

Public Participation Plan

VILLAGE OF BLISSFIELD, MICHIGAN

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Introduction

WHY CREATE A PUBLIC PARTICIPATION PLAN?

Creating a culture of active, effective, and honest public participation helps communities identify their needs, make plans to meet those needs, and reach their goals for the future. When executed well, public participation builds consensus, gathers local ideas and opinions, and strengthens a community's sense of unity. However, people may not participate if people do not believe their input is being acted upon by the Village government. The Village of Blissfield believes that public input in planning and policy development is crucial to building trust, achieving residents' vision for the future, and choosing strategies that make a difference to people's quality of life. The Village seeks to engage the community and allow public input to inform planning and policy outcomes in a clear and consistent manner. With the diversity of communication tools available today, the Village recognizes that there is no one way of communicating. As such, this Public Participation Plan was crafted to guide future public engagement efforts and ensure they meet the Village's engagement goals.

This Public Participation Plan is a guide for the leaders and stakeholders of Blissfield on how to structure and execute community engagement in a way that is effective, inclusive, and transparent. This Plan outlines the strategies available for public engagement, how and when they will be used, and actions that the Village can take to improve engagement. The Village will seek to improve its communications and outreach efforts by using this Plan, which will also be a resource for stakeholder who are interested in the inner working of public engagement in Blissfield.

ENGAGEMENT GOALS

Goal 1: Continuous

To continuously engage residents and stakeholders across the duration of each project with multiple engagement opportunities, ensuring their voices are heard throughout the entire process.



Goal 2: Accessible

To provide engagement opportunities that are accessible for all and include accommodations for people of all ages and abilities, as well as people with schedules that typically prevent them from participating.



Goal 3: Equitable and Representative

To proactively include groups of people whose voices are not typically represented in traditional forms of engagement, and to support an equitable balance of input from the entire community.



Goal 4: Transparent

To provide residents with a clear understanding of how their input was used in Village planning and policy and to build trust by publishing timely, user-friendly engagement results.



Goal 5: Effective and Responsive

To continuously make engagement more effective by updating the engagement decision-making and implementation process based on how well strategies performed in the past.



Regulations on Public Involvement

REQUIREMENTS FOR REDEVELOPMENT READY COMMUNITIES (RRC)

The Village strives to be a certified RRC member. In order to maintain that level of distinction, implementing RRC best practices for community outreach is key as part of any planning process. This includes identifying stakeholder and engaging them on a continual basis.

To join RRC and get increased access to state funding, municipalities to follow several best practices to obtain certification. RRC's evaluation criteria, while not a legal requirement, are important benchmarks that municipalities should strive to achieve for certification. For the Public Participation Plan (Best Practice 1.4) component, the RRC suggests using contemporary methods for connecting with community with the intent of reaching stakeholders who may not typically be at the table. To comply with Best Practice 1.4, the Village must meet the following criteria:



1. The community has a documented public participation strategy for engaging a diverse set of community stakeholders.
 - The strategy identifies key stakeholders, including those not normally at that visioning table.
 - The strategy describes public participation methods and the appropriate venue to use each method.
 - If a third party is consulted, they adhere to the public participation strategy.
 - The community assists the developer in soliciting input on a proposal early in the site plan approval process as detailed in the public participation strategy.
2. The community demonstrates that public participation efforts go beyond the basic methods. Participation strategies include proactive involvement, like community workshops and focus groups, in addition to basic notifications, like flyers and newspaper advertisements.
3. The community shares outcomes of public participation processes.
 - The community tracks success of various outreach methods.
 - The community participation results are communicated in a consistent and transparent manner.

By identifying a wide range of stakeholders, specifying methods for their involvement, creating a toolkit of engagement strategies, and specifying how engagement results will be disseminated, this Public Participation Plan serves to help the Village of Blissfield meet RRC Best Practice 1.4 requirements.

MICHIGAN OPEN MEETINGS ACT (PA 267 OF 1976), AS AMENDED

- The Village sets the meeting schedule in advance of the new calendar year.

- The public will be notified within ten (10) days of the first meeting of a public body in each calendar or fiscal year; the body will publicly post a list stating the dates, times, and places of all its regular meetings at its principal office.
- The Village will hold meetings in buildings which are accessible to the general public, or as otherwise permitted per amendments to the OMA (ex: Senate Bill 1108 to permit virtual meetings).
- If there is a change in schedule, within three days of the meeting in which the change is made, the public body will post a notice stating the new dates, times, and places of regular meetings.
- For special and irregular meetings, public bodies will post a notice indicating the date, times, and place at least 18 hours before the meeting.
- A regular meeting of a public body which is recessed for more than 36 hours can only be reconvened if notice is posted 18 hours in advance.
- Public bodies will hold emergency sessions without a written notice or time constraints if the public health, safety, and welfare is severely threatened and if two-thirds of the body's members vote to hold the emergency meeting.

