

CITY OF GAYLORD

Public Participation Plan





I. Introduction

The City of Gaylord has developed a Public Participation Plan for Planning and Development Projects that contains the policies and procedures used for public involvement and outreach in the City's approval process. The plan contains the following:


- 1. Public Participation Goals and Objectives**
- 2. Key Stakeholders in the Planning and Development Process**
- 3. State and Local Regulations**
- 4. Public Involvement Strategies**
- 5. Opportunities for Public Participation**

The City of Gaylord is required by State law, The City's Complied Ordinances, Charter and General Code, City's Zoning Ordinance and the bylaws of the various Boards and Commissions it appoints to pursue public participation in planning and development projects. The City follows a public involvement process that provides information in a timely public notice and encourages early and continuing involvement of stakeholders in the planning and review process.

II. Stakeholders:

What is a stakeholder?

Stakeholders can be internal or external to an organization. Internal stakeholders are people whose interest in a company comes through a direct relationship, such as employment, ownership, or investment. External stakeholders are those who do not directly work with a company but are affected somehow by the actions and outcomes of the business. Suppliers, creditors, and public groups are all considered external stakeholders.



The following group of stakeholders represents a diverse set of individuals, groups and organizations that are interested or affected by the Planning and Land Use process. Different groups may be engaged in each of the review processes depending on the nature of the project, the plan, level of interest and the City’s financial involvement in the project.

- City Council
- City Planning Commission
- Downtown Development Authority
- Downtown Merchants Association
- City Residents
- Gaylord Public Schools
- St. Mary’s Cathedral School
- Gaylord Area Chamber of Commerce
- Northeast Michigan Council of Governments
- Otsego County Economic Alliance
- Commercial Brokers and Real Estate Professionals
- Senior Citizens
- Public Employees
- Otsego County Commission on Aging
- Major Local Employers
- Townships
 - Bagley
 - Hayes
 - Livingston
- * Civic and Social Organizations
- * Environmental Groups
- * Otsego Community Foundation
- * Otsego County Bus System
- * Relevant State Agencies
 - * Neighborhood groups
- * Religious groups
- * Gaylord Area Tourism Bureau
 - * Investors/Developers
- * Otsego County
- * Utility Service Providers
- * Michigan Department of Transportation
- * Emergency personnel
- * Medical personnel/groups
- * Gaylord Regional Airport



III. Goal & Objectives

The City of Gaylord has developed the following Public Participation Goals and Objectives:

1. The City of Gaylord shall conduct all aspects of citizen participation openly, making the participation process accessible for all interested persons.
2. The City of Gaylord shall engage a diverse set of community stakeholders in planning, land use, and development decisions.
3. The City of Gaylord shall seek to identify and involve a broad and representative cross-section of the community's residents.
4. The City of Gaylord evaluates each project on an individual basis to determine project scope, stakeholders, project limitations, approving body, points of community impact during the decision-making process, internal and external resources, and level of appropriate community involvement.
5. The City of Gaylord shall encourage the involvement of residents most affected by the proposed planning, land use, or development project.
6. The City of Gaylord shall solicit public participation in each phase of the master planning process.
7. The City of Gaylord shall make reasonable efforts to ensure continuity of involvement of citizens throughout all stages of the planning and review process.
8. The City of Gaylord shall utilize effective and equitable avenues for distributing information and receiving comments that includes the City Website.
9. The City of Gaylord shall support and encourage effective participation. Information shall be made available in a timely manner, so as to enable citizens to be involved in important decisions at various stages of the review and approval process.
10. The City of Gaylord shall record the results of public participation to the extent feasible and provide summaries back to the public.
11. Along with the desire to engage a diversified public in its planning process, the City of Gaylord relies on state statutes to help guide in participation activities



IV. Legal

The City, through the work of City Council and individual boards and commissions, follows the local and state regulations listed below. These regulations include provisions for the public review process, public participation, and public hearings.

