Burlington Public Works
Public Engagement Plan

Robert Goulding, Public Information Manager
Nicole Losch, Senior Planner
BACKGROUND
Public Engagement Plan

Final Presentation to DPW Commission, October 2017

Final Presentation to City Council, December 2017

Modified (sidewalk notifications), April 2018

April 2018

Public Engagement Plan

OVERVIEW

Best practices, public safety, regulatory requirements and the needs of the community inform every decision we make. DPW undertakes a variety of projects and performs a variety of services in Burlington. Finding the right ways to reach the community and providing opportunities for the community to reach us are essential elements of effective public engagement. This engagement strategy will be tailored to meet the needs of our city.

Burlington is a dynamic and diverse city with residents who deserve and expect well planned, well-built and property maintained infrastructure. As Vermont’s largest city, with a population of over 40,000, Burlington has a wide range of residents, business owners, students, commuters and tourists who come to rely on DPW-provided services and infrastructure. From recycling and street maintenance to the implementation of long-term capital projects, our neighbors and visitors should have meaningful opportunities to be informed, to provide input and to make recommendations to DPW’s planning process.

This plan uses the Community, Economic, and Development Office’s (CEDO) civic engagement framework as a guide and directly references their “Core Values of Civic Engagement” below, and provides a step toward helping DPW achieve its public engagement goals while continuing to serve Burlington. This plan will evolve as public engagement tools expand and as DPW and the community refine the public engagement process.

1 These are cited directly from a shelf CEDO civic engagement document and are based on a version Alexandria, Virginia previously published.
Decision-Making

- Public Safety
- Best Practices
- Regulatory Requirements
- Needs of the Community
Core Values

- Transparency
- Mutual Accountability
- Easy Participation
- Meaningful Engagement
- Inclusiveness & Equity
- Respect
- Evaluation
Goals

- Communicate what we do
- Provide opportunity for input
- Set expectations for feedback
Strategic Initiatives

- Strengthen Public Engagement + Standardization
- Reflecting the City’s Diversity
- Online Presence
- Quick-Build
Determining Levels of Engagement

1. Who is positively impacted from the project?
2. Who may be negatively impacted and for how long?
3. What are the main concerns, issues and interests of the community?
4. Will any individuals, institutions or groups be disproportionately impacted?
5. Was the project recommended in earlier planning studies which included public engagement? Is additional public input needed or required?
6. Are there any linguistic or cultural barriers to engaging with impacted residents?
## Levels of Engagement

<table>
<thead>
<tr>
<th>Engagement strategies may be needed at many levels, depending on the project or its phase</th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide the public balanced and objective information.</td>
<td>Obtain public feedback (usually indirectly) on analysis, concepts/alternatives, or decisions.</td>
<td>Work directly with the public to understand concerns and aspirations as they are considered for the project.</td>
<td>Co-lead the project in partnership with the public on each aspect of the decision.</td>
<td>Place the final decision in the hands of the public.</td>
<td></td>
</tr>
</tbody>
</table>

### Project Types
- Minor Maintenance
- Adopting Standards
- Sidewalk Reconstruction
- Quick-Build
- Major Maintenance/Road
- Traffic Regulation Change
- Street Redevelopment/New Sidewalks
- Scoping/Feasibility Studies
- Corridor Studies
- Traffic Calming
- Special District Projects

### Role of the DPW
- Share information.
- Ensure public safety, access, and utility of basic public services that do not have regulatory impacts or change the line/grade of a road.
- Indirectly engage the public.
- Improve public safety, implement projects that have no regulatory impact or impact on traffic distribution.
- Directly engage the public.
- Implement public safety and/or access improvements through regulatory changes or through full reconstruction of a roadway or intersection.
- Collaborate to identify a preferred alternative.
- Facilitate a conversation about transportation improvements.
- Ask questions and provide information for informed decision making.
- Distribute impartial information, usually after engaging the public across the earlier spectrums of...
Measurement & Evaluation

- See Click Fix & Social Media Responsiveness
- Social Media User Growth
- Website
- Media Coverage
- Annual Internal Review, re: Equity
- Feedback from City Council & Public Works Commission
Customer Service:  
% of Requests Closed Within SLA by Fiscal Year

NOTES:
- For FY 13-17, RFS data is exclusively used
- FY 18: Transition to full See Click Fix usage on 12/12
Online Engagement & Community Feedback

Direct Messages of support

Just want to say thank you for your presence on social media. You guys do a great job keeping everyone up to date.

