

SHELBURNE STREET ROUNDABOUT BURLINGTON HES 5000(18)

Burlington, VT

PUBLIC INVOLVEMENT PLAN

June 2020

Prepared For:



Vermont Agency of Transportation
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Submitted by:



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1.0 EXECUTIVE SUMMARY

The Vermont Agency of Transportation (VTrans) is improving the intersection of Shelburne Street (US Route 7), South Willard Street (US Route 7), Ledge Road and Locust Street in Burlington. The Shelburne Street Roundabout Project improvements include the construction of a single lane roundabout, the addition of a designated left turn lane onto Ledge Road and the installation of new pedestrian and bicycle facilities. In addition, the project will include improvements to streetlights, drainage and stormwater runoff treatment, and the relocation and consolidation of underground utilities.

This Public Involvement Plan (PIP) is a living document that describes the intent, methods and expectations for work to be completed by the Shelburne Street Roundabout Project's Public Information Team (WSP, VTrans, Burlington DPW). The PIP will describe the team roles and outline how the team will foster and maintain open communication with the public while achieving the following goals.

Goal #1: Increase public understanding and acceptance for the Shelburne Street Roundabout Project.

Goal #2: Provide consistent and clear communication about the Shelburne Street Roundabout Project activities and traffic impacts with the public and stakeholders.

2.0 COORDINATION AND OVERSIGHT

2.1 ROLES AND RESPONSIBILITIES

The Vermont Agency of Transportation's (VTrans) mission is to "through excellent customer service provide for the safe and efficient movement of people and goods." VTrans and the City of Burlington Department of Public Works (Burlington DPW) are improving the safety and mobility for all users at the intersection of Shelburne Street (US Route 7), South Willard Street (US Route 7), Ledge Road and Locust Street. Each of the organizations listed below have an important role in the Shelburne Street Roundabout Project and will assist VTrans in its efforts to follow its mission and achieve project goals.

2.1.1 WSP USA INC.

WSP, a Communications and Public Involvement consultant hired by VTrans, will be responsible for all public engagement activities as outlined in this Public Involvement Plan. WSP will prepare and distribute all public project communications, develop a project website, branding and an educational program to assist VTrans and the Burlington DPW in facilitating the transition from the existing rotary to the roundabout.

2.1.2 BURLINGTON DEPARTMENT OF PUBLIC WORKS

The Burlington DPW is working in collaboration with VTrans to bring the Shelburne Street Roundabout Project to construction and completion. The Burlington DPW will be consulted on all aspects of the project in tandem with VTrans. WSP will coordinate with the Burlington DPW regarding concurrent construction projects that are likely to impact the area surrounding the project. The Burlington DPW will assist in coordinating with local government officials.

2.1.3 STANTEC

Stantec, an engineering consultant, has been hired by VTrans to develop the project's Traffic Management Plan (TMP). WSP will review the TMP and work with Stantec and the VTrans Transportation Systems Maintenance & Operations (TSMO) unit to make any revisions to the TMP during pre-construction and communicate traffic impacts and traffic pattern changes to stakeholders throughout the construction phase.

2.1.4 BURLINGTON CITY COUNCIL/NEIGHBORHOOD PLANNING ASSEMBLIES

The Burlington City Council and the Neighborhood Planning Assemblies (NPAs) serve as a critical gateway to the community. WSP will work with the Burlington City Council and the NPAs, specifically in Wards 5 and 6, which are located within the project limits to share information with the public.

2.1.5 CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION

The Chittenden County Regional Planning Commission (CCRPC) is the regional planning commission overseeing the project area. WSP will provide the CCRPC with project information and updates for distribution to regional stakeholders via Front Porch Forum, the CCRPC website and/or email distribution.

2.2 PROJECT MEETINGS

WSP will meet quarterly, via conference call, with VTrans and the Burlington DPW to discuss on-going and upcoming public involvement activities throughout the life of the project. As the project progresses, project meetings may become more frequent, as deemed necessary by the project team. Other project participants may be asked to join the conference calls.