- Home Rule City Act (PA 279 of 1909)
- City Charter
- City Compiled Ordinances
- City Zoning Ordinance
- The Michigan Open Meetings Act (PA 267 of 1976)
- The Michigan Planning Enabling Act (PA 33 of 2008)
- The Michigan Zoning Enabling Act (PA 110 of 2006)
- Brownfield Redevelopment Financing Act (PA 381 of 1996)
- Downtown Development Authority Act (PA 198 of 1975)
- Local Historic Districts Act (PA 169 of 1970)
- The Plant Rehabilitation and Industrial Development Districts Act (known as the Industrial Facilities Exemption) (PA 198 of 1974)
- The New Personal Property Exemption Act (PA 328 of 1998)
- Other relevant local and State legislation

V. Communication Toolbox:

Venues and Engagement Efforts						
	Master Plan	Zoning Amendments	Environmental Projects	CIP planning	Parks and Recreation Planning	Major Development (Special Land Use)
Preapplication meetings						Recommended
Surveys	Recommended			Recommended	Recommended	
Open House meetings						
Charrettes						
Walking Tours						
1:1 Interviews						
Focus Groups					Recommended	
Local events						Recommended
News, Media	Required					Recommended
Public Hearing	Required	Required	Required	Required	Required	Required

Recommended Optional Required

VI. Basic Outreach

The following methods are often used to advertise public meetings. Many times, this does not result in involvement of all stakeholders, especially those with visual impairments, non-English speakers, the illiterate, youth, citizens with limited mobility and those who work during the time of the public meeting.



- **Newspaper posting:**

The Gaylord Herald Times and the Weekly Choice are the City of Gaylord's local newspapers. New editions of the Herald Times are available twice a week on Tuesdays and Fridays, and the Weekly Choice comes out weekly on Thursdays.

- **Website posting:**

The City's website, www.cityofgaylord.com, announces meetings, posts agendas, minutes, and sometimes will contain pages or links for topics of major interest.

- **Radio:**

The Eagle 101.5 is the City of Gaylord's local radio station. Critical information is provided to listeners at different intervals throughout the day.

- **Printed postings:**

Available for viewing at City Hall.

- **Announcements:**

Announcements are made during meetings of the City Council, Downtown Development Authority, Planning Commission and other boards and commissions.

- **Press releases and articles:**

At various times, the City will issue press releases and information for articles to the Gaylord Herald Times, The Weekly Choice and the Eagle 101.5.

- **Email or postal mail:**

Interested parties may request the City Clerk that they be notified personally of meetings/topics for discussion. The City also issues postal mailings to neighbors within 300 feet in some cases, depending on statute.

- **Mailing notices:**

The City has the ability to print communications on the monthly water bills or semi-annual tax bills. Customers will be informed on where to obtain information and how to share their opinions.

- **Newsletters:**

The City produces an annual newsletter which will be used to provide information and announcements.

- Braille postings, or any other accessibility related accommodations, will be made available as requested.



VII. Proactive Outreach

The following are some examples of public participation methods that are less reactive and more focused on education and collaborative visioning.

City of Gaylord Staff Will consider these outreach methods on a case-by-case basis:

Open Houses. In order to create two-way communication, the City may hold open house events for projects and initiatives as needed.

Steering/Advisory Committees. The City may organize steering/advisory committees consisting of residents, business owners, board and commission members, and other identified stakeholders. Members may be selected based on their expertise, interest, and background as they relate to the focus of the individual steering committee. This structure will allow for focused discussions related to a specific topic. Meetings will be open to the public, and a synopsis of the meeting may be posted online. The results of the meeting and discussions of the steering committees will be incorporated into the plan generated based on the information collected during these meetings.

Community Workshops, Visioning Sessions or Focus Groups. The City may conduct focus groups, visioning sessions, or community workshops for gathering the community's opinion on specific issues, development proposals, development sites of major importance, or the community vision, as needed. A variety of groups may be invited to attend the focus groups depending on the location and nature of the development site or project. The results of these meetings will be included in any report or plan generated based on the community feedback collected during these meetings.

Charrettes/Design Workshops. The City may engage the community through charrettes or design workshops. This tool may most often be used for specific development projects that involve significant changes to the urban form and require public input on the design layout. The City may encourage developers to hold charrettes for specific proposed projects with significant community interest.

Interviews. The City may hold interviews with various stakeholders to get specific information on a topic. In general, the information collected during interviews will be kept confidential unless requested otherwise. The information may be compiled and analyzed together with other information collected from stakeholders on a specific topic.



