



City of Burlington

Department of Public Works

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Memo

Date: August 4, 2017

To: Transportation, Energy, and Utilities Committee

From: Nicole Losch, PTP, Senior Planner

Subject: Public Engagement Plan Development for Public Works Projects

Background

As City Council concluded the North Avenue Pilot Project, the approved resolution directs the Department of Public Works to develop a written report regarding public outreach processes and provide this to the TEUC no later than September 25, 2017.

For the last several months, our Engineering Division has been working on a Public Engagement Plan / Civic Engagement Plan that is based on the Chittenden County Regional Planning Commission's (CCRPC) [Public Participation Plan](#) and a draft Civic Engagement Plan start by CEDO in 2015. Before we continue our work, this is an opportunity to obtain guidance from the TUEC about our proposed development of this plan.

Next Steps

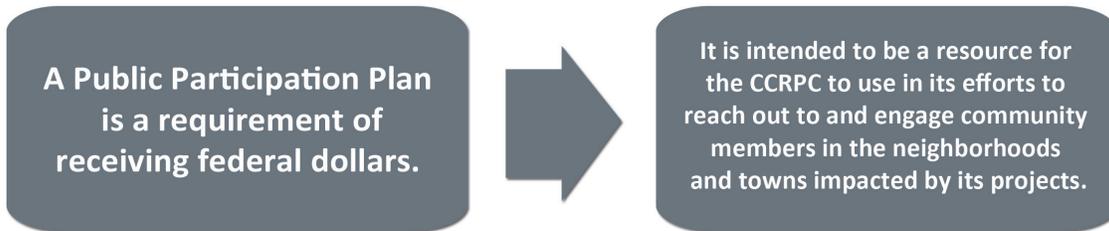
Attached we have provided a 2-page summary of the CCRPC's Public Participation Plan, which defines the general spectrum of engagement we propose to follow and that we currently follow with CCRPC-funded planning studies (more detail on their full PPP can be found through the hyperlink above). Our goal is to have this public engagement plan apply to Corridor Studies, as directed in the North Avenue Pilot resolution from July 2017, and also apply to all types of DPW projects. We have an additional opportunity to share this draft and get guidance from DPW's new Public Information Manager, who will join DPW in mid-August.

While our team continues to define the types of DPW projects that apply across this spectrum, edit the outreach tools to fit Burlington, outline an engagement worksheet to guide staff through this process, and package this as a report to present at the September TEUC meeting, we are reaching out to the TEUC to collect any initial thoughts or direction about the development of this report.

PUBLIC PARTICIPATION PLAN UPDATE 2014

WHAT IS THE 2014 PUBLIC PARTICIPATION PLAN UPDATE?

As part of our ongoing efforts to engage the public, we have completed a 2014 Public Participation Plan. This is an update to our 2008 Public Participation Plan, and provides the methodology for involving the public in our work, using both traditional and innovative outreach methods to meet the needs of our growing and increasingly diverse community.



The 2014 Public Participation Plan outlines the CCRPC’s principles and goals, aligns our strategies and activities with specific levels of engagement appropriate to each, and provides evaluation methods for determining the effectiveness of our initiatives.

Each activity of the CCRPC will have a customized level of public engagement, depending on:



THE SPECTRUM OF PARTICIPATION

The Spectrum of Participation divides the CCRPC’s strategies into corresponding levels of engagement to ensure the community’s needs are being met. Every project is reviewed using the CCRPC Public Participation Plan & Equity Impact Worksheet to determine at an early stage whether there are groups that need additional engagement and further review of equity impacts. The levels of the Spectrum of Participation are as follows:

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<p>We will provide the public with balanced and objective information, using:</p> <ul style="list-style-type: none"> Website & online calendar <ul style="list-style-type: none"> Database Informational brochures Posters & flyers <ul style="list-style-type: none"> Display ads Press releases Social media Email announcements <ul style="list-style-type: none"> Newsletters 	<p>We will obtain public feedback on analysis, alternatives and/or decisions. This includes:</p> <ul style="list-style-type: none"> Public hearings & legal ads <ul style="list-style-type: none"> Work groups Comment forms <ul style="list-style-type: none"> Surveys & questionnaires Visualization techniques Analysis reports Technical assistance studies 	<p>We will work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood / considered.</p> <p>At this level, we complete an EQUITY IMPACT WORKSHEET.</p> <ul style="list-style-type: none"> Steering/advisory committees Project meetings/workshops/open houses/forums <ul style="list-style-type: none"> Direct mailings Staff outreach CCRPC Equity Impact Worksheet 	<p>We will partner with the public in each aspect of the decision, including the development of alternatives and the identification of a preferred solution.</p> <ul style="list-style-type: none"> Community or co-led committees <ul style="list-style-type: none"> Advisory boards Coalitions & partnerships Policy development & advocacy 	<p>We will place final decision-making in the hands of the public.</p> <ul style="list-style-type: none"> Community-led planning efforts Community-hosted forums

ABOUT US & THE UPDATE

The mission of the Chittenden County Regional Planning Commission (CCRPC) is to act as the principal forum for planning, policy and community development in Chittenden County, Vermont. The CCRPC functions as the federally designated metropolitan planning organization (MPO) and serves the 19 municipalities in Chittenden County.

