

# My Sidewalk

Civic Engagement Platform for the City of Novi

## 2015 Master Plan Update



# What is MySidewalk?

- MySidewalk is an online platform for community discussion and dialog.
- Participants create an account and are able to participate in topics raised as part of the Master Plan Update process.
  - Open-ended questions
  - Polls and closed-ended questions
  - Support ideas and ask questions of others
- Feedback gathered on MySidewalk will contribute to the 2015 Master Plan Update process
- Ideas and questions raised may spur additional study and conversation at public meetings and the Master Plan Update open house (in the fall).

# What is MySidewalk?

## Targeted Dialogue

**Wylie Independent School District** received feedback from over 450 individuals about refocusing their curriculum to build better opportunities for education in their community resulting in more math programs for 2015.



March 19  
**Wylie Independent School District** posted

**In our most recent MindMixer poll our community voted that Curriculum should be our top priority at Wylie ISD. Regarding curriculum, in which subject area should we focus our greatest attention?**

#Education in Abilene, TX, Taylor County, TX

Your ideas are important to us at Wylie ISD and we welcome your constructive comments and ideas that will be a part of building better educational opportunities for the children in our community.

Math

216

Language Arts

113

Science

115

Respond

462

Share



**4283** Views

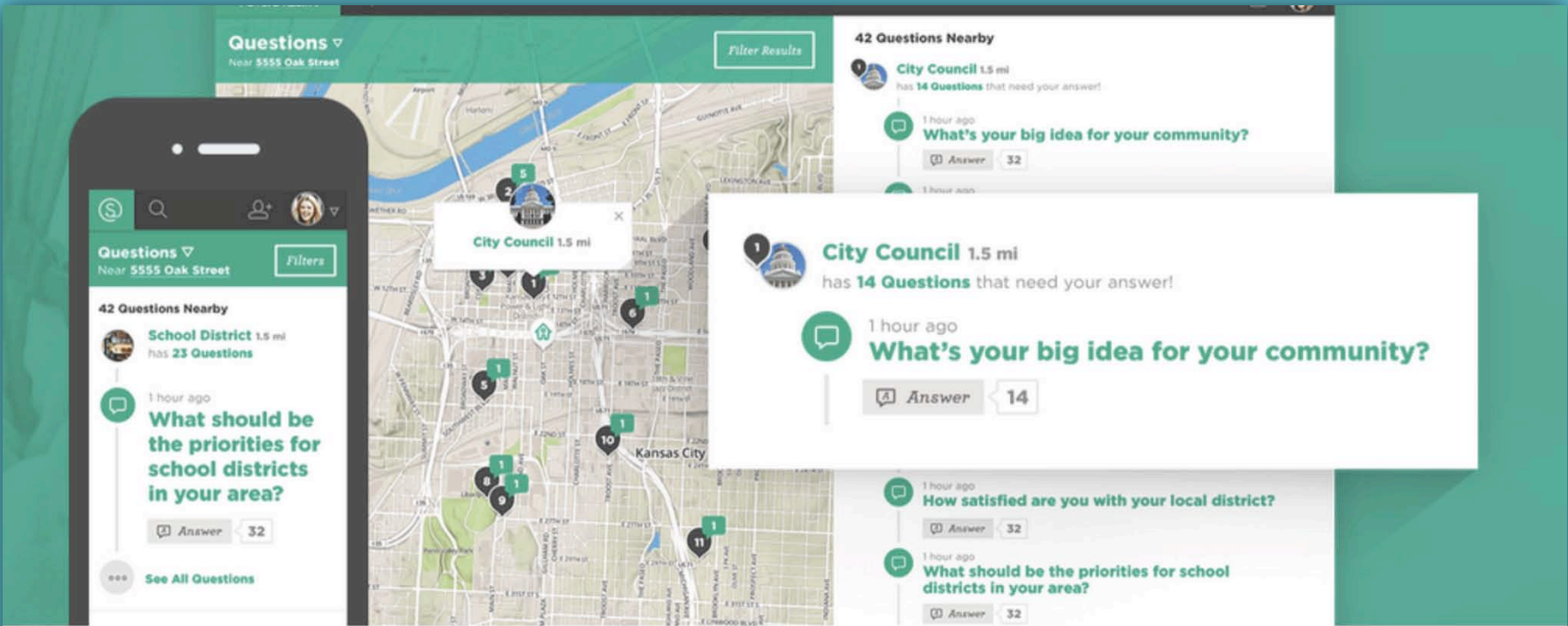


**471** Interactions



**462** Answers

A sidewalk is a place where people can meet up and have a conversation about their community. MySidewalk offers a virtual “sidewalk” and opportunity for dialog.



