



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

April 2018



We sustain Burlington's infrastructure and environment by delivering efficient, effective and sustainable public services.

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 desire and expect well-planned, well-built and properly maintained infrastructure. As Vermont's largest city, with a population of over 40,000, Burlington has a wide range of residents, business owners, residents, commuters and tourists who come to rely on DPW provided services and infrastructure. From ensuring 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 (CEDCO) 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 needs expand and as DPW and the community refine the public engagement process.

¹ This was cited directly from a 2017 CEDCO civic engagement document and was based on a meeting transcript, Vermont 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?

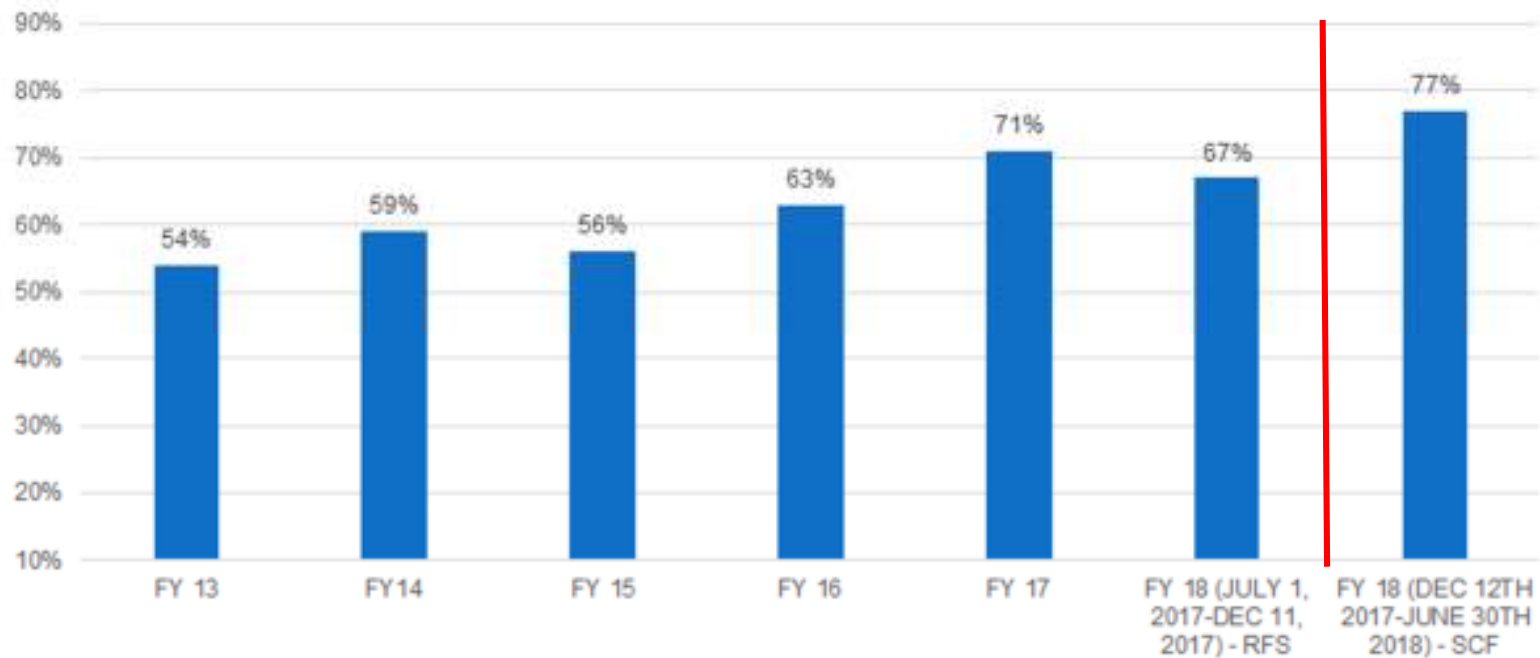
Levels of Engagement

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<i>Engagement strategies may be needed at many levels, depending on the project or its phase.</i>	Provide the public balanced and objective information.	Obtain public feedback (usually indirectly) on analysis, concepts, alternatives, or decisions.	Work directly with the public to understand concerns and aspirations as they are considered for the project.	Co-lead the project in partnership with the public on each aspect of the decision.	Place the final decision in the hands of the public.
Project Types	Minor Maintenance Adapting Standards Solewalk Re-construction	Quick-Build Major Maintenance/Road	Traffic Regulation Change Street Redevelopment New Solewalks	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 aspects 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 entire spectrum 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



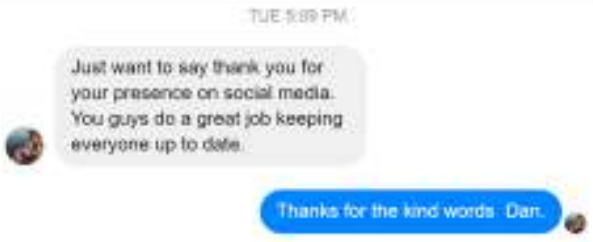
NOTES:

- For FY 13-17, RFS data is exclusively used
- FY 18: Transition to full See Click Fix usage on 12/12

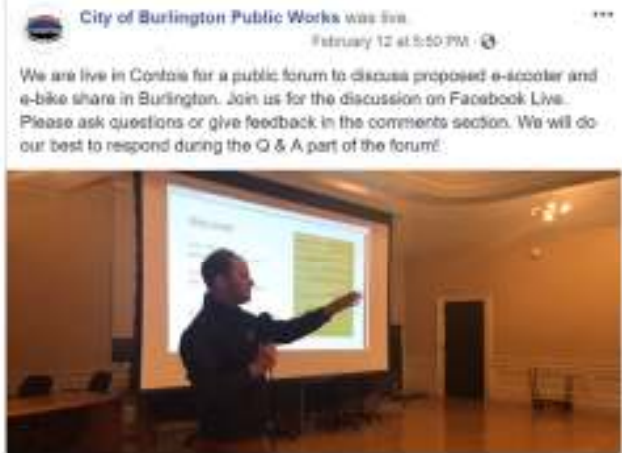
Online Engagement & Community Feedback

**Humor & Candor,
Engaging w/ followers on
all topics**

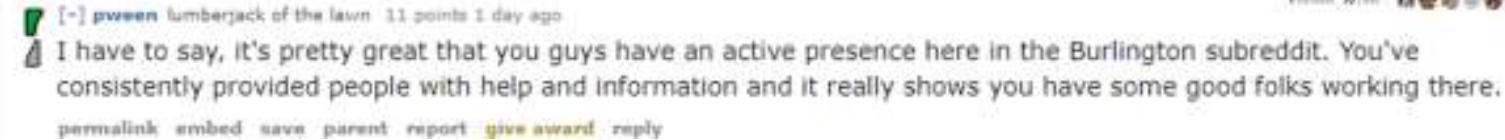
Direct Messages of support



Using Technology



Finding new opportunities to reach people



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

[View reply](#) Customer Service - citycustomer@beringalaska.gov • Dept. of Public Works, Bering

Posted to: The Addition

Feb 3, 2018

Discussion

We want to offer a response to the valid concerns raised by this original post yesterday (2/2/18). 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 FPF post on Thursday 2/1 with an update on our strategic planning regarding road improvements, and want to assure 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 temperatures 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.

...
The Department of Public Works is considering all options to improve the significant weather related problems affecting some of Berington's roads. This includes important commuting and commercial streets, like Calchester Avenue, North Avenue, Pine Street and Pittsburg 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 tone 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 trawl impacts. When the temperature drops below freezing and when pavement temperatures are consistently low, more effective methods than cold patch are unavailable.
- The 'dolanator' (shallow depressions that are longer and wider than a typical pothole) we 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

Facebook Account	Follows as of 8/21/2017	Follows as of 8/21/2018	Follows as of 2/9/2019
DPW	1,649	1,958	2,211
BFD			5,824
Parks			5,054
BPD			2,130
Twitter Account	Followers as of 8/21/17		Followers as of 2/9/2019
DPW	2,474	Comparison data not available	2,913
BPD			7,866
BFD			1,954
Parks			1,885

DPW Website

The screenshot shows the website for the City of Burlington's Department of Public Works. At the top, the city logo is on the left, and a navigation menu includes DEPARTMENTS, PROJECTS, PROSPECTIVE INFO, CALENDAR, CITY COUNCIL, and NMA. A red-bordered box contains a notice about President's Day office closures. Below this is the DPW logo and a mission statement. A blue sidebar on the left lists various services. The main content area features three cards: 'Report Issues' with a wrench icon, 'Contact Us' with a group photo, and 'Calendar' with a calendar icon. A 'WHAT'S HAPPENING AT PUBLIC WORKS' section is partially visible at the bottom.

THE CITY OF BURLINGTON

DEPARTMENTS - PROJECTS PROSPECTIVE INFO CALENDAR CITY COUNCIL NMA

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.

BURLINGTON, VT
PUBLIC WORKS

Department of Public Works

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

- About DPW
- Demolishing in Burlington: Construction Schedules
- Parking in Burlington
- Construction Permits
- Recycling & Solid Waste Collection
- Water Resources: Water, Wastewater and Stormwater
- Transportation Policy & Programs
- Transportation Projects & Planning
- Street & Sidewalk Maintenance Operations
- Public Works Commission
- Press Releases

Report Issues
Potholes, Water Service Issues, Damaged Signs, Etc.
[View Service Request](#)

