500,000 every other year and is on-going.			



# Step Five: Rank Projects and Draft the CIP

Article IV, Section 65 of the Michigan Planning Enabling Act (P.A 33 of 2008) states:

“The capital improvements program shall show those public structures and improvements in **the general order of their priority**, that in the (planning) commission’s judgment will be needed or desirable and can be undertaken within the ensuing **6-year** period”

# CIP and the Budget Process

The Capital Improvements Plan provides the **link between planning and budgeting for capital projects** working to **implement the master plan**.

- ▶ The CIP precedes the budget process
- ▶ It is used to develop the capital project portion of the annual budget.

**By endorsing the CIP, the planning commission acknowledges that these projects represent upcoming needs of the community and that they assist with accomplishing the established vision of the community.**

# Review and Adoption

- ▶ Planning Commission reviews and conducts public hearing
- ▶ PC forwards to Council/Township Board with recommendation
- ▶ Council/Board adopts CIP



# Downtown and Corridor Plans

# 1.1 – The Plans

## Evaluation Criteria

*The governing body has adopted a downtown plan.*

## Expectations

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- ▶ The downtown plan identifies development area boundaries.
- ▶ The downtown plan identifies projects, and includes estimated project costs and a timeline for completion.
- ▶ The downtown plan contains mixed-use and pedestrian oriented development elements.
- ▶ The downtown plan addresses transit oriented development, if applicable.
- ▶ The downtown plan coordinates with the master plan, redevelopment strategy/plan and capital improvements plan.
- ▶ The downtown plan is accessible online.

# 1.1 – The Plans Evaluation Criteria

*The governing  
body adopted  
a corridor  
plan.*

## Expectations

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- ▶ The corridor plan identifies development area boundaries.
- ▶ The corridor plan identifies projects, and includes estimates project costs and a timeline for completion.
- ▶ The corridor plan contains mixed-use and pedestrian oriented development elements.
- ▶ The corridor plan addresses transit oriented development, if applicable.
- ▶ The corridor plan coordinates with the master plan, redevelopment strategy/plan and capital improvements plan.
- ▶ The corridor plan is accessible online.

# SEMCOG

## Creating Successful Corridors Toolkit

- ▶ Assists communities who want to redevelop areas along and adjacent to transportation corridors
- ▶ Web-based resource
- ▶ Includes:
  - ▶ Case studies
  - ▶ Sample ordinances
  - ▶ Where/how a tool has been used



Programs and Projects

Data and Maps

Services



Surface street transportation corridors are key contributors to the economic vitality and livability of Southeast Michigan and the communities they serve. Beyond providing a means for connecting people with places and transporting goods, they generate commerce, help create community identity, and contribute to the desirability of a place to live or conduct business.

SEMCOG launched Creating Successful Corridors to assist communities and others who want to redevelop areas along and adjacent to transportation corridors. It is a web-based resource – a toolkit as we call it – that provides a wealth of information to assist communities and others with their redevelopment efforts. The toolkit is designed so users can get a quick overview of each “tool” and also delve deeper into tools of interest. A deeper dive gives users access to information such as examples of where and how a tool has been used, case studies, and sample ordinances. Get more [background information about SEMCOG’s Creating Successful Corridors program](#).

The toolkit is organized according to the following categories so users can easily find information on the appropriate tool – or combination of tools – that address the unique characteristics of a location and meet community needs.

### Transportation and Mobility



### Sustainable Development



### Planning and Implementation



### Business Assistance



# Downtown and Corridor Plans

- ▶ Both can be modeled after the redevelopment plan/strategy
- ▶ Much of the data and background study work is the same, just focused on different geographic or focused interest areas
- ▶ Similar public participation approaches (though perhaps with some different stakeholders) can be used
- ▶ Visioning will be important in identifying sites, assets and opportunities
- ▶ Redevelopment goals may be more focused on preservation if it is a traditional downtown



Questions?



# RRC Best Practice 1.2 – **Public Participation**

# 1.2 – Public Participation

## Evaluation Criteria

The community has a **public participation plan** for engaging a diverse set of community stakeholders.

