

Community Outreach Ordinance

Summary

The Office of Council President Brenda Jones

Proposed Amendment of Chapter 12 of the 2019 Detroit City Code, *Community Development*, by adding Article 10, *Community Outreach*

Community Outreach provides residents with the opportunity to weigh in on important issues impacting their communities. This ordinance seeks to create a standard community outreach policy within the City of Detroit to last for years to come and withstand any administration or legislative body. This ordinance excludes community activities regarding construction development projects. Those discussions are included in a separate ordinance for Community Benefits.

Sec. 12-10-1. Purpose

Implementation of community outreach policies that promote transparency and accountability and ensure community awareness on legislation, contracts, agreements, and resolutions related to the City Wide Proposals and Neighborhood Proposals.

Sec. 12-10-2. Application of article; limitations; exemptions

- A) The application of this article is limited to the City-Wide Proposals and Neighborhood Proposals as defined in Section 12-10-4 of this Code.
- B) This does not apply to any development projects governed by Section 12-8-1 of this Code. If a stricter form of community outreach is required by law, then this article will not apply.
- C) Requirements may be waived by City Council upon submission of a resolution by the Director of the Administering Department, identifying reasons that the requirements described in this application are impractical or infeasible, and identifying how the City will otherwise provide an opportunity for other forms of community outreach.

Sec. 12-10-3. Timing; requirement of article may be fulfilled by other mandated forms of outreach; appointment of liaison.

- Community outreach requirements can be fulfilled by other forms of outreach required by City Charter, local rules and regulations, or applicable state law, provided that such proceedings are noticed in accordance with the requirements stated in this article.
- Meeting requirements can be met by holding a community outreach meeting that address more than one city or neighborhood proposal.
- City Council will appoint a liaison from the Legislative Policy Division to monitor the community outreach process to provide updates to City Council.

Sec. 12-10-4. Definitions

Administering Department refers to the City department responsible for overseeing the supervision, management and execution of the City-Wide Proposals or Neighborhood Proposals identified in this section.

Administrative Summary means an administrative account of the purpose, geographic scope, cost/price analysis and effective date of the City-Wide Proposals or Neighborhood Proposal under consideration.

Camera surveillance technology means City-owned video cameras installed in the City for the purpose of observing an area unrelated to the execution of a search warrant or active criminal investigation.

Community Outreach means any Outreach Meeting, Technology Aided Outreach or Outreach Alert that provides community awareness on legislation, contracts, agreements and resolutions related to the City Wide Proposals and Neighborhood Proposals identified in this Article.

Community Outreach Plan means a report prepared by the Administering Department and the Department of Neighborhoods that provides a detailed description of the community outreach efforts that will be administered following City Council approval of the Class B Neighborhood Proposals identified in this Section.

Community Outreach Report means a report prepared by the Administering Department and the Department of Neighborhoods that provides a detailed account of the itemized concerns raised by the impacted neighborhood during the community outreach process and a proposed method to address each of those concerns.

City-Wide Proposal means all initiatives considered by City Council relating to the Mayor's annual recommended budget, bond proposals, any City-wide plan or contract to install bike lanes, any City-wide park improvement plan, and ballot initiatives that are led by either the administration or City Council. City Wide Proposals are subject to the process set forth in Subsection 12-10-21 (a) of this Code.

Class A Neighborhood Proposal means all initiatives considered by City Council relating to the approval of surplus property sales, contracts regarding street scape projects and construction, contracts regarding the installation of camera surveillance technology, and amendments to the City of Detroit's Master Plan. Class A Neighborhood Proposals are subject to the community outreach process set for in Subsection 12-10-23 (a) and (b) of this Code.

Class B Neighborhood Proposal means all initiatives considered by City Council related to neighborhood planning studies or contracts. Class B Neighborhood Proposals are subject to the process set forth in Subsection 12-10-23 (a) and (b) of this Code.

Class C Neighborhood Proposal means all initiatives considered by City Council by an Administering Department which relate to the installation of bike lanes. Class C Neighborhood Proposals are subject to the process set forth in Section 12-10-24 (a) of this Code.

Class D Neighborhood Proposal means all initiatives considered by an Administering Department which relate to the installation of speed humps or the installation of camera surveillance technology. Class D Neighborhood Proposals are subject to the process set forth in Section 12-10-25 of this Code.

Digital Notification means any form of automated communication received by e-mail or text message.

Impacted Neighborhood means the geographic area that will be impacted by the City Wide or Neighborhood Proposal as determined by the Administering Department or the Department of Neighborhood.

Neighborhood Planning Studies means any strategic analysis completed by the City's Planning and Development Department regarding neighborhood proposals which affect the social, economic, and physical development and conservation of the City.

Outreach Meeting means any in-person or virtual meeting that provides for discussion, dialogue, or comment among participants in which members of the public are able to take part.

Outreach Alert means any form of one-way communication that informs the community or impacted neighborhood of an issue, problem, opportunity or decision, which includes website postings, or digital notification.

Street Scape Projects and Construction means any commercial corridor roadway construction related to major aesthetic design improvements made in City neighborhoods which are intended to improve the safety and quality of life for city residents, which includes sidewalk replacement, lighting replacement, addition of furnishings, landscaping replacement and neighborhood branding efforts.

Surplus Property Sales means any sale of City property that is subject to the approval of City Council and involves at least five contiguous acres of publicly owned land which will be transferred to a private entity for a single project.

Technology Aided Outreach means any form of electronic communication transmitted by digital surveys or an on-line comment process that allows residents the opportunity to provide community comment on legislation, contracts, agreements, and resolutions related to the City Wide Proposals and Neighborhood Proposals identified in this Article.