The quarterly project meetings may be held in conjunction with the Champlain Parkway Project meetings as the projects are anticipated to be constructed simultaneously and the construction impacts will affect the same areas. Coordination between the project teams will be critical.

During construction, one member of WSP's Public Information Team, will meet with the Resident Engineer and/or contractor weekly to obtain accurate information about current construction activities and to prepare an advance public notice of the following week's planned activities and potential impacts.

3.0 COMMUNITY RELATIONS MANAGEMENT

The Public Involvement Team, in coordination with VTrans and the Burlington DPW, will maintain a close relationship with the communities impacted by the project. Community Relations Management includes all outreach efforts to discuss project news, benefits, milestones and activities with the public.

The Public Involvement Team 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 ESTABLISH STAKEHOLDER LIST

WSP will create a stakeholder contact list for the Shelburne Street Roundabout Project. This preliminary list will be populated from the existing Champlain Parkway Project stakeholder list as there is significant stakeholder overlap. The Champlain Parkway Project stakeholder list will include additional stakeholders specific to the Shelburne Street Roundabout Project. WSP will coordinate with VTrans and the Burlington DPW to refine the stakeholder contact list. The stakeholder contact list will include residents, local businesses, emergency service providers, public and private schools, colleges, major employers, retailers, transit operators, and trucking companies.

3.2 PUBLIC MEETINGS

There will be two public meetings.

The first meeting will be held in Spring 2021, in advance of construction. This meeting will provide the public an overview of the proposed Shelburne Street Roundabout Project with a focus on the construction schedule and process. VTrans, Burlington DPW, the contractor and public outreach staff will lead a presentation and then answer questions. The meeting will allow the public a chance to provide comments, get answers to questions and voice concerns regarding construction.

The second public meeting will be held between construction seasons, either in Spring 2022 or Spring 2023, to be determined by VTrans and the Burlington DPW. This meeting will provide the public with a project status including an updated project timeline, schedule and anticipated construction activities. VTrans, Burlington DPW and public outreach staff will lead a presentation and then answer questions. Contractor participation is not required for this meeting. The meeting will allow the public a chance to provide comments, receive answers to questions and voice concerns regarding remaining construction. The second public meeting provides the project team lessons learned heading into the next construction season.

Comments from the public meetings will be recorded and addressed by WSP in coordination with VTrans and the 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 through the project website or by mail to WSP.

At least two weeks in advance of a public meeting, legal notices will be published in local newspapers. WSP will send four public meeting announcements beginning four weeks prior to the scheduled meeting. The public meeting announcement will be sent to the Burlington DPW to post on Front Porch Forum at least one week prior to the public meeting. WSP will provide the Burlington DPW and VTrans

with social media posts to promote the public meeting at least ten days prior to the public meeting. These notification measures are in line with the Burlington DPW Public Engagement Plan (PEP) recommendations.

3.3 TARGETED OUTREACH

WSP will conduct targeted outreach to stakeholders within the limits of the project area when an impact is anticipated for the specific group of stakeholders based on usage or location. Targeted communications may include but are not limited to; door hangers, direct mailers, phone calls and emails.

In accordance with the Burlington DPW's 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.

In advance of public meetings, WSP will provide four announcements beginning four weeks in advance of and leading up to a public meeting. WSP will also share social media posts with the Burlington DPW and VTrans at least ten days before the scheduled meeting.

For residences directly impacted by construction activities, WSP will coordinate with the Resident Engineer to deploy door hangers for targeted residences due to activities such as utility work or water relining/replacement, at least one week prior to the start of specific construction activities.

In advance of construction, WSP will distribute Front Porch Forum postings to the Burlington DPW, and social media postings to the Burlington DPW and VTrans at least one week prior to the start of construction each season. WSP will provide updates for the Capital Projects Portal at least one week before the start of each construction season.