Thanks for the kind words Dan.

Finding new opportunities to reach people

I have to say, it's pretty great that you guys have an active presence here in the Burlington subreddit. You've consistently provided people with help and information and it really shows you have some good folks working there.

Using Technology

We are live in Contois for a public forum to discuss proposed e-scooter and e-bike share in Burlington. Join us for the discussion on Facebook Live. Please ask questions or give feedback in the comments section. We will do our best to respond during the Q & A part of the forum!

Humor & Candor, Engaging w/ followers on all topics

Hi Taylor - the winter has not been kind to Pine. We have crews out everyday patching what can hold cold-patch. Once asphalt plants reopen we will have better material to work with. We have also proposed adding large segments of Pine to the paving list: burlingtonvt.gov/Press/City-Exp ...
Front Porch Forum: An Integral Tool

2018: 53 Front Porch Forum Posts (up from 37)

Constrained by 2 citywide posts per month, but do try to amplify with neighborhood specific posts and replies

Re: Fixes for Infrastructure and Traffic Needed Now

Posted to: The Addition
Feb 7, 2018
Discussion

We want to offer a response to the valid concerns raised by this original post yesterday (2/6/18). First and foremost, we are incredibly sad to have heard about the accident. While we have not heard updates, we hope everyone is safe. We sent out a citywide PFP post on Thursday 2/1 with an update on our strategic planning regarding road improvements, and want to ensure everyone has seen that. I am sharing that again below. I believe it addresses some of the concerns raised. We will be taking fuller corrective action in spring - when weather and temperature will allow it, and when hot asphalt is available. In the meantime, we will continue pursuing new solutions and evaluating all options to improve these weather-degraded roads.

Thank you all for your concern, reports and patience. We hope to update you again soon.

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The Department of Public Works is considering all options to improve the significant weather-related problems affecting some of Burlington's roads. This includes important commuting and commercial streets, like Colchester Avenue, North Avenue, Pine Street and Plattsbury Avenue, among others. Our region, state and city have seen an accelerated and intensified problem this year due to nearly record cold and freeze thaw cycles.

As residents and employees, we use these same roads and share your concerns with the winter road conditions on these streets. We appreciate every report you've made to us about the roads, as it helps us quickly identify problematic stretches and we are grateful for trusting us to steward your infrastructure. Due to the voter-approved Sustainable Infrastructure Bond in November 2016, we have been able to double our annual paving budget and lane miles paved per year. In an effort to provide further transparency, we want to share with you our framework for how we will apply our resources to improving these road conditions.

Winter Maintenance
- We continue to patch potholes - those pavement problems that are deep enough in which the available winter material (cold patch) can be suitably packed in to "hold" through additional bouts of winter weather and travel impacts. When the temperature drops below freezing and when pavement temperatures are consistently below freezing, more effective methods than cold patch are unavailable.
- The "de-lamination" (shallow depressions that are longer and wider than a typical pothole) are experiencing on Pine Street, and other streets, does not respond well to "cold patch." We are trying a novel...
Non-Traditional Online Engagement
### Social Media User Growth

<table>
<thead>
<tr>
<th>Social Media Account</th>
<th>Followers as of 8/21/2017</th>
<th>Followers as of 8/21/2018</th>
<th>Followers as of 2/9/2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPW</td>
<td>1,649</td>
<td>1,958</td>
<td>2,211</td>
</tr>
<tr>
<td>BFD</td>
<td></td>
<td></td>
<td>5,824</td>
</tr>
<tr>
<td>Parks</td>
<td></td>
<td></td>
<td>5,054</td>
</tr>
<tr>
<td>BPD</td>
<td></td>
<td></td>
<td>2,130</td>
</tr>
<tr>
<td><strong>Twitter Account</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>DPW</td>
<td>2,474</td>
<td>Comparison data not available</td>
<td>2,913</td>
</tr>
<tr>
<td>BFD</td>
<td></td>
<td></td>
<td>7,866</td>
</tr>
<tr>
<td>BPD</td>
<td></td>
<td></td>
<td>1,954</td>
</tr>
<tr>
<td>Parks</td>
<td></td>
<td></td>
<td>1,885</td>
</tr>
</tbody>
</table>
In observance of President’s Day, our offices will be closed on Monday February 18th. We will re-open during normal business hours on Tuesday February 19th. Parking is free and recycling will be picked up.

Department of Public Works

**Our Mission** is to steward Burlington’s infrastructure and environment by delivering efficient, effective, and equitable public services.

