



*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. 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 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

- Transparency: Act with integrity in open process; access to clear, reliable information.
- Mutual accountability: Honest, respectful, informed discussion; meaningful assessment to measure growth.
- Easy participation: Create milestones; lots of ways to participate via electronics and in person.
- Meaningful engagement: Open and unbiased process; deliberate and feasible options.
- Inclusiveness and equity: Involve people most impacted; respect culture and language differences.
- Respect: Approach decisions openly, regardless of differences; clearly articulate participation ground rules.
- Evaluation: Regularly assess the use of civic engagement; “lessons learned” are applied to future initiatives.
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## 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.~~
- Communicate what we do: 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.
- Provide opportunity for input: 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.
- Set expectations for feedback: To provide the appropriate acknowledgement for any engagement from the public, commit to review all comments, questions or requests and factor serious consideration of public input into our decision-making

## 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. Continue to refine and improve engagement in a way that to meets resident/stakeholder needs while balancing resource constraints.

- Transition to a degree of standardization so that predictable engagement occurs for similar project-types.
- Include both project-specific outreach efforts as well as overall construction season outreach to educate our stakeholders about what work and impacts to expect in their city. Where feasible, group projects by larger geographic area for comprehensive location-based outreach
- Reflecting the City's Diversity in our Outreach
  - Identify cultural and linguistic barriers to creating a meaningful two-way dialogue with all communities in the city and begin utilizing tools to address these
  - Refine and expand our engagement efforts in effectively reaching underrepresented communities in Burlington
- 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.
  - Streamline our use of See Click Fix, meet Service Level Agreements and improve and increase the level of detail we provide to customers when closing inquiries
- 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.**

	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  <del>New Crosswalks</del>  Adopting Standards	Quick-Build  Major Maintenance  Road/ <del>+</del> Sidewalk <del>Re-</del> Reconstruction	Traffic <del>Requests</del> <u>Regulation Change</u>  Street Redevelopment/ <u>New Sidewalks</u>  <del>New sidewalks</del>	Scoping / Feasibility Studies  Corridor Studies	Traffic Calming  Special District Projects
Role of the DPW	Share information.	Indirectly engage the public.	Directly engage the public.	Collaborate to identify a preferred	Ask questions and provide

# DRAFT November 2017

	Ensure public safety, access, and utility of basic public services that do not have regulatory impacts or change the line/grade of a road.	Improve public safety, implement projects that have no regulatory impact or impact on traffic distribution.	<del>Implement public</del> Implement public safety and/or access improvements through improve ments through regulatory changes or through full reconstruction of a roadway or intersection.	alternative. Facilitate a conversation about transportation improvements.	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 Strategies	Website 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

- Responsiveness to questions/issues raised through social media or See-Click Fix (SCF)
- Feedback from the City Council and DPW's Commission after one year of the Plan's implementation
- Annual internal review on reaching underrepresented communities
- Increase in visitors to the website and Capital Projects Portal
- Increase in visitors to website and social mediasocial media followers and impressions
- Decrease in amount of new and total active DPW Customer Service inquiries

# ~~DRAFT~~ November 2017

- 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~~

## 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>
Minor Maintenance/Water Maintenance: <i>if work impacts water service or if there will be a temporary loss of parking</i>	Flyers/door hangers to residents <i>if work impacts water service or if there will be a temporary loss of parking</i>	24 hours prior to maintenance	<i>Crack sealing, sidewalk cutting, water service work</i>
	<i>Social Media</i>	<i>24 hours prior to maintenance</i>	
<u>Minor Maintenance</u>	<u>Social Media</u>	<u>24 hours prior to maintenance</u>	<u>Crack sealing, sidewalk cutting</u>
Adopting Standards	Website	Once final	Driveway standards

### *CONSULT Project Types*

<u>Project Type</u>	<u>Engagement Tool</u>	<u>When</u>	<u>Example</u>
Quick Build	Social Media educational post	During Installation	Bollard protected curb extension
	Flyers <i>and/or posters</i> 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	