MICHIGAN PLANNING ENABLING ACT (PA 33 OF 2008), AS AMENDED

The Michigan Planning Enabling Act legislates the following requirements for master plan updates:

- Notification of Intent to Proceed: The registered and required parties will be notified via first class mail, personal delivery, or email by the Planning Commission of the intent to plan and requesting the recipient's cooperation and comment.
- After the draft master plan has been submitted to the Planning Commission for review and approval for distribution, the draft plan will be submitted to the registered and required parties for review.
- Before approving a proposed master plan, the Planning Commission will hold a public hearing on the proposed master plan. The hearing will be held after the expiration of the deadline for comment as outlined in the act (42 days for an amendment, 63 days for a new master plan).
- The Planning Commission will give notice of the time and place of the public hearing not less than 15 days before the hearing by publication in the newspaper of record. The Planning Commission will also submit notice of the public hearing by first class mail, personal delivery, or email to the previously listed entities for review.
- Upon adoption by the by the Planning Commission, the Village Council may adopt the same version of the plan.

MICHIGAN ZONING ENABLING ACT (PA 110 OF 2006), AS AMENDED

The Michigan Zoning Enabling Act legislates the following requirements for public hearings:

- Notice distribution
 - Public notice in the newspaper of record not less than 15 days before the date of the hearing.
 - Notice given to all persons whose real property is assessed within 300 feet of the property that is the subject of the request and to the occupants of all structures within 300 feet of the property.
- Notices shall:
 - Describe the nature of the request.
 - Indicate the property that is the subject of the request including all street addresses.
 - Indicate the time and location when the request will be considered.
 - Indicate the time and location where comments will be received concerning the request.
 - Planning commission shall hold at least one public hearing prior to submitting its recommendations to the Village Council for a proposed zoning ordinance or map amendment.
 - Rezoning for 11 or more adjacent properties do not require the 300-foot notice to neighboring properties.
- Actions requiring notice
 - Zoning ordinance text and map amendments.
 - Special land uses decided by the Village Council: A public hearing shall be held by the Planning Commission before a recommendation is made to the Village Council.
 - Planned Unit Development: The Planning Commission shall hold at least one public hearing on the request.

MICHIGAN GENERAL LAW VILLAGE ACT (PA 3 OF 1895), AS AMENDED

Under Section 66.4, the General Village Law Act includes the following public notice requirements for code amendments:

- The ordinance adopting the code and ordinances repealing, amending, continuing, or adding to the code (or a synopsis) shall be published in a newspaper within 15 days after it is passed. The publication shall state where a copy of the entire code can be reviewed and obtained.

Section 1 of Appendix 7 of the Blissfield Village Code includes the following public notice requirements for code amendments:

- The Clerk shall distribute such copies of amended code to the officers of the Village having copies of the Code assigned to them. The Clerk shall maintain one copy for public inspection during office hours.

Section 1.112 of Appendix 3 also includes the following public notice and hearing requirements following the establishment of a new special assessment district:

- Upon receipt of such special assessment roll, the Council shall fix the time and place to review such special assessment roll and direct the Village Clerk to give notice of a public hearing. Such notice shall be given by one publication in a newspaper published or circulated within the Village and by first class mail (10 days before the hearing) addressed to each owner of or person in interest in property to be assessed as shown by the last general tax assessment roll of the Village. The hearing required by this section may be held at any regular, adjourned or special meeting of the Council.

Key Stakeholders

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 Village’s decision-making process through their input.