3.4 SURVEYS

WSP will create and distribute two project surveys, one at the end of the project and one at a select point during the project to be determined by VTrans and the Burlington DPW. The surveys will gather stakeholder feedback on the project's delivery, including site signage/navigation and the availability/sources of project information.

The surveys will be created in SurveyMonkey and should take respondents no longer than 5 minutes to complete. Surveys are typically open for a period of two-four weeks and promoted on the project website, the VTrans and the Burlington DPW social media accounts, Front Porch Forum and through email notifications.

A survey results summary report will be prepared by WSP for submission to VTrans and the Burlington DPW within two weeks after closing each survey.

4.0 BRANDING

WSP, in coordination with VTrans and the Burlington DPW, will prepare a set of Shelburne Street Roundabout Project branding standards to establish a recognizable project identity. Project branding will include a logo, color scheme and font to be used 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 VTrans and the Burlington DPW during the initial kick-off meeting including the city flag colors, the project's underground component, the safety element for all modes, and the creation of a gateway for the City.

A total of three branding options will be developed and presented to VTrans and the Burlington DPW for consideration. A final branding recommendation will be made based on their feedback.

Once approved, the final branding scheme will be used on the website, brochure, video, project notifications, public presentations and any other materials produced for the Shelburne Street Roundabout Project.

5.0 PUBLIC OUTREACH NOTIFICATIONS

Public outreach notifications will be developed by WSP in coordination with VTrans and the Burlington DPW. WSP will make all efforts to meet the Burlington DPW PEP standards. Any additional measures not outlined here which are deemed pertinent by the Burlington DPW will be reviewed and discussed with VTrans and WSP.

5.1 CONSTANT CONTACT

Constant Contact is an online contact management system that stores contact information for stakeholders and allows WSP to distribute electronic notifications. The Shelburne Street Roundabout Project's master email distribution list will be uploaded and maintained by WSP through the existing VTrans Constant Contact account.

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

5.2 PUBLIC NOTICES

Public notices will be distributed to the email distribution list on a regular basis. Public notices include:

- Project Announcements (as needed)
- Meeting Announcements (minimum of 4 announcements beginning 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)

5.3 CITY COUNCILOR QUARTERLY PROJECT UPDATES

The Burlington City Councilors have been receiving quarterly project updates from Michael LaCroix, VTrans Project Manager. These quarterly reports will continue throughout the Shelburne Street Roundabout Project. WSP will assume responsibility for creating and sending the quarterly updates beginning in August 2020. The VTrans will share the content, schedule and contacts for the reports. Each month WSP will develop the report in coordination with VTrans and the Burlington DPW, then disseminate the quarterly updates via email.

5.4 DIRECT MAILERS

In advance of public meetings, WSP will create and distribute direct mailers. Direct mailers sent through the US Postal Service will reach audiences that may not be captured by other outreach methods. Direct mailers target areas based on zip code and can reach residences, businesses and PO Boxes. The direct mailers will provide details on upcoming public meetings for the Shelburne Street Roundabout Project and contact information for the public to ask questions or seek out additional information.

5.5 FRONT PORCH FORUM

WSP will coordinate with the Burlington DPW Public Outreach Manager to publish project



announcements and meeting notices on the Burlington DPW Front Porch Forum pages.

5.6 VTRANS ON THE ROAD

During construction, WSP will supply project information to the VTrans Public Outreach Team for inclusion in the On the Road segment, which is distributed widely throughout the State of Vermont.

5.7 GRAPHICS

WSP, in coordination with VTrans and the Burlington DPW, will prepare project graphics. This may include project location maps, detour maps, alternate route maps and other graphics that can be used in brochures and fact sheets, on the project website, in email notifications and in presentations.

6.0 PROJECT WEBSITE AND SOCIAL MEDIA

WSP in coordination with VTrans and the Burlington DPW is responsible for maintaining two-way communication with key stakeholders and the general public through the project website and social media platforms.

6.1 PROJECT WEBSITE

The Shelburne Street Roundabout Project website will be developed during the Preliminary Engineering phase of the project. This website will be the primary source of information about the project. It is anticipated that the website will launch in July 2020 after the final design plans have been accepted.

