

## MEMORANDUM

**To:** Georgetown Township Planning Commission  
**Date:** August 22, 2025  
**From:** Tanya DeOliveira, AICP  
**RE:** **Master Plan Community Engagement & Project Process Update**

### **Community Survey Update**

An updated community survey draft has been provided. Please review and provide any final comments or edits. These should be shared during the September Planning Commission meeting with Ryan. The community survey is expected to be available to the public in mid-September. The survey will be available online with printed copies available at the Township Hall. (Printed copies should be submitted to the Township Hall. They can be mailed or scanned to the Williams & Works Office where we will integrate them with the digital surveys and be included in the final results.)

Tanya can work with Ryan and Justin on selecting a date that the community survey will be open and advertised (after September 11) to the public, or the Planning Commission may identify a date.

### **“Pop-Up” Community Engagement Events Update**

At the August Planning Commission meeting, we discussed possible ideas and dates for the two “Pop-Up” community engagement events that would be held this fall. The following are two events that we are strongly considering.

Event 1: Jenison v. Hudsonville Football Game (home)  
Friday, Sept. 26  
Time TBD - Possibly 6:30-8:30  
Jenison High School

Event 2: Trunk or Treat  
Friday, Oct. 24  
6-8 pm  
Township Library Parking Lot

These come supported by discussions the Planning Commission had in August and by Township staff. The Superintendent approved the Pop-Up event at the High School football game. Please determine if these engagement events are acceptable.

### **Community Engagement Outreach Materials**

The following draft materials have been developed for your review in support of the community engagement media campaign that will advertising the ways community members can give feedback for the master plan's development. Please review the attached draft materials, and provide any edits during the September Planning Commission Meeting with Ryan. He will pass these on to Tanya before these are distributed in the community.

1. Newsletter: The Township advised us to make a quarter-size advertisement announcing the community survey's availability.
2. Printed Flyer: The Township advised us to make a printed flyer advertising the community survey and two pop-up events.
3. Social Media Post: The Township advised us to make a printed flyer advertising the community survey and two pop-up events.
4. *As a general reminder:* Personal Invitations: Please reach out personally to friends, neighbors, colleague, school buildings, and other social networks to invite them to take the survey and participate in the pop-up events. Share the social media materials on your own social media posts. Put a flyer up at your neighborhood park or church (with permission). Personal invitations go far in getting people to participate!

### **Master Plan Schedule**

In the next few months, the community engagement phase of the project will be taking place. The process is expected to unfold in the following manner:

September: The community engagement events are advertised to the community via social media and printed flyers. The community survey is open to public online. Printed surveys are available at the Township Hall (and other locations if the Township desires). The "Pop-Up" engagement event at the Sept. 26 Jenison v. Hudsonville Football Game.

October: The community engagement events continue to be advertised to the community via social media and printed flyers. (Remind people via text or email.) The community survey continues to be open to the public. "Pop-Up" engagement event at the Oct. 24 Trunk or Treat event at the Georgetown Township library parking lot.

November: Around November 3, a week after the October Pop-Up Event, the community survey formally closes. The consultant team reviews and analyzes survey results and both "Pop-Up" event results. The community engagement report is developed. The community engagement report is sent to Planning Commission for review.

December: Early December Planning Commission meeting happens to review community engagement report.

During this time, the consultant will have no new material to present to the Planning Commission. Therefore, the consultant does not expect to attend Planning Commission meetings in September, October, and November. The consultant expects to meet with the Planning Commission in December to review community engagement report.