

Turnbull Responses to CFN Meeting Oct. 24, 2019

- A. *Communication: Establish a real-time two-way collaborative communication process with the community*
1. *Including the current status of each of the following areas in the form of a continuously updated executive summary*
 - a. *Including relevant data with respect to any redevelopment project*
 - b. *Ensure that the public can easily follow along and provide timely feedback as appropriate*
 - c. *Communicate information via the City's website (allow for citizen input), Weekly City email, create a City Facebook page (allows for citizen input) and "The Ville."*

RESPONSE: Excellent recommendation. The need for better two-way communications has been a discussion topic at all my "home meetings" (27 in total). Currently, the City website videos/updates and the accompanying Northville City News are ONE-WAY communications that inform, but do not allow for vital back-and-forth feedback. I would take even further steps:

- Two-way Collaboration is always a challenge, as is gaining true community insights. I would boost our efforts by conducting regular, public townhalls at the Marquis Theater, as the CFN did Oct. 24. During this forum, comments from the audience were honest, insightful with very good suggestions for improving communication and serving our citizenry better. We need more of this!
- Secondly, we should address INTERNAL communication within City government. This may be happening to some degree, but I strongly recommend monthly meetings that bring together the heads of all the various City Boards and Commissions. This round-table forum would generate insights, information and innovation from all fronts collectively, with the goal of improving not only communication with our citizens, but the effectiveness of individual Commissions and overall City management.
- Finally, I would hold individual monthly meetings with the head of each Board/Commission to ensure the best understanding possible of their committee goals, objectives, issues and concerns. Bottom line – for the best possible communication, you need to fire on all cylinders, both externally and internally.
- During my campaign, we have built a communication network of texts, emails, Facebook & Instagram contacts, touching thousands of Northvillians. This has produced learnings that stand as an example for future city 2-way communications.

- B. *Flood Plain restrictions/issues:*
1. *City input to FEMA*
 2. *Developer input to FEMA*
 3. *Assurance that any developer proposal will:*
 - a. *Mitigate flooding*
 - b. *Improve handling/processing of storm water runoff*
 - c. *Risk Map Project Plan when appropriate, community meetings/hearings?*

RESPONSE: All of this needs to be done (as the Oct. 24 audience heartily agreed). No development project, particularly in the area of the Downs, should proceed without it. But the impact goes beyond the Downs. The Northville Sewer system was developed over 40 years ago, and did not

consider modern-day risks such as increased storm water runoff. As was discussed in the Planning Commission meeting Oct. 15th, the new construction of larger homes on originally smaller-home lots can create significantly more runoff than before – Runoff that flows into adjacent home lots or (most often) straight into our sewers. This has several impacts – overloading our sewers puts huge stress on an old system, it erodes our river’s banks, takes out local vegetation, puts add’l silt into the river and ultimately affects (hurts) wildlife and our ecosystem. A few months ago, I helped plant the City’s first rain garden at a local residence, a small but effective measure that helps store rainwater and reduce runoff (I would encourage and support more of these). In total, this is an important policy issue that should be addressed on a city-wide basis as well as by individual homeowners. We all can help.

C. Escrow Accounts:

1. *Should be required by the City by ordinance for future repair/maintenance of any proposed project related infrastructure.*
 - a. *Including all infrastructure projects for construction scheduled for later or phased completion that are related to the project proposed*

RESPONSE: At one of the first Hillside Planning Commission meetings, I stated that developer commitments, such as helping Daylight the River, MUST have an escrow requirement to ensure important “guarantees” actually happen. In the case of the Downs (and other large future developments), this will provide assurances that multi-phase projects keep moving forward and have the necessary support in terms of future repair/maintenance and other infrastructure upgrades. This would also help minimize “piecemealing” projects where a total solution is clearly the optimal approach (again, thinking of the Downs and all of its potential impacts).

D. “Public Impact Reports” should be required by the City before project approvals are granted:

1. *Police, Fire, Water, Sewer*
2. *Traffic Level of Service changes (optimization for vehicle or pedestrian traffic — should be evaluated and published before project approvals granted)*
3. *Associated costs and who pays for City services required to support the proposed project should be published before approvals are granted*

RESPONSE: This is a no-brainer. For a long time, many of us in the community have said you must put the infrastructure first and understand all the related costs. During the initial phases of the original Downs proposal (Hunter-Pasteur), the associated needs of Police, Fire, Water, Schools and especially Traffic Flow were discussed in open forum, but not solved before the PUD was pulled. It was clear, however, that those attending these meetings wanted to understand the impact of these FIRST AND FOREMOST. A Public Impact Report as suggested above would be welcomed by our citizens, both City AND Township.

D. “Public Impact Reports” should be required by the City before project approvals are granted:

4. *Financial Impact to the City and Taxpayers*
 - a. *Costs and Benefits should be published before project approval is granted*
5. *On-going expenses for Public Services*
 - a. *Costs to rate payers for storm water, water, sewer, utilities*
6. *Impact on current City water system deficiencies*

RESPONSE: Similar to my previous response, yes, Public Impact Reports would provide a welcome community service. I think everyone realizes there is a cost to doing these studies on an ongoing basis (and the City budget would have to contain it), but the resulting improved communication and public knowledge would be invaluable. Clearly, the public outcry that occurs when people learn impacts “after the fact” (especially financial effects) would be minimized. This also dove-tails into my previous statement on piecemealing development, which would compromise the proposed Public Impact Reports – you have to know the whole plan (or, at least the projected longer-term plan) before you can accurately go forward with specific Public Impacts.

