

**DOWNTOWN DEVELOPMENT AUTHORITY
LOWER BOARDMAN RIVER LEADERSHIP TEAM
PUBLIC ENGAGEMENT SUBCOMMITTEE
Monday, April 8, 4:30 pm
400 Boardman Avenue, Lower Level Cafeteria, Traverse City, MI 49684
www.dda.downtowntc.com**

Information and minutes are available from the DDA CEO, 303 East State Street, Suite C, Traverse City, MI 49684, (231) 922-2050. If you are planning to attend the meeting and are handicapped requiring special assistance; please notify the DDA CEO as soon as possible.

1. SmithGroup Public Engagement Plan and June Kick Off Review
2. Discussion
3. Next Steps
4. Public Comment
5. Adjournment

Any interested person or group may address the Leadership Team on any agenda item when recognized by the presiding officer or upon request of any Leadership Team member. Also, any interested person or group may address the Leadership Team on any matter of concerning the Lower Boardman River not on the Agenda during the agenda item designated Public Comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than three minutes unless otherwise explained by the presiding officer, subject to appeal by the Leadership Team.

Office of the Downtown Development Authority, 303 E. State Street, Traverse City, MI 49684 (231) 922-2050

DOWNTOWN DEVELOPMENT AUTHORITY
LOWER BOARDMAN RIVER PUBLIC ENGAGEMENT SUBCOMMITTEE
Monday, March 18, 4:30 p.m.
400 Boardman Avenue, Lower Level Cafeteria
Traverse City, MI 49684
www.dda.downtowntc.com

Co-Chair Burkholder called the meeting to order at 4:34 p.m.

Present: Harry Burkholder, Elise Crafts, Jean Derenzy, Frank Dituri, Jennifer Jay, Mike Vickery

Absent: N/A

DDA Staff: Colleen Paveglio

Other: SmithGroup (via phone)

1. City of Traverse City Public Participation Policy Review
2. Stakeholder Engagement Review
 - a. Two examples from Middle Huron River Subwatershed (Washtenaw County) and City of Petoskey
3. Discussion
 - a. End Result: SmithGroup to provide recommendation of overall policy, design guidelines of how to implement policies and a mapping of river corridor projects
 - b. How do we reach out and how do we identify key issues?
 - c. Public kick off event in mid June
 - i. Engage stakeholders prior to kick off seeking feedback and support
 - ii. Determine if subcommittees to be developed with stakeholder groups to refine goals around each issue and what key strategies would be accomplished
 - iii. Outcome: Have individuals self select on how they want to be engaged
 - d. Develop a story about where we are, why we are here, including historical character and legacy
 - e. Providing a project description UofM environmental design, landscape architecture,
 - i. Providing a project description to seek assistance from the UofM program: Vickery
4. Next Steps
 - a. SmithGroup to develop at timeline by April 1
 - i. Outreach steps to stakeholder groups prior to June kick off and process following
 - b. Next Public Engagement Subcommittee Meeting: April 8

- c. Draft Public Engagement Plan to be presented to DDA Board on April 12 and Planning Commission and City Commission follow
 - d. Action Items
 - i. Develop a mission statement and talking points: Burkholder and Crafts
 - ii. Continue to populate the Stakeholder document and self assign contacts if a relationship exist
 - iii. Develop a name: The Boardman River, Mouth to Mouth
 1. Suggested tagline relating to life, breathing new life
 - iv.
5. Public Comment
- a. Norman Fred, 10042 Peninsula Drive, would like to be included on the stakeholder list
 - b. Tom White, Gibbs Road, would like to be commented on Brook Trout Coalition on the stakeholder list
 - c. Jackie Daley, commented on water and health and suggested speakers
6. Adjournment. The meeting officially adjourned at 5:45 p.m.

Respectfully submitted,

Colleen Paveglio

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA CEO has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA office.