The project website will be hosted on the VTrans system. WSP will monitor the website and make content updates as needed throughout the life of the project. During construction, weekly Construction Updates and Traffic Alerts will be added to the website at the time of release.

The following content will be presented on the website:

- An overview- project history, issues and opportunities
 - Detailed project description
 - Project location
 - Existing conditions
 - Project schedule
 - Construction details
 - Project team
- Project news – Construction Updates and Traffic Alerts, public meetings
- Project materials - an archive of all project materials including;
 - Brochure
 - Fact sheet
 - Video
 - Maps/graphics
 - Public meeting presentations
- Frequently Asked Questions
- Stay Informed
 - Contact information
 - Constant Contact sign-up
 - Comment submission form
 - Links to VTrans and Burlington DPW project pages
 - Links to VTrans and Burlington DPW social media accounts

The Burlington DPW is responsible for keeping consistent any project information listed on the Burlington DPW website with the information provided on the official Shelburne Street Roundabout Project webpage.

6.2 SOCIAL MEDIA

WSP will develop project content and posts to be distributed publicly through the existing VTrans and Burlington DPW social media accounts.

Existing VTrans social media accounts:



- Facebook- @VTransontheroad
- Twitter- @AOTVermont
- Instagram- @AOTVermont
- YouTube- VTransTV
- Flickr- VTrans

Existing Burlington DPW social media accounts:

- Facebook- @BTVDPW
- Twitter- @ BTVDPW
- Instagram- @BTV_DPW

These outlets will be used to distribute accurate and timely information to a broader audience. No new accounts will be opened for this Project. 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 project website

Social media postings are completed on an as needed basis and in a consistent, expository style. In accordance with the Burlington DPW PEP, WSP will provide social media posts for promotion of public meetings at least ten days before the meeting, and posts announcing the start of construction each season, at least one week before commencement.

Because 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 crisis, VTrans and the Burlington DPW will remain the final approver of all content and are responsible for all postings on their respective social media accounts. Content will be submitted to Nicholas Cartularo, VTrans Assistant Public Outreach Manager, for review and posting on the VTrans social media accounts. Content will be submitted to Robert Goulding, Burlington DPW Public Outreach Manager, for review and posting on the Burlington DPW's social media accounts. The VTrans and the Burlington DPW are responsible for responding to and managing any comments or questions posted on their respective social media postings related to the Shelburne Street Roundabout Project.

7.0 PROJECT MATERIALS

7.1 FACT SHEET

WSP will develop one project fact sheet. The fact sheet will be updated and maintained throughout the course of the project, with one significant revision expected during construction. The fact sheet will be linked to the VTrans VTransparency project fact sheet and it will appear prominently on the project website and in project emails. Printed copies of the fact sheet will be made available at the Burlington DPW office, all public information meetings and will be distributed during any additional public outreach efforts.

7.2 BROCHURE

WSP will develop one highly visual project brochure that will feature a detailed project overview, list of project milestones, graphics, roundabout benefits, navigation tips, and information on how to stay informed throughout the life of the project. An electronic copy of the brochure will be available on the project website and printed copies will be made available at the Burlington DPW office, Burlington City Hall, all public information meetings and at any additional public outreach efforts.

7.3 VIDEO

WSP will coordinate with VTrans and the Burlington DPW to produce a 3 to 5-minute educational video on roundabouts. The video will focus on educating the public about the benefits of roundabouts and how to navigate a roundabout safely. WSP will work with VTrans and the Burlington DPW to determine the video scope.

When completed, the video will be posted on the project website, embedded in project emails and distributed through the VTrans and the Burlington DPW social media platforms. The video may be incorporated in public presentations.

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. Timely responses to all project-related inquiries will be prepared and responded to by the Public Involvement Team with the support of the designated project team members based on the nature of the inquiry.

