



MEMORANDUM

TO: The Honorable Mary Sheffield, Council President *Antoine Bryant*
FROM: Antoine Bryant, Director, Planning & Development Department
DATE: July 3, 2024
RE: Community Outreach Ordinance Report for Master Plan of Policies Equity & Resiliency Integration Proposal Contract

Below is a detailed description of the community outreach efforts led by Planning and Development staff.

1. How many meetings have or will occur?

The Community Outreach Ordinance (COO) engagement was comprised of two public meetings, as required for Class A Neighborhood Proposals. The following two public meetings were held virtually and noticed per the COO notification requirements:

COO ENGAGEMENT PUBLIC MEETINGS

- **July 1, 2024 at 5:00 PM: DON Cast (COO Meeting #1) (virtual)**
 - Presentation and discussion on the proposed contract, held during the weekly all-district DON Cast hosted by the Department of Neighborhoods via Zoom.
(137 attendees)
- **July 2, 2024 at 5:30 PM: COO Meeting #2 (virtual)**
 - Presentation and discussion on the proposed contract hosted by PDD via Zoom.
(15 attendees)

2. How were people notified or will they be notified?

Both COO meetings, held on **July 1, 2024: DON Cast (COO Meeting #1)** and **July 2, 2024: COO Meeting #2**, were noticed in compliance with the Community Outreach Ordinance. The COO notice for *both* meetings was distributed and posted as follows:

- Shared with Detroit City Council Members and staff via email on June 21, 2024.
- Distributed via GovDelivery to members of the public and members of the Community Advisory Council for Districts 4, 5, and 7 on June 21, 2024.
- Advertised via TV Channel 10 (Comcast) starting on June 21, 2024.
- Advertised via the City of Detroit's and PDD's social media channels on Facebook and Instagram on June 21, 2024.

Mailed notices were not required as the COO meetings were held virtually.

CITY OF DETROIT
Notice of Public Outreach

You are invited to give input on the following proposal.

PROPOSAL
Master Plan of Policies Equity & Resiliency Integration

MEETING INFORMATION

July 1st at 5:00 PM Join Zoom Meeting https://cityofdetroit.zoom.us/j/631459738 Call-In Number: 312 626-8799 Meeting ID: 363 140 9738	July 2nd at 5:30 PM Join Zoom Meeting https://cityofdetroit.zoom.us/j/65048672472 Meeting ID: 886 4862 2472 Call-In Number: 312 626-8799
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PROPOSAL SUMMARY

PDD seeks professional services for a two-year period to supplement the ongoing Master Plan update. Specifically, additional data collection, analysis, and development of policy recommendations related to resiliency, equity, and sustainability and public outreach and engagement support. Total amount of the contract is \$425,000.

FOR MORE INFORMATION

Contact Julie Connochie at julie.connochie@detroitmi.gov or visit plandetroit.com

With advance notice of seven calendar days, the City of Detroit will provide interpreter services at public meetings, including language translation and reasonable ADA accommodations. Please contact the Civil Rights, Inclusion and Opportunity Department at (313) 724-4958, through the TTY number 711, or email crio@detroitmi.gov to schedule these services.

3. What concerns were raised by the community?

- **July 1, 2024: The questions and concerns from the community were as follows:**
 - What are you considering “resiliency” and “sustainability” and what are you looking for within each of those topics for this project?
 - How is the City or planning department defining equity and is there an opportunity for the consultant to assist with shaping that definition?
 - Are you in partnership with block clubs? Who are you working with on community engagement?
 - I am concerned about timely community engagement based on past experiences with the Dexter project, which consulted the D5 community much later than D7. I am looking forward to the master plan having additional opportunities for community input, but we must be able to hear from everyone who is impacted by the plan earlier in the process.
 - I’m concerned with the whole contractor thing. How many contractors is the City hiring and why isn’t staff able to complete the work themselves? I’ve been to many past engagement meetings where the community’s input is not present in the final product. The things that we ask for are not given to us and it is not clear who made the decisions about what to include and why. I’m not in support of any of this.
 - What exactly is the master plan? What are we getting for our money?
 - Is this going to have a relationship to the Strategic Neighborhood Fund?
 - I am excited about this as an opportunity to bridge the gap between downtown and the neighborhoods. Wondering if you would like to partner with my organization Pathways to Potential to engage parents in City schools in focus groups or some other format?

