



*We steward Burlington's infrastructure and environment by delivering efficient, effective and equitable 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. Public interest will vary based on the nature of the project and the timing, possible impacts, length and location of the project. The engagement strategy will be tailored to meet these needs.

Burlington is a dynamic and diverse city with residents who deserve and expect well planned, well-built and properly maintained infrastructure. With a population of over 40,000 that grows to over 100,000 during the day, the city 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.

## CORE VALUES OF CIVIC ENGAGEMENT

- **Respect:** Approach decisions openly, regardless of differences; clearly articulate participation ground rules.
- **Inclusiveness and equity:** Involve people most impacted; respect culture and language differences.
- **Easy participation:** Create milestones; lots of ways to participate via electronics and in person.
- **Meaningful engagement:** Open and unbiased process; deliberate and feasible options.
- **Mutual accountability:** Honest, respectful, informed discussion; meaningful assessment to measure growth.
- **Transparency:** Act with integrity in open process; access to clear, reliable information.
- **Evaluation:** Regularly assess the use of civic engagement; “lessons learned” are applied to future initiatives.

## GOALS

- To provide inclusive, equitable and meaningful opportunities for the public to provide input, to give recommendations and to offer feedback on upcoming, ongoing or completed projects.
- To regularly and reliably provide information to the public about projects that will have an effect on daily life and to do so in a timely and predictable manner.

## STRATEGIC INITIATIVES

- **Decision-Making and the role of public input:** Refine internal processes to evaluate capital projects, maintenance work and emergent issues with regard to how, when, where and with whom the public engagement process occurs in a way that meets resident/stakeholder needs while balancing resource constraints. Transition to a degree of standardization so that predictable engagement occurs for similar project-types.
- **Online Presence:**
  - Build out DPW social media platforms to be a trusted and reliable source of timely information.
  - The Capital Projects Portal will provide information on all public and private construction projects in the right-of-way to better inform the public and minimize disruptions, with continued refinements to ease of use and aesthetics.
- **Quick Build Program**
  - Includes an expanded suite of public engagement tools to include interim projects as engagement and educational opportunities.

- Build outreach materials and community understanding of the quick-build program, the value of interim improvements, and the value of real-time public engagement.

## IMPACTS, EQUITY AND ENGAGEMENT

Upon identifying a project, moving a project to a new phase or encountering a project hurdle, DPW staff (project manager, management, public information manager, etc) will consider impacts and equity before deciding on and implementing a public outreach plan. The following assessment will be conducted to decide on the appropriate level of engagement and the additional tools needing to be considered beyond the minimum standards:

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?

## SPECTRUM OF ENGAGEMENT

Engagement is both a process and an outcome related to the public's ability to influence decision-making. The engagement process falls on a spectrum, ranging from no decision making ability (Inform) to having power over the final decision (Empower). Where a project falls on the Spectrum of Engagement indicates the highest level of public participation. For projects on the higher end of the Spectrum of Engagement, **the tools and strategies at lower levels may also be utilized as the project progresses through its various phases**. See Appendix for a list of specific project types, the minimum level of engagement the public can expect from DPW, the tools and our stakeholders.

For this plan, the public is considered stakeholders who should have a meaningful opportunity to shape, alter or be informed about DPW project work. At times, **early decision-making may have included regulatory or legal obligations, emergency issues, etc.**

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	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  New Crosswalks  Adopting Standards	Quick-Build  Major Maintenance  Road / Sidewalk Reconstruction	Traffic Requests  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 engagement
Role of the Public	Receive information	Provide feedback	Share ideas, concerns, and visions	Co-lead Committee or Task Force with the DPW	Decision maker
Tools and	Website	Surveys	Advisory	Coalitions and	Ballots (e.g.

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Strategies	Calendar Brochures Posters Flyers Displays Press Releases Social Media Email Listserve Newsletters Direct Mailings Door Hangers	Reports Legal ads Visualization Techniques	Committees Focus Groups Project Meetings Open Houses Public Forum Times	Partnerships	TIF) Mailed polls
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## MEASUREMENT & EVALUATION

- Increase in visitors to the Capital Projects Portal
- Increase in visitors to website and social media
- Decrease in amount of new and total active DPW Customer Service inquiries
- Positive tone in media coverage with regard to the quality of the work DPW does and the analysis of its public engagement efforts
- Feedback from the City Council and DPW's Commission during the next year on overall engagement efforts
- Responsiveness to questions/issues raised through social media or See-Click Fix (SCF)
  - Service Level Agreements depending on work-order

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## APPENDIX:

This plan highlights the *minimum* engagement strategies that will be considered, but unique circumstances may require different approaches. DPW has and will continue to evaluate the level of impacts of all projects to determine the proper engagement strategy by asking the six impact, equity and engagement questions (referenced above):

### INFORM Project Types

<u>Project Type</u>	<u>Engagement Tool</u>	<u>When</u>	<u>Example</u>
<b>Minor Maintenance/Water Maintenance</b>	Flyers/door hangers to residents if work impacts water service or if there will be a temporary loss of parking	24 hours prior to maintenance	Crack sealing, sidewalk cutting, water service work
<b>Adopting Standards</b>	Website	Once final	Driveway standards

