

PUBLIC PARTICIPATION STRATEGY



City of Newaygo

Revision:
May 11, 2020



redevelopment ready communities®

The Public Participation Strategy (PPS) for the City of Newaygo is a vehicle that increases government accountability and transparency, and provides an ongoing platform for our city to seek public input through stakeholder engagement. Our PPS also functions as a means to record, summarize, and share results of stakeholder meetings.



I amNewaygo! Reinventing a Great City

The City of Newaygo began its' Public Participation Strategy in October of 2017 with the launch of the *I AmNewaygo!* Public Participation Forum. *I amNewaygo!* was created through the Newaygo Economic Development Organization (NEDO) and the office of the Economic and Community Development Coordinator.

Today, *I AmNewaygo!* provides clear input to the city from its' citizens and other stakeholders. *I AmNewaygo!* is designed to both celebrate success and shine light on areas in need of improvement, leaving behind a strong culture of public involvement despite present or future municipal turnover.

What is a stakeholder? If you are a Newaygo city resident, rent or own property in the city limits, are involved in a neighborhood group, business organization, church, school, arts, athletic organization - you have a "stake" in our future, and that means you are a stakeholder, and your participation in *I amNewaygo!* is essential.

The underlying principles of *IAmNewaygo!* include:

- ▶ **Advocacy:** *IAmNewaygo!* is designed from a perspective of advocacy on particular topics. The city of Newaygo has a strong desire to hear from its stakeholders while advocating for best practices.
- ▶ **Inclusion:** Newaygo's future needs to be designed using an intentional, inclusive process. Newaygo's physical design will reflect the needs and desires of its stakeholders.
- ▶ **Communication and Feedback:** *IAmNewaygo!* provides comprehensive findings and clear communications and recommendations to the City of Newaygo on all sides of an initiative, specific topic, or project. These recommendations are designed for inclusion in City plans, policies, laws, and corresponding expenditures.

Transparency and Accountability. How we share information:

IamNewaygo! activities, as well as other impactful initiatives, are summarized and published monthly in the City of Newaygo's web site, *IamNewaygo!* Facebook page, as well as presentations in person at each City Board meeting. This summary is presented in the form of a **Monthly Dashboard** that provides and updates relevant decision-making information in two concise categories:

Why Think Newaygo? Which features relevant, frequently updated community metrics and our City's unique value proposition in several categories; and

Key Activities: Outlining important projects and potential projects, their present status and ongoing progress.

***IAmNewaygo!* Impact:**

IamNewaygo! has enjoyed active, diverse stakeholder participation since 2017, having held eleven separate public engagement meetings in a variety of stimulating and relevant venues. These venues are selected based on our desire to engage and immerse our stakeholders in the topics being discussed whenever possible. See *Exhibit A for meeting history*.

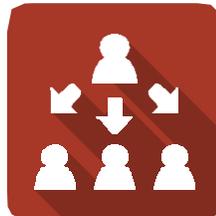
Getting it done in Newaygo!



Identify a project or idea.



Utilize multiple public engagement tools.



Hold *IamNewaygo!* Public Meeting.



Share results with Boards



Informed decisions, affect plans, policies, and projects!

***IamNewaygo!* continues to seek and engage stakeholders from across all socioeconomic groups in our city. Special emphasis is placed on groups and persons not often at the visioning table including:**

- River Country Chamber of Commerce
- Veterans Administration
- Low-moderate income (LMI) persons
- Local Officials on all Boards
- Newaygo small business owners

- Newaygo’s largest Employers
- Newaygo Principal Shopping District
- Local brokers and Real Estate Professionals
- Neighborhood groups
- Adjacent Townships
- Potential investors
- Public employees (police, fire, health, education)
- Faith-based organizations and local churches.
- Senior groups and Care Facilities
- Healthcare Providers.
- Students and Teachers.
- Young professionals and new business owners.
- Newspapers and local online Media.



All stakeholders listed above are actively encouraged to attend City Council, Planning Commission, and NEDO Board meetings, as well as *IamNewaygo!* public engagement meetings. Many ideas are discussed at these board meetings and are vetted for inclusion in *IamNewaygo!* These ideas often include key development site strategy, parks and recreation planning, environmental projects, recommended zoning amendments, capital improvement planning, Master Plan enhancements, civic and municipal projects and updates, State/Federal funded projects, corridor improvement planning, housing needs, downtown development concepts, and more.

EXHIBIT A

February 20, 2020

IAmNewaygo! Winter Conversation

Location: The Stream

Topics: Walkability update: Proposed Newaygo Crossing Pedestrian Bridge, City Marketing and Branding Strategy

August 15, 2019

IAmNewaygo! Green Theme Conversation

Location: Marshall Trail Pavilion

Topic: What are the City of Newaygo's Environmental priorities?

April 25, 2019

IAmNewaygo! Spring Forum

Location: Newaygo Elementary School /Walking tour of Vera Wilsie site.

Topics: Housing needs, review of Key Development sites including Vera Wilsie.

November 7, 2018

IamNewaygo! Fall Forum

Location: Loomis Lodge /Shaw Park

Topic: Who's the Master of the Master Plan? (Focused 2020 Master Plan Input)

April 17, 2018

IamNewaygo! Master Plan Workshop

Location: The Stream

Topic: Master Plan Workshop with Suzanne Schultz, Grand Rapids City Planner

March 29 2018

IAmNewaygo! Mobility Forum

Location: The Stream

Topic: MDOT Director Kirk Steudle Presentation - The Future of Transportation and Infrastructure in Rural Michigan

December 19, 2017

IAmNewaygo! Holiday Social

Location: City Council Chambers

Topic: Toward a Walkable Newaygo! (Walkability input, plans and potential impact)

October 26, 2017

IamNewaygo! Walkability Lecture and Walkable City Meet and Greet!

Location: High School Cafeteria

Topic: Jeff Speck Public Lecture and Walkability Study Findings

October 16, 2017

IamNewaygo! Introduction and Walkability Planning Forum

Location: Powerhouse Building, River Front Park

Topic: Public Introduction to Walkability Concepts, with Suzanne Schultz

October 14, 2017

IamNewaygo! Introduction and Walkability Planning Forum

Location: Powerhouse Building, River Front Park

Topic: Public Introduction to Walkability Concepts

October 9, 2017

City of Newaygo Council Meeting

Topic: Formally Adopt *IAmNewaygo!* as a City of Newaygo Public Participation Platform