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 Shelburne Street Roundabout construction begins. Inquiries submitted through the project website will be forwarded to WSP. All email and website submissions will receive an automatic reply acknowledging receipt and letting them know their question or comment has been received by the team and that a response can be expected within 24-hours on business days.

The Shelburne Street Roundabout hotline will be a Waitsfield Telecom Standard Voicemail Account. The voicemail message will inform the caller that they have reached the Shelburne Street Roundabout 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.

The Shelburne Street Roundabout will share the voicemail hotline number with the Champlain Parkway Project.

8.2 INQUIRY PROCESS

All calls or emails received with questions or comments related to the Shelburne Street Roundabout Project will be recorded in the inquiry log and responded to by WSP in coordination with VTrans and the Burlington DPW. The Team will have 24-hours to respond to inquiries. If the Team cannot gather the information necessary to respond, they will pass the questions to the appropriate VTrans or Burlington DPW party.

Comments or inquiries received that are not related to the Shelburne Street Roundabout Project will be forwarded to the correct parties. This may include questions regarding other VTrans or city projects in the area.

8.3 INQUIRY CHANNELS

The website and all print materials will direct questions and comments 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 and VTrans will establish a communication network to streamline project communications.

The below matrix outlines the process for directing inquiries to the appropriate staff:

Shelburne Street Roundabout Project call/email received by:	Send call/email to:	Next Steps:
Burlington DPW Customer Service	Project email address	WSP will send the response through the project email account and cc Olivia (Burlington DPW)
Burlington Mayor's Office	Project email address	WSP will send the response through

	and cc Burlington DPW Project Manager and VTrans Project Manager	the project email account, cc the Mayor's office and cc Olivia (Burlington DPW)
Burlington DPW Engineers/Project Managers/Public Outreach Manager	Project email address	WSP will send the response through the project email account, cc the person who forwarded the message cc Olivia (Burlington DPW Project Manager) and blind cc Mike (VTrans Project Manager)
Burlington City Councilor	Project email address and cc Burlington DPW Project Manager and VTrans Project Manager	WSP will send the response through the project email account cc the city councilor, cc Olivia (Burlington DPW Project Manager) and blind cc Mike (VTrans Project Manager)
VTrans Project Manager/Public Outreach Office	Project email address	WSP will send the response through the project email account, cc Olivia (Burlington DPW Project Manager) and blind cc Mike (VTrans Project Manager)
VTrans Chief Engineer Wayne Symonds	Project email address and cc VTrans Project Manager	WSP will send the response through the project email account, cc VTrans Chief Engineer, cc Mike (VTrans Project Manager) and cc Olivia (Burlington DPW Project Manager)
Governor's Office/Vermont Secretary of Transportation's Office	Project email address and cc VTrans Project Manager and Burlington DPW Project Manager	WSP will send the response through the project email account, cc the person who forwarded the message, cc Mike (VTrans Project Manager) and cc Olivia (Burlington DPW Project Manager)

8.4 INQUIRY LOG

When an inquiry is received, it will be logged in the Shelburne Street Roundabout Inquiry Log, a living excel database. Each inquiry logged will include the following information as provided:

- 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

9.0 MEDIA RELATIONS MANAGEMENT

WSP, in coordination with the VTrans and the Burlington DPW, will distribute press releases and media alerts, and coordinate paid advertising on behalf of the Shelburne Street Roundabout Project. WSP will assist VTrans and/or the Burlington DPW with periodic phone or in-person briefings, as requested.

Local media sources in and around Burlington, VT include:

- Newspaper/Online
 - Burlington Free Press
 - Colchester Sun
 - Seven Days
 - Milton Independent
 - Essex Reporter
 - The Hinesburg Record
- Television/Online
 - NBC 5
 - WCAX 3
 - CCTV Town Meeting Community TV Channel 17
 - My Champlain Valley Local 22 WVNY, Local 44 WFFF (studio located on Mountain View Drive)
- Radio
 - 105.5 WKOL
 - WIZN 106.7
 - WVPS 107.9
 - WRMC 91.1
 - WEZF 92.9
 - WXZO 96.7
 - WWPV 88.7
 - WRUV 90.1
 - WOKO 89.9
 - WXXX 95.5
 - WVMT 620

9.1 MEDIA MONITORING

WSP is responsible for monitoring media outlets continuously for any articles or news stories related to the project. A log will be created to keep track of news stories and WSP will PDF copies of publications. When applicable, related news articles will be posted on the Shelburne Street Roundabout website.

