



We steward Burlington's infrastructure and environment by delivering efficient, effective and equitable public services

Public Engagement Plan

OVERVIEW

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 42,000 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 civic engagement worksheet as a guide and directly references their 'Core Values of Civic Engagement', and provides a step toward helping DPW achieve its public engagement goals while continuing to build 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-type projects.

Online Presence:

- Build out DPW social media platforms to be a trusted and reliable source of timely information.
- Construction portal to 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

- Expand 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.

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: Associations, Owners
Media
Colleges: Administration, Students
City Departments
Adjacent Communities
Advocates
Institutions (e.g. UVMMC)

IMPACTS, EQUITY AND ENGAGEMENT

Upon identifying a project 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 not a single process or set of activities, but is both a process and an outcome related to the public's ability to influence the decisions. 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

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utilized as the project progresses through its various phases. See Appendix for a list of specific project types and the minimum level of engagement the public can expect from DPW.

For this plan, the public should be considered stakeholders who are involved in making decisions or informing decisions which will be made by elected and appointed officials.

	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	Decision maker

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				the DPW	
Tools and Strategies	Website Online calendar Brochures Posters Flyers Displays Press Releases Social Media Email Listserve Newsletters Direct Mailings Door Hangers	Surveys Reports Legal ads Visualization Techniques	Advisory Committees Focus Groups Project Meetings Open Houses Public Forum Times	Coalitions and Partnerships	Ballots (e.g. TIF) Mailed polls

MEASUREMENT & EVALUATION

Increase in visitors to the Construction 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 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

APPENDIX:

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, length and location of it and the engagement strategy should be tailored to meet these needs.

With a degree of standardization and predictability to projects of similar type, this process should be easier to implement and, most importantly, provide better opportunities for the public to become aware of and participate in project planning.

This plan highlights the minimum engagement strategies needing to 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.

INFORM Project Types

Minor Maintenance

Construction Portal

Door Hangers to residents if work lasts more than 24 hours or impacts water service; one week ahead of time with anticipated start date and timing

Website

New Crosswalks

Social Media

Website

Adopting Standards

Website

CONSULT Project Types

Quick Build

Social Media educational post (detailing what Quick Build is, its potential, its limitations) two weeks ahead of time

Flyers delivered and/or mailed to residents two weeks before installation

Project plans on Quick Build website

Councilor notification 2 weeks before

Major Maintenance / Road Reconstruction

Fliers for businesses - 2 weeks ahead of time

Door hangers for residents - 2 weeks ahead of time

Letters to Residents - 2 weeks ahead of time

Website
Social Media
Councilor Notification

INVOLVE Project Types

Traffic Requests (SOP on file)

Printed flyers to residents at least one block from project location
Notify and share materials with requester five days in advance of community meeting, or as soon as is practical prior to the meeting
Notify any interested party who provided email five days prior to meeting, or as soon as is practical prior to the meeting

New Sidewalks

Letters to Residents and Owners two weeks ahead of time
Website and Construction Portal
Social Media
Fliers for businesses - two weeks ahead of time
Door hangers for residents - two weeks ahead of time
Councilor Notification

Street Redevelopment

Project meetings
Mailings
Door hangers
Social media
Website
Project website

COLLABORATE Project Types

Scoping Studies, Feasibility Studies, Corridor Studies

Project Website
Project Advisory Committee
Public notification of meetings
Councilor Notification

EMPOWER Project Types

Traffic Calming

Mail negative poll to neighborhood residents and businesses directly impacted by traffic calming (a negative poll asks people to respond if they do not want the project to advance as proposed).

Councilor Notification

Special District Project

Ballot item

Councilor Notification

Guidance for Written Materials

Flyers, letters, and mailers: include a link to the project website / DPW website and the project manager's contact information