

Report on Public Involvement Great Streets BTV, Burlington, Vermont September to December 2016

1) Summary of Public Involvement Activities

The Great Streets Public Involvement Effort was designed in the spirit of the City of Burlington’s commitment to community participation and the *Diversity & Equity Strategic Plan*. We built on the community’s active participation with an effective public outreach and engagement campaign that cultivated collaboration, ensured equity, and embraced diversity.

The effort had four primary elements: Public Presentations, Commission/Board/NPA Presentations, Stakeholder Interviews, and a project-specific Website.

A. Public Presentations

There were a total of six public meetings; four tailored for the general public and two for the Main/St. Paul Street business and property owners. Meeting materials are available in a separate document.

Great Streets Stand-Alone Public Presentations

Date	Time	Item(s)	Audience	Location
9/14/16	8:00AM	Introduction to Great Streets	Business & Property Owners	City Hall
9/14/16	6:30PM	Introduction to Great Streets	General Public	City Hall
9/15/16	9:00AM	Introduction to Great Streets	General Public	City Hall
9/15/16	Noon	Introduction to Great Streets	General Public	City Hall
11/16/16	9:00AM	Main Street/CHP Concept Plans	Business & Property Owners	City Hall
11/16/16	7:00PM	Main Street/CHP Concept Plans	General Public	City Hall

The first series of public meetings was held on September 14-15, 2016. The purpose of the meetings was to introduce the public and business community to the Great Streets Initiative and solicit preliminary input on issues important to developing design standards for all of downtown.

The business meeting was held on September 14, 2016 at 8:00AM at City Hall. The meeting was attended by 12 business people from the Main Street/St. Paul Street/Church Street Corridor. Publicity included: landowner mailing to 45 addresses, flyering Main and St. Paul Street businesses and member alerts by the Burlington Farmers’ Market, Church Street Marketplace, and Burlington Business Association.

The public meetings were held on September 14th at 6:30PM and September 15th at 9:00AM and Noon at City Hall (presentations were identical at all three meetings). Forty-eight people

attended these meetings. Video of the evening meeting is available on demand at <http://greatstreetsbtv.squarespace.com/events/2016/8/24/public-presentation>.

Attendees became aware of the meetings through an email from a friend or colleague (6), seeing a flyer or poster (6), social media (5), CEDO Buzz (3), and Front Porch Forum (3). Meeting Outreach included:

- Posters to Farmers' Market, Open Streets, downtown retail locations, downtown bulletin boards
- Postings on Front Porch Forum, Facebook, city department websites, CEDO BUZZ
- Article in North Avenue News
- Paid advertisement in Seven Days
- Notifications to Bike/Walk Council, Local Motion, NPA Steering Committee members, City Commissions and Boards
- Calendar postings to 7 Days, Burlington Free Press, VT Digger, Local Motion, City website, CCRPC website

The second set of meetings was held on November 14, 2016. The business community meeting featured a detailed discussion of the Main Street Concept Plan. The meeting was attended by 32 people. Again, a landowner mailing was sent to 45 addresses, and Main and St. Paul Street businesses were flyered and email addresses were collected for reminders and future outreach. Member alerts were done by the Burlington Farmers' Market, Church Street Marketplace, AARP, Imagine City Hall Park, and Burlington Business Association.

A public meeting was held on November 14th at 7:00PM and featured both the Main Street Concept Plan and City Hall Park Concept Plan. Sixty-one people attended this meeting. Video of the evening meeting is available on demand at: <http://greatstreetsbtv.squarespace.com/media/2016/12/13/main-streetst-paul-and-city-hall-park-concept-plans>

Meeting outreach included:

- Posters to Farmers' Market, Open Streets, downtown retail locations, downtown bulletin boards
- Postings on Front Porch Forum, Facebook, city department websites, CEDO BUZZ
- Article in North Avenue News
- Notifications to previous attendees, Bike/Walk Council, Local Motion, presentations and flyers to NPA meetings, NPA Steering Committee members, City Commissions and Boards
- Calendar postings to 7 Days, Burlington Free Press, VT Digger, Local Motion, City website, CCRPC website

B. Commission/Board/NPA Presentations

The City Hall Project Management Team visited City Commissions, Boards, and NPAs throughout the fall of 2016.

