

“SUSTAINABLE SOUTHFIELD” MASTER PLAN UPDATE

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- Master Plan last adopted April 2009
 - 5 year update required by the State of Michigan
 - Update approved by Council 2014
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- Phase I: Inventory & analysis
 - Phase II: Public input
 - **Phase III: Draft plan review**
 - Phase IV: Adoption by Council



PROMOTION & PUBLIC ENGAGEMENT

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- Sent 130+ letters to homeowner's groups
- 20,000 flyers sent with City water bills
- 2,000 post cards placed at City customer service counters
- Presentations made to civic groups by Planning staff
- Press releases/articles in local newspapers
- Promotion on City website & social media outlets

 sustainablesouthfield.mindmixer.com

City of Southfield
MASTER PLAN
Update

a better community
we're listening use your voice vision
be heard change starts now MINDMIXER
learn idea collaboration online tool
share your ideas **grow** be a part of something
make things better...together

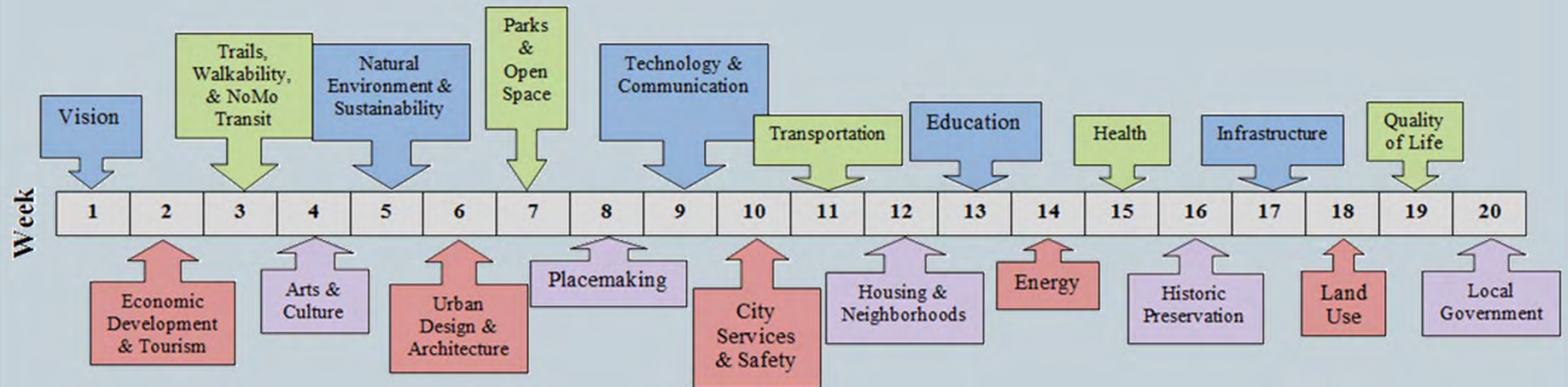


SCHEDULE OF TOPICS

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January-June 2015 (20 topics)



■ Topic #1 Vision Launched January 22, 2015

SURVEY RESULTS

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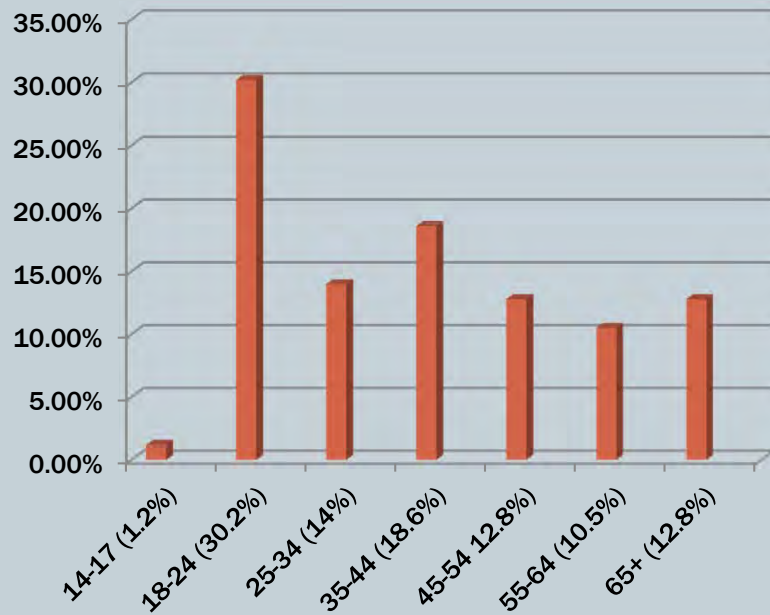


- 486 total participants
- 5,534 unique visits
- 20,250 page views
- 650 unique ideas
- 175 photos shared
- Shared on other social media sites:
 - Facebook (99); Email (81); LinkedIn (15)
 - Twitter (13); & Google+ (5)



RESPONDENT DEMOGRAPHICS

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YOUR AVERAGE PARTICIPANT IS...

Female



37 Years Old

Living in these Postal Codes:

48075, 48076, 48033

- Average participant = 37 year old female in 48075 (Southfield)
- 45.4% of participants were < 35 years old