



City of Roseville

Public Participation Plan

Adopted 1.25.2021

Introduction

Public participation, when properly executed, builds community consensus, and strengthens the community's pride in the place they live. Creating a culture of collaborative visioning enriches democracy by allowing citizens to voice their ideas, not just their complaints. A community's Public Participation Plan (PPP) is not a document to be created and shelved but should serve as a guide for how to best incorporate the public into decision-making. We believe that the result will be development that the whole community has planned for, smoother approval processes, and a more satisfied public.

Although this PPP was designed specifically for the planning commission, it can be used as a template for other boards and commissions. The city of Roseville Planning commission (PC) has developed this PPP in an effort to ensure that the Roseville citizens are informed of issues that affect them and the city. The purpose of the PPP is to promote meaningful community involvement and to describe strategies the PC will use to engage a representative sample in public decision-making.

History

Roseville, MI is a community of almost 48,000 residents. While the city is almost fully developed, a proactive approach to attracting and retaining businesses over the years has led to reinvestment and expansion of existing properties. The housing stock has created opportunities for young families, as well as long-time residents who wish to remain in Roseville.

Roseville is home to companies in the automotive, military, paper recycling, food service industries, and many more. Approximately 681 acres of Roseville are devoted to industrial property. Easy access to I-94 and I-696, Groesbeck Highway, and the CN Railway make Roseville desirable to many industries according to the U.S. Census.

The Public Participation Plan's Goals & Objectives

- Notify the public of opportunities for comment and include them in key decisions.
- Provide information and promote public understanding of the PC process.
- Open and maintain communication between the public, PC, and other city agencies.
- Ensure the public's questions are answered and concerns are addressed.

State and Local Regulations

The Michigan Open Meetings Act

In accordance with the Michigan Open Meetings Act ([PA 267 of 1976](#)), the City of Roseville planning commission will hold meetings in the City Hall building located at 29777 Gratiot Avenue, Roseville Michigan 48066, which is accessible to the general public.

The public will be notified within 10 days of the first meeting of the planning commission in each calendar or fiscal year; the Planning commission will publicly post a list stating the dates, times, and places of all its regular meetings at its principal office.

If there is a change in schedule, within three days of the meeting in which the change is made, the planning commission will post a notice stating the new dates, times, and places of regular meetings.

For special and irregular meetings, in accordance with the statute, the planning commission will post a notice indicating the date, time, and place at least 18 hours before the meetings.

NOTE: A regular meeting of the planning commission which is recessed for more than 36 hours can only be reconvened if a notice is posted 18 hours in advance.

The Planning commission will hold emergency sessions without a written notice or time constraints if the public health, safety, or welfare is severely threatened and if two-thirds of the body's members vote to hold the emergency meeting.

The Michigan Planning Enabling Act – Master Plan

In accordance with the Michigan Planning Enabling Act ([PA 33 of 2008](#)) the following parties will be notified via first class mail, personal delivery, or electronic mail by the Planning commission (or legislative body if no Planning commission exists) of the intent to plan and request the recipient's cooperation and comment:

- The planning commission of each municipality located within or contiguous to the local unit of government
- The county in which the municipality is located
- The regional planning commission for the region in which the municipality is located, if there is no county planning commission for the county in which that municipality is located. If there is a county planning commission, the municipal planning commission may consult with the regional planning commission but is not required to do so
- The county planning commission, or if there is no county planning commission, the county Board of Commissioners for the county in which that municipality is located
- Each public utility company, railroad company, and public transportation agency owning or operating a public utility, railroad, or public transportation system within the local unit of government, and any government entity that registers its name and mailing address for this purpose with the planning commission
- If the master plan will include a master street plan, the county Road Commission, and the state transportation department.

After the draft master plan has been submitted to the legislative body for review and approval for distribution, the draft plan will be submitted to the previously listed entities for review for 63 days. Before approving a proposed master plan, the planning commission will hold not less than one 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. 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 a newspaper of general circulation within the local unit of government. The planning commission will also submit notice of the public hearing as outlined in the Act.

After the adoption of the master plan, the planning commission may publish and distribute copies of the master plan or of any report and employ other means of publicity and education.