LOWER BOARDMAN RIVER

**DRAFT 2019 PUBLIC
PARTICIPATION PLAN**

March 28, 2019

TABLE OF CONTENTS

| | |
|---|----------|
| CHAPTER 1: INTRODUCTION | 3 |
| WHAT IS A PUBLIC PARTICIPATION PLAN? | 3 |
| EVALUATING THE EFFECTIVENESS OF OUR EFFORTS | 3 |
| WHAT IS THE PROJECT? | 4 |
| EXISTING PLANS | 4 |
| VISION AND VALUES | 4 |
| WHY IS PUBLIC PARTICIPATION IMPORTANT? | 4 |
| CHAPTER 2: STAKEHOLDER OUTREACH | 5 |
| TYPES OF STAKEHOLDERS | 5 |
| OUTREACH METHODS | 5 |
| WHO IS INVOLVED IN THE PROCESS? | 6 |
| CHAPTER 3: ENGAGEMENT STRATEGY | 7 |
| ENGAGEMENT METHODS | 7 |
| PROJECT SCHEDULE | 8 |

CHAPTER 1: INTRODUCTION

The Lower Boardman River Leadership Team (LBR Leadership Team), under the direction of the Traverse City Downtown Development Authority (DDA), has prepared a DRAFT public participation plan to guide the engagement strategy for the Lower Boardman River Unified Plan.

WHAT IS A PUBLIC PARTICIPATION PLAN?

A public participation plan outlines how the public will be engaged throughout the planning process. The plan provides a guide for the project steering committee, defining the who, what, when, where, why and how for the community will be engaged during each phase of the process. It acts as a tool for accountability and transparency.

EVALUATING THE EFFECTIVENESS OF OUR EFFORTS

The framework for this public participation plan was developed by the LBR Leadership Team with the support of a consultant who specializes in downtown and waterfront planning and design. The public will be given the opportunity to provide feedback on the engagement strategy prior to the adoption of the public participation plan online and during an open house format project kick-off meeting in June 2019.

During this meeting and through the distribution of this DRAFT plan, the public will be introduced to the methods for outreach and engagement identified for this particularly planning effort. They will be asked to provide feedback and given the opportunity to self-select their level of engagement moving forward.

The DDA and Lower Boardman River Leadership Team feel deeply that community and stakeholder buy-in is critical for not only the development of a Unified Plan but also its successful implementation.

Throughout the life of the project, the public will be given the opportunity to weigh-in on the process and help adjust the course as needed.

GETTING BUY-IN FROM THE BEGINNING

The public is invited to attend the project kick-off meeting in early June 2019 to provide feedback on the public engagement strategy and sign-up to be part of the planning process.

QUICK CHECK-IN METHODS

At each event, the LBR Leadership Team will provide the public with an opportunity to provide feedback. The community is also encouraged to share the project website with others in the community who may have been missed through traditional outreach methods.

The LBR Leadership Team will also follow-up after each public engagement event with an internal evaluation to discuss adjustments that can be made to the engagement strategy, information that needs to be added to the website or additional voices that need to be brought into the conversation.

INCORPORATION OF FEEDBACK

Feedback regarding the engagement strategy will be reported to LBR Leadership Team, DDA board and the consultant team. The best effort will be made to incorporate recommendations into the process moving forward. The community is welcome and highly encouraged to take an active role in the planning effort to ensure all perspectives are incorporated into the final plan.

WHAT IS THE PROJECT?

The Traverse City DDA established the LBR Leadership Team as an ad hoc committee with the primary purpose of developing a Unified Plan that protects and preserves the downtown section of Boardman River. This includes identifying facilities, amenities, programs, and other considerations that should be implemented to encourage maximum use and enjoyment of this natural resource in Downtown Traverse City.

[Map]

This plan is to be developed with the involvement and participation of all interests and take advantage of concepts, designs, tools and programs already underway as well as those that have been identified in the previously completed plans identified below. Just as the plan will identify recreational and river access opportunities, so must it identify projects and programs for stormwater management and control, habitat protection and enhancement.

The Unified Plan will provide policy recommendations, guidelines and a list of priority projects.

EXISTING PLANS

For over ten years, downtown Traverse City has been part of a precedent setting initiative that has garnered national and even international attention, the restoration of the Boardman River, including the removal or modification of four dams on the river.

