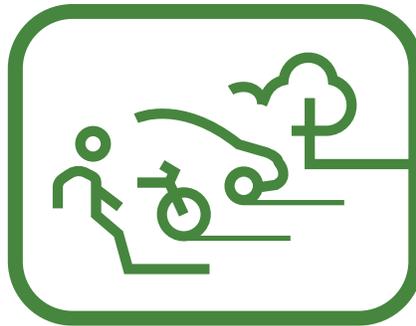


# CONSTRUCTION INSPECTION SERVICES CHAMPLAIN PARKWAY MEGC 5000(1)

Burlington, VT

## PUBLIC INVOLVEMENT PLAN

October 2020



### Champlain Parkway Project

Burlington, VT

Prepared For:



Burlington Public Works Department

645 Pine Street Ste A

Burlington, VT 05401

Submitted by:



WSP USA Inc.

9 Executive Drive

Merrimack, NH 03054

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## **1.0 EXECUTIVE SUMMARY**

Burlington Vermont’s Department of Public Works (Burlington DPW) is moving the historic 2.8-mile Champlain Parkway Project forward, which will connect I-189 to the city’s south end, alleviate neighborhood traffic and transform the existing road into a two-lane multi-modal roadway. WSP will lead public information services throughout all phases of the Champlain Parkway Project under the direction of the Burlington DPW and in conjunction with the Burlington DPW’s Public Information Manager (PIM).

This Public Involvement Plan (PIP) is a living document that describes the intent, methods and expectations for work to be completed by the Champlain Parkway Project Public Information Team (WSP). This PIP describes the role of the Public Involvement Team and outlines how the team will foster and maintain open communication with the public while striving to achieve the following goals.

**Goal #1:** Inform the public and stakeholders of all project activities and traffic impacts within the project area.

**Goal #2:** Establish open channels of communication and serve as the primary resource for project information for stakeholders throughout construction.

## **2.0 COORDINATION AND OVERSIGHT**

### **2.1 ROLES AND RESPONSIBILITIES**

The mission of the Burlington DPW is to steward Burlington's infrastructure and environment by delivering efficient, effective, and equitable public services. The Burlington DPW is working to improve traffic circulation, alleviate capacity overburdens in the city and increase safety and mobility. The Champlain Parkway Municipal Project Manager (Champlain Parkway MPM) and the Burlington DPW PIM, will oversee the public involvement implementation. Each of the organizations listed below will assist the Burlington DPW in its efforts to achieve the project's public outreach goals.

#### **2.1.1 WSP USA INC.**

WSP, a Communications and Public Involvement consultant hired by the Burlington DPW, will be responsible for all public engagement activities as outlined in this PIP. WSP will prepare and distribute public project communications, develop a project website and branding, and manage project inquiries throughout the life of the contract for the Champlain Parkway Project.

#### **2.1.2 VERMONT AGENCY OF TRANSPORTATION (VTRANS)**

VTrans has worked closely with the Burlington DPW and the FHWA to identify the Selected Alternative and meet NEPA requirements. WSP will coordinate with VTrans regarding concurrent construction projects that are likely to impact the area surrounding the project.

#### **2.1.3 CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION (CCRPC)**

As the regional planning commission overseeing the project area, the Chittenden County Regional Planning Commission (CCRPC) will help connect the project with communities in the region. WSP will provide the CCRPC with project information and updates on construction activities weekly for distribution to their network of regional stakeholders via Front Porch Forum, the CCRPC website, and/or email distribution.

#### **2.1.4 CHA CONSULTING**

CHA Consulting (CHA) serves as the designer for the Champlain Parkway Project. CHA will implement NEPA public outreach efforts for the Champlain Parkway Project. WSP will coordinate with CHA to publish NEPA-related materials and announcements on the new Champlain Parkway website.

### **2.2 PROJECT COORDINATION**

Quarterly calls with the Champlain Parkway MPM and the Burlington DPW PIM will be established in coordination with the Shelburne Street Roundabout Project. As the Champlain Parkway Project progresses into the construction phase, WSP and the Champlain Parkway MPM and Burlington DPW PIM will determine if there is a need for weekly public involvement coordination calls.