Key Stakeholders

Identifying key stakeholders is the first step to ensuring that interested groups are not left out of city-related discussions. The list of stakeholders will continue to evolve to include new groups that wish to play a civic role. The stakeholders include (but is not limited to) the following:

- Downtown Development Authority
- City Council
- Roseville Park and Recreation Board
- R.A.R.E
- Roseville Citizen Advisory Committee
- City Departments
- Macomb County
- SEMCOG
- School districts/colleges
- SMART
- Business owners
- Non-profits/charities (Eastpointe/Roseville Chamber, etc.)
- Religious institutions
- MDOT
- MEDC
- Residents
 - Disabled
 - Minority groups
 - Youth
 - Seniors

Proactive Practices for Engaging the Public

The Planning commission intends to employ public participation methods that are more proactively focused on education and collaborative visioning. The Planning commission, with the assistance of the planning consultant and the city of Roseville Building Department, shall determine the party/parties to lead the activities considered below. The following examples, while not exhaustive, provide a sample of activities that can be used to facilitate community involvement and public input.

- **Public Hearing** - Required prior to public adoption of an ordinance or a master plan. It is the most structured, but least effective because it tends to come at the end of the process and is a forum for public input rather than public engagement.
 - Planning process: all processes required by statute, and major issues/changes that would extend good will to the community
 - Results shared via: meeting minutes or video recording

- **Public Meeting** - An informal process for sharing and receiving feedback through unstructured or structured dialogue on planning related topics.
 - Planning process: any planning related topic
 - Results shared via: meeting minutes or video recording posted on the city's website
- **Joint Meetings** - When a planning process or document crosses the purview of several different public bodies, a series of joint meetings should be scheduled throughout the project phases to align expectations, goals, and desired outcomes. This can help alleviate potential delays during the approval process. Ideally, meetings would be scheduled in the beginning, at the midpoint, and towards the end of the process with a skilled facilitator.
 - Planning process: master plans, zoning ordinance updates
 - Results shared via: meeting minutes or video recording posted on the city's website
- **Negotiation and Mediation** - This process, a formal dispute resolution method, is conducted by trained and neutral mediators with the goal of achieving consent to move forward with a solution that all parties can accept. This process clarifies issues, addresses concerns, and helps parties see value in the "other side." This method would be used mostly in contentious disputes.
 - Planning process: land disputes, any issue that the city cannot reach consensus
 - Results shared via: depending on the sensitivity of the subject, results do not need to be shared
- **Opinion Surveys** - Surveys are useful for identifying specific areas of interest, concerns, priorities, and behaviors from a broad group that are otherwise hard to collect using other methods. These areas of interest can then be further explored using other methods (outlined below). Surveys can be useful to get a general idea of a subject but should not be used as the sole method of public input. It is best to administer surveys in conjunction with community partners who can reach larger segments of the population. As with most public input efforts, it is best to vary the delivery method (mailed, handed out, electronic) and include bilingual language if applicable. This method can accurately represent the opinion of the city or area affected as long as the sample is representative of the universe (*random sample*).
 - Planning process: master plan, subarea plans, corridor plans, redevelopment projects
 - Results shared via: summary of results can be shared on the city's website or a specific project website
- **Visual Preference Survey** - Involves showing a series of pictures and having participants rate them on a scale.
 - Planning process: master plan, subarea plans, corridors plans, redevelopment projects
 - Results shared via: summary of results can be shared on the city's website or a specific project website, results can also be shared in real time virtually or at an in person event
- **Focus groups** - Focus groups help to narrow down, refine concepts, or expose different sides of an issue. Stakeholder groups make ideal participants because they can share their point of view

and problem solve complex issues in a safe place. The PC, once it hears each side's perspective, will be able to see the larger picture before it makes a decision.