During this period, there have been several initiatives taken to develop concepts for use and protection of the river and watershed in the stretch that passes through Traverse City, including:

- “Your Bay, Your Say” (2007)
- “Boardman River Plan - A Comprehensive Vision for the Future of Traverse City’s River” University of Michigan Student Project, 2013 (approved in concept by DDA Board, Approval by Planning Commission as a general guide, but not approved by the City Commission)
- Boardman Water Trail Development Plan (October 2016)
- Boardman River Prosperity Plan (2016)

VISION AND VALUES

[To be provided by the subcommittee]

WHY IS PUBLIC PARTICIPATION IMPORTANT?

The DDA and LBR Leadership team believe that the Lower Boardman River is an important physical, ecological, recreational, economic and cultural asset to downtown Traverse City and the greater community.

Given the high potential impact to the community and high potential for community input to benefit the final plan, inclusive public engagement is essential to the development of this Unified Plan

PUBLIC PARTICIPATION GOALS

The following goals provide the framework for this strategy’s intent:

- Seek broad identification and representative involvement from the community
- Align committee goals with community goals
- Ensure a transparent and clear planning process
- Provide educational and information opportunities
- Reach a broad constituency, diverse stakeholders

PLAN IMPLEMENTATION

Our work does not end with the completion of the plan, the DDA and LBR Leadership Team recognize that the community is critical to the implementation of the Unified Plan. As such, the plan will identify potential opportunities for volunteerism and collaboration with students, schools and other educational interests to promote and encourage learning and understanding throughout the implementation of the project.

CHAPTER 2: STAKEHOLDER OUTREACH

The DDA and Lower Boardman River Leadership Team feel deeply that community and stakeholder buy-in is critical for not only the development of a Unified Plan but also its successful implementation. The following chapter provides a framework for identifying stakeholders, as well as methods for outreach and communicating results.

TYPES OF STAKEHOLDERS

Different types of stakeholders will need different levels of engagement that should be identified with the following categories:

- Affected
- Impacted
- Interested
- Aware

AFFECTED

Audiences the Team will most frequently communicate with, consult, involve or collaborate with during the process. These individuals include affected residents and property owners, as well as the DDA board, City Planning Commission, and City Commission.

IMPACTED

Audiences surrounding the project area whom the Team will consult or involve. Examples include downtown property owners, neighborhood associations, utilities, government officials with jurisdiction like road and drain commissions.

INTERESTED

Audiences interested in the project but not necessarily directly affected or impacted, whom the Team will inform or consult. Individuals include those expressing interest as well as various community and advocacy groups,

AWARE

Audiences the Team wants to keep informed about the project. Examples include various media groups.

OUTREACH METHODS

The LBR Leadership Team will employ the following outreach methods to inform and educate the community throughout the planning process.

- Website
- E-mail distribution
- Press releases
- Social media
- Farmers' Market pop-up
- Public meetings/events

WEBSITE

All information will be made available at:

www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/

E-MAIL DISTRIBUTION

Interested individuals may sign up to receive e-mails regarding upcoming events and updates to the website.

PRESS RELEASES

Traditional press releases will be utilized to promote the kick-off meeting in June 2019 as well as future public meetings.

SOCIAL MEDIA

Social media will remain an important outreach tool throughout the process.

Facebook: @DowntownTCOfficial

Twitter: @DowntownTC

Instagram: downtown_tc

FARMERS MARKET POP-UP

To meet people where they are, volunteers will be reaching out to the community at the Downtown Farmers Market beginning in May 2019.

PUBLIC MEETINGS/EVENTS

The LBR Leadership Team will utilize public meetings (DDA, City Planning Commission and City Commission) to update the community and advertise upcoming engagement events.

WHO IS INVOLVED IN THE PROCESS?

The following groups are responsible for the process:

- City Commission
- City Planning Commission
- Traverse City Downtown Development Authority (DDA)

General roles and responsibilities are noted below:

CITY COMMISSION

- Approval of plan and recommendations
- Capital improvement budgets

CITY PLANNING COMMISSION

- Approval of plan and recommendations
- Master Plan
- Capital Improvement Plan

DDA / DOWNTOWN TRAVERSE CITY

- Approval of plan and recommendations

LOWER BOARDMAN RIVER LEADERSHIP TEAM AND ENGAGEMENT SUBCOMMITTEE

- Responsible for the overseeing the development of the Unified Plan
- Identify outreach methods

CONSULTANT: SMITHGROUP WAS HIRED AS THE CONSULTANT TEAM

- Support the development of the public participation plan
- Lead kick-off meeting
- Development of the Unified Plan

CHAPTER 3: ENGAGEMENT STRATEGY

A successful planning process requires targeted engagement strategies that fits needs of the community. The LBR Leadership Team is committed to an inclusive process.