### CONSULT Project Types

<u>Project Type</u>	<u>Engagement Tool</u>	<u>When</u>	<u>Example</u>
<b>Quick Build</b>	Social Media educational post	During Installation	Bollard protected curb extension
	Flyers posted on adjacent stretch of project	72 hours prior to installation	
	Front Porch Forum Post	72 hours prior to installation	
	Project description on Quick Build website	One week prior to installation	

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	Area -Councilor notification; Commission Notification (Chair & Co-Chair)	One week prior to installation	
<b>Major Maintenance/Road Reconstruction</b>	Flyers/door hangers for businesses and residents	One week prior to construction	Repaving road ( <i>additional regulatory requirements apply to early written notification to coordinate utility work</i> ), water relining/replacing
	Letters to residents and owners of adjacent parcels	One week prior to construction	
	Front Porch Forum	One week prior to construction	
	Capital Projects Portal	One week prior to construction	
	Area -Councilor notification; Commission Notification (Chair & Co-Chair)	One week prior to construction	
	Social Media	One week prior to construction	

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## INVOLVE Project Types

<b>Project Type</b>	<b>Engagement Tool</b>	<b>When</b>	<b>Example</b>
<b>Traffic Requests (SOP on file)</b>	Flyers/door hangers to residents who live adjacent to and within estimated area of effect	Five days prior to community meeting, or as soon as practical prior to meeting	Handicap parking space, Residential Parking
	Notify and share materials with requestor and interested parties who have shared email	Five days prior to community meeting, or as soon as practical prior to meeting	
<b>New Sidewalks</b>	Letters to residents and owners of adjacent parcels	One week prior to construction	
	Capital Projects Portal	One week prior to construction	
	Flyers/door hangers for businesses and residents	One week prior to construction	
	Front Porch Forum	One week prior to construction	
	Sidewalk project website	One week prior to construction	
	Area -Councilor notification; Commission Notification (Chair & Co-Chair)	One week prior to construction	
	Social Media	One week prior to construction	
<b>Street Redevelopment</b>	Project Meetings	Two weeks prior to meeting	Great Streets
	Letters to residents,	Two weeks prior to	

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	owners and businesses	meeting	
	Flyers/Door hangers for residents and businesses	Two weeks prior to meeting	
	Area-Councilor Notification; Commissioner Notification (Chair, Vice Chair)	Two weeks prior to meeting	
	Social Media	Two weeks prior to meeting	
	Street Redevelopment website	Prior to first public meeting	

## *COLLABORATE Project Types*

<u>Project Type</u>	<u>Engagement Tool</u>	<u>When</u>	<u>Example</u>
<b>Scoping Studies, Feasibility Studies, Corridor Studies</b>	Project Website	One month prior to first public meeting	Colchester Ave
	Project Advisory Committee	Formed at consultant kick-off	
	Public Notification of Meetings	Two weeks prior to meeting	
	Front Porch Forum	Two weeks prior to public meetings	
	Social Media	Two weeks prior to public meeting	
	Area Councilor Notification Commissioner	If not included on the Committee: one week prior to public	

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	Notification (Chair, Vice Chair)	meetings	
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## **EMPOWER Project Types**

<b><u>Project Type</u></b>	<b><u>Engagement Tool</u></b>	<b><u>When</u></b>
<b>Traffic calming (neighborhood initiated)</b>	Mail negative poll to neighborhood residents, owners, and businesses on the traffic calmed street (a negative poll asks people to respond if they do not want the project to advance as proposed).	Poll stays open for 3 weeks
	Area Councilor Notification Commissioner Notification (Chair, Vice Chair)	As poll is mailed; one week prior to implementation
<b>Special District Project</b>	Ballot Item	TIF District

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## **GUIDANCE FOR WRITTEN MATERIALS**

- **Project Manager, Project Staff and Public Information Manager will collaborate on content and distribution**
- **Contact Information**
  - Include a link to the project website / DPW website
  - Project manager and/or DPW customer service contact information
- **Project Details to include**
  - *Who:* DPW, contractor or both
  - *What:* Specific project details
  - *When:* Include anticipated start date and anticipated length

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- *Where*: Include geographic parameters of project
- *Impacts*: Identify anticipated parking, obstruction, noise or other impacts

## TOOLS

- Website, DPW's and/or City's homepage
- Social Media (Facebook, Twitter)
- Online calendars (DPW's or Government Meeting calendars)
- DPW Customer Service
- See-Click Fix
- Informational Signs and Brochures
- Door-hangers, Flyers, Letters
- Email notices and Newsletters (Front Porch Forum, CEDO's Buzz)
- Information/Press Releases
- Construction Portal
- Traffic-Alerts
- Public Meetings / Pop-up Meetings
- Demonstration Projects / Quick-Build Projects
- BTV Stat, Annual Reports
- Other Stakeholder Distribution (CEDO Business outreach, Advocate listservs, BBA)
- Online input tools (map-based, blogs)

## STAKEHOLDERS

- Residents: Owners, Tenants, Landlords
- Neighborhood Planning Assemblies
- Council Members
- Public Works Commission
- Businesses: Owners, Business Associations
- Media
- Colleges: Administration, Students
- City Departments
- Adjacent Communities
- Advocates
- Institutions (e.g. UVMMC)