

 ORGANIZATIONAL POLICY	GENERAL ADMINISTRATION APPLICATION: All Employees				
TITLE: Community Engagement	RESOLUTION NUMBER RC26-238	SUPERCEDE RC18-314	EFFECTIVE DATE 09/01/2026	SUPERCEDE 09/04/2018	POLICY NUMBER ADMN-

DIRECTIVE

The purpose of this policy is to formalize community engagement processes that have been in place for years and to provide clear direction to staff on how and when to engage with the community regarding Washtenaw County Road Commission (WCRC) road improvement projects. This policy ensures that engagement is consistent, timely, and aligned with WCRC's vision and guiding principles.

GOAL

WCRC's goal is to maintain a strong, proactive engagement with the community, including residents, township officials, and other elected leaders. This policy outlines the specific engagement tactics that will be used based on the scope and scale of each road improvement project.

REPRESENTATIVES

The managing director, director of engineering, director of operations and communications manager will work with Board of County Road Commissioners of the County of Washtenaw and the community to develop, implement and evaluate the effectiveness of this policy. These representatives are responsible for ensuring that engagement activities are coordinated, consistent, and responsive to the community needs.

PRINCIPALS

- Transparency in decision making.
- Provide as much information as possible.
- Notify impacted property owners and residents of work taking place for WCRC projects.
- Share project information on WCRC channels in a timely and professional manner.
- Respond to community inquiries about specific projects in a timely and professional manner.
- Communicate consistently about projects of comparative scope/scale.
- Strive for continuous improvement in all community engagement.

PROJECT SCOPE DETERMINATION

WCRC will categorize projects into three different tracks based on the following criteria:

- Project cost
- Type of work
- Duration of road closure
- Environmental impact (such as degree of tree removals)
- Other special circumstances determined by WCRC

The level of community engagement will be determined by the track the project fits into (see community engagement procedure chart).

COMMUNICATION CHANNELS

WCRC staff will use a variety of channels to engage the community depending on which track the WCRC road construction project fits into.

The current channels available to WCRC include:

- Project webpage within wcroads.org
- Email updates
- Weekly road work updates
- Social media
- Media advisories
- Public meeting(s)
- Mailings
- Electronic sign boards

External channels that may share information related to road construction include:

- Township newsletters and meetings
- Community groups
- Local print and electronic media