



Preliminary Public Engagement Summary

Downtown Planning Public Workshops
March 12-14, 2024





Outreach & Communications

- **30** yard signs
- **7+** Community Newsletters
 - 3 City newsletters (DDA, City, and OSI), 2 partner newsletters (SPARK and AAPS Weekly update), and City Council Member newsletters
- **1** news release with coverage in MLIVE, WEMU, & ClickonDetroit
- Ads inside AAATA buses, The Observer, and Bike Film Fest showings at the State Theater
- **90+** email invitations, including community organizations, City boards and commissions, and UofM departments / student orgs
- **13** Social media posts
- Social media ads reaching over **25,000** accounts and generating **663** engagement actions (link clicks, reactions, shares, etc.)
- City of Ann Arbor Next Door posting





Workshop Schedule

4 events in the basement of AADL Downtown Branch

Tuesday, March 12

- 4 – 7pm
- Kick-off presentation at 5pm

Wednesday, March 13

- 10:30am – 2pm

Thursday, March 14

- 10:30am – 2pm
- 4 – 7pm
- Closing presentation at 6pm





300+
Workshop Attendees

700+
Comments





Small Group Meetings

20 meetings with **36** attendees

March 12th – 15th

14 meetings

- **26** attendees

March 15th – April 2nd

- **6** meetings
- **10** attendees





Small Group Meetings



- Downtown business associations
- Property owners
- Local developers

Community organizations including:

- U-M
- Public Schools
- AADL
- AAATA
- The A2 Housing Commission
- Washtenaw Shelter Association

