Burlington Public Works
Public Engagement Plan

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BACKGROUND
Public Engagement Plan

Final Presentation to DPW Commission, October 2017

Final Presentation to City Council, December 2017

Modified (sidewalk notifications), April 2018
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</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>

<table>
<thead>
<tr>
<th>PROJECT TYPES</th>
<th>Minor Maintenance Road</th>
<th>Quick-Build</th>
<th>Traffic Regulation Change</th>
<th>Scoping / Feasibility Studies</th>
<th>Traffic Calming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adopting Standards</td>
<td>Sidewalk Reconstruction</td>
<td>Street Redevelopment / New Sidewalks</td>
<td>Corridor Studies</td>
<td>Special District Projects</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ROLE OF THE DPW</th>
<th>Share information.</th>
<th>Indirectly engage the public.</th>
<th>Directly engage the public.</th>
<th>Collaborate to identify a preferred alternative.</th>
<th>Ask questions and provide information for informed decision making.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure public safety, access, and utility of basic public services that do not have regulatory impacts or change the line-of-sight of a road.</td>
<td>Improve public safety and implement projects that have no regulatory impact or impact on traffic distribution.</td>
<td>Implement public safety and/or access improvements through regulatory changes or through full reconstruction of a roadway or intersection.</td>
<td>Facilitate a conversation about transportation improvements.</td>
<td>Distribute impartial information, usually after engaging the public across the entire spectrum of options.</td>
<td></td>
</tr>
</tbody>
</table>
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

Using Technology

Finding new opportunities to reach people

Humor & Candor, Engaging w/ followers on all topics
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
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><strong>Facebook Account</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<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>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DPW</td>
<td>2,474</td>
<td><strong>Comparison data not available</strong></td>
<td>2,913</td>
</tr>
<tr>
<td>BPD</td>
<td></td>
<td></td>
<td>7,866</td>
</tr>
<tr>
<td>BFD</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

Contact DPW
DPW Website
DPW Website

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

Unique Pageviews: ↑ 1.56% (YoY, CY 2017 to 2018)
Construction Portal
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

Community Focus

Correcting Misinformation

Marketing the good news

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
- Corridor Studies
- Infrastructure Tours
- BTV Block Party
- Tree Lighting
Signs, Signs...
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