My Sidewalk
Civic Engagement Platform for the City of Novi
2015 Master Plan Update

cityofnovi.org
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).
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.

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.
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.
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.
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

Here is an example of a participant adding an image with his response.
Feel free to “like” a post

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...
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.
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.

Getting Started…

Links will also be sent via email and posted on social media.
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.
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.”
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.
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.
Feedback provided through this online platform will be shared with the Planning Commission. New questions and preliminary information for discussion will be posted throughout the Master Plan Update process.
Questions about the Master Plan Process?
Contact the City of Novi Planning Department at 248.735. 5607

Technical questions about mySidewalk can be directed to http://help.mysidewalk.com/support/home or email: help@mysidewalk.com