During construction, WSP will conduct weekly calls/correspondence with the Champlain Parkway Resident Engineer and the contractor to obtain accurate information about current and upcoming construction activities to prepare weekly public notices of activities and traffic impacts.

### **3.0 COMMUNITY RELATIONS MANAGEMENT**

WSP, in coordination with the Burlington DPW, will maintain a close relationship with the communities impacted by the project's construction. Community Relations Management includes all outreach efforts put forth to discuss project news, benefits, milestones and activities with the public.

WSP seeks to maximize opportunities to engage the public and neighboring communities through regular and proactive communication. This will be accomplished by providing the public with foundational project information and brand awareness while identifying the public's concerns and working to address issues related to project impacts.

#### **3.1 EQUITY**

Equitable access to impactful communications is important and necessary for our community. As guided by DPW's Public Engagement Plan, we consider impacts (whether perceived as positive or negative) when determining appropriate outreach methods. When possible, we will work to overcome cultural or linguistic barriers to ensure residents directly impacted by the project or its construction have access to vital information.

#### **3.2 STAKEHOLDER LISTS**

WSP will create a stakeholder contact list for the Champlain Parkway Project. The stakeholder list will be populated based on WSP research. WSP will incorporate contacts identified by the Burlington DPW, VTTrans and the CCRPC into the existing stakeholder contact list. WSP will develop one (1) master stakeholder list, and eight (8) segmented lists based on the geographical areas of the eight construction phases of the Champlain Parkway Project. The segmented lists will specifically target the businesses and residences along the construction route, including but not limited to Pine Street, Home Avenue, King Street, Maple Street, Lakeside Avenue, Main Street, Flynn Avenue, Kilburn Street, Locust Street and Battery Street. The master stakeholder list will include but is not limited to, state and local municipal offices, elected officials, local hotels, inns and campgrounds, businesses, transit and trucking companies, educational institutions, emergency services, recreation groups, environmental groups and local event coordinators.

Prior to construction, WSP will seek contact information for local event coordinators (Vermont City Marathon & Relay, Art Hop, UVM Commencement, area Farmer's Markets) to share project information and coordinate impacts well in advance of the events. Event coordinators will be added to the regular email distribution list to receive ongoing project updates.

In advance of construction, WSP will reach out to large area employers, including area businesses, organizations, transit and trucking companies and educational institutions, to identify a point of contact that can disseminate project information within their organization. This point of contact will receive all notifications and updates for the Champlain Parkway Project.

#### **3.3 PUBLIC MEETINGS**

Up to six (6) public meetings will be held during the eight phases of construction on the Champlain Parkway Project. Public meetings will be held in compliance with State and local Covid-19 public health guidelines. If in-person public meetings are not permitted, the project team will explore online meeting options.

The public meetings will provide the public with information about the project scope, schedule, planned construction activities, impact on traffic and planned detour routes. The meetings will allow

the community to voice their concerns and have their questions answered by the project team. All questions and comments received during the meeting will be recorded and addressed by WSP in coordination with Burlington DPW. Those who do not wish to voice their comments publicly will be offered an opportunity to provide a private written or verbal comment at the meeting or submit comments online through the Champlain Parkway website or via the project email.

WSP will produce public meeting materials, including:

- Sign-in sheets
- Comment cards
- Wayfinding signs
- Meeting invitations
- A presentation template (one template that can be tailored for each public meeting)
- Project boards (up to three [3] boards per meeting)
- Advertisements
- Meeting report (one [1] round of review will be consolidated into the final report)

In advance of public meetings, WSP will send four (4) public meeting announcements beginning four weeks prior to the scheduled meeting. WSP will create and share social media posts with the Burlington DPW PIM at least ten (10) days before the scheduled meeting. The public meeting announcement will be sent to the Burlington DPW PIM to post on city Front Porch Forum pages at least one (1) week prior to the public meeting. As required, legal notices will be published in local newspapers at least two (2) weeks in advance of a public meeting.

### **3.4 ABUTTER OUTREACH**

WSP will conduct targeted outreach to residents and businesses adjacent to construction activities. Efforts will include up to two (2) rounds of door-to-door outreach in targeted neighborhoods, up to six (6) visits, meetings, or interviews with key stakeholders. Targeted emails and phone calls to abutters will be conducted. Abutter outreach will occur at least ten (10) days before a public meeting and one week prior to construction activities in the area.