Division 2. Notice and Distribution Requirements for Outreach Meetings, Technology Aided Outreach, and Outreach Alerts

Section 12-10-11. Notice requirements of Outreach Meetings

1. Before an Outreach Meeting is held, a notice of the meeting will be provided at least ten (10) days prior and should include the following:
 - a. Time, date and location of the meeting;
 - b. Administrative summary of the City-Wide or Neighborhood Proposal under consideration;
 - c. Procedures by which persons may request translation or interpretation services through the City's Human Rights Department;' and
 - d. Procedures by which person with disabilities may participate in the outreach process.

Section 12-10-12. Manner of providing notice of Outreach Meetings

The Administering Department in collaboration with the Department of Neighborhoods will provide notice of each Outreach Meeting by:

- a. Posting on the City of Detroit's website, the Department of Neighborhoods website, and the City of Detroit's social media page;
- b. Sending digital notification to all residents and entities registered in the Department of Neighborhoods' electronic database;
- c. Sending digital notification to City Council members and the established Community Advisory Councils representing impacted neighborhoods; and
- d. Providing hard copy distribution to all residents within 300 radial feet for in-person meetings.

Section 12-10-13. Notice requirements of Technology Aided Outreach

1. Before any Technology Aided Outreach is conducted, notice of the Technology Aided Outreach will be provided at least ten (10) days prior to the start of the outreach process to include the following:
 - a. Administrative Summary of the City-Wide or Neighborhood Proposal under considerations;
 - b. Procedures by which persons may request translation or interpretation services through the City's Human Rights Department;
 - c. Procedures by which persons with disabilities may participate in the outreach process; and
 - d. A contact number for persons to request assistance with participation in the outreach process.

Section 12-10-14. Manner of providing notice of Technology Aided Outreach

The Administering Department in collaboration with the Department of Neighborhoods will provide advance notice of Technology Aided Outreach by:

- a. Posting on the City of Detroit's website, the Department of Neighborhoods website, and the City of Detroit's social media page;
- b. Sending digital notification to all residents and entities registered in the Department of Neighborhoods electronic database; and
- c. Providing digital notification to City Council members and the established Community Advisory Council representing the impacted neighborhood.

Section 12-10-15. Notice requirements of Outreach Alert

All Outreach Alerts should include the following:

- a. An Administrative Summary of the Neighborhood Proposal under consideration;
- b. Procedures by which interested persons may request translation or interpretation services through the City's Human Rights Department;
- c. Procedures by which persons with disability may participate in the process; and

- d. A contact number for persons to request assistance with participation in the outreach process.

Section 12-10-16. Manner of providing Outreach Alerts

The Administering Department in collaboration with the Department of Neighborhoods will provide Outreach Alerts by:

- a. Posting on the City of Detroit's website, the Department of Neighborhoods website, and the City of Detroit's social media page;
- b. Sending digital notification to all residents and entities registered in the Department of Neighborhoods electronic database; and
- c. Providing digital notification to City Council members and the established Community Advisory Council representing the impacted neighborhood.

Section 12-10-17. Distribution requirements of City Council and the established Community Advisory Councils

City Council and the established Community Advisory Councils representing the impacted neighborhood shall forward notice of any Outreach Meetings, Technology Aided Outreach or Outreach Alerts by sending digital notification of the outreach process to registered residents and entities on their respective distribution lists.

Division 3. City-Wide Proposals, Class A Neighborhood Proposals, Class B Neighborhood Proposals, and Class D Neighborhood Proposals

Section 12-10-21. City-Wide Proposals

Community Outreach Process:

1. Before submitting a City-Wide Proposal to City Council, a representative of the Administering Department in collaboration with the Department of Neighborhoods should hold:
 - a. One outreach meeting in each of the seven (7) City Council districts.
2. The Administering Department should present an Administrative Summary of the proposed legislation, contract, agreement or resolution at the meeting(s) required and discuss ways in which the proposed legislation, contract, agreement or resolution is anticipated to affect the impacted

neighborhood.

3. If an Outreach Meeting is not feasible, Technology Aided Outreach may be used to allow community input for a minimum of **four (4) weeks**.
4. The Administering Department in collaboration with the Department of Neighborhoods should provide a Community Outreach Report to city Council regarding the proposed legislation, contract, agreement or resolution, prior to the request for any approval of a City-Wide Proposal.

The Community Outreach Report should contain:

- a. A detailed account of notice provided to organize the community outreach process;
- b. An itemized list of concerns raised by the impacted neighborhood during the outreach process;
- c. Any proposed method to address the concerns raised by the impacted neighborhood, or why a particular concern will not be addressed;
- d. Any submitted letters, comments, or reports from a resident business, neighborhood organization or community group within the City of Detroit; and
- e. If provided, a report from the established Community Advisory Council within each district.

Section 12-10-22. Class A Neighborhood Proposals

Community Outreach Process:

1. Before submitting a Class A Neighborhood Proposal to City Council for consideration, a representative of the Administering Department in collaboration with the Department of Neighborhoods should hold:
 - a. **Two (2) Outreach Meetings in the impacted neighborhood.**
2. The Administering Department should present an Administrative Summary of the proposed legislation, contract, agreement or resolution at the meeting(s) required and discuss ways in which the proposed legislation, contract, agreement or resolution is anticipated to affect the impacted neighborhood.
3. If an Outreach Meeting is not feasible, Technology Aided Outreach may be used to allow community input for a minimum of **two (2) weeks**.

4. The Administering Department in collaboration with the Department of Neighborhoods shall provide a Community Outreach Report to city Council regarding the proposed legislation, contract, agreement or resolution, prior to the request for any approval of a Class A Neighborhood Proposal.

