

Community Outreach Ordinance

Community Engagement Report

July 22, 2020

Beginning May 2020, Council President Brenda Jones and the Mayor's Office began extensive community engagement to inform residents and gather feedback on the proposed policy to inform and receive comments from residents on issues that impact their neighborhoods. The Community Outreach Ordinance as presented is the result of the various methods of outreach and engagement.

Council President Jones and staff in collaboration with the Mayor's Office have held 8 digital outreach meetings through Zoom with 5 of those meetings being broadcast live through Facebook. Meetings are currently available on Facebook, the City of Detroit website at www.detroitmi.gov/brendajones and via the City of Detroit YouTube for residents to access information. Meeting recordings were emailed via GovDelivery.

In addition to the community outreach meetings, there were two digital outreach surveys implemented since May and there is still a community outreach survey open and available for residents to comment and provide feedback. Survey can be found at www.detroitmi.gov/brendajones. Through the outreach meetings and digital surveys, the Office of Council President Brenda Jones and the Mayor's Office have been able to connect with residents on constituent matters, identify barriers and areas for improvement related to access to government for residents and get residents registered for the City of Detroit and City Council Member mailing lists. During the July 22, 2020 digital engagement, one resident reported *"this was the first time she felt truly engaged."*

The Office of Council President Brenda Jones and the Mayor's Office were also made readily available to attend community group meetings, have phone calls and conduct one-on-one meetings with residents that were unavailable for other forms of outreach.

Residents were provided notice of outreach, outreach options, digital surveys and provided documents. In total from May through July, over 15 emails were sent via GovDelivery to over 12,000 people. In May and July approximately 300 community groups and organizations were emailed from the Office of Council President Brenda Jones community leadership log. Additionally, 277 groups were contacted via phone. The Office of Council President Brenda Jones spoke with 155 community leaders and left 122 voice mail messages.

Digital Media notification was also implemented through Facebook, Instagram, and Twitter. Additionally, all policy documents have been readily available via the City of Detroit website at www.detroitmi.gov/brendajones and updated consistently since the introduction of the policy.

Community Outreach Ordinance Questions and Concerns

1000ft Hard Copy Notification

300ft Hard Copy Notification is required for in-person meetings only. Due to financial and staffing constraints, this stipulation cannot be changed. However, this matter will be addressed in the Community Engagement and Outreach Resolution.

Development and Tax Incentive Inclusion

The Community Benefits Ordinance is currently being amended. Therefore, residents have been informed that any items related to development or tax incentives should be addressed in the current Community Benefits Ordinance amendment process.

Digital Access

The current digital divide is a nation-wide issue that is being addressed on the local level by the Mayor's Office, the Detroit City Council and corporate partners. Furthermore, The Department of Neighborhoods has committed to working with all groups and organizations on a collaborative plan for enhancing outreach on a case by case basis due to the varied needs of each community. This matter will be addressed in the Community Engagement and Outreach Resolution.

Registration

Throughout the process residents have been actively informed on registration procedures and the database commitments will be addressed in the Community Engagement and Outreach Resolution.

Access to Documents

Community Members expressed concerns with being able to access all relevant information. The current ordinance requires the Administrative Summary to include all relevant information.