## Share ideas. Shape your community.

The City of Novi is using this tool as a supplemental way to engage members of the community who may not necessarily participate in the traditional planning process. People can participate on a computer, smartphone, or tablet.

# A Few Examples...

## Meaningful Input

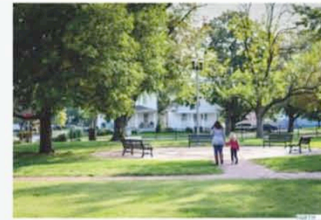
**North Kansas City** asked residents to weigh in on what they'd like to see initiated in 2015, resulting in over 75 unique responses ranging from expanding the light rail to funding more bike trails.



February 2 · Edited  
North Kansas City, MO posted

### The City of North Kansas City needs to...?

#Government, #Livability, #Sustainability in North Kansas City, MO



We want to hear your thoughts about future projects, needs, or directions for North Kansas City. Feel free to share any thoughts and ideas, big or small.

Respond **75** Like **6** Share

Aaron Weidner and 5 other people like this.

#### Load More Responses



**Nina McDaniel** Food trucks at Macken park on Saturdays!  
Become a venue for outdoor music festivals (we have big, flat parking lots!)  
Coffee shop. Please!



**Linda Brooks** NKC has done a good job creating community spaces for outdoor activities. Macken Park is a jewel, as are the few bike lanes, connector to the River Market district and downtown KC. I think working to attract or host more 5K (or longer) run/walks - which are all the rage (for good reason) right... [Read More](#)

February 7 Like 1

In this example, North Kansas City posed an open-ended question that generated 75 responses – and participants were able to show support for various responses by “liking” a post. This gives the City the opportunity to explore a wide variety of ideas.