Stakeholders include, but are not limited to:

Village Boards and Commissions

- Village Council
- Planning Commission
- Parks and Recreation Advisory Board
- Downtown Development Authority (DDA)/Main Street Board
- Library Board
- Zoning Board of Appeals

Village Departments and Employees

- Village Administrator
- Clerk
- Treasurer
- Community Development
- Community Services
- Fire/Emergency Medical Services
- Library
- Police
- Public Works
- Utilities
- Village-hired contractors and consultants

Other governmental or jurisdictional units

- Blissfield Community Schools
- Lenawee Intermediate School District
- Lenawee County
- Blissfield Township
- Jackson-Lenawee-Washtenaw Cooperative Invasive Species Management Area
- State of Michigan

Various Engaged Parties

- Residents/Homeowners Associations
- Business owners
- Non-profit and volunteer organizations
- Major local employers
- Blissfield community groups and civic/social organizations
- Faith-based organizations
- Local real estate professionals
- Potential investors
- Blissfield Senior Center and the Lenawee Department on Aging
- Other senior and assisted housing organizations
- Elected officials

The Village 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. While there are regulars who attend meetings, the Village 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 Village of Blissfield shall work to identify these stakeholders and make a concerted effort at bringing them into the decision-making process.

Community Engagement Toolbox

The Village of Blissfield is committed to making a Public Participation Plan that gives people a variety of way to engage, is sensitive to the context of each project, and involves residents in the decision-making process. To help achieve these goals, the Public Participation Plan uses the International Association of Public Participation’s (IAP2) framework to organize the Village’s toolbox of community engagement strategies, as detailed below.

IAP2 organizes engagement strategies into five categories: inform, consult, involve, collaborate, and empower. The categories are defined as:

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

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

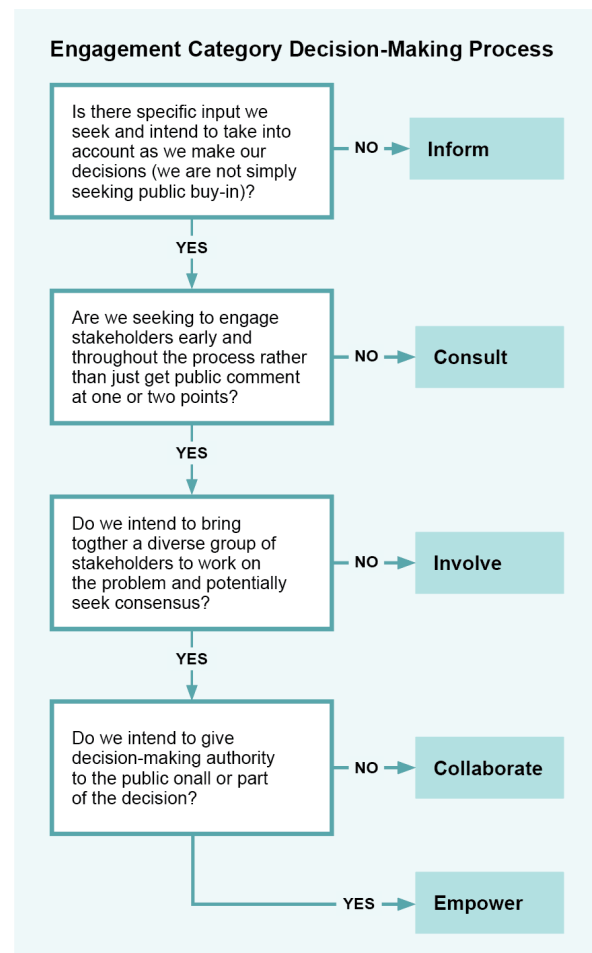
Involve: To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

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.

Different categories are appropriate for different scenarios, and many projects use engagement strategies from more than one category. For example, a master plan update may send out notices (inform), a survey (consult), and establish a steering committee (collaborate). Conversely, a vital sewer line reconstruction project may only send out notices (inform), because the project is both essential and does not have any alternatives.

The Village will use the category flowchart to determine which are appropriate for specific scenarios.



Once a category of engagement is identified, the Village will use the following table to determine which strategy is most appropriate.

ENGAGEMENT STRATEGIES BY CATEGORY					
	Inform	Consult	Involve	Collaborate	Empower
Public Participation Objective	The Village will provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	The Village will obtain public feedback on analysis, alternatives, and/or decisions.	The Village will work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	The Village will partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	The Village will place the final decision making in the hands of the public.
Public Engagement Strategies	<ul style="list-style-type: none"> • Notices • Public Body Meetings • Mailing Lists • Public Access TV • Newsletters • Outdoor Signs • Neighborhood Meeting Visits • Press Releases • 	<ul style="list-style-type: none"> • Public Hearings • Surveys • Social Media Feedback • Interviews 	<ul style="list-style-type: none"> • Town Hall Meetings • Pop-up Events • Focus Groups • Public Workshops • Walking Tours 	<ul style="list-style-type: none"> • Charrettes • Committees 	<ul style="list-style-type: none"> • Ballot Measures

****Bold** strategies are those that are required by State of Michigan legislation.*

The toolbox of engagement strategies available to the Village of Blissfield are described below, organized by the IAP2 categories.