A short synopsis of each news story and the article link and/or PDF will be shared with VTrans and the Burlington DPW via email the same day the article is logged.

At the end of the project, the media log and complete set of article files will be sent to VTrans as part of the Post-Project Report.

9.2 PRESS RELEASES / MEDIA ALERTS

Press releases and media alerts will be prepared by WSP in coordination with VTrans and the Burlington DPW to announce project milestones, public meetings and other important project information on an as-needed basis. Press releases will be issued to the media distribution list, maintained by WSP.

9.3 MEDIA INQUIRIES

Any requests for interviews or quotes from the press will be directed to Mike LaCroix, VTrans Project Manager. Mike LaCroix will serve as the project spokesperson throughout the project.

Per WSP's on-call contract for Public Information Services with VTrans, WSP is prohibited from acting as a media spokesperson for the VTrans; this includes providing interviews or quotes to any media persons.

9.4 ADVERTISING / LEGAL NOTICES

Advertising is reserved for promoting public meetings. WSP, in coordination with VTrans and the Burlington DPW, will determine when advertising is necessary and produce an advertising plan. Advertising can include:

- Public Service Announcement (PSA)
- Newspaper print ads
- Online news outlets
- Local event calendars

Legal notices are drafted and placed in local newspapers (hard copy and online) in advance of public hearings. A disclaimer listing contact information for special assistance will be included in the notice.

9.5 MEDIA KITS

Media kits are informational packets created by WSP for media outlets and are on-hand at public meetings. Media kits compile all available information in one location for media to navigate content for key information to include in their coverage. Media Kits may include but are not limited to:

- Contact information
- Press Release (if applicable)
- A hard copy of the presentation
- Maps/Graphics
- Handouts
- Glossary of Terms
- Factsheet
- Brochure
- Save-the-date for next meeting (if applicable)

10.0 REPORTING

10.1 MONTHLY STATUS REPORTS

WSP will prepare monthly project status reports for VTrans that will be included with every invoice. The project status reports will summarize all public involvement related activities, deliverables, any issues affecting the project, or requiring VTrans resolution as well as a list of all activities and deliverables to be completed in the upcoming month. The current Comment/Inquiry Log and Stakeholder List will be included with each submission. These reports will be submitted to Nicholas Cartularo, VTrans Contract Manager and Mike LaCroix, VTrans Project Manager. Burlington DPW can request the monthly status reports from the VTrans Project Manager, Michael LaCroix.

10.2 POST-PROJECT REPORT

WSP will provide a post-project report describing the public involvement activities and deliverables completed by WSP over the life of the public information services contract for the Shelburne Street Roundabout Project. Samples of all final deliverables will be included as appendix items to the post-project report. The appendix will include:

- Stakeholder Contact List
- Stakeholder Comment/Inquiry Log
- Construction Update Sample
- Traffic Alert Sample
- Public Meeting Materials (presentations, handouts, posters, sign-in sheets)
- Fact sheets (original and any revisions)
- Brochure
- Maps/Graphics
- Media List
- Media Log and All Source Documentation (copies of articles, links to videos)
- Survey Reports
- All Site Photos

Appendix A – APRIL 28, 2020 KICK-OFF MEETING SUMMARY



Shelburne Street Roundabout Project – Public Information Kick-off Meeting

DATE	Thursday, April 28, 2020
MEETING	Shelburne Street Roundabout Project – Zoom set up by Burlington City DPW
TIME	1 PM – 2:45 PM
ATTENDEES	Michael LaCroix (VTrans), Benjamin Tietze (VTrans), Olivia Darisse (Burlington City DPW), Laura Wheelock (Burlington City DPW), Susan Molzon (Burlington City DPW), Robert Goulding (Burlington City DPW), Richard Tetreault (WSP), Megan Savage (WSP), Annabelle Dally (WSP), Delia Makhetha (WSP)