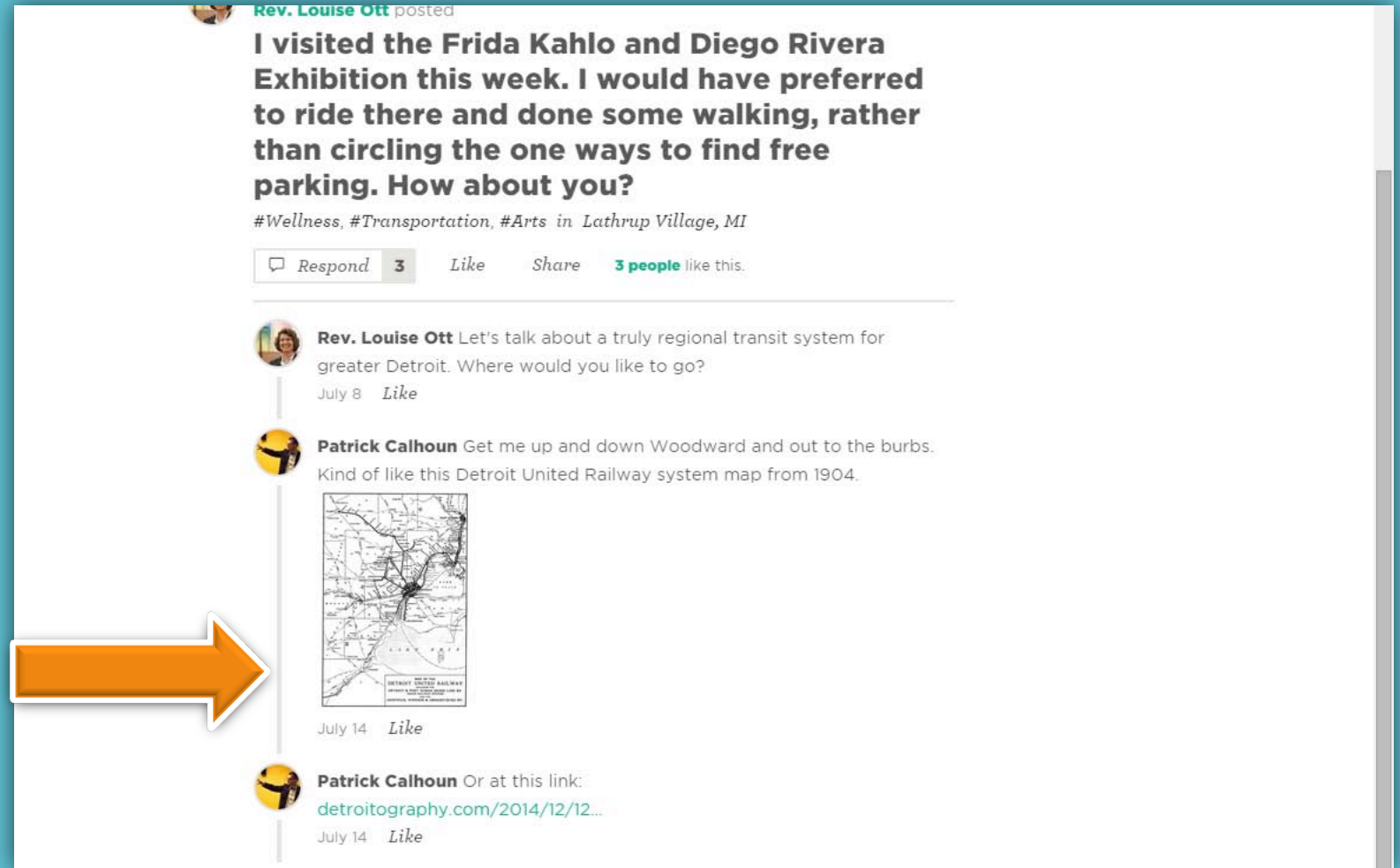
# Examples

The screenshot shows a social media interface for mySidewalk. At the top, there is a navigation bar with icons for mySidewalk, Notifications, Invite, and Search, along with the user name Jill Bahm. The main content is a post from 'Portage Park District Strategic Master Plan' dated June 26, edited. The post title is 'If you had a magic wand, what one change would you make to improve Portage Park District Parks?' with the hashtag #Parks in Portage County, OH. Below the title is a photograph of a person walking on a path through a forest with vibrant yellow autumn foliage. The post has 20 responses, with options to Respond, Like, and Share. Below the post, there are three user responses:

- Earl Pamfile** | I would like more new marked trails.  
August 14 Like
- Chris Blackwood** | I would love to see more connecting hike and bike trails! But my magic wand would create trails that let people hike and bike close to nature, instead of hot paved mini-roads / sidewalks with long impenetrable vegetation edges.  
August 15 Like
- Jeff Wimer** | Definitely more bike trails . I travel to a lot of trails out of state and it would be great if they were interconnected . Also would like to see the trails made of crushed limestone instead of pavement .

In this example, a sidewalk was created for the Portage Park District Strategic Master Plan (in Portage County, Ohio). Organizers posted this question and received 20 responses.

# Examples



**Rev. Louise Ott** posted

**I visited the Frida Kahlo and Diego Rivera Exhibition this week. I would have preferred to ride there and done some walking, rather than circling the one ways to find free parking. How about you?**


*#Wellness, #Transportation, #Arts in Lathrup Village, MI*

Respond **3** Like Share **3 people** like this.

---

**Rev. Louise Ott** Let's talk about a truly regional transit system for greater Detroit. Where would you like to go?  
July 8 Like

**Patrick Calhoun** Get me up and down Woodward and out to the burbs. Kind of like this Detroit United Railway system map from 1904.



July 14 Like

**Patrick Calhoun** Or at this link:  
[detroitography.com/2014/12/12...](http://detroitography.com/2014/12/12...)  
July 14 Like

An orange arrow points from the left side of the screen to the response by Patrick Calhoun that includes the historical map image.

Here is an example of a participant adding an image with his response.



**Rev. Louise Ott** Let's talk about a truly regional transit system for greater Detroit. Where would you like to go?

July 8 *Like*



**Patrick Calhoun** Get me up and down Woodward and out to the burbs. Kind of like this Detroit United Railway system map from 1904.



July 14 *Like* 1 person likes this.