INFORM

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



Notices

Public notices are postings, either in-person or online, that inform stakeholders of the date and location of an upcoming public meeting or hearing. Occasionally, public notices about public advisory committees, workshops, or focus groups may also be distributed to recruit participants. Per state law, public notices are required in advance of some types of projects, such as master plan updates.

The following list contains examples of physical and digital notices:

- Newspaper posting
- Village website front page posting
- Village Calendar posting
- Social media posting
- Flier posting on public buildings
- Announcements at Village Council meetings
- Direct e-mail to residents signed-up for contact from Village
- Door-hangers placed on residential homes

The Village will strive to use multiple notice methods that are tailored to each project and its target audience. Additionally, the Village will place physical notices in locations designed to contact traditionally under-reached groups of people for relevant projects.

Public Body Meetings

Public body meetings are the meetings of boards, commissions, council, and other public bodies that are open to the public. Some meetings are required by state law to have dedicated time for public comment (see public hearings below), but many others do not, such as internal working sessions. Opportunities for public comment are currently available at any meeting of the Village Council or Village’s boards and commissions in accordance with the provisions in the boards and commissions’ bylaws and other operating policies.

The Village will hold public body meetings in buildings/locations that are accessible for everyone, regardless of age or ability.

Mailing Lists

Mailing lists are lists of residents to which the Village sends direct updates, either via postal mail or email. Mail lists may be about general Village business or may be established for a specific project and used to inform interested stakeholders. Per the Michigan Open Meetings Act, any citizen can contact the Village to request that public bodies put them on a mailing list so they are notified in advance of all meetings.

Public Access TV

Public access television (TV) is a local TV station that anyone may have a segment on. Typically, municipalities use public access TV to broadcast notices on upcoming meetings and projects, as well as recordings of past meetings. Currently, the Village of Blissfield does not have a public access TV station.

Newsletters

Newsletters are bulletins, typically 1-2 pages in length, that are issued periodically and contain information on upcoming events, projects, meetings, and other news. They may contain information about upcoming engagement opportunities and/or report out the results of past efforts. Newsletters can be physical or digital and can be sent directly to stakeholders or posted on public forums, such as social media homepages or posting boards at public facilities.

Outdoor Signs

Outdoor signs take two forms: signs on busses, billboards, or benches that advertise major initiatives, like a master plan update or code re-write, or signs at project sites that identify a development, inform of an infrastructure project, or indicate a project's completion.

Neighborhood Meeting Visits

Neighborhood meetings are meetings that are conducted by homeowners' associations, neighborhood groups, or other public coalitions at which Village staff are welcome. Staff are often given a short segment during which they provide informational updates on relevant projects and policy initiatives that may impact the community.

Press Releases

Press releases are short status updates on Village policy and planning projects that are distributed to local media outlets for dissemination. These may be printed in local newspapers, posted online, or broadcast over the radio, depending on the audience.

CONSULT

“Obtain public feedback on analysis, alternatives, and/or decisions.”



Public Hearings

Public hearings are the meetings of boards, commissions, council, and other public bodies that are required by local and State enabling legislation. Public hearings may also be held when the body deems them to be otherwise prudent. Unlike public body meetings (above), all public hearings must provide the opportunity for public comment on specific topics and record those comments for consideration.

The Village will hold public hearings in buildings/locations that are accessible for everyone, regardless of age or ability. The Village will continue to advertise these meetings on the Village website and follow all legislative requirements, including the timely posting of clear, concise minutes and meeting handouts.

Surveys

Surveys are questionnaires that gather individual opinions on planning and policy projects, and they are useful for identifying specific areas of interest or concentration from a broad scope of ideas or issues. The Village may use a survey to identify where to start in the planning process, the general climate surrounding a topic, or reactions to different alternative solutions.

The Village will make all general-public surveys available in both a physical and digital format, so they are accessible to as many people as possible.

Social Media Feedback

Beyond posting notices, social media can be used to gather public feedback through comments, online polls, forums, and other mediums. Public comments on Facebook, LinkedIn, Twitter, Nextdoor, and Instagram posts can be collected as a part of the planning process.

It is important to remember that only one segment of the population uses social media, and the Village will weigh all comments appropriately against other forms of feedback.