## Expectations

- ▶ The plan **identifies key stakeholders**, including those not normally at the visioning table.
- ▶ The plan **describes public participation methods** and the appropriate venue to use each method.
- ▶ If a **third party** is consulted, they adhere to the public participation plan.

# Public Participation

## *Why?*

- ▶ Accountability & transparency
- ▶ Represents community views/character
- ▶ Addresses issues/concerns
- ▶ Opportunity for education
- ▶ Good ideas & better decisions
- ▶ Empower/engage residents in decisions that affect them and their lives
- ▶ Build community
- ▶ Required by law

# Public Participation

*When should public input be solicited?*

- ▶ Master plan update
- ▶ Zoning ordinance update
- ▶ Downtown development plan
- ▶ Corridor improvement plan
- ▶ Parks and recreation plan
- ▶ Low controversy development project
- ▶ High controversy development project
- ▶ Redevelopment plan
- ▶ Redevelopment sites

# Who Are the Stakeholders?

Remember,  
stakeholders may  
not be the same  
for every planning  
process

- ▶ **Who are stakeholders?** The plan identifies key stakeholders, including those not normally at the table
- ▶ People in the community who represent a diverse range of groups or organizations who can make changes and have a difference in the process

# Potential Stakeholders

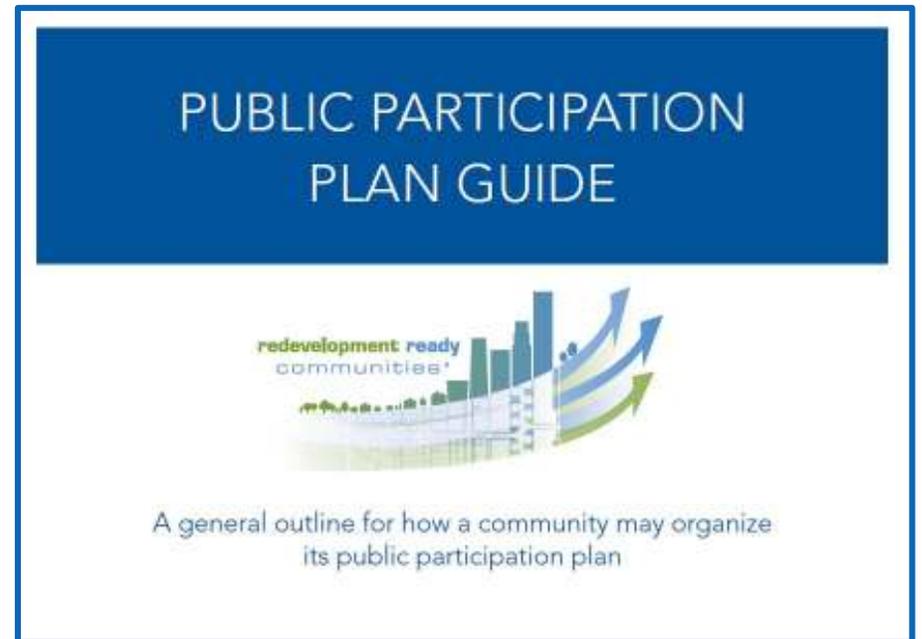
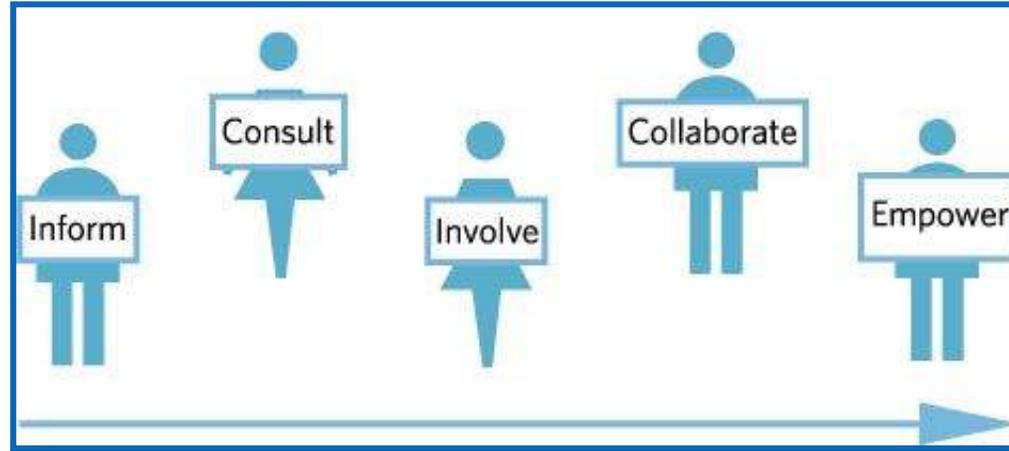
- ▶ Neighborhood associations
- ▶ Business associations and owners
- ▶ Faith based organizations
- ▶ Social service providers
- ▶ Community organizers
- ▶ DDA, PC, ZBA, Brownfield Authority, HDC
- ▶ Other board and commission members (from your community and adjacent)
- ▶ Finance (bank, investors)
- ▶ Developers
- ▶ Local farms, producers
- ▶ Entrepreneurs