1.0 INTRODUCTIONS

- Mike LaCroix - VTrans Project Manager
- Ben Tietze- VTrans Project Engineer
- Olivia Darisse- Burlington City DPW – Engineer / Primary Point of Contact at DPW
- Laura Wheelock- Burlington City DPW – Engineer
- Susan Molzon- Burlington City DPW – Engineer
- Robert Goulding – Burlington City DPW – Public Information Manager
- Rich Tetreault- WSP Project Manager
- Megan Savage- WSP Deputy Project Manager / Public Involvement Manager
- Annabelle Dally- WSP Public Outreach Coordinator / Primary Point of Contact for the Public
- Delia Makhetha- WSP Public Outreach Specialist

2.0 PROJECT OVERVIEW

2.1 VTrans and DPW Expectations

- For VTrans – Expectations for this project are similar to other projects like the Exit 16 DDI.
- For Burlington City DPW – City Councilors have been receiving quarterly project updates from Mike (VTrans). DPW wants these quarterly updates to continue. These are currently a monthly email with project updates – some technical information. Mike wants to pass on the duties to WSP. These can be rolled into project updates and contacts into the distribution list.

2.2 TMP Integration/Application – Coordination with Stantec

- VTrans – Stantec is currently revising TMP.
 - Revisions are not major.
 - TMP has Public Outreach items outlined, but the PIP will cover all outreach items in TMP and more.
 - Mike will send revised TMP to the group for review and comment before it is finalized.



- DPW – The biggest TMP challenge to date has been where traffic will go during construction. Area streets are residential and there is concern from residents about absorbing additional traffic flow. Also, there is an administrative concern because the Champlain Parkway Project and the Shelburne Street Roundabout are slated for similar timeframes in the City’s south end.

2.3 Timeline

- VTrans - Approximately 12 months away from the beginning of construction. All major engineering hurdles have been cleared. Looking to go to bid in January 2021.
- VTrans - Public Outreach activities may begin as early as May/June 2020.
 - Drilling will be conducted, and workers will be in the roadway for at least two weeks.
 - WSP may be asked to create communication (email/flyer) to make the public aware of the planned work.
 - Rob from DPW asked to be included in all communications planning regarding drilling activities. He noted another nearby project that is sensitive to the public and he would like to avoid confusion and raise public concern unnecessarily by not making distinctions.
- DPW - Sewer alignment work is a possibility for summer 2020, which would require outreach assistance. However, due to COVID-19, it is being reevaluated for later in the summer. This work must be done ahead of construction.

2.4 Project Status Meetings

- VTrans suggested starting with quarterly meetings.
 - Conference calls should work for now, since it is working well for the Exit 16 DDI project.
 - Meeting may be more frequent (monthly/weekly) as construction approaches and during construction.
 - DPW agreed with this plan.
- VTrans asked if it is possible to coordinate meetings with the Champlain Parkway?
 - DPW saw no issue trying to organize public outreach planning meetings with the Champlain Parkway Project.

3.0 PUBLIC INVOLVEMENT PLAN (PIP)

3.1 Review the PIP Outline

- DPW recommended WSP review City’s Public Engagement Plan to make sure activities are in line with their recommendations/requirements.

3.2 Stakeholder Contact List

- WSP has a list developed for Champlain Parkway Project, so there is no need to start from scratch. This list will be customized and tailored for the Shelburne Street Roundabout Project.
- WSP will be sure City Councilors are on the stakeholder list.

3.3 Branding

- The branding created will be on all materials produced, the website and a video.
- WSP asked VTrans and DPW for input on what the branding should incorporate.