Great Streets Visits to Burlington Boards, Commissions, and NPAs

Date	Time	Item(s)	Board/Commission	Location
9/15/16	5:00PM	Introduction to Great Streets	<u>City Council Transportation, Energy and Utilities Committee</u>	DPW, 645 Pine Street
10/4/16	5:30PM	Introduction to Great Streets	<u>Parks Commission</u>	DPW, 645 Pine Street
10/13/16	6:30PM	Introduction to Great Streets	<u>Wards 2/3 NPA</u>	241 N. Winooski Ave.
10/19/16	6:30PM	Introduction to Great Streets	<u>Public Works Commission</u>	DPW, 645 Pine Street
11/9/16	6:30PM	Introduction to Great Streets	<u>Wards 1/8 NPA</u>	UVM Medical Ctr., Colchester Ave.
11/17/16	7:00PM	City Hall Park and Main Street	<u>Ward 5 NPA</u>	DPW, 645 Pine Street
12/1/16	7:00PM	City Hall Park	<u>Ward 6 NPA</u>	Champlain College
12/6/16	5:30PM	City Hall Park	<u>Parks Commission</u>	DPW, 645 Pine Street
12/7/16	5:00PM	City Hall Park and Main Street	<u>City Council Transportation, Energy and Utilities Committee</u>	DPW, 645 Pine Street
12/8/16	6:30PM	City Hall Park and Main Street	<u>Wards 2/3 NPA</u>	241 N. Winooski Ave.
12/13/16	3:00PM	Sketch Plan for City Hall Park	<u>Design Advisory Board</u>	City Hall
12/13/16	6:30PM	City Hall Park and Main Street	<u>Planning Commission</u>	City Hall
12/13/16	4:00PM	City Hall Park and Main Street	<u>City Council Parks, Arts and Culture Committee</u>	Fletcher Free Library
12/14/16	6:30PM	City Hall Park and Main Street	<u>Wards 1/8 NPA</u>	UVM Medical Ctr., Colchester Ave.
12/20/16	4:00PM	City Hall Park and Main Street	<u>Mayor's Advisory Committee on Accessibility</u>	City Hall
12/20/16	5:00PM	Sketch Plan for City Hall Park	<u>Development Review Board</u>	City Hall
12/21/16	6:30PM	Main Street Plan	<u>Public Works Commission</u>	DPW, 645 Pine Street

C. Stakeholder Interviews

The City Hall Project Managers and consultant team met with stakeholders throughout the planning process. These meetings included: Preservation Trust of VT, Preservation Burlington, State Historic Preservation Officer, Flynn Theater, Jazz Fest/Festival of Fools, First Night Burlington, Burlington Farmers' Market, Burlington Business Association, Lake Champlain Regional Chamber of Commerce, and private and public utilities. Additionally, analysis and planning for the Great Streets Initiative included staff from the following City Departments: Mayor's Office; Community & Economic Development; Public Works (Traffic, Parking, & Water divisions, and capital planning); Parks, Recreation & Waterfront (Arborist, planning/project management, maintenance); Planning & Zoning; Burlington City Arts; Burlington Electric Department; Police & Fire Departments.

D. Project Website (www.greatstreetsbtv.com)

A website was created with background and current information, public meeting documents (agendas, meeting materials, presentations, meeting notes, video), concept plans, comment page, and a final report.

A database of all stakeholders, participants, and those who express interest in the project was created and is available for future outreach.

2) Project Management Team & Consultants

City Hall Project Managers

Meagan Tuttle, Planning & Zoning
Kirsten Merriman Shapiro, CEDO
Laura Wheelock, DPW

Consultant Team

Suisman Urban Design

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Michael Vergason Landscape Architects

Michael Vergason, Principal
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Domingo Gonzalez, Principal
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Urban Rain Design (Stormwater Infrastructure)

Kevin Robert Perry, Principal

Third Sector Associates (Public Outreach)

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