- Planning process: master plan, subarea plans, corridors plans, redevelopment projects
 - Results shared via: summary of results can be shared on the city's website or a specific project website, confidentiality can be preserved on sensitive topics
- **Social networking-** Technology offers a unique opportunity to disseminate information to a mass of people. Social networking best serves planning commission when it needs to post events and share information. However, there are some reasons to limit the use of this tool because of its potential to spread misinformation, be a forum for disrespectful and unconstructive comments, and exclude those who do not use social media. Social media accounts should be managed by a dedicated staff person.
 - Planning process: N/A; useful as a one-way channel to share information
 - Results shared via: N/A
 - **Standing committees-** These are focus groups that meet regularly. They are a great way to engage concerned residents, underrepresented groups, or groups that have specific needs in the community, such as students or seniors. This is an opportunity for Roseville to draw from the expertise of residents, perhaps organizing a standing committee of real estate professionals, business owners, and brokers to offer feedback.
 - Planning process: any planning project, but generally one that requires specific feedback and data sharing
 - Results shared via: meeting minutes, summary of findings, or recording posted on the city's website or a project specific website
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 - **Citizen Advisory Committee -** Since Michigan law allows planning commissions to create committees with members who are not on the commission, this method allows for a broad cross-section of the community and/or a select panel of experts to be involved in the decision-making process.
 - Planning process: any planning process or project, especially one that requires data collection and interpretation and would benefit from community oversight
 - Results shared via: meeting minutes, summary of findings, or recording posted on the city's website or project specific website
 - **Facilitation -** A structured meeting where a trained third-party person to help a group meet its goals by actively involving members, resolving conflicts as it arises, and managing group dynamics to achieve tangible results.
 - Planning process: visioning, goal setting
 - Results shared via: meeting minutes, summary of findings, or recording posted on the city's website or a project specific website
 - **Delphi Technique -** This technique can be thought of as an expert brainstorming session. The method works by having experts respond anonymously to series of questions. The responses are sent to a facilitator who provides a summary of the responses. The experts are encouraged to refine their answers based on other's responses so that they converge into the "best" solution

based on a synthesis of the other perspectives provided. The process continues with the goal of building consensus.

- Planning process: specific planning topics (i.e. what to build on a site)
 - Results shared via: summary of findings or recording posted on the city's website or a project specific website
- **Video Chat and Videoconferencing Services** – This technique is used when meeting face to face is not convenient or allowed (i.e. during a global pandemic). Virtual services allow one-to-one interaction, as in the case of FaceTime Facebook Video Chat, and Skype, or multipoint (or one-to-many) interaction, as in the typical case of Google Hangouts or Zoom. Video services are typically conducted via a computer, table, or smartphone device. Videoconferencing refers to multipoint (3 or more participants) audio and video interaction deployed in a business setting, whereas video chatting most frequently refers to one-to-one video calls. During COVID-19, visioning sessions were held using a combination of videoconferencing technology and software for sharing ideas and voting on priorities. While there is some communication lost in not holding an in-person discussion, some access is gained by allowing residents to participate remotely that would otherwise find it difficult to attend an in person meeting at a specific location. It is likely that a combination of in person and virtual sessions can achieve greater participation.
 - Planning process: planning commission meetings, visioning or surveying the public for a master plan or other planning project
 - Results shared via: meeting minutes or recording posted on the city's website
- **Community workshops** – Workshops have a flexible format; they can consist of a series of question and answer sessions or be as creative as creating a board game designed to get participants thinking about challenges, opportunities, and solutions. The planning commission will identify potential venues, considering access for the disabled and citizens without vehicles. In addition, the PC will identify how to reach underrepresented groups. For example, holding workshops in different languages to suit Roseville's demographics and at different locations and times. The workshop facilitator could be a consultant, active citizen, or municipal staff. Often workshops are a great way to educate the community surrounding a specific topic and hear concerns, questions, and ideas.
 - Planning process: master plan, major redevelopment
 - Results shared via: master plan, a summary of findings from the workshop can be posted on the city's website or a project specific website
- **Visioning** - This is where stakeholders and citizens develop a common vision for the community. This can be done through a facilitated conversation or through brainstorming and sharing activities with the public.
 - Planning process: master plan
 - Results shared via: master plan, summary of results posted on the city's website or project specific website

- **Charrette** - A multi-day, collaborative planning event that harnesses the talents and energies of all affected parties to create and support a feasible plan that represents transformative community change, usually focused on a design solution to an existing problem. In a charrette, participants work in a team setting and incorporate each participants’ unique contribution into a design solution to share with the group at large. Design options are refined by repeating this process. Many times, it leads to a faster decision process because a winning idea, backed by consensus, is presented in a matter of days.
 - Planning process: redevelopment project, parking planning, streetscaping
 - Results shared via: design options can be shared in City Hall or locations throughout the city and digital versions on the city website or project specific website