- DPW – Would like to incorporate the city colors in some way.
- DPW – There is a huge underground component on this project so if the branding can reflect that.
- DPW – The project stems from motorized and pedestrian safety-related issues so it would be good if that is reflected in the branding.
- VTrans – If the branding can show that this is more than just a surface-level project, this is a gateway for the city.
- Discussion on the public-facing name of the project – Should it be Burlington Roundabout Project or the Shelburne Street Roundabout Project or something else?
 - DPW –discussing the project internally and with City Councilors as the Shelburne Street Roundabout Project, so it would be best to keep it consistent.
 - VTrans – Understands it's not the only roundabout or potential roundabout in the City and the contract name was a product of the contracts system – agrees that Shelburne Street Roundabout Project is more appropriate.
 - Moving forward the project will be referred to as the **Shelburne Street Roundabout Project**.
- The name and graphic design ideas will be provided to the WSP designer to create concepts for the team to review and provide input.

3.4 Website/Social Media

- WSP asked if the webpage should be hosted on VTrans or DPW's website?
 - DPW – The capabilities and IT permissions may not be available on DPW website, would prefer it on VTrans.
 - VTrans will host the website, VTrans only asks that all links and info on DPW website are accurate and there is no conflicting information – DPW sees no problem with this.
 - WSP will set up a call with Nick (VTrans) to get site and permissions set up.
- For social media
 - WSP doesn't typically have access to organization social media accounts – WSP can prepare social media content and send it to the appropriate contact in each agency.
 - VTrans – Sounds good – WSP will send content to Nick (VTrans).
 - DPW – Sounds good – WSP will send content to Rob (DPW).
- Front Porch Forum (FPF)
 - DPW mentioned the importance of Front Porch Forum (FPF) and asked if additional FPF accounts would need to be engaged.
 - WSP cannot get a FPF account because WSP has no physical address in the town
 - Currently, the City has four (4) FPF posts per month. With the activities on both the Shelburne Street Roundabout Project and the Champlain Parkway concerns that the postings would be maxed out.
 - Rob (DPW) suggested we keep this topic on the agenda for future discussions and look for ways to maximize postings on FPF and encourage people to sign up for the stakeholder distribution list.

3.5 Video

- WSP asked if the video is something the project is looking to move forward with?

- VTrans – The budget was approved so that we wouldn't need to do a contract amendment later. Is the video something we want to pursue, and what would be the goal?
- DPW – A video can be an educational opportunity, whether it is for this specific project or roundabouts in general.
- DPW – the change in traffic patterns will impact the public and a video can assist in helping people understand the traffic changes, especially in instances of language barriers.
- DPW – the video can also highlight the unseen aspects of the project like the stormwater and utility work to help people understand the importance and value.
- VTrans – Sounds like we will be looking to proceed with a video.
- Rich (WSP)- important for the team to define the necessity and objectives of the video

3.6 Project Collateral

- WSP is scoped for one factsheet and one brochure for the project – asked when should the development of the factsheet and brochure begin?
 - VTrans and DPW agree that development of these outreach materials can be put on hold until the project design is completed. Anticipate a July 2020 timeframe.
- There is a frequently updated fact sheet already available on the VTransparency site.

3.7 Public Meetings

- WSP is scoped for two public meetings for this project – asked when the team anticipates the first meeting will be? This year (2020) or closer to construction (2021)?
 - DPW & VTrans recommend delaying the public meeting until next year, 2021, since they have held meetings this past Fall/Winter.
- DPW notes success hosting the meetings roughly a month or so before construction begins for each season.

3.8 Stakeholder Communication

- Project Email address:
 - WSP will set up a project email address that will be named after the project.
 - All emails will be sent to outreach team.
 - VTrans and DPW agreed.
- Project Hotline – two options:
 - Waitsfield Telecom voicemail;
 - Set up so all calls go to voicemail and messages are sent via email to outreach team.
 - Roughly \$13 per month.
 - Project cell phone;
 - Annabelle would keep the phone and can answer calls 24/7.
 - Roughly \$40 per month.
 - Cost is currently