**Patrick Calhoun** Or at this link:  
[detroitography.com/2014/12/12...](http://detroitography.com/2014/12/12...)

July 14 *Like*



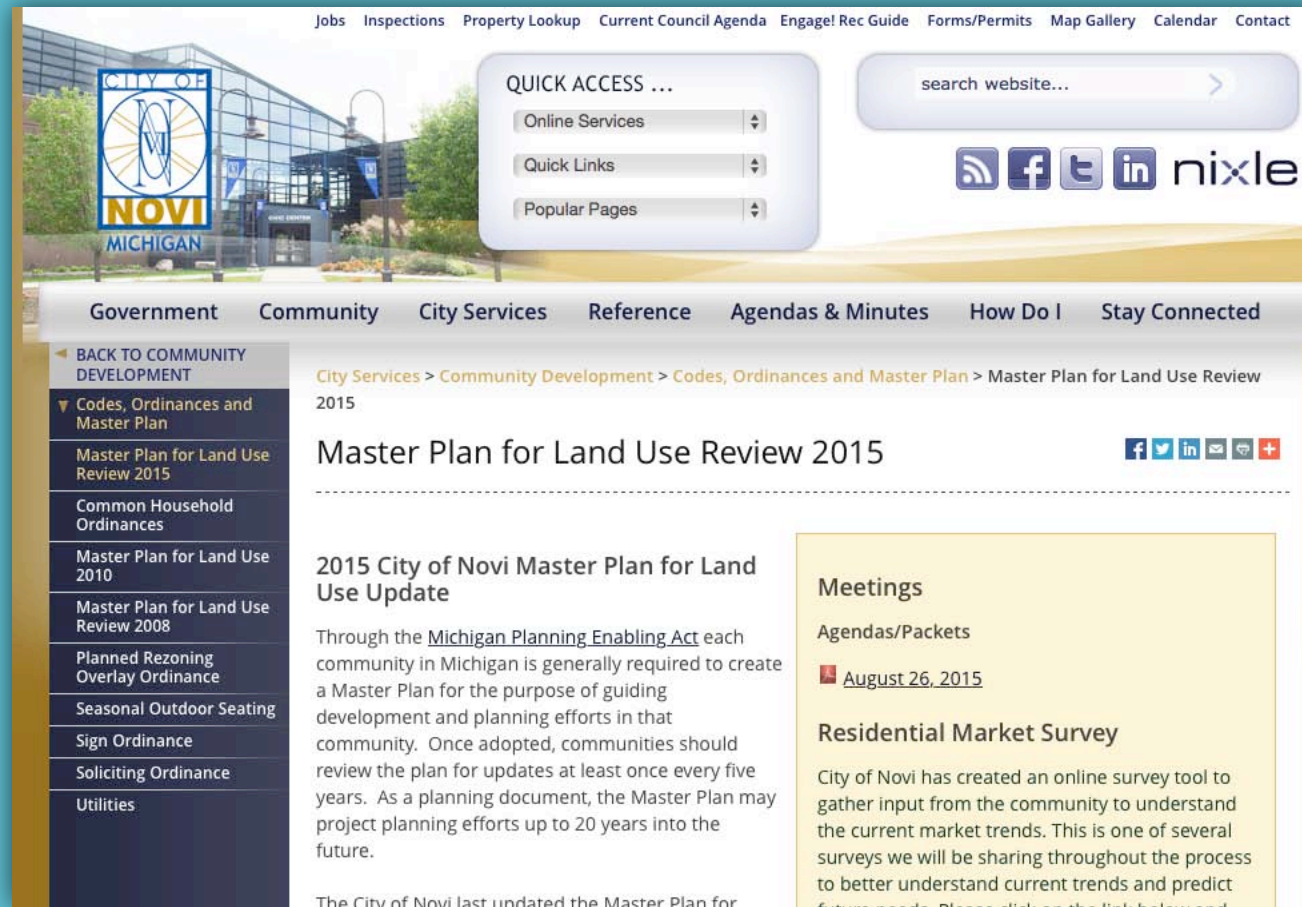
Feel free to “like” a post



The image shows a screenshot of a social media post on the mySidewalk platform. The post is by Rev. Louise Ott, dated July 8, and discusses a visit to the Frida Kahlo and Diego Rivera Exhibition. The text of the post is: "I visited the Frida Kahlo and Diego Rivera Exhibition this week. I would have preferred to ride there and done some walking, rather than circling the one ways to find free parking. How about you?" The post includes hashtags #Wellness, #Transportation, and #Arts, and is located in Lathrup Village, MI. It has 3 likes and 3 people have responded. Below the main post, there are two replies: one from Rev. Louise Ott asking for regional transit suggestions, and one from Patrick Calhoun sharing a 1904 Detroit United Railway map. A share menu is overlaid on the right side of the post, titled "Share this post". It offers options to share on Social media (Facebook, Twitter, Google+, LinkedIn, Tumblr) or via Email. A URL is provided at the bottom of the menu: <https://mysidewalk.com/posts/4283/i-visitec>. An orange arrow points from the main post area towards the share menu.