Interviews

Interviews are on-on-one meetings with stakeholders that are conducted to gather in-depth information. Interviewing community leaders can both yield valuable information and help build public consensus for a project. However, 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.

The Village will conduct interviews either in-person or via phone (depending on what is suitable) and strive to conduct multiple interviews to gather a diversity of feedback.

INVOLVE

“Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.”



Focus Groups

Focus groups are small-group meetings, typically facilitated by a municipality or consultant, that are made up of stakeholders (residents, community leaders, public body members, etc.). Focus groups gather feedback about a specific project or initiative and typically ask people to brainstorm ideas or to weigh alternatives. Like interviews, focus groups can help to narrow down concepts or get a specific side of the story from different perspectives.

The Village will use emerging best practices for focus groups that ensure strong voices do not overwhelm the conversation. Techniques may include, but are not limited to, Nominal Group Technique or the Multiple Picking-Out Method.

Town Hall Meetings

Town hall meetings are informal meetings, typically held near the beginning of a project, where community members and municipal employees gather together to have an open two-way conversation about the project. Town hall meetings gather information on attendees' thoughts, concerns, and questions about the project, and generally give them a place to voice their opinion without having to register a formal public comment, like at a public hearing.

The Village will hold town hall meetings in buildings/locations that are accessible for everyone, regardless of age or ability. The Village will provide multiple opportunities for feedback (written, spoken, etc.) at town hall meetings so people can respond in the way they find most comfortable.

Pop-up Events

Pop-up events are events that capitalize on places where people are already gathering to disseminate project information and get feedback. For example, a booth at a farmers' market, a side table at a school board meeting, or a station at a village fair that ask the public for feedback are all considered pop-up events. Pop-up events are a very good way to get feedback from people that do not regularly attend traditional Village meetings.

Public Workshops

Public workshops (also called open houses) are interactive meetings that educate the community on a project and gather their input. Unlike traditional public body meetings or hearings, workshops can be as simple as a series of Q&A sessions or as creative as interactive map exercises. Typically, a workshop begins with a formal informational presentation and is followed by less formal activities which facilitate the exchange of information. They provide a more casual and fun setting to encourage participants to think critically and creatively about important issues.

The Village will hold workshops in buildings/locations that are accessible for everyone, regardless of age or ability. The Village will provide multiple opportunities for feedback (written survey, spoken comment, sticky notes on maps, etc.) at workshops so people can respond in the way they find most comfortable.

Walking Tours

Walking tours are tours of a project area led by a municipal staff member with attendance by the public, and they are used to gather 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 can also be modified into biking tours or multimodal tours.

COLLABORATE

“Partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.”



Charrettes

A charrette is a multi-day event where designers and planners work collaboratively - stakeholders offer ideas while the charrette team facilitates and observes. Unlike workshops, charrette activities typically involve sketching and more advanced visualizations. This tool may be used for specific development projects that involve significant changes to the urban form and require public input on the design layout. The Village may encourage developers to hold charrettes for specific proposed projects with significant community interest.

Committees

The Village may organize steering committees consisting of residents, business owners, board and commission members, and other stakeholders, to advise for the duration of a planning or policy project. Members may be selected based on their expertise, interest, and background as they relate to the focus of the individual steering committee. Steering committees typically contribute ideas, review materials and drafts, and generally guide the project's direction.

EMPOWER

“Place the final decision making in the hands of the public.”

Ballot Measures

Ballot measures are decisions about a project or policy that use, or require, a public vote. Depending on state and local law, the public purchase of land, amendment of the zoning code, and other public decisions may require a ballot measure.

The Village will continue to use ballot measures as required by law for applicable planning and policy projects.

Scenario-Specific Engagement Strategies

These engagement strategies are not a finalized list of those that will be used for the following events. Rather, they are starting points for future engagement plans, and are flexible. The Village will review the engagement strategies here and add or remove them to reflect emerging best practices, techniques, and changing conditions.

COMPREHENSIVE LAND USE PLAN OR CIP UPDATE

Comprehensive land use plan (master plan) updates and capital improvement plans (CIPs) are subject to state regulations on engagement. First and foremost, the Village will abide by the regulations in the Michigan Open Meetings Act and Planning Enabling Act.

Beginning	Middle	End
<ul style="list-style-type: none"> • Notice • Press release • Mailing list • Newsletter • Neighborhood meeting visits or town hall meeting 	<ul style="list-style-type: none"> • Steering committee • Survey • Interviews • Pop-up event • Public workshop 	<ul style="list-style-type: none"> • Public body meetings • Notice • Public hearing

ZONING CODE AMENDMENT

Zoning code updates are subject to state regulations on engagement. First and foremost, the Village will abide by the regulations in the Michigan Open Meetings Act and Zoning Enabling Act.