VIII. Sharing Results

Municipalities have many venues of communication: television, newsletters, the municipal website, social media. The appropriate venue to communicate, identify who is responsible for this communication and how soon after the public participation event are all described in this

section. There is no one way of communicating. The following are examples of ways Gaylord can use to communicate public feedback:

- **Public meetings:** The City Clerk will post meeting minutes online no later than one week after the meeting is held.
- **Surveys:** Surveys will be compiled by city staff no later than one week after the survey is completed. The results will be posted online and published in the annual newsletter.
- **Community workshops/charrettes:** The City Clerk is charged with taking notes during community workshops and charrettes. These notes will be posted on the City website no later than one week after the workshop or the charrette. In addition, the results of these events will be communicated in a wrap up community meeting. Additional information can be incorporated into the appendix of adopted plans.

IX. Development Review Bodies

The City encourages citizen participation in local government planning and policy decisions. All residents are invited to apply for appointments to City boards and commissions. Vacant positions are advertised on the City's website at www.cityofgaylord.com.


City Council

The City Council is the governing body for the City of Gaylord. The council consists of a Mayor, who is the executive head of the City and presides over meetings of the Council, and six members. The Mayor serves a two year term and Council Members serve four-year terms.

The City Council is the legislative authority and governing body for the City. It is responsible for hiring and overseeing the City Manager, setting policy and adopting ordinances and resolutions. One of the most important policies is budgetary which is carried out through reviewing and adopting the annual budget which funds the City's operations, capita projects and council's priorities for each fiscal year which begins in July.

Planning Commission

The Planning Commission prepares and adopts physical plans for the City and reviews development proposals, both private and public as set forth in the Michigan Zoning Enabling Act, 2006 PA 110 and the Michigan Planning Enabling Act, 2008 PA 33 and acts in an advisory capacity for matters referred by the City Council. The Planning Commission has the authority to recommend approval of site plans and



Special Land Use Permits to the City Council. The Planning Commission also makes recommendations to the City Council for Zoning Ordinance text and map amendments.

Zoning Board of Appeals

The Gaylord City Council shall serve as the Zoning Board of Appeals. The City Council while serving as the Zoning Board of Appeals shall perform its duties and exercise its power as provided and in compliance with MCL 125.3601 through MCL 125.3607, as amended, and by the provisions of the Zoning Ordinance to the end that the objectives of the Ordinance are observed, public safety, health, and general welfare secured, and substantial justice done.**Downtown Development Authority (DDA)**

The Gaylord DDA is designed to promote commerce in the Downtown District through beautification and economic development while preserving the historic aesthetics of the downtown community. Some of the responsibilities and duties of the DDA are operation and maintenance of the pavilion on Court Street. The Authority provides lighting for all trees in the downtown area, the snow removal of the downtown sidewalks, as well as the purchase and maintenance of hanging baskets and summer flower plantings that adorn the streets throughout the district.

There are other boards and committees throughout the City. Agendas and dates/times of the meetings can be found on the City's website at: cityofgaylord.com. Minutes for these meetings can be found on the website as well.

X. Annual review of Public Participation Strategy

Obtain Public Feedback

Surveys. The City will utilize online and paper surveys for the collection of large amounts of data and opinions from the public.

Public Hearings. Public attendance at meetings is strongly supported and allows for an appropriate venue for public input.

This document is intended to be a living document that can adapt to changes in technology and best meet the needs of residents. Therefore, this strategy is reviewed annually, and **public engagement activities will be reported via the annual planning commission report**. Methods that have failed will not be removed but will be reviewed and documented so that the same mistakes will not be made in the future. The results will identify strengths and weaknesses and allow staff to maximize outreach methods. This feedback loop will create a continuous review process that enables officials to make improvements to strategy.

The City of Gaylord will document public engagement activities held throughout the year and report it to the legislative body. This can be done through the Planning Commission Annual Report



XI. Inclusivity:

The City of Gaylord is committed to being inclusive when it comes to public outreach and making sure all voices are heard. Some practices Gaylord will continue to work on are:

Involve all generations

Vibrant communities are places where young people and older adults are included in all aspects of community life. That includes being involved in making the changes they want to see in their community.

Ensure diversity

People of all income levels share the benefits of safe, affordable, accessible housing and transportation options. People of all ethnicities, races and cultures share the benefits of accessible, inviting parks and green spaces. People of all gender identifications and sexual orientations enjoy the benefits to health and well-being of having access to quality health services and community supports. When people don't know about community projects or when they don't feel welcome, they likely won't benefit. If people who are traditionally excluded from community involvement are involved with the effort—especially the implementation effort—it will encourage other members of often excluded communities to participate in the work.