- Our block club is having an event on Arise Day (August 3rd). Who do I contact to see if you can pop up at my event?
 - How do you include resident ideas when we can't come to every meeting or might have conflicts because of work?
 - What data are you collecting and who are you collecting it from? (Received via email)
 - What communities are you engaging with? (Received via email)
 - How are you defining equity and what does that look like? (Received via email)
 - What Policies are you trying to implement? (Received via email)
- **July 2, 2024: The questions and concerns from the community were as follows:**
 - I was wondering where we can see the actual RFP.
 - My question might be similar. I was looking for the Master Plan itself, wherever the link is.
 - I just want a clarification. You mention that the RFP is closed. Is it already towards the end of the process?
 - The master plan being refined [current update that is in progress], when will it be available?
 - So now that we are in the contract finalization stage, are you anticipating the chosen consultants would work with grassroots on the ground organizations?
 - When will this contract be going before Council?
 - Do you have [a] flyer that can be put like old school, in businesses to promote the plan and get people engaged?
 - I only saw the original RFP months ago. Even though the secondary contract has been decided, we'd love to see the RFP if available and if you can share the link here.

4. What is being done to address the concerns of the community?

Many of the questions received during the COO meetings were about the contract approval process or the ongoing Master Plan update. Those questions were addressed during the meeting and we directed attendees to our website plandetroit.com and our project manager Julie Connochie for more information and follow up questions. Links to the RFP and Master Plan were provided during the second COO meeting. The 2009 Master Plan is also posted on our website plandetroit.com and we can email a copy of the RFP to anyone interested in reviewing it if they email detroitmasterplan@detroitmi.gov or call 313-628-0221.

For our responses to common concerns and questions about our engagement approach, how we are defining equity, sustainability, and resiliency, and ways to get involved see below.

- For questions about how we are defining resiliency, sustainability, and equity for this additional scope of work, these definitions are not set, though we are focusing this scope of services on planning for and responding to climate change and extreme weather events. This would build from plans previously completed by the Office of Sustainability and Detroit Homeland Security and Emergency Management. Our plan is to work with residents on creating shared definitions for these terms– particularly for equity–through this planning process.

- With respect to questions and concerns about our engagement approach, how we will reach Detroiters, and whether we will partner with community organizations, our engagement and outreach approach:
 - Includes partnering with community organizations to support our engagement efforts in several ways. First, we have invited community leaders to serve on our advisory group. Next, we are working with several community groups and open to connecting with others to host engagement pop-ups (“tour stops”) this summer. Any groups that have an existing meeting or event they would like us to pop-up at between mid-July and October can email us at detroitmasterplan@detroitmi.gov. Finally, we will work with community organizations to participate in and help us convene focus groups, starting with two Community Development Organization (CDO) focus groups in July.
 - Is designed to meet people where they are by using different ways to get involved that fit different schedules and levels of interest in the project. This includes project updates at the DON meetings and through our [monthly e-newsletter](#) for those who just want to stay up to date on our progress, surveys and pop-up events around the neighborhoods for those looking for a way to give us input quickly and easily, and deep conversations with our advisory group and focus groups for those who have a lot of time and interest in the Master Plan.
 - Will involve residents early and often and establish a feedback loop to let residents know what we heard during the process and how their feedback informed the final plan.
- We would love to connect with anyone who would like to be involved in engagement, either to host a pop-up or post flyers at their business, church, or community organization offices to promote the project. We provided our email (detroitmasterplan@detroitmi.gov) and phone number (313-628-0221) to those who expressed a desire to partner with us and will follow up with them in a timely fashion.

5. Was there any written feedback received, including letters, comments, or reports from residents, businesses, neighborhood groups, or an established Community Advisory Council?

Yes, we received one email after the first COO meeting with four additional questions from one of the attendees. Those questions have been added to this report in the questions and concerns heard during COO Meeting #1.

We would be happy to answer any additional questions.

CC: Detroit City Council
 Dara O’Byrne, Planning and Development Department
 Marcell Todd, City Planning Commission
 Julie Connochie, Planning and Development Department
 Edwina S. King, Planning and Development Department
 Malik Washington, Mayor’s Office
 Louise Jones, Clerk’s Office