Beginning	Middle	End
<ul style="list-style-type: none"> • Notice • Press release • Public body meeting • Newsletter • Mailing list 	<ul style="list-style-type: none"> • Public body meetings • Town hall meeting • Charrette (if doing form-based code) • Focus group 	<ul style="list-style-type: none"> • Notice • Public hearing

INFRASTRUCTURE / PUBLIC DEVELOPMENT PROJECTS

Beginning	Middle	End
<ul style="list-style-type: none"> • Notice • Mailing list (project-specific) • Newsletter • Neighborhood meeting visit 	<ul style="list-style-type: none"> • Survey • Charette or public workshop • Walking tour • Pop-up event 	<ul style="list-style-type: none"> • Public body meeting • Notice • Newsletter

DDA PROJECTS

Beginning	Middle	End
<ul style="list-style-type: none"> • Notice • Press release • Town hall meeting • Public body meeting 	<ul style="list-style-type: none"> • Interviews • Social media feedback • Pop-up event • Public workshop • Focus group or steering committee (if applicable) 	<ul style="list-style-type: none"> • Public body meeting • Notice • Newsletter

PRIVATE DEVELOPMENT PROJECTS WITH SUBSTANTIAL IMPACT

Beginning	Middle	End
<ul style="list-style-type: none"> • Notice • Public body meeting • Newsletter 	<ul style="list-style-type: none"> • Walking tour or neighborhood meeting visit (by developer) • Survey • Outdoor signs (on-site) 	<ul style="list-style-type: none"> • Notice • Public body meeting

Monitoring, Releasing Results, and Evaluating Engagement Efforts

MONITORING

The metrics that are used to monitor success will differ depending on the engagement strategy. For example, a survey’s success could be measured by the percentage of surveys returned, while the success of a town hall meeting could be by the number of attendees or by the feedback in the satisfaction survey (Appendix). For group meetings such as steering committees, focus groups, and community workshops, attendance and number of comments may be tracked. Social media also allows the Village to track “likes” on Facebook, “followers” on Twitter and Instagram, and “connections” on LinkedIn. Each of these, as well as their messaging capabilities, is a way to track participation and interest from the general public. For each major planning or policy project, the Village of Blissfield will set its monitoring metrics for each strategy at the outset. And track those metrics during the course of the project.

RELEASING RESULTS

First and foremost, the Village of Blissfield will publish all engagement activities and results in compliance with state and local law, as specified in the Open Meetings Act, Planning Enabling Act, Zoning Enabling Act, and Blissfield Village Code.

The Village’s goal is to be consistent and transparent with information. The results from each public engagement event will be compiled into a clear, user-friendly document that is available to the public, either through publication (online or in print) or by request (typically for small projects that do not have wide effects on the community). The following table summarizes the methods that the Village is currently using or will use in the future to communicate public feedback from engagement events:

Result Release Techniques		
INFORM	Public Body Meetings	All public meeting agendas and minutes will be posted online in the Village Document Center and after the minutes are approved. A hard copy of the minutes will be available in the Clerk’s office.
	Neighborhood Meetings	All neighborhood meeting agendas and minutes will be posted online in the Village Document Center after the minutes are approved. A hard copy of the minutes will be available in the Clerk’s office.
CONSULT	Public Hearings	All public hearing agendas and minutes will be posted online in the Village Document Center after the minutes are approved. A hard copy of the minutes will be available in the Clerk’s office.
	Surveys	A summary will be posted in the relevant section of the project webpage on the Village’s website. A hard copy of the results will be available in the Clerk’s office.
	Interviews	A summary will be posted in the relevant section of the project webpage on the Village’s website. General information will be shared with the public, but names and specific details

