

Greenbelt Outreach Plan

Motion:

Motion to incorporate an outreach strategy as a priority into the Strategic Plan to 1.) inform and educate stakeholders about the Greenbelt program and to 2.) answer questions and address concerns from stakeholders. Also to further direct staff and Commissioners to incorporate outreach deliverables into the workplan and report the status of items in the next Activity Report.

Example Deliverables Include:

Near - term strategies include:

1. Reaching out to Ann Arbor residents:
 - a. Annual Bus Tour of Greenbelt properties – once per year.
 - b. Have a booth at HomeGrown Festival and other relevant local events / festivals – at least 2 times per year.
 - c. Twitter / Facebook updates via communications staff
 - d. Email blasts on GovDelivery System when closings occur and other updates
 - e. Complete Annual Report and submit to Council as informational item
 - f. Sending out Press Releases when closings occur
 - g. Annual Presentation to Council
 - h. Updating and publishing Strategic Plan
 - i. Updating website to include map and history of farms online

2. Reaching out to potential applicants in Greenbelt District:
 - a. Mailing of applications and map of protected properties to Greenbelt landowners
 - b. Mail invitations to potential applicants for Bus Tour
 - c. Have an information booth at Township's festivals, i.e. Webster Fall Festival, Breakfast on the Farm
 - d. Farm Bureau meetings
 - e. Signs on protected farms
 - f. Collaborate with biking group to develop biking map
 - g. Others?

Long-term strategies include:

1. Registry
2. Friends of the Greenbelt -- potential