# Potential Stakeholders

- ▶ Anchor Institutions (hospital, university, major business interests, public schools)
- ▶ Environmental leaders (Sierra Club, Water Shed Council)
- ▶ Housing advocates
- ▶ Transportation agencies (public transit, dial a ride, MDOT)
- ▶ Chamber of Commerce
- ▶ Non-profits
- ▶ Hard to reach populations (immigrants, minorities, other)



MEDC developed a **Public Participation Plan Guide** for use by communities to help develop a local public participation plan.



# Public Participation

## Evaluation Criteria

The community demonstrates that public participation efforts go beyond the basic methods.

## Expectations

Community uses both basic and **proactive methods** as appropriate.

# Public Participation

## *How do stakeholders get involved?*

### Basic Methods:

- ▶ Public notice requirements (minimum legally required)
- ▶ Newspaper posting
- ▶ Website posting
- ▶ Flier postings on community hall door
- ▶ Announcements at governing body meeting
- ▶ Post card mailings
- ▶ Attachments to water bills
- ▶ Local cable notification



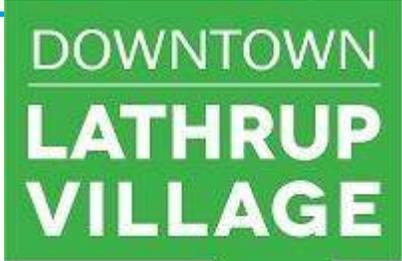




## Other Methods:

- ▶ Make a phone chain on key issues
- ▶ Community representatives meet and greet/open house
- ▶ Town hall meetings
- ▶ Newsletters/E-newsletters
- ▶ Task force
- ▶ Visioning sessions
- ▶ Stories and advertising in local papers, op-ed, general interest
- ▶ Posters/signs in local establishments and civic buildings
- ▶ Local Cable PSA/television advertising

# Branding Your Efforts



# Public Participation



**Public participation goal**

**Inform**

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

**Consult**

To obtain public feedback on analysis, alternatives and/or decisions.

**Involve**

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

**Collaborate**

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

**Empower**

To place final decision-making in the hands of the public.

**Promise to the public**

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We 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 decision.

We 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.

We will implement what you decide.

**Example techniques**

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory committees
- Consensus-building
- Participatory decision-making