In accordance with the Burlington DPW's Public Engagement Plan (PEP), WSP will conduct targeted outreach in advance of public meetings, at the start of construction each season and in instances of construction activities directly impacting adjacent residences and businesses. Per Burlington DPW's PEP, WSP will coordinate with local partners such as City Hall, the Fletcher Free Library, South Burlington Library, South Burlington DPW, South Burlington emergency services and the Department of Motor Vehicles to distribute electronic brochures and factsheets.

For residences directly impacted by construction activities, the project's Resident Engineer will deploy door hangers, at least one week before the start of specific construction activities, to notify residences and businesses directly affected by the construction activities. If Burlington DPW advises against door hangers due to health issues or other circumstances, stationary signage along the roadway may be placed in the vicinity by the contractor to alert area residents. WSP will coordinate with the Resident Engineer to stay knowledgeable of activities and to maintain consistent messaging in all communications.

## **4.0 BRANDING**

WSP will prepare a set of Champlain Parkway branding standards that will establish a recognizable project identity. Project branding will include a logo and color scheme to be used uniformly across all project materials. Branding options will be developed with consideration to the nature of the project, project area, stakeholders and visibility across several different media platforms. WSP will incorporate key aspects outlined by the Burlington DPW during the initial kick-off meeting, including the colors of the city flag and elements representing multi-modal transportation.

A total of three branding options will be developed and presented to the Burlington DPW for consideration. Revisions will be limited to two (2) rounds on one selected branding option. The final logo will be provided in color and black and white in .esp and .jpeg formats.

Once approved, the final branding scheme will be used on the website, brochure, factsheets, project notifications, presentations and any other materials produced for the Champlain Parkway Project. The project website will include the selected final logo, and it will be formatted to match brand colors.

## **5.0 PUBLIC OUTREACH NOTIFICATIONS**

WSP will develop public outreach notifications in coordination with the Burlington DPW. WSP will make all efforts to meet the standards outlined in the Burlington DPW PEP.

### **5.1 CONSTANT CONTACT**

Constant Contact is an online contact management system that stores contact information for stakeholders and allows the Public Involvement Team to distribute electronic notifications. WSP will create a Constant Contact account for the Champlain Parkway Project. The Champlain Parkway's master email distribution list will be uploaded and maintained by WSP through the project.

The public can subscribe to the email distribution list via the project website, email, or verbally to project staff or by signing up at a public event.

### **5.2 PUBLIC NOTICES**

Public notices (up to 164 notifications) will be distributed to the email distribution list regularly. Public notices include:

- Project Announcements (as needed)
- Meeting Announcements (minimum of four [4] announcements beginning four [4] weeks in advance of and leading up to a public meeting)
- Construction Updates (weekly during construction)
- Traffic Alerts (as needed for schedule or impact changes)

Using the segmented contact lists, WSP will send targeted notifications to select stakeholders and large employers on an as-needed basis.

WSP will develop a standard, branded template that will be used to disseminate all notices to the public. All public notices will include contact information for the Public Involvement Team and a link to the Champlain Parkway Project website.

### **5.3 DOOR-TO-DOOR OUTREACH**

Door-to-door outreach is conducted in advance of public meetings to notify businesses and residents of upcoming public meetings and address questions. WSP will conduct up to two (2) rounds of door-to-door outreach to targeted companies and neighborhoods. Location and dates for door-to-door outreach will be decided in coordination with the Burlington DPW.

If state and local restrictions are in place related to COVID-19 or other public health issues, WSP will work with Burlington DPW to identify door-to-door outreach alternatives such as direct mailers.

### **5.4 FRONT PORCH FORUM**

WSP will coordinate with the Burlington DPW PIM to have project announcements and meeting notices published on Burlington Front Porch Forum pages. WSP will send content to the Burlington DPW PIM for posting on Burlington Front Porch Forum pages. Advance notice of the beginning of construction season will be sent to Burlington DPW PIM at least one (1) week prior to the start of construction each season and public meetings notifications will be sent at least four (4) weeks prior.

## **5.5 REGIONAL PLANNING COMMISSION UPDATES**

WSP will send weekly Construction Updates, meeting announcements and other project notifications, as needed, to the CCRPC for distribution in the weekly Chittenden County Traffic Alert and through Front Porch Forum.