In June 2013, a Public Participation Plan Advisory Committee was assembled to assist in the development of a comprehensive public involvement process, building off of the existing Public Participation Plan. The assembled Advisory Committee included representatives from a diverse range of area interests and organizations. The Advisory Committee reviewed the existing Public Participation Plan to determine which elements were relevant to retain and which were outdated, reviewed other comparable plans and engagement tools, and assisted in the overall update of the plan, with the deliverable being a draft 2014 Public Participation Plan (completed July, 2014).

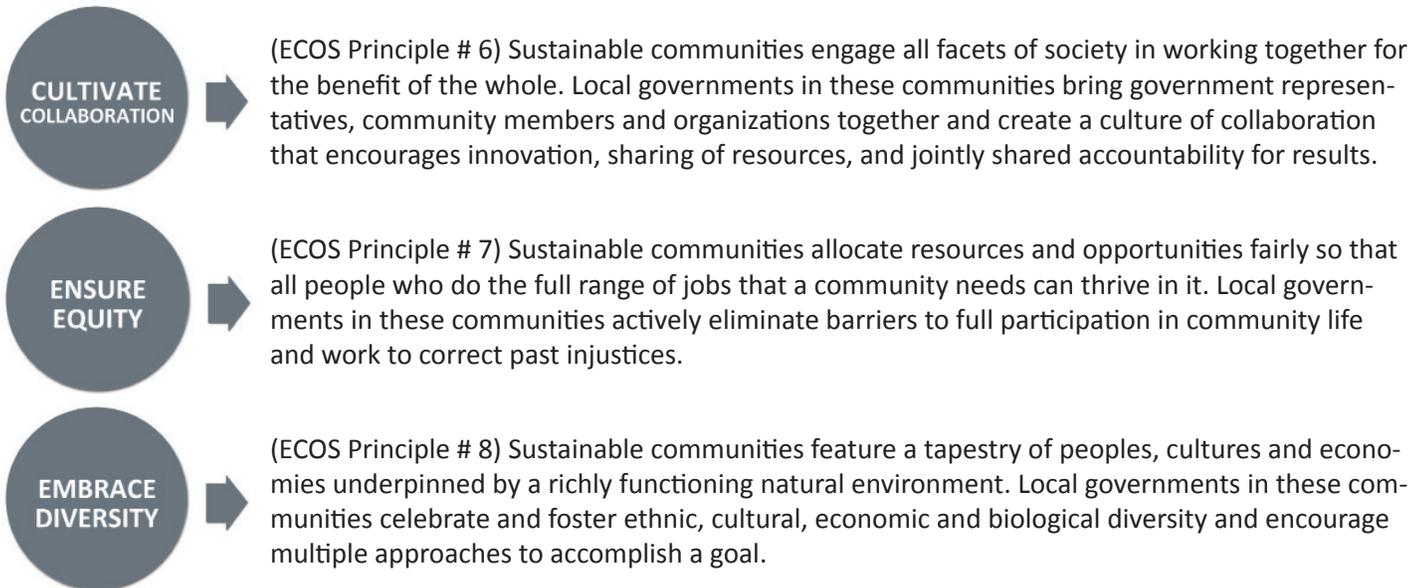
WHY ARE WE UPDATING THE EXISTING PLAN?

While we are proud of our strong relationships with local residents, advocacy and interest groups, and state and federal agencies, we strive to improve our efforts to involve the public in our planning and policy work, as inclusive community engagement is the foundation that will lead to improved problem-solving methods, decision-making and long-term solutions that meet the needs of our diverse community. This update seeks to strengthen existing relationships and forge new ones.

A lot has changed since 2008. Some of our reasons for updating in 2014 include:



The updated Plan will help implement the relevant principles in the 2013 Chittenden County ECOS Plan:



To narrow disparities and accomplish these goals, we must:



WHERE CAN I FIND MORE INFORMATION?

To view the updated Plan, get more information and provide feedback, please visit:

<http://www.ccrpcvt.org/aboutus/public>

or contact Emma Long, Communications Manager at the CCRPC: elong@ccrpcvt.org or 802-846-4490 x21