The Community Outreach Report should contain:

- a. A detailed account of notice provided to organize the community outreach process;
- b. An itemized list of concerns raised by the impacted neighborhood during the outreach process;
- c. Any proposed method to address the concerns raised by the impacted neighborhood, or why a particular concern will not be addressed;
- d. Any submitted letters, comments, or reports from a resident business, neighborhood organization or community group within the City of Detroit; and
- e. If provided, a report from the established Community Advisory Council within each impacted neighborhood.

Section 12-10-23. Class B Neighborhood Proposals

Community Outreach Process:

1. Before submitting a Class B Neighborhood Proposal to City Council for consideration, a representative of the Administering Department in collaboration with the Department of Neighborhoods should hold:
 - a. Two (2) Outreach Meetings in the impacted neighborhood.
2. The Administering Department should present an Administrative Summary of the proposed legislation, contract, agreement or resolution at the meeting(s) required and discuss ways in which the proposed legislation, contract, agreement or resolution is anticipated to affect the impacted neighborhood.
3. If an Outreach Meeting is not feasible, Technology Aided Outreach may be used to allow community input for a minimum of two (2) weeks.
4. The Administering Department in collaboration with the Department of Neighborhoods should provide a Community Outreach Report to City Council regarding the proposed legislation, contract, agreement or resolution, prior to the request for any approval of a Class B Neighborhood Proposal.

The Community Outreach Report should contain:

- a. A detailed account of notice provided to organize the community outreach process;
- b. An itemized list of concerns raised by the impacted neighborhood during the outreach process;
- c. Any proposed method to address the concerns raised by the impacted neighborhood, or why a particular concern will not be addressed;
- d. Any submitted letters, comments, or reports from a resident business, neighborhood organization or community group within the City of Detroit; and
- e. If provided, a report from the established Community Advisory Council within each district.

In addition to, the outreach requirements required in Subsection (a) of this section, the Administering Department and the Department of Neighborhoods shall submit a Community Outreach Plan to City Council providing a detailed description of all community outreach efforts that will be administered following City Council's approval of the Class B Neighborhood Proposal.

Section 12-10-24. Class C Neighborhood Proposals

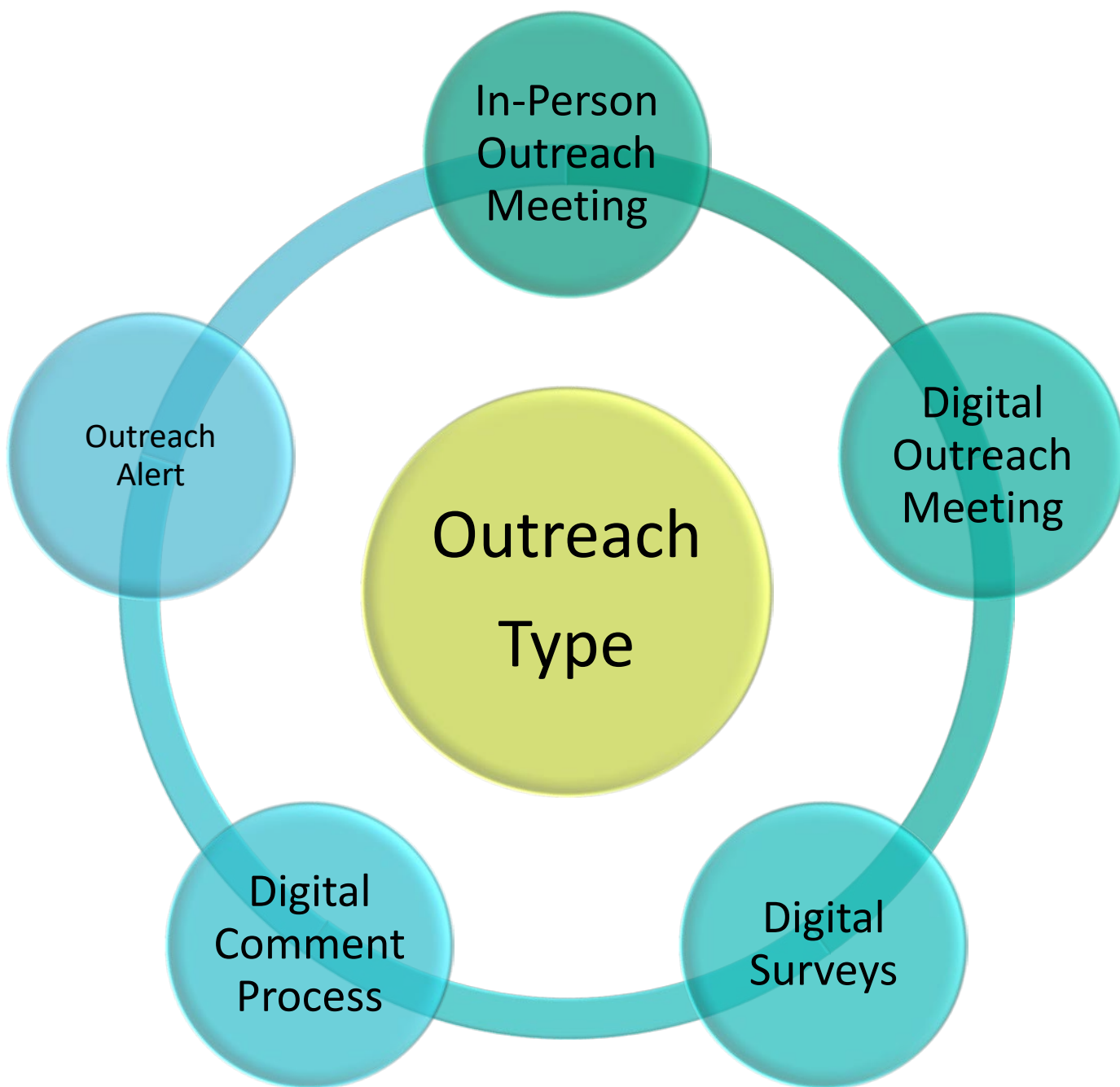
Community Outreach Process:

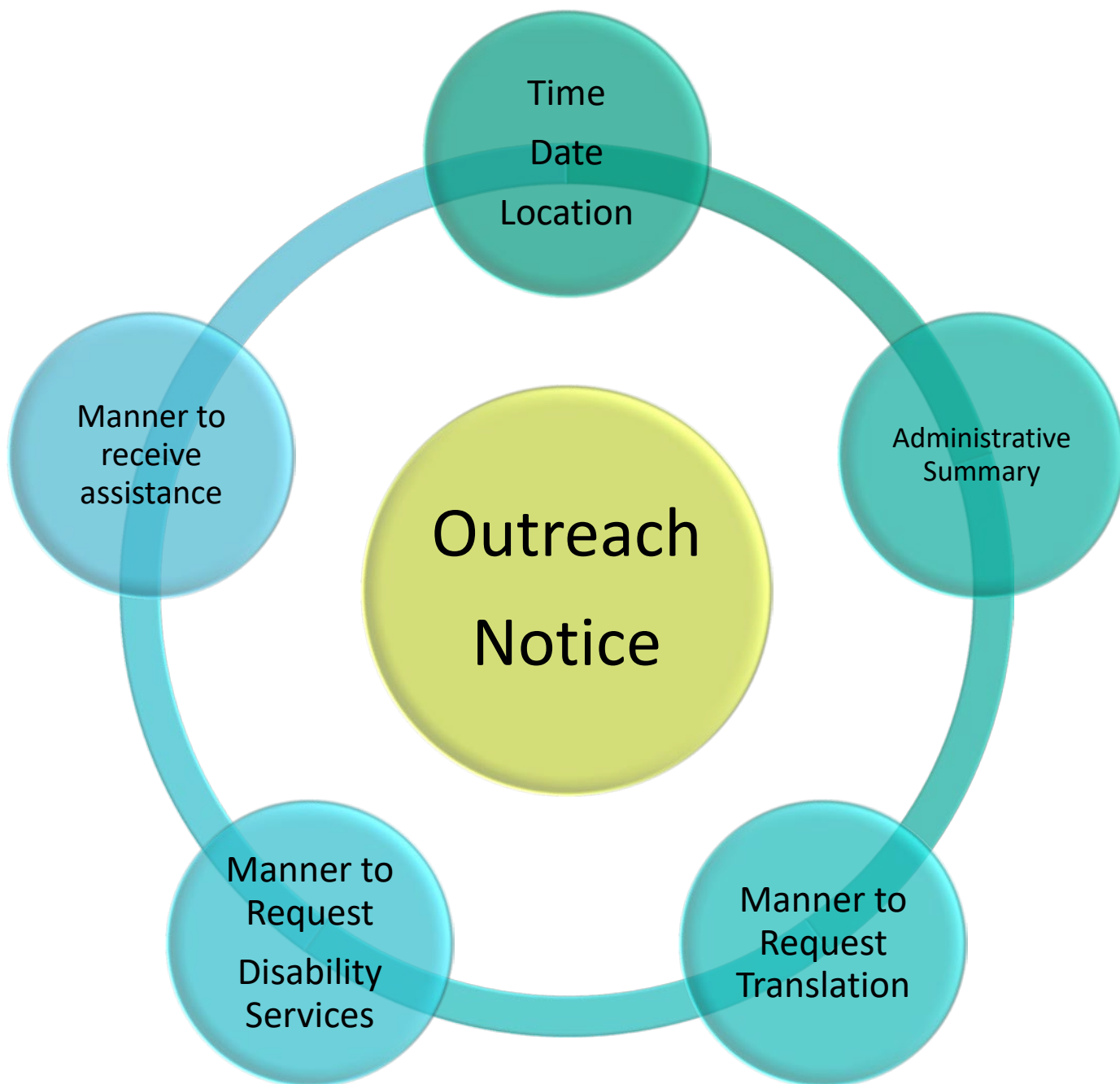
1. Prior to taking any action with regard to a Class C Neighborhood Proposal, a representative of the Administering Department, in collaboration with the Department of Neighborhoods shall:
 - a. Two (2) Outreach Meetings in the impacted neighborhood.
2. The Administering Department should present an Administrative Summary of the proposed legislation, contract, agreement or resolution at the meeting(s) required and discuss ways in which the proposed legislation, contract, agreement or resolution is anticipated to affect the impacted neighborhood.
3. If an Outreach Meeting is not feasible, Technology Aided Outreach may be used to allow community input for a minimum of two (2) weeks.