		of participants will be kept confidential for the comfort of the participants unless requested otherwise.
	Town Hall Meetings	All town hall meeting agendas and minutes will be posted online in the Village Document Center after the minutes are approved. If there were interactive activities beyond public comment, a summary or scan/photo of these activities will be provided alongside the minutes. A hard copy of the minutes will be available in the Clerk's office.
INVOLVE	Pop-Up Events	Notes and photographs will be taken during pop-up engagement events. These notes will be posted in the relevant section of the project webpage on the Village's website. If there were interactive activities beyond public comment, a summary or scan/photo of these activities will be provided as well.
	Focus Groups	A summary of the results will be posted online on the engagement website for the relevant project. General information will be shared with the public, but names and specific details of participants will be kept confidential for the comfort of the participants unless requested otherwise.
	Public Workshops	Notes and photographs will be taken during community workshops. These notes will be posted in the workshop-specific section of the project webpage on the Village's website.
	Walking Tours	Notes and photographs will be taken during walking tours. These notes will be posted in the relevant section of the project webpage on the Village's website.
COLLABORATE	Charettes	Notes and photographs will be taken during charettes. These notes, as well as scans/photos of the sketches resulting from the charette, will be posted in the relevant section of the project webpage on the Village's website.
	Committees	Meeting minutes will be taken by a recording secretary and posted online after the standing meeting occurs in the relevant section of the project webpage on the Village's website. A hard copy of the minutes will be available in the Clerk's office.

EVALUATING EFFECTIVENESS

For major planning and policy projects, the Village will review the results it has gathered based on the metrics it set at the outset to determine effectiveness. Additionally, the Village will use other forms of feedback not identified at the outset to gauge effectiveness, if they are determined to be applicable and reliable. Most important, the Village will remember that different effectiveness measures have different advantages and disadvantages and will weigh multiple metrics together to get the most balanced evaluation possible.

The Village will also develop goals for participation rates and the involvement of under-reached groups, and then track those metrics over time across all projects. Additionally, the Village will review the results of the engagement satisfaction survey (Appendix) across all projects. The Village of Blissfield will review this Public Participation Plan periodically in order to evaluate the effectiveness of the procedures outlined in this document. All public participation efforts will be recorded by the various Village departments and reviewed on a routine basis. Following evaluation of the outputs and outcomes of the Public Participation Plan, the Village will revise its use of the community engagement strategy toolbox to incorporate new and more effective ways to involve the public in the planning decision-making process.

Action Items

The following are “action items” that the Village will pursue in the short-term to help meet its goal: to support continuous, accessible, equitable and representative, transparent, and effective and responsive engagement.

**ACTION ITEM 1:
Build a Larger
Digital Presence**

Engage people on a wider variety of social media platforms, such as Twitter and LinkedIn, and with greater frequency. Create a one-page Village newsletter (email and Facebook) that contains helpful links to upcoming, ongoing, or past projects and where residents can find more info.

**ACTION ITEM 2:
Increase Document
Accessibility**

Consistently post all meeting minutes and agendas, event handouts, and engagement results on the Village’s online document center. Ensure that all materials from an event are accessible online and advertise their availability through various types of notices.

**ACTION ITEM 3:
Make a Project
Checklist**

Create an engagement checklist that staff will use at the beginning of each major planning or policy project to craft their engagement plan (Appendix). Base the checklist on the goals and community engagement strategy toolbox.

**ACTION ITEM 4:
Understand the
Participant Profile**

Create a final version of the engagement satisfaction survey and begin distributing and collecting printed copies at public meetings, hearings, and other in-person events. Review the feedback to determine which strategies are working and which groups are not being reached.

**ACTION ITEM 5:
Brainstorm
Creative Activities**

Have a staff working session to brainstorm creative engagement activities that can supplement traditional feedback. Examples include sending around an idea box to a different local business each week, having a pop-up sketch event at the elementary school for a park project, etc.

**ACTION ITEM 6:
Make Specific Mailing
Lists More Obvious**

Provide easy-to-find contact information on the Village website for residents who wish to be put on a mailing list for a specific public body.

Appendix

ENGAGEMENT SATISFACTION SURVEY TEMPLATE

Engagement Event Survey

This box be completed by staff before printing

Event Name:

Event Date:

Event Time:

Event Location:

How did you hear about this event?

Was this event held at a convenient time and location?

What did we do well at this engagement event?

How can we improve engagement events like this in the future?

Demographic Questions

Knowing which groups of people attend our events helps us Improve our engagement efforts in the future. By providing your demographic information, you are helping us refine our engagement and figure out new ways to reach our entire community. This section is completely anonymous and we appreciate your attendance at this event. Thank you!

What is your age?

- 0-18
 19-25
 26-45
 46-65
 65+

Where do you live?

- In Blissfield
 Outside Blissfield

If this survey is for a project that is not village-wide, where do you live relative to the project area?

- Inside project area
 Outside project area

Do you work in Blissfield?