- Citizen juries
- Ballots
- Delegated decision



# Public Participation Tools & Techniques Handout

\*Will be provided electronically



Public Participation Tools & Techniques Quick Reference Guide

Method and/or technique	Description	Strengths	Weaknesses	Information -Sharing	Consultation	Active Participation
Action research	Action research refers to a set of research methods that enables decision-makers, community members and others to explore issues, difficulties and experiences in a collaborative and participative way, and to identify and test solutions. The two key principles of action research are that the research processes have both an action focus and a specific focus upon developing understanding. Action research can be defined as 'learning by doing' and involves a cyclical process which includes identifying a problem, planning, taking action, reflecting on outcomes and amending action based on evolving understanding. The primary difference between action research and other research is that it deliberately seeks to engage stakeholders as active participants in the research and learning process. For action research to be effective, decision-makers need to sensitively engage with community members, either one-on-one or in groups, and build trusting relationships within which experiences and needs can be explored. Interviews, surveys, focus groups and informal meetings can be used to support the research process. There is a high emphasis on collecting and analyzing qualitative, rather than quantitative data.	<ul style="list-style-type: none"> <li>• can be incorporated into everyday work</li> <li>• is inclusive – it can be used with any stakeholder group and is appropriate for socially excluded groups</li> <li>• is flexible and responsive – has the ability to develop/reformulate the research agenda in parallel with the project work</li> <li>• supports problem solving and solution testing</li> </ul>	<ul style="list-style-type: none"> <li>• can lose focus unless the research question is tightly defined</li> <li>• the qualitative data generated via action research processes may not be easily understood or valued</li> <li>• participation may not be representative</li> </ul>	X		X
Advertising*	Advertising involves developing specific information in particular formats and languages for distribution through print, radio, television and online media. It can be an effective and quick way to bring issues and activities to the attention of people in a certain geographic area or demographic group. Advertising can be targeted to relatively small and specific groups, or can address much wider and more diverse populations. When advertising, it is important to use the range of media that the target group may access.	<ul style="list-style-type: none"> <li>• content of the information disseminated can be tightly controlled</li> <li>• relatively cost effective if using community newsletters and/or radio</li> <li>• effective way to reach a large and diverse population(s)</li> <li>• can be targeted to print and electronic media that the community of interest accesses</li> <li>• can be produced in a number of languages and can include diagrams, maps etc, to convey visual information</li> </ul>	<ul style="list-style-type: none"> <li>• not all citizens have reliable access to the information and telecommunication technologies needed to share information in this way</li> <li>• some groups within the community may distrust electronic processes</li> <li>• information needs to be kept up to date</li> </ul>	X	X	



# Developing Your Public Participation Plan

- 1. Solicit public participation** in each phase of the **master planning** process.
  - ▶ Foster public participation using various and appropriate methods in every phase of the planning process
  - ▶ Early and continuous involvement in important policy discussion before adoption or approval
  - ▶ Community should have many opportunities to inform and shape the plan

# Developing Your Public Participation Plan

2. Seek **broad identification and representative involvement** of all residents of the community.
- ▶ Different audiences and community sectors require different outreach approaches.

# Developing Your Public Participation Plan

**3.** Utilize **effective and equitable avenues** for distributing information and receiving comments.

- ▶ Email distribution lists
- ▶ Newsletters
- ▶ Facebook/twitter
- ▶ Connect through the chair of the neighborhood association
- ▶ Business group
- ▶ PTO
- ▶ Other non-traditional methods



# Developing Your Public Participation Plan



- 4. Provide educational materials** and design participation initiatives that will support and encourage effective participation.
- ▶ Use techniques to ensure your community is informed and has many opportunities to engage in the process.
  - ▶ Recognize there is no single technique or mechanism that will work in all cases.
  - ▶ You must consider the unique characteristics of special populations and meet them where they are.

# Developing Your Public Participation Plan

## PUBLIC PARTICIPATION PLAN CITY OF FERNDALE



5. Maintain and **develop staff expertise** in all aspects of participation.
- ▶ Bridge language, cultural and economic differences that affect participants
  - ▶ Convey issues and information in meaningful ways to various cultural groups
  - ▶ Ensure equitable representation for all segments of the population and sectors of the economy

# Developing Your Public Participation Plan

6. Support and encourage **continuous improvement in the methods** used to meet the public needs for information and involvement
- ▶ Evolve your community's understanding of new and emerging ways to engage with your residents
  - ▶ Seek new and innovative ways to keep the community involved throughout the planning process.

# Developing Your Public Participation Plan

**7. Record results** of public engagement and **recount these results** back to the public

- ▶ Develop a system to track public input
- ▶ Share results with the public
- ▶ Embed the results in your master plan

# Public Participation

## Evaluation Criteria

The community demonstrates that public participation efforts *go beyond* the basic methods.