Share a post on social media to get others involved in the conversation. Posts can be shared on Facebook, Twitter, Google+, LinkedIn, or Tumblr. They can also be emailed – or you can copy the link and send your own email.

# Getting Started....



Links will also be sent via email and posted on social media

The City has created a link to the “sidewalk” for the Master Plan Update, which is available from the City of Novi’s website – look for the Master Plan for Land Use Review 2015 on the Community Development Department page.



## The City of Novi Master Plan Update

Welcome to the The City of Novi Master Plan Update profile on mySidewalk!

Here you can add a response, share posts and see how your input can directly inform local decisions like these.

Next

1 of 2

Posts

About

Initiatives

People

Impact

of Novi is updating its 2010 Master Land Use Plan in a collaborative approach, bringing the skills of its professional planning staff, experience of its planning commissioners, and local knowledge of its residents and businesses.

Collaboration

The best community master plans... [Read More](#)

Filter Topics



August 26

The City of Novi Master Plan Update posted

### What do you think are the City of Novi's biggest challenges?

#Livability in Novi, MI

When you click the link, you will arrive at the sidewalk for the Master Plan Update. Here you can view the conversations – sign up for an account at the top of the page.

# Why do I need an account to participate in MySidewalk?

- The best community dialog happens between real people, not anonymous posters.
- MySidewalk allows participants to use an existing social media account, such as Facebook, LinkedIn, or Google +.
- Friends, neighbors, and others in the community are more likely to participate if they understand the forum is a place for reasonable discourse, rather than a place to rant.
- Participants are encouraged to stay engaged in related topics, even after the current project is completed.
- **Only your name is visible, not your email or mailing address.**
- You cannot be directly contacted – dialog happens on the mySidewalk platform.
- A photo and/or biography are optional.

# Share your ideas. Shape your community.

Find topics of interest near you.

Enter an address, city, or zip.

Go!

## Create an Account

Have an account? [Sign in.](#)

First Name

Last Name

Email Address

Retype Email Address

Password


**Password must be at least 5 characters.**

Minimum length 5 characters.

I confirm that I am 13 years of age or older and have read, understand, and agree to the mySidewalk [Terms of Use](#) and [Privacy Policy](#).

 [Connect with Facebook](#)

 [Connect with Google](#)

 [Connect with LinkedIn](#)

By signing in with Facebook, Google, or LinkedIn you agree to our [Terms of Use](#).

Start by creating an account – or sign in with existing social media account  
Forgot the link? Just go to MySidewalk.com to sign in. Remember to look  
for the City of Novi Master Plan Update “sidewalk.”

# Share your ideas. Shape your community.

Find topics of interest near you.

Enter an address, city, or zip.

Go!

## Create an Account

Have an account? [Sign in.](#)

First Name

Last Name

Email Address

Retype Email Address

Password


**Password must be at least 5 characters.**

Minimum length 5 characters.

I confirm that I am 13 years of age or older and have read, understand, and agree to the mySidewalk [Terms of Use](#) and [Privacy Policy](#).

 [Connect with Facebook](#)

 [Connect with Google](#)

 [Connect with LinkedIn](#)

By signing in with Facebook, Google, or LinkedIn you agree to our [Terms of Use](#).

After creating an account – check your email for confirmation.

Check your spam folder if you don't see the confirmation from mysidewalk within a few minutes.



August 26

**The City of Novi Master Plan Update** posted

## What do you think are the three biggest strengths of the City of Novi?

*#Livability in Novi, MI*

See something you think is great? Share photos, too!

 *Respond*  *Like* *Share*



I think the best thing about Novi is



 *Choose File*

No file chosen

Let's get started! Add an image if you'd like to share something – even if it is something from somewhere else you think would be great in Novi.