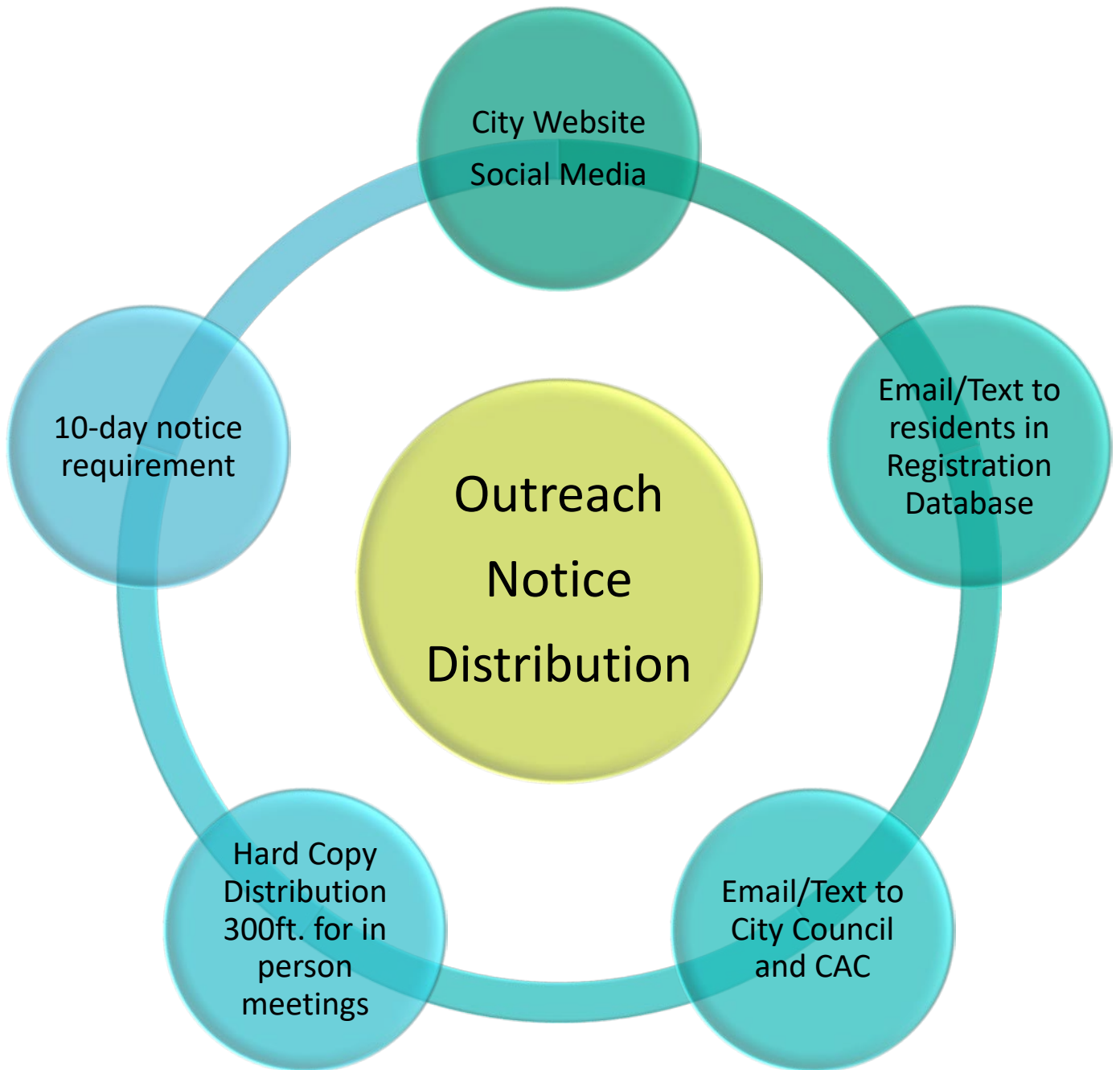
Section 12-10-25. Class D Neighborhood Proposals

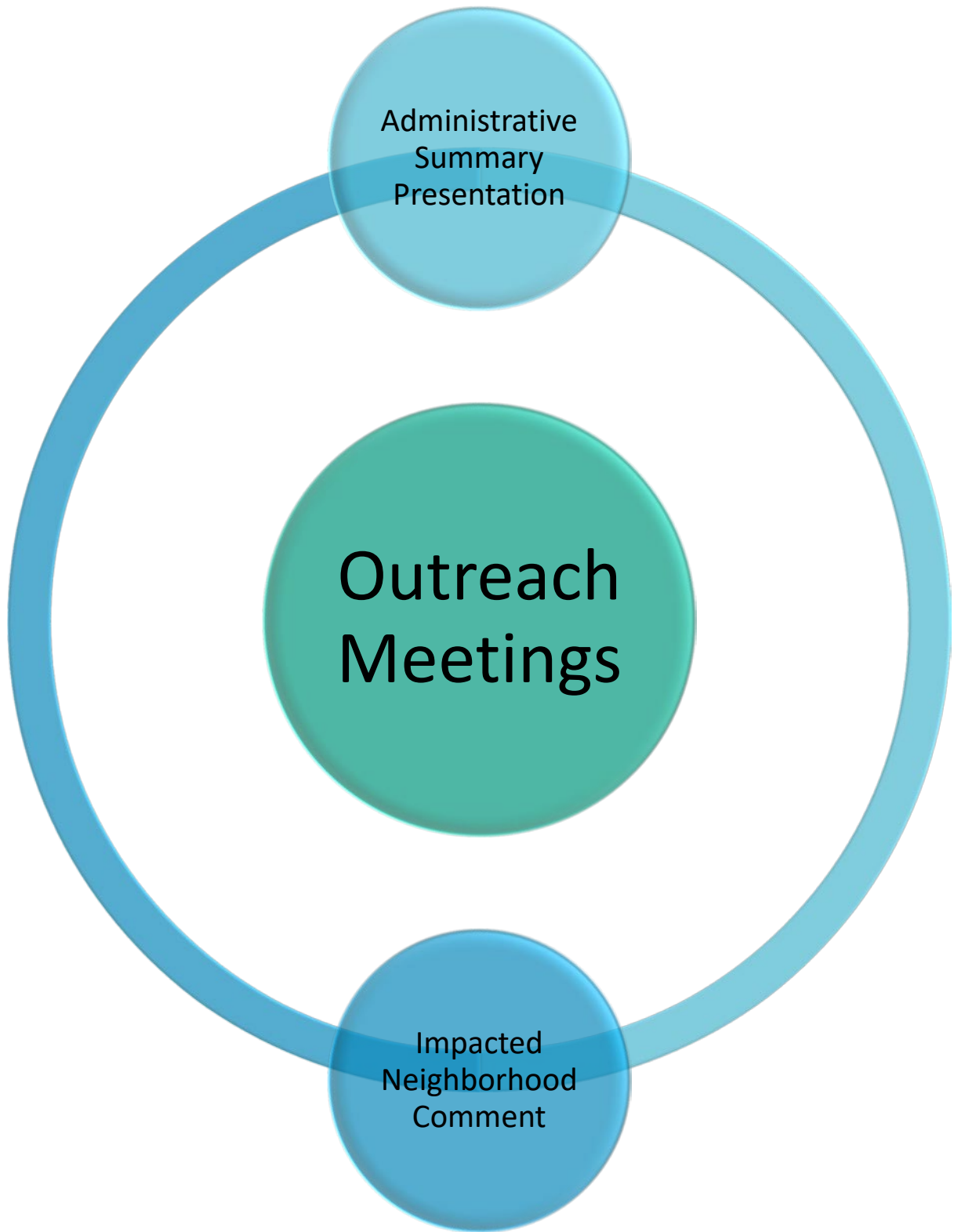
Community Outreach Process:

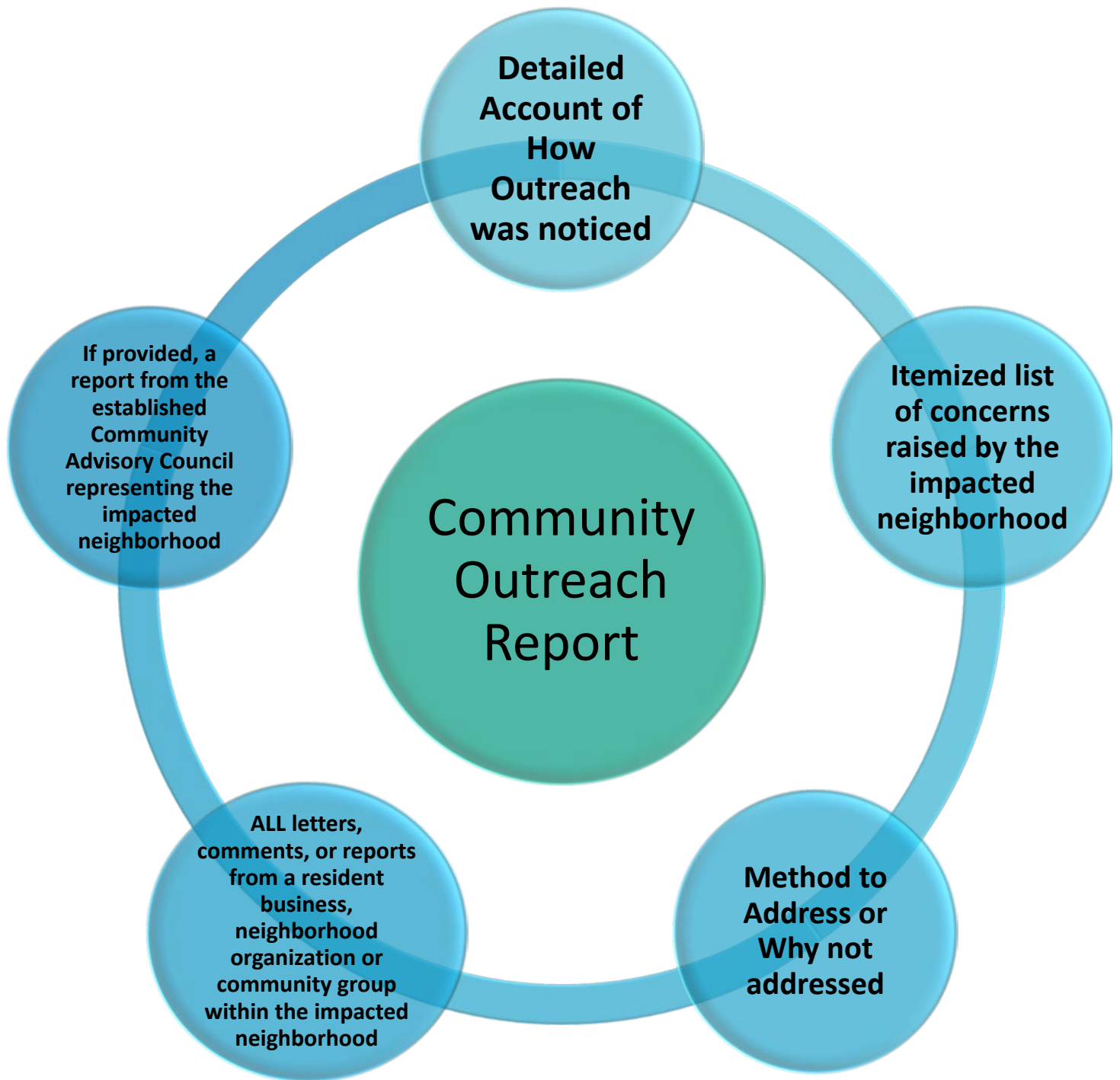
The Administering Department and the Department of Neighborhoods should provide an Outreach Alert to the impacted neighborhood of when the Administering Department plans to implement a Class D Neighborhood Proposal in accordance with the requirements of Section 12-10-15 through Section 12-10-17 of this Article.