E. Citizens take the initiative to get involved providing constructive feedback and proposed solutions.

RESPONSE: Involved Citizenry is absolutely critical, and it has been one of my battle cries throughout the campaign. Before deciding to run for mayor, I made sure that my earliest supporters (~100) were committed to involving themselves in City-related matters, especially development projects. This includes being informed, making time to be at the various Commission meetings that affect our lives and providing constructive feedback, free of politics and emotion. You simply can’t move forward without this. Aggressively cultivating higher citizen involvement should be a pillar of the CFN recommendations, and for sure, it’s top of my priority list.

A. (CHECKPOINT SLIDE): Establish a real-time two-way collaborative communication process with the community

- 1. Including the current status of each of the areas we just covered in the form of a continuously updated executive summary*
 - a. Including relevant data with respect to any redevelopment project*
 - b. Ensure that the public can easily follow along and provide timely feedback as appropriate*
 - c. Communicate information via the City’s website (allow for citizen input), Weekly City email, create a City Facebook page (allows for citizen input) and “The Ville.”*
- 2. Citizens take the initiative to get involved providing constructive feedback and proposed solutions.*

RESPONSE: From watching the video, this seemed to be a strongly agreed recommendation. I provided a response to this with slide 33, but to reinforce the recommendation: We do need a “Reader’s Digest/ USA Today” type of format to clearly communicate late-breaking city issues AND the platform to RESPOND to these issues. Further, we should use ALL forms of communications to get information out, including texts & email blasts, so building the database is crucial. I think everyone agrees – collaboration, communication and citizen involvement is the key to fostering successful outcomes of our City government.

F. Major questions for discussion concerning Master Plan reopening or Re-Do:

- 1. Do we need a carefully and well-structured process to encourage broad based community input in a meaningful and detailed way and response to that input? What should this process look like? Citizens Committee? Public Workshops?*

2. *Should the city communicate the new process to the community and prompt feedback on the process and promote citizen involvement before undertaking the Master Plan re-do process?*
3. *Should the public be kept informed of deliberations? How can this best be done? Real time reports?*

1. **RESPONSE:** A well-structured process to encourage broad-based community input will obviously benefit everyone connected to the Master Plan. From the video, I know a gentleman made the following comment (paraphrasing):

“This is all so involved and detailed (referring to the Master Plan and Development Approvals), the Planning Commission needs to coordinate workshops on a couple Saturday mornings to help us understand what a Master Plan is and what is happening to it right now.”

Good suggestion!

The Master Plan is not an easy topic, and many don’t recognize its vital role as a roadmap to what we want Northville to be in the future. It IS important to re-open it, make it better, and do that in concert with an involved citizenry. Also, given the broad knowledge and expertise of the CFN members, selected members of this team should definitely have a “seat at the table” during the Master Plan re-opening process. From the Oct. 15th meeting, it appears that the Planning Commission is working toward establishing a public communication process for the Master Plan and that input from Northville citizens is desired and valued.

2. **RESPONSE:** The wider the knowledge base of the Master Plan, its “re-opening” and subsequent revisions/updates, the better the acceptance of future projects that are in accord with the Plan. Therefore, yes, the city should communicate the new process to the community, prompt feedback on the process and promote citizen involvement before undertaking the Master Plan re-do process. It does not need to be a lengthy process that unduly delays progress, but an open-forum where people learn what will happen to the MP, how the process will move forward and where they can make relevant input ... all designed to improve the overall effort. Having watched Planning Commission presentations addressing various initiatives, I know they can do a great job at this.
3. **RESPONSE:** As the Master Plan re-do progresses, keeping the public informed of important deliberations and/or checkpoints will optimize the process. This could be part of selected Planning Commission meetings where summarized updates are provided, giving the public a chance to make comments. On a more real-time basis, we could also incorporate “Reader’s Digest” updates on the MP process that would be part of the communication recommendations made earlier.

F. Major questions for discussion concerning Master Plan reopening or Re-Do:

4. *Should the City study Master Plan “best practices” (other communities) before start of Master Plan Re-Do?*

RESPONSE: Excellent suggestion. One member of your 10/24 audience asked if a CFN consultant could be hired to identify a “benchmark city” (that is, a community that has a great Master Plan). This provides us an opportunity to look at their process, their vision and detail, and determine where Northville could improve on our own MP development. Of course, an expert consultant selected by the City would be ideal as well.

5. *Should the MP support sustainable development that all systems can support? What encompasses “sustainable development” for the Northville community?*

RESPONSE: This question will become clearer once we benchmark “best-in-class” Master Plans. Obviously, a comprehensive MP addresses both short-term and long-term goals (in fact, the current Master Plan states that communities are constantly changing over time and will require updates to reflect emerging new goals and requirements). Surprisingly, the word “sustainability” is not found anywhere in the current Master Plan. Ideally, the MP would support sustainable development that all systems can support, but the changing dynamics of any community may require a future re-look to see if this is possible. Moreover, the MP has the challenging task to consider the impact of desired new tech parks, entertainment centers, business commercial zones, new residential areas and other expected growth areas. For most communities, an MP done right is a long-term document, one that addresses sustainable growth right up front, in the overall vision for the city ... and not only for our city, but in concert with the “sustainable growth” goals of surrounding communities.

6. *Should the MP reflect the overall desire of the community for the future?*

RESPONSE: As a roadmap for the future, The Master Plan must present an agreed vision for Northville, one that leads us to grow our city in a variety of ways. Notably, one section of the current Master Plan is *Goals, Objectives and Strategies* (22 pages). In re-opening the MP, this section should reflect the overall desires of the community. In fact, at the last Planning Commission meeting, one of the members made the point that the very first step in this process should be defining the over-arching vision for the City and then building the MP process and content around that. Engaging the community in the communication processes presented at the 10/24 meeting and applying these to the MP development process will ensure the final product reflects our collective view of the future.