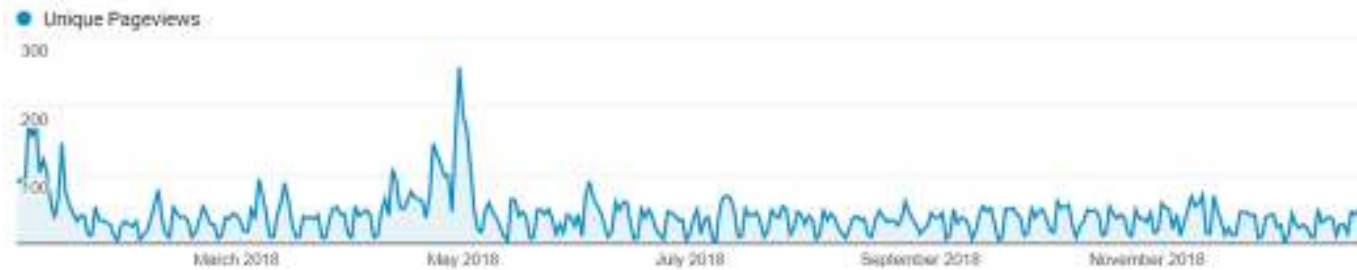
Contact Us
Hours, Addresses, Phone/Email, Info for DPW and Water
[View Contact Info](#)

Calendar
View details on public meetings that DPW hosts or participates in.
[See More](#)

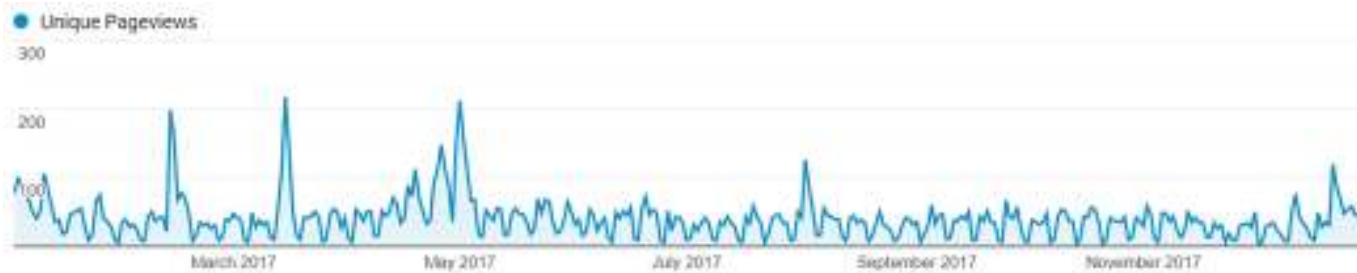
WHAT'S HAPPENING AT PUBLIC WORKS

[Contact DPW](#)

DPW Website



2018: 15,176 views



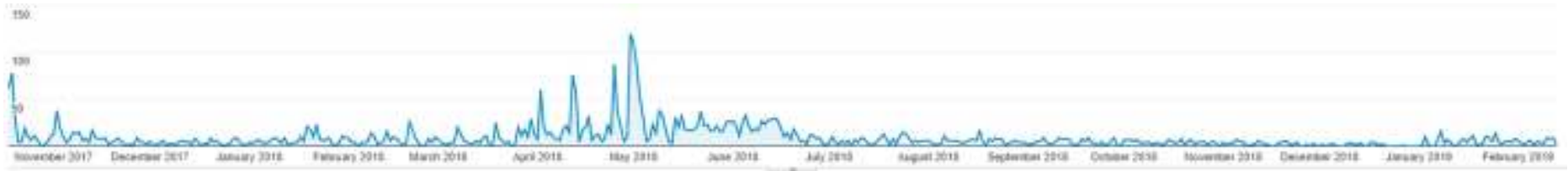
2017: 14,939 views

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

Construction Portal

The screenshot shows the City of Burlington Construction Portal. At the top, there is a navigation bar with links for 'OFFICE OF THE MAYOR', 'CITY COUNCIL', 'BOARDS & COMMISSIONS', and '4-2-886-7039'. A 'SELECT LANGUAGE' dropdown and a search bar are also present. Below the navigation is the 'THE CITY OF BURLINGTON' logo and a menu with 'DEPARTMENTS', 'PROJECTS', 'PROPERTY INFO', 'CALENDAR', 'CITY COUNCIL', and 'INFO'. A large banner image shows construction workers on a street. On the left, a blue sidebar menu lists 'Reinvestment Projects' with sub-options: 'Under Construction', 'In Progress', 'Completed Projects', and 'All Projects'. The main content area is titled 'Construction Portal' and includes a disclaimer: 'The schedule listed for each project is subject to change. Please email planning@burlington.gov with any questions.' Below this are four project category cards: '2019 Projects', 'Active', 'All Projects', and 'Completed'. Each card has a title, a brief description, a 'View Map (P)' button, and a 'View List' button. On the left side of the page, there are logos for 'Burlington Public Works', 'Burlington Water & Sewer Department', 'Electric Department', 'DPW', and 'Public Works'.

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

Burlington responds after wastewater spill into Lake Champlain



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



Infrastructure Tours

H₂O Where Does It Come From?
Where Does It Go?

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-services@burlingtonvt.gov, (802) 863-4501

- Burlington Stormwater •
Starts at EOH Center! Tours at 8:30 a.m. and 3:30 p.m.
- Burlington Drinking Water Plant •
235 Ferry 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 

BTV Block Party



Tree Lighting



Corridor Studies



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