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

## *INVOLVE Project Types*

<u>Project Type</u>	<u>Engagement Tool</u>	<u>When</u>	<u>Example</u>
<b>Traffic Requests (SOP on file) Regulation Change:</b> <ul style="list-style-type: none"> <li>• <u>Additional regulatory requirements may apply</u></li> <li>• <u>This project-type</u></li> </ul>	<u>Mailings, fFlyers or /door hangers</u> to residents who live adjacent to and within estimated area of effect	<u>Five-Ten</u> days prior to community meeting, or as soon as practical prior to meeting	Handicap parking space, Residential Parking



# DRAFT November 2017

<p><u>encompasses an extremely wide range of possible requests and it is essential to consider breadth of impacts by answering the 6 impact assessment questions</u></p>			
	<p><u>Mailings to owners who live adjacent to and within estimated area of impact where a regulation change leads to a loss of greater than 3 parking spaces</u></p>	<p><u>Ten days prior to community meeting, or as soon as practical prior to meeting</u></p>	
	<p>Notify and share materials with requestor and interested parties who have shared email</p>	<p><u>Five-Ten</u> days prior to community meeting, or as soon as practical prior to meeting</p>	
<p><u>Street Redevelopment/New Sidewalks</u> <u>New Sidewalks</u></p>	<p><u>Project Meetings</u> <u>Letters to residents and owners of adjacent parcels</u></p>	<p><u>Ten days prior to meeting</u> <u>One week prior to construction</u></p>	<p><u>Great Streets</u></p>
	<p><u>Mailings to owners of adjacent parcels</u> <u>Capital Projects Portal</u></p>	<p><u>Ten days prior to meeting/One week prior to construction</u> <u>One week prior to construction</u></p>	
	<p><u>Mailings, flyers or door hangers for residents and businesses</u> <u>Flyers/door hangers for businesses and residents</u></p>	<p><u>Ten days prior to meeting/One week prior to construction</u> <u>One week prior to construction</u></p>	
	<p><u>Area-Councilor Notification;</u> <u>Commissioner Notification (Chair, Vice Chair)</u> <u>Sidewalk project website</u></p>	<p><u>Ten days prior to public meeting/One week prior to construction</u> <u>One week prior to construction</u></p>	
	<p><u>Social Media</u> <u>Area-Councilor notification;</u> <u>Commissioner Notification (Chair &amp; Co-Chair)</u></p>	<p><u>Ten days weeks prior to public meeting/One week prior to construction</u> <u>One week prior to construction</u></p>	
	<p><u>Project Website</u> <u>Social Media</u></p>	<p><u>Prior to first public meeting</u> <u>One week prior</u></p>	

		to construction	
<b>Street Redevelopment</b>	Front Porch Forum: Impacted neighborhood Project Meetings	One week prior to construction Two weeks prior to meeting	Great Streets
	Capital Projects Portal	One week prior to construction	
	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	

# DRAFT November 2017

	Area Councilor Notification Commissioner Notification (Chair, Vice Chair)	If not included on the Committee: one week prior to public meetings	
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## *EMPOWER Project Types*

<u>Project Type</u>	<u>Engagement Tool</u>	<u>When</u>
Traffic calming (neighborhood initiated)	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
Special District Project	Ballot Item	TIF District

## 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)

## TOOLS

- Tools of Engagement

- Public Meetings/Pop-Up Meetings
- Social Media
- Demonstration Projects/Quick-Build Projects
- DPW Customer Service
- See-Click Fix
- Interpretation and Translation Services
- Communications with property owners, residents and businesses
  - To include mailings, flyers and face to face communication
- Online input tools

- Tools to Provide Information

- Traffic-Alerts
- Capital Projects Portal
- Website: DPW and City's homepage
- Informational Signs and Brochures
- Email notices and Newsletters (FPF, CEDO's Buzz)
- Information/Press Releases
- Online calendars (DPW's or Government Meeting calendars)
- BTV Stat, Annual Reports
- Other Stakeholder Distribution (CEDO Business Outreach, Advocate listservs, BBA)

## 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
- ⊖ 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~~
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- ~~Council Members~~
- ~~Public Works Commission~~
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