- Yes
 No
 N/A (retired or not eligible for work)

PROJECT ENGAGEMENT PLAN CHECKLIST

PROJECT ENGAGEMENT PLAN CHECKLIST

Project Title:	
Project Manager:	
Estimated Project Duration:	
Engagement Plan Checklist Date:	

<p>Project Type</p> <p><input type="checkbox"/> Comprehensive Land Use Plan Update</p> <p><input type="checkbox"/> Zoning Code Amendment</p> <p><input type="checkbox"/> Infrastructure/Public Development Project</p> <p><input type="checkbox"/> DDA Project</p> <p><input type="checkbox"/> Private Development Project</p> <p><input type="checkbox"/> Other:</p>	<p>Project Location</p> <p><input type="checkbox"/> Entire Village</p> <p><input type="checkbox"/> Neighborhood:</p> <p><input type="checkbox"/> Other Geographic Area:</p>
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INSTRUCTIONS

Engagement Categories	Check "YES" or "NO" to decide which categories you will use for the project. If "YES" continue to strategies column on right.
Strategies	Check the box for the strategies you intend to use.
Time	Check the box for the point(s) in the project at which you will be using the selected strategy.
Audience	Write a description of who your target audience is for the selected strategy (e.g. seniors, kids, under-served populations, all residents, etc.). Describe any special considerations or techniques.
Advertising and Recruiting	Describe how you will make the public aware of the selected strategy or recruit stakeholders to participate. Add other notes if needed.
Result Release Timeline	Check the box for when results will be made public for feedback events.

ENGAGEMENT CATEGORY: INFORM Do we need/want to provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions?				<input type="checkbox"/> YES <input type="checkbox"/> NO
Strategies	Time	Target Audience	Advertising and Recruiting	Result Release Timeline
<input type="checkbox"/> Notice	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	<i>Special outreach considerations</i>		N/A
<input type="checkbox"/> Public Body Meeting	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	<i>Special outreach considerations</i>		According to state and local law.
<input type="checkbox"/> Mailing List	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	<i>Special outreach considerations</i>		N/A
<input type="checkbox"/> Public Access TV	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	<i>Special outreach considerations</i>		N/A
<input type="checkbox"/> Newsletter	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	<i>Special outreach considerations</i>		N/A
<input type="checkbox"/> Outdoor Signs	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	<i>Special outreach considerations</i>		N/A
<input type="checkbox"/> Neighborhood Meeting Visit	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	<i>Special outreach considerations</i>		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end
<input type="checkbox"/> Press Release	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	<i>Special outreach considerations</i>		N/A

ENGAGEMENT CATEGORY: CONSULT Do we want/need to obtain public feedback on analysis, alternatives, and/or decisions?				<input type="checkbox"/> YES <input type="checkbox"/> NO
Strategies	Time	Target Audience	Advertising and Recruiting	Result Release Timeline
<input type="checkbox"/> Public Hearing	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		According to state and local law.
<input type="checkbox"/> Survey	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end
<input type="checkbox"/> Social Media Feedback	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end
<input type="checkbox"/> Interviews	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end

ENGAGEMENT CATEGORY: INVOLVE				<input type="checkbox"/> YES <input type="checkbox"/> NO
Do we want/need to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered?				
Strategies	Time	Target Audience	Advertising and Recruiting	Result Release Timeline
<input type="checkbox"/> Town Hall Meeting	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end
<input type="checkbox"/> Pop-up Event	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end
<input type="checkbox"/> Focus Group	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end
<input type="checkbox"/> Public Workshop	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Target audience: Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end
<input type="checkbox"/> Walking Tour	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Target audience: Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end

ENGAGEMENT CATEGORY: COLLABORATE Do we want/need to partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution?				<input type="checkbox"/> YES <input type="checkbox"/> NO
Strategies	Time	Target Audience	Advertising and Recruiting	Result Release Timeline
<input type="checkbox"/> Charrette	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end
<input type="checkbox"/> Committee	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		Release within: <input type="checkbox"/> 2 wk <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mo <input type="checkbox"/> Project end

ENGAGEMENT CATEGORY: EMPOWER Do we want/need to place final decision-making in the hands of the public?				<input type="checkbox"/> YES <input type="checkbox"/> NO
Strategies	Time	Target Audience	Advertising and Recruiting	Result Release Timeline
<input type="checkbox"/> Ballot Measure	<input type="checkbox"/> Beginning <input type="checkbox"/> Middle <input type="checkbox"/> End	Special outreach considerations		According to state and local law.