ENGAGEMENT METHODS

The following engagement methods are described in further detail below:

- Public meetings
- Public kick-off meeting
- Online story map
- Online survey
- Focus group meetings
- Pop-up workshops
- Public townhall

PUBLIC MEETINGS

The goal is the development of a Unified Plan. Therefore, input and support from local boards and commissions is critical. Public meetings will provide opportunities to inform and consult.

KICK-OFF MEETING

A kick-off meeting is planned for early June 2019. This interactive meeting will provide an opportunity to not only educate the public on the process and project goals, but also to involve the community through conversations and activities.

Intent:

- Introduce the community to the Unified Plan project and engagement strategy
- Encourage active engagement in the process
- Seek feedback on the public participation plan
- Engage community through a Preserve, Enhance, Transform exercise

Format:

- 30 minute – soft start
- 15 minute – presentation
- 60 minute – engagement
- 15 minute – wrap-up

Topics/Content:

- Why & What
- Public Engagement
- History and Culture
- Access and Open Space
- Zoning and Development
- River Conditions and Habitat
- What have we missed?

WEBSITE AND ONLINE STORY MAP

In addition to the project website, the LBR Leadership Team will utilize Esri Story Maps to provide a map-based platform for information sharing and input gathering.

ONLINE SURVEY

Surveys are useful for identifying specific areas of interest or concern.

How do you engage with the Lower Boardman River?

Tell us [HERE](#).

FOCUS GROUP MEETINGS

The LBR Leadership Team will meet with a series of focus groups to dive deeper into the opportunities and challenges of the river corridor. While additional themes may be added, the following provide a baseline for the development of these focus groups:

- History and Culture
- Access and Open Space
- Zoning and Development
- River Condition and Habitat

Standing committees are focus groups that meet repeatedly over the course of a project.

POP-UP WORKSHOPS

Pop-up workshops function both as an outreach and an engagement method. Pop-ups are currently planned for the Downtown Farmers Market. The Leadership Team is open to other potential venues. Pop-up workshops are designed to meet stakeholders where they are and create opportunity for simple, quick engagement.

PUBLIC TOWNHALL

Towards the end of the planning process, the Leadership Team will hold a public townhall. This meeting will include a presentation of recommendations for public comment.

PROJECT SCHEDULE

A DRAFT project schedule is provided on the following page. Specific dates, times and locations of engagement events will be provided on the project website and advertised through the identified outreach methods.

| PROPOSED PROJECT SCHEDULE | | | | | | | | |
|--------------------------------------|------------|--------------|------------|-------------|-------------|------------|-------------|------------|
| | MAR | APRIL | MAY | JUNE | JULY | AUG | SEPT | OCT |
| DEFINING THE PROJECT | | | | | | | | |
| Summarize values and vision | X | | | | | | | |
| Develop branding and marketing | X | X | | | | | | |
| Develop the narrative | X | X | | | | | | |
| Summarize existing projects | X | X | X | | | | | |
| Develop a framework for public input | X | X | X | | | | | |
| Develop the story map | | X | X | X | X | | | |
| STAKEHOLDER OUTREACH | | | | | | | | |
| Identify stakeholders | X | | | | | | | |
| Refine stakeholder list | | X | | | | | | |
| Determine outreach methods | | X | | | | | | |
| Assign roles and responsibilities | | X | | | | | | |
| Direct outreach to stakeholders | | | X | X | X | X | X | |
| Social media campaign | | | X | X | X | X | X | |
| Establish focus groups | | | | X | X | | | |
| PUBLIC PARTICIPATION METHODS | | | | | | | | |
| DDA/PC/CC meetings | | X | | X | | | X | |
| Public kick-off meeting | | | | X | | | | |
| Online story map | | | | X | X | X | X | X |
| Online survey | | | | | X | | | |
| Focus group meetings | | | | | X | X | | |
| Pop-up workshops | | | | | X | X | | |
| Public townhall | | | | | | | X | |
| EFFECTIVE COMMUNICATION | | | | | | | | |
| Event feedback form | | | | X | X | X | | |
| Internal evaluation form | | | | X | X | X | X | |
| Monthly updates to LBR/DDA | | | X | X | X | X | X | X |
| Website / online story map | | | | | X | X | X | X |