## **5.6 NEIGHBORHOOD PLANNING ASSEMBLY**

WSP will prepare project updates for Burlington DPW to present at scheduled neighborhood planning assembly meetings. WSP, in coordination with Burlington DPW, will create an annual presentation for the neighborhood planning assembly. WSP staff may be available to attend select monthly meetings at the request of the Burlington DPW.

## **6.0 WEBSITE AND SOCIAL MEDIA**

### **6.1 PROJECT WEBSITE**

The Champlain Parkway Project's existing project website (<http://champlainparkway.com/>) will be overhauled to provide users with a modern, interactive, user-friendly experience. WSP's visualization team will develop and create a new user interface design for the project website, utilizing the existing URL.

The website will be the primary source of information about the Champlain Parkway Project. The website will include project information, project history, the environmental process, FAQs, contact information, the project map and all materials, including translated materials. The project materials will consist of:

- Renderings
- Simulations
- Progress photos
- Construction Updates
- Traffic Alerts
- Public meeting presentations

WSP will manage and maintain up-to-date content on the new website once launched. During construction, WSP will update the website weekly with Construction Updates. For Traffic Alerts, WSP will update the website on an as-needed basis.

The interactive project map will provide a closer look at the phased construction work and can later be used to identify construction activities at marked locations. The map will feature icons which, when clicked on, open a pop-up window that explains traffic impacts and construction duration specific to that location. During construction, the interactive project map will be updated on a daily or weekly basis, depending on the need. Map updates will include traffic impacts.

CHA Consulting will conduct all NEPA public outreach efforts for the Champlain Parkway Project. Once the new Champlain Parkway website is launched, WSP will manage all website content, including posting NEPA related content provided by Burlington DPW or CHA Consulting.

### **6.2 SOCIAL MEDIA**

WSP will develop social media posts to be distributed through existing Burlington DPW social media accounts by the Burlington DPW PIM. No new accounts will be opened for this project.

City of Burlington Department of Public Works social media accounts:

- Facebook: @BTVDPW
- Twitter: @BTVDPW

Social media posts may be created based on the following content:

- Project updates
- Traffic Alerts
- Educational materials or links
- Notice of public meetings
- Event photos
- Construction photos
- Links to the project website

Social media posts for Construction Updates will be created weekly (up to 125 posts). Social media posts for Traffic Alerts will be developed on an as-needed basis (up to 30 posts). Per the Burlington DPW PEP, WSP will provide social media posts for promotion of public meetings at least ten (10) days before the meeting, and social media posts announcing the start of construction each season, at least one (1) week before the commencement of construction.

All users of the social media accounts must consider its associated risks, including the conflation of personal and professional communications, spreading malware, disclosing sensitive information, and responding to a crisis. With this understanding, the Burlington DPW will remain the final approver of all content and is responsible for all postings on its respective social media accounts. Social media content will be submitted to the Burlington DPW PIM for review and posting on the Burlington DPW social media accounts. The Burlington DPW is responsible for responding to and managing any comments or questions posted on their social media related to the Champlain Parkway Project. WSP may assist Burlington DPW in drafting responses to inquiries posted on social media channels.

## **7.0 PRINT MATERIALS**

To promote and facilitate public understanding of the project, WSP will create print materials for education and outreach. WSP will produce one (1) draft for review by the Champlain Parkway MPM and the Burlington DPW PIM. WSP will revise the draft as a final product after receiving one (1) set of consolidated client comments for each material.

### **7.1 FACTSHEETS**

WSP will create two (2) Champlain Parkway Project factsheets; one (1) general factsheet and one (1) construction impact factsheet. The factsheets will utilize the project branding and will include project information, graphics/images and contact information.

### **7.2 BROCHURE**

WSP will create one (1) Champlain Parkway Project brochure. The brochure will utilize the project branding and include project information, graphics/images and contact information.

### **7.3 FLYERS**

WSP will create one (1) flyer template and one (1) door hanger template for the Champlain Parkway Project. The flyer and door hanger can be updated up to six (6) times each to reflect upcoming meeting information. Both templates will incorporate project branding.

