



## **Planning Commission Revised Draft Plan Public Input Strategy- *DRAFT***

The Long Range Planning Committee (LRPC) is working on behalf of the Planning Commission to recommend edits to the draft planBTV South End (plan) to the full Commission, City staff and the consulting team. Ultimately, the Planning Commission will endorse a revised plan, and recommend its adoption by City Council. Additionally, the Commission and Council will consider an amendment to the Municipal Development Plan to incorporate the plan by reference. This strategy outlines the objectives, stakeholders, specific activities and outcomes for public engagement when the revised draft plan is released to the public.

### **Objectives**

It is anticipated that a revised draft plan will be available for the community to review in late spring or early summer 2016. The Planning Commission will host public input sessions/activities for approximately 4-6 weeks before holding a Public Hearing on the revised draft plan. The Committee recommends the following objectives for a public input period following the release of the revised draft plan:

- INFORM the community about 1) the role of a long-range master plan as roadmap, and 2) how the plan has been revised to respond to community input.
- CONSULT with South End stakeholders to understand their perspectives on how the revised plan responds to concerns/ideas.
- EMPOWER South End stakeholders to get involved in activities that will lead to the implementation of the plan's recommendations. I.e. stop planning and start doing!

The purpose of planBTV South End is to establish a foundation and direction to guide public policy, projects, and public and private investments in the South End for many years. It can be looked at as a road map for the South End. The plan identifies where we want to go and provides general guidance on how to get there. However, it does not give us turn-by-turn directions. The ways in which South End stakeholders, community leaders, and individuals work together to identify and realize projects, policies and initiatives that will implement this plan will become our turn-by-turn directions.

By focusing on informing, and consulting we'll make sure South End stakeholders know what's currently on the map and affirm that the general direction we're heading is the right one—that the high-level, long-range vision for the South End is one we can collectively support. By focusing on empowering, we'll help to begin laying the groundwork for the specific actions—the turn-by-turn directions—to come to life, and for our stakeholders to realize their role in helping get us to our destination.

## Stakeholders

There are many groups and individuals that have been involved in the process of creating this plan, as documented on the 'Get Involved' section of the [www.Burlington.gov/planBTV/se](http://www.Burlington.gov/planBTV/se) website. General outreach should inform as many of these stakeholders as possible on the revised plan and how it has evolved throughout the planning process. Additionally, the following key stakeholders should be included in more targeted outreach/activities:

- Wards 5 & 6 NPA's
- South End artists, business owners, entrepreneurs (SEABA, BBA's South End Group, SEA)
- South End property owners

## Outreach Activities

A tremendous amount of energy and ideas went into the planning process that informed the draft plan, and an equal amount of energy and discussion will have shaped the revised draft plan. The purpose of these activities will not be to revisit the planning process, but rather, to focus on how the draft plan has evolved in response to community input and to begin to make the transition from planning to doing. The Planning Commission should hold the following outreach activities to inform, consult and empower South End stakeholders about the revised plan.

Activity	Stakeholder	Objective	Purpose & Outcome
<b>Presentation of Revised Plan</b> (as a PC Meeting)	All South End stakeholders/community	INFORM	Present revised plan and answer questions
<b>Online &amp; Written Survey</b>	All South End stakeholders/community	CONSULT	Survey on BTV:SE website, at all engagement activities to gauge general level of support for revised plan- few specific questions + open comments on plan
			Deliverable / Action: Staff to report on survey input at PC meetings during input period.
<b>planBTV SE Social Media &amp; Email List</b>	All South End stakeholders/community	INFORM	Bi-weekly "Did you know" post/email about an aspect of plan, link to survey and notification about upcoming activities/meetings.
<b>Stakeholder Meetings- Q&amp;A &amp; Discussion</b>	Meets for each: arts, business, property owners	CONSULT/ EMPOWER	Brief presentation on revised plan; time for discussion about specific ways the plan responds to stakeholder concerns/ideas; discuss next steps

			Deliverable / Action: Staff provide summary from discussions; PC to consider whether additional plan revisions necessary based on meetings
<b>Wards 5 &amp; 6 NPA Meetings</b>	South End neighborhood	INFORM/ CONSULT	Brief presentation on revised plan, Q&A, discuss next steps
			Deliverable / Action: Staff to report on NPA meetings at a PC meeting during input period.
<b>Public Hearing</b> (as a PC Meeting)	All South End stakeholders/community	CONSULT	PC to hold public hearing on the revised draft plan
			Deliverable / Action: Staff provide summary of input from hearing; PC consider whether additional plan revisions necessary
<b>Implementation Workshop</b>	Arts and business communities, property owners, City Depts, others noted in the plan that will have a role in advancing recommendations	EMPOWER	Organize break-out groups around plan's 'action' framework to brainstorm catalyst projects, policies, etc that individuals/ groups/ collaborative teams can begin working on to transition to "doing" the plan.
			Deliverable / Action: Prepare a summary of the ideas generated in the workshop to provide to stakeholders and include in PC's recommendation to Council for adoption of plan.

**Timeline**

When the Long Range Planning Committee determines how many additional meetings it will need to discuss the plan's elements and provide input on revisions, staff will update this strategy to include timeframes and target dates for these activities. It will be important to begin to organize these dates to make arrangements for locations, time on meeting agendas, and to get the word out to stakeholders.