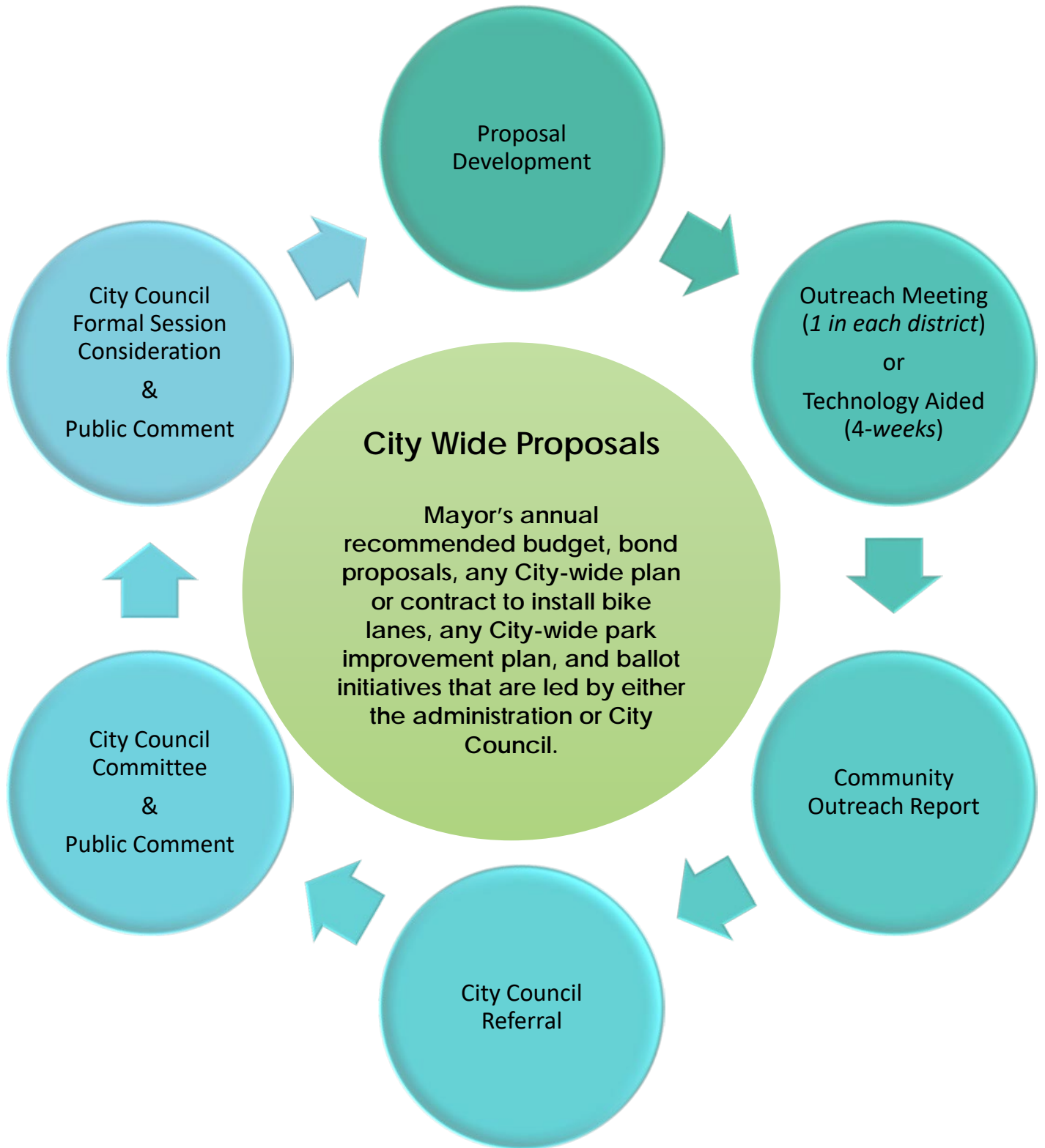




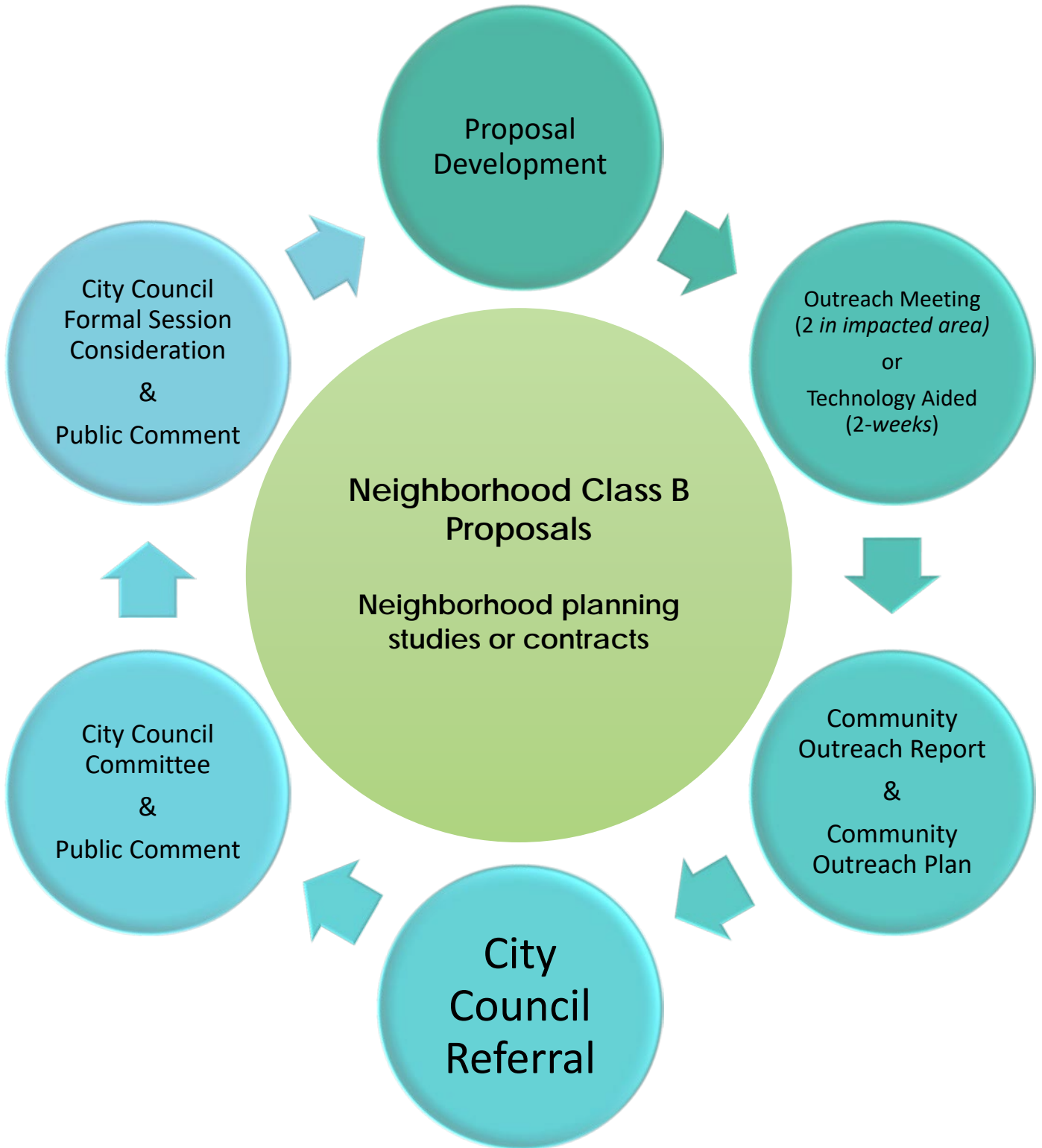




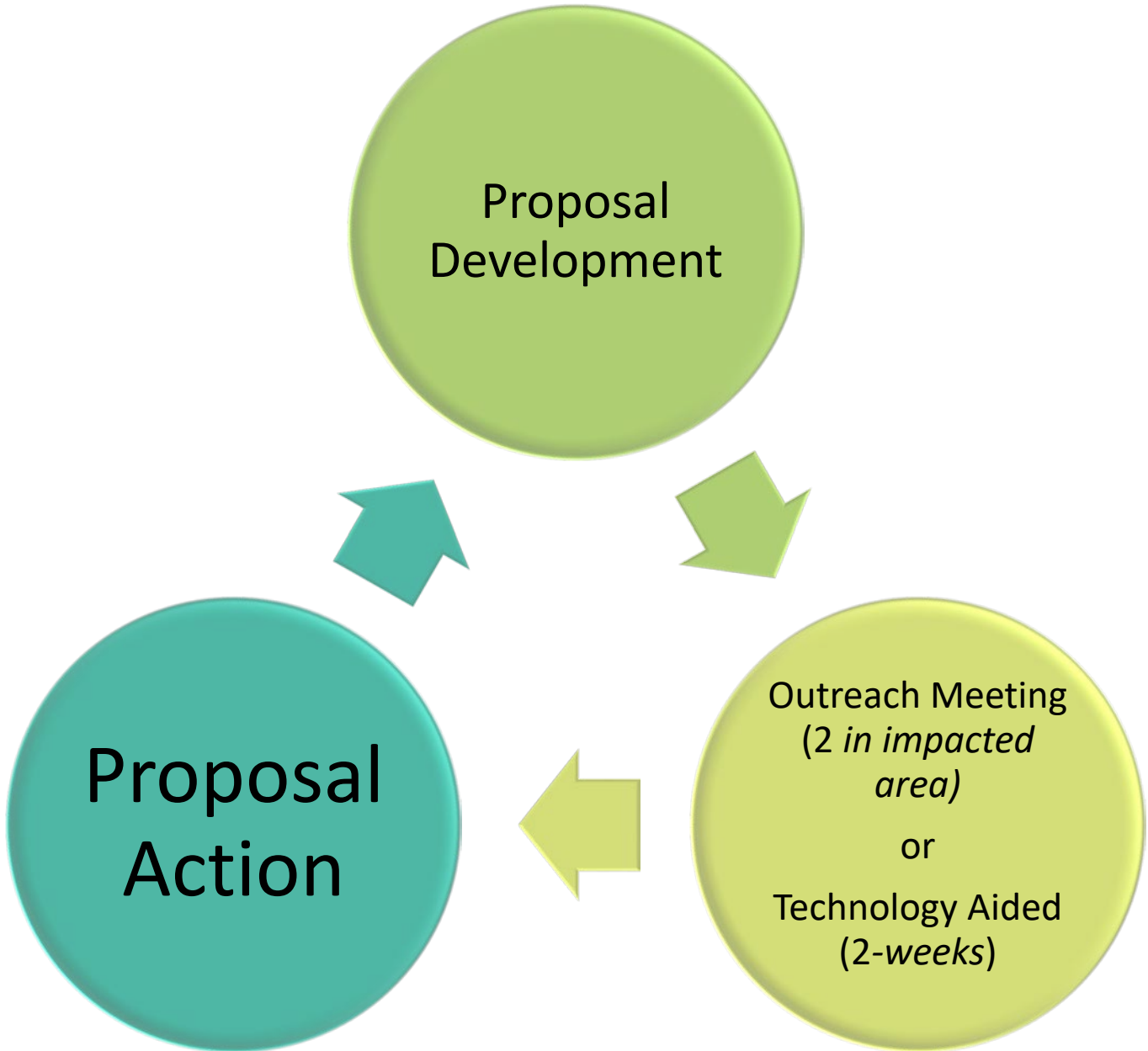








Neighborhood Class C Installation of Bike Lanes



Neighborhood Class D

Installation of Camera Surveillance Technology

Installation of Speed Humps

