

PDD REMOTE COMMUNITY ENGAGEMENT STRATEGIES



PLANNING & DEVELOPMENT DEPARTMENT'S (PDD) ENGAGEMENT GUIDELINES DURING THE PANDEMIC

PDD works with the Department of Neighborhoods (DON) and partner departments/agencies (DPW, GSD, HRD, BSEED, DWSD, DLBA, DEGC) in two broad categories of community engagement:

1. Best practice neighborhood engagement, including: *Neighborhood Framework Plans & City- and Affiliate-led projects*
2. Required engagement for development projects, such as: *Community Benefit Ordinance (CBO) projects, Rezoning, Historic District Commission*

The following slides contain PDD's recommendations for continued community engagement using tools that allow for remote interaction and social distancing. These should also serve as a tool for other audiences and stakeholder to adapt and utilize where needed.

The background image shows the Eastern Market building, a large, classical-style structure with a prominent pediment. The words "EASTERN MARKET" are visible on the facade. In the foreground, a large group of people is walking through the market area, which appears to be an outdoor or semi-outdoor space with various stalls and displays. The entire image is overlaid with a dark blue tint.

BEST PRACTICE
NEIGHBORHOOD ENGAGEMENT
**(Neighborhood Framework Plans &
City- and Affiliate-led projects)**

PHASE 1: Raise Awareness

Information Needed/ Information to Share	Method	Tool	Description/Notes
<p>Make residents, business owners, stakeholders in project area aware of plan</p> <p>Advertise in person meetings</p>	Web-Based	City E-newsletter	GovDelivery
		Department Website	Record of flyers, presentations, videos, reports
		Social Media	
		Running Website FAQ	Keep a list going for those that join plan late, never come to a meeting
		DON Zoom Meeting	PDD to attend DON district Zoom meeting
	Phone-Based	Text Updates	GovDelivery
	Physical	Press Release	Typically for Meeting 1 + 4
		Lawn signs	
		Billboard/sign/marquee	
		Direct Mail	
		Neighborhood Assoc Newsletters	Usually email, some are mail
	In-Person	Joining agendas of existing Nhood Assoc/Block Club/Business Assoc meetings	On Hold
		Public Meeting/Town Hall	On Hold
	Other	Word of mouth	

PHASE 2: Feedback/Information Gathering

Information Needed/ Information to Share	Method	Tool	Description/Notes
Resident Needs/Ideas + Goals + Opportunities/Challenges Feedback on initial analysis/recs	In-Person	Public Meeting/Town Hall	On Hold
		Joining agendas of existing Nhood Assoc/Block Club/Business Assoc meetings	On Hold
	Web-Based	Online Survey (via newsletter)	Leaving up on website might expand audience
		Online Survey (on website)	Depends on desired audience
		Virtual Office Hours	via Zoom
		Zoom meetings	Virtual Town Hall, Focus Group/Stakeholder Group
	Phone-Based	Text Survey	Twilio? GovDelivery
	Physical	Flyering/Canvassing	Need to determine protocols
		"Plein Air" Planning	Place construction sign boards out in the neighborhood (storefronts, parks) with information and feedback mechanism
		Direct Mail	
		Census Kiosks	Use kiosks for surveys once Census work is complete
		Photovoice Competition	Social media competitions - tag photos of different activities/questions
Curated DIY walks		Create itinerary for residents to complete on own or with family units	

PHASE 3: Prioritization/Decision Making

Information Needed/ Information to Share	Method	Tool	Description/Notes
Get community feedback on ideas and prioritize the projects	In-Person	Public Meeting/Town Hall	On Hold
	Web-Based	Online Survey (via newsletter)	Leaving up on website might expand audience
		Online Survey (on website)	Depends on desired audience
		Virtual Office Hours	via Zoom
		Zoom meetings	Virtual Town Hall, Focus Group/Stakeholder Group
	Phone-Based	Text Survey	Twilio? GovDelivery
	Physical	Flyering/Canvassing	Need to determine protocols
		Direct Mail Survey	
		"Plein Air" Planning	Place construction sign boards out in the neighborhood (storefronts, parks) with information and feedback mechanism
		Census Kiosks	Use kiosks for surveys once Census work is complete



**REQUIRED ENGAGEMENT FOR
DEVELOPMENT PROJECTS**
(e.g., CBOs, Rezoning, Historic District Commission)

CBO Community Engagement Meetings

- Meeting notice with zoom meeting information mailed to Impact Area Residents, posted on website
- Held over Zoom, streamed on FB live, dial in number provided (potential to use public access tv channel)
- Recorded meetings posted to website with all presentation materials
- Meeting boards, printed information packets available from physical pick up and go site, comment collection
- Remote voting to seat NAC members

CBO Enforcement Annual Meeting

- Meeting notice emailed to everyone who signed into the CBO meetings, calls to those without email
- Limited flyering
- Meetings held over Zoom, streamed on FB live, dial in number provided
- Recorded meetings posted to website with all presentation materials
- Meeting boards, printed information packets available from physical pick up and go site, comment collection

Community Engagement for New Development Projects and Proposed Rezonings

- Meeting notice emailed to everyone who signed into the CBO meetings, calls to those without email
- Limited flyering
- Meetings held over Zoom, streamed on FB live, dial in number provided
- Recorded meetings posted to website with all presentation materials
- Meeting boards, printed information packets available from physical pick up and go site, comment collection

Historic District Commission (HDC)

- Meetings held on second Wednesday of each month via Zoom
- Meeting information listed on Planning and Development Department website: <https://detroitmi.gov/departments/planning-and-development-department/historic-district-commission-information>
- Written meeting notice with Zoom meeting information mailed by first-class mail not less than 14 calendar days before the hearing to owners of properties within the proposed historic district
- Meeting agenda and materials will be posted on PDD website in advance of meeting

THANK YOU!