## Expectations

- ▶ Community **tracks success** of various methods.

# Public Participation

## Evaluation Criteria

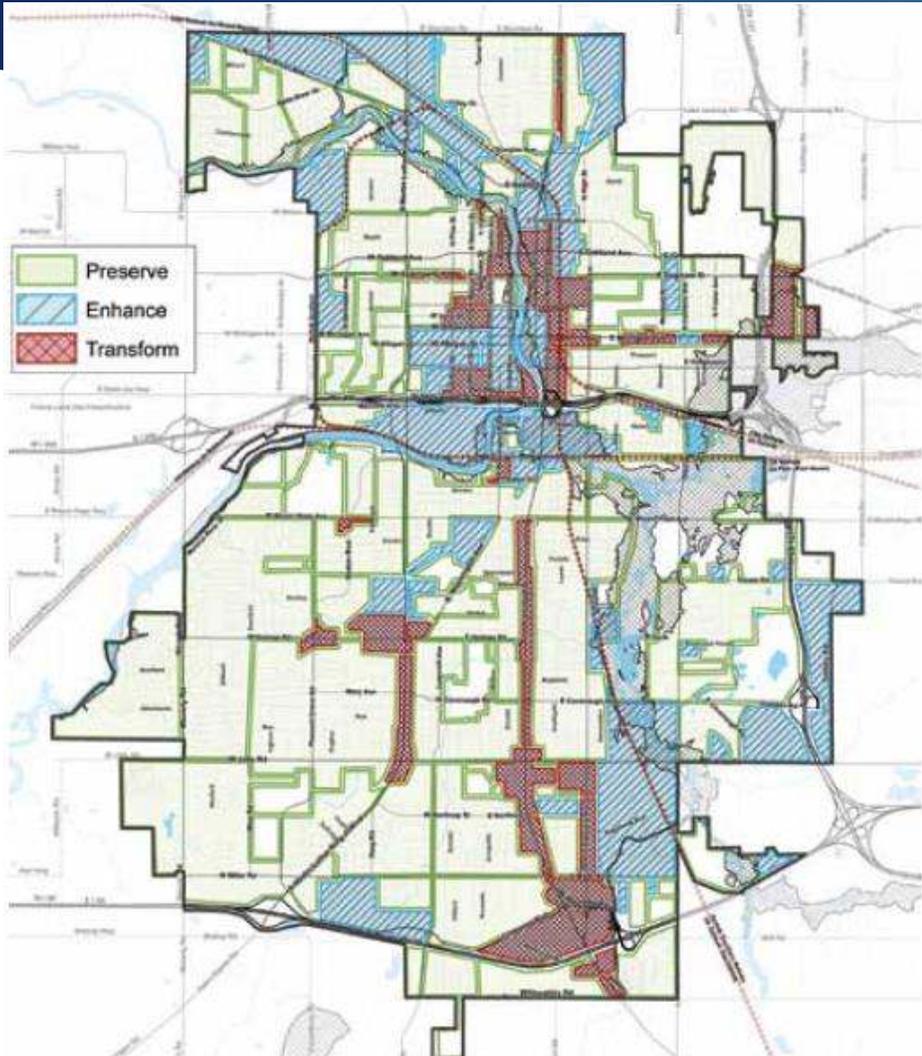
The community **shares** **outcomes** of all public participation processes.



## Expectations

Community participation results are communicated in a consistent and transparent manner.

# Capturing the Results



Citizen Planning Priorities-Design Lansing Plan

- ▶ Outreach to media to share key findings with larger community
- ▶ Embed community input in the plans
- ▶ Take minutes/notes at all public forums, interviews, focus groups, town meetings
- ▶ Share Twitter feeds and Facebook comments
- ▶ Count participants at all meetings and summarize comments

# Evaluation

**It is critical to track the success of public participation approaches.**



## Measurements:

**Quantitative:** How many? Survey/evaluation results?

**Qualitative:** Did we ask the right questions? Did we get the right information? Were the right people at the table? Who did we miss? Were our engagement techniques the right ones for the right audiences?

# Questions?