### WHAT’S HAPPENING AT PUBLIC WORKS

**Report Issues**
Potholes, Water Service Issues, Damaged Signs, Etc.
[Visit See Click Fix](#)

**Contact Us**
Hours, Addresses, Phone/Email
Info for DPW and Water
[View Contact Info](#)

**Calendar**
View details on public meetings that DPW hosts or participates in.
[See More](#)
Unique Pageviews: ↑ 1.56% (YoY, CY 2017 to 2018)

2018: 15,176 views
2017: 14,939 views
Construction Portal

https://www.burlingtonvt.gov/construction

The schedule listed for each project is subject to change. Please email rpoolding@burlingtonvt.gov with any questions.
Construction Portal

Unique Pageviews since 10/19/17 (public launch)

- BTV Homepage: 129K
- BPD: 37K
- DPW: 20K
- Portal: 4.2K
- 2019 Goal: 10K
Media Coverage: A Year of Progress & Challenges

Proactive Pitching
Burlington streets project: Expect detours, delays south of Downtown

Community Focus
Burlington of Public Works News: A Year of Reinvestment
By Chapin Spencer, Director of Public Works
We are excited to begin Year 2 of the Sustainable Infrastructure Plan to revitalize aging streets, sidewalks, and water infrastructure.

Correcting Misinformation
Burlington responds after wastewater spill into Lake Champlain
By Chapin Spencer

Marketing the good news
Burlington Public Works features women in the field

Personalizing the workforce
Equity

- Continue improving our ability to reach and communicate with all Burlingtonians
- By nature of our work, our services do reach the entire city
- Projects chosen on technical merit
Equity

On-Going

- Recent highlights
  - Parent’s University
  - AALV-sponsored meeting in NNE
  - Participated in drafting draft citywide equity report
- Transportation Accessibility
  - Quick-Build
  - ADA transition plan
  - Accessibility Committee
  - Sidewalk preventative maintenance + plowing

Opportunities

- Pursue coordinated city equity: translation services, engagement opportunities, etc
- Enhance engagement to recruit candidates of diverse backgrounds
- Finding new opportunities to reach underrepresented communities
Direct Engagement
Quick Builds, Demonstrations & Direct Engagement

Meet people in their neighborhoods

Share the project examples on the ground, rather than on paper

Multiple days, daytime and weekend outreach
Community Engagement

- Kids Day, BPD BBQ, etc
- Infrastructure Tours
- Tree Lighting

**BTV Block Party**

**Corridor Studies**

**H₂O Where Does It Come From?**

Find out first-hand on Water Quality Day, Aug. 2!

On Thursday, August 2, Burlington residents and visitors can meet the water quality experts and see the science and high-tech that protect public health and keep Vermont’s water clean! Facility tours are fun, fascinating, and free.

For tour information and directions, contact water.resources@burlingtonvt.gov, (802) 863-4501

- Burlington Stormwater
- Starts at ECHO Center! Tours at 8:30 a.m. and 3:30 p.m.
- Burlington Drinking Water Plant
- 235 Penny Lane -- Tours at 9:45 a.m. and 2:15 p.m.
- Burlington Wastewater Facility
- 53 Lavalley Lane -- Tours at 11:00 a.m. and 1:00 p.m.

Water Quality Day 2018 events are sponsored by.
Signs, Signs...

Dear Burlington City Residents and Businesses,

The Department of Public Works (DPW) is proposing to widen several 7-foot-wide lanes on King Street between Church Street and South Pearl Street. DPW proposes changing a 7-foot-wide lane to a 10-foot-wide lane and a 10-foot-wide lane to a 13-foot-wide lane. DPW would like to ask for your feedback regarding these changes. Please respond via email or phone so that your feedback may be considered during our evaluation.

Thank you!

Phillip Noreen, Engineering Technician
Phone: 802-864-6890
Email: pwdesign@burlington.net

Reinvesting in Burlington

Quick-Build is...

St. Paul Street is getting an upgrade

Great Streets TVC

City of Burlington
Department of Public Works
555 Grout Street
Burlington, VT 05401
802-864-6800
www.burlington VT.gov/DPW
Public Meetings

- 2018 -- 3 full rounds (+ others) of NPA Tours: Construction, Water Bond, Residential Parking
- Business Meetings
- Citywide Meetings
- Community Meetings
Next Steps

Incorporate feedback from DPW Commission & TEUC

Re-set measures of success

Continue Implementation