### **7.4 GRAPHICS**

WSP, in coordination with the Champlain Parkway MPM and the Burlington DPW PIM, will prepare up to twelve (12) project graphics. This may include project location maps, detour maps, and illustrations showing the changes in traffic patterns. These graphics can be used on educational materials, the project website, email notifications and in public presentations.

WSP will also develop one (1) 8'x4' graphic, including project description, timeline, project website and project contact information. After the graphic has been approved by the Burlington DPW, WSP will share the graphic with a vendor selected by the Burlington DPW to have a sign developed, printed and installed at the project work site. Burlington DPW is responsible for printing and installing the sign.

## **8.0 PUBLIC INQUIRIES**

WSP is responsible for monitoring and managing all public inquiries received through the project website, email account, hotline, or verbal interaction. With the exception of media interview requests (per section 8.5), responses to all project-related inquiries will be prepared and sent by WSP, following review and approval from the Champlain Parkway MPM and the project Resident Engineer.

### **8.1 HOTLINE AND PROJECT EMAIL ADDRESS**

A project email account will be established in conjunction with the project website. It will be the main source for contacting the Public Involvement Team, as well as the project hotline that will be established before Champlain Parkway construction begins. Inquiries submitted through the project website will be forwarded directly to WSP. All email and website submissions will receive an automatic reply acknowledging receipt and letting the inquirer know their question or comment has been received by the project team and a response can be expected within 24-hours on business days.

The Champlain Parkway hotline will be a Waitsfield Telecom Standard Voicemail Account. The voicemail message will inform the caller that they have reached the Champlain Parkway Project and any questions received will be responded to within 24-hours on business days. When a voicemail is received, WSP will be notified immediately via email.

The Champlain Parkway Project will share the voicemail hotline number with the Shelburne Street Roundabout Project, another Burlington-area project that will be underway simultaneously.

### **8.2 INQUIRY PROCESS**

All calls and emails received with questions or comments related to the Champlain Parkway Project will be recorded in the inquiry log and responded to by WSP in coordination with the Burlington DPW. WSP will have 24-hours to respond to inquiries. If WSP cannot gather the necessary information, WSP will send the questions to the appropriate Burlington DPW party. WSP will relay the message and determine with the Burlington DPW who will respond. If WSP responds, the Burlington DPW team that provided information will be copied or blind copied on the response. If it is determined that it is more appropriate for Burlington DPW to respond, WSP will request to be copied on the response so that the correspondence is documented appropriately.

Comments or inquiries received that are not related to the Champlain Parkway Project will be forwarded to the correct parties. This may include questions or comments regarding other ongoing city projects.

### **8.3 INQUIRY CHANNELS**

The website and all print materials will direct questions and documents to the project email address and hotline. It is anticipated that some constituents will seek other avenues for their questions and comments. WSP, with the assistance of the Burlington DPW, will establish a communication network to streamline project communications. Comments or inquiries received that are not related to the Champlain Parkway Project will be forwarded to the correct parties. This may include questions or comments regarding other ongoing city projects.

The following matrix outlines the process for directing inquiries to the appropriate staff. The Burlington DPW will be responsible for sharing the matrix internally.

<b>Champlain Parkway Project call/email received by:</b>	<b>Send call/email to:</b>	<b>Next Steps:</b>
Burlington DPW Customer Service	Project email address	WSP will send the response through the project email account and cc the Champlain Parkway MPM
Burlington Mayor’s Office	Project email address and cc Burlington DPW MPM	WSP will send the response through the project email account, cc the person who forwarded the message and cc the Champlain Parkway MPM
Burlington City Councilor	Project email address and cc Champlain Parkway MPM	WSP will send the response through the project email account, cc the City Councilor and the Champlain Parkway MPM

### 8.4 INQUIRY LOG

When an inquiry is received, it will be logged in the Champlain Parkway Inquiry Log, a living excel database. The inquiry log will capture the following information:

- Inquiry identification number
- Applicable status- open, monitor, complete
- Date received
- Inquirer’s name and contact information
- Inquiry question/comment in as much detail as possible
- Date of response
- Name of responder
- Final response
- Follow up

### 8.5 MEDIA INQUIRIES

Any requests for interviews or quotes from the press will be directed to the Champlain Parkway MPM and Burlington DPW PIM, for review and response.