TRAVERSE CITY LOWER BOARDMAN RIVER

Unified Plan Kick-off Meeting

Timing:

- A kick-off meeting is planned for the 2nd week in June. We recommend a Tuesday, Wednesday or Thursday evening (June 11, 12 or 13). These dates do not conflict with City Commission, Arts Commission, DDA, Parks and Recreation Commission, Planning commission, or Historic District Commission meetings. The Zoning Board of Appeals meets on the 11th.
- Outreach should start in April.
- Website should be up to date by the end of May.

The time of the meeting is up to the Leadership Committee. Early evening works well for most people.

Venue:

The City/County Building would work fine; the Leadership Team could consider other venues if desired.

Promotion:

- Use Google sheet
- Refer to public participation plan

Intent:

- Introduce the community to the Unified Plan project and engagement strategy
- Encourage active engagement in the process
- Seek feedback on the public participation plan
- Engage community about the LBR through a Preserve, Enhance, Transform exercise

Room Organization

- A. At the entrance to room we will need a sign-in table, and will place two boards on easels that highlight:
 1. *Why & What*: Describe the project mission statement and key objectives, supplemented with characteristic images of the project area)
 2. *Public Engagement*: Outline the draft public engagement plan, planning process, and schedule. Allow space for public to answer question-how would you like to be engaged?
- B. In the center of the room place chairs for people to use during the presentation of the project.
- C. The perimeter of the room will be set up with five stations. Each station will include an illustrative board and a series of questions we are seeking input on. The illustrative boards/topics for the five stations will include
 1. *History and Culture*
 2. *Access and Open Space*

3. *Zoning and Development*
4. *River Conditions and Habitat*
5. *What have we missed?*

Meeting Format:

1. 15 minute – Soft Start

Meeting participants can sign in, meet the Leadership Committee and Planning Team, get a cup of coffee, and review the illustrative boards spread through-out the room.

Participants will be provided a comment card that includes a web site address to facilitate input for those who choose to utilize these opportunities.

2. 20 minute – Presentation

A presentation will introduce the project and include the following:

- An overview of the planning process, engagement strategy, and schedule,
- Draft Mission Statement and objective for the project,
- A review of the draft existing conditions analyses, and-
- A description of the Engagement exercise for the remaining time of the meeting

Participants will be given an opportunity to ask clarifying questions as to the intent of the study and comment as to the appropriateness and completeness of the project goals.

The presentation may utilize power point or may be “face to face”.

3. 70 minute – Engagement

Meeting participants will be asked to visit each of the five stations in random order. The five stations include these topics:

1. *History and Culture*
2. *Access and Open Space*
3. *Zoning and Development*
4. *River Conditions and Habitat*
5. *What have we missed?*

Meeting participants are asked to identify which elements of the project area’s physical environment that they would preserve, enhance, or transform, based on the five topical illustrative boards. The results of the input and discussion can be recorded by the use of colored dots, comments written on the boards, and flip charts.

Generally, Preserve, Enhance and Transform can be defined as follows:

- **Preserve:** *Places or key attributes within the project area that strongly contribute to the community’s economic, cultural, environmental, and social strength and should be preserved based on their value to the community.*
- **Enhance:** *Places or attributes within the project area that demonstrate positive potential as to their physical form and economic, environmental, and cultural importance but need re-investment to help them reach their potential.*

- **Transform:** *Places or attributes within the project area that need more dramatic change or complete redevelopment and should be transformed in use, physical form, etc.*

Since each topical station is distinct, we will provide guidance at each station for the key questions and types of input we are looking for within the overall Preserve, Enhance, Transform format.

Typically, strong patterns emerge from this exercise that provide an excellent guide to the subsequent planning efforts.

4. 15 minute – Wrap-Up

The Planning Team will facilitate a brief discussion of the commonalities and differences in the results of the topical stations efforts, briefly discuss next steps in the design process, and inviting participants to continue to think about the possibilities for the LBR and to participate as the process continues.