- **Events** - Going to the people,” as opposed to waiting for the public to come to a meeting at City Hall, is one example of a more proactive approach for soliciting residents’ feedback. When popular events are taking place, the city can “staff” them with city employees or an established network of volunteers to reach a broader cross section of the population. The purpose of staff’s attendance should be clear as to whether it is primarily a one-way communication from the city, a solicitation of feedback from residents, or whether it set up for an informational exchange. Any staff person or volunteer should be trained prior to the event on the parameters of information gathering, for example, whether visitors’ perspectives should be counted and if they hold equal weight as residents.
 - Planning process: any planning project
 - Results shared via: summary of findings posted on the city’s website or project specific website

When to Use Participation Techniques

<i>Technique</i>	<i>Required by law</i>	<i>Useful for Early Involvement</i>	<i>Conducive for Issue Framing</i>	<i>Allow for Consensus</i>	<i>Conducive for Collaboration</i>
Public Hearing	x				
Public Meeting		x			
Joint Meetings		x	x	x	x
Negotiation/Mediation			x	x	x
Opinion Survey		x	x		
Visual Preference Survey		x	x		
Focus Group		x	x	x	
Social Networking		x	x		
Standing Committees		x	x	x	
Citizen Advisory Committee		x	x	x	
Facilitation		x	x	x	x
Delphi Technique		x	x	x	x
Video Chat and Conferencing	x				

Community Workshop		X	X		
Visioning		X	X	X	X
Charrette		X	X	X	X
Standing Committees		X	X	X	
Events		X	X		

Routine Ways to Receive and Communicate Results

- Hold public meetings when required by statute at times and locations that are convenient to the community. Announce public meetings through various channels: Cable Access Channel, the city website, and social media pages, i.e., *Twitter, LinkedIn, and Facebook*. When the state declares an emergency, such as a pandemic, meetings may take another form to avoid face to face contact. Public comments should be reflected in the meeting minutes and posted on the city’s website.
- Use comment periods as the primary method to get feedback from the public on proposed decisions.
 - Provide length of public comment period as required.
 - If state or federal holidays occur during a comment period, extend the end date of the comment period one day for every day of holiday.
 - During the comment period, invite the public to comment in writing, or if a public hearing is held, provide opportunities for oral comment.
 - Place all comments received during the public comment period into central files of the planning commission kept by the office of the City Clerk.
 - After the public comment period, review all comments received. The planning commission may, but is not required to, respond to both written and oral comments in a responsiveness summary. If a summary is created, make the summary available with other documents at the information repositories listed below.
 - Provide public comment periods on modifications to any action taken by the planning commission.
- Create and maintain a list specific to the planning commission for parties interested in receiving updates on planning commission activities.
 - Include neighboring property owners, public agencies, elected officials, tribes, schools, libraries, public utilities, individuals that have requested notices, and other known interested parties on the list.
 - Maintain and update the list as needed at City Hall. The public will be able to contact the appropriate department to be added to or removed from the list.

- Make copies of the proposed changes available to the public for review and comment. Place copied materials at public locations convenient for the local community to access and review for the duration of the process. Use the following locations as information repositories:
 - Roseville City Hall
29777 Gratiot
Roseville, MI 48066
586.445.5450
 - Roseville Recreation Center
Roseville Senior Center
18185 Sycamore
Roseville, MI 48066
586.777.7177
- Post site information and documents on the City of Roseville's website at: <http://www.roseville-mi.gov>.
- Make copies of documents available for a fee through the Building Department at Roseville City Hall.
- Use a variety of methods to inform the community of public meetings, comment periods, and related activities.
 - Place announcements in the City of Roseville's newsletter. Make copies of the newsletter available to the public. Make copies of the newsletter available on the City of Roseville website at: <http://www.roseville-mi.gov>.
 - Place announcements of the public comment period and, if requested, public meeting the City of Roseville's *Public Events Calendar* at: <http://www.roseville-mi.gov>.
 - Direct the public to pertinent websites that include links for all resources that do not contain sensitive information (including all notices, public comment period dates, documents proposed for review, fact sheets, legal ads, and exhibits).
 - Create and distribute fact sheets to persons and organizations interested in the activities of the planning commission. Display fact sheets at the information repositories and make them available on the City's website and at City Hall.
 - Place a legal ad in the newspaper of general circulation announcing any public comment period or meeting. Include information about the proposed action, a request for public comment, and the dates of the public comment period in the ad.
- Review the plan annually. If substantial changes are necessary, the planning commission will submit the revised plan to the public for review and comment. The review of the PPP will be included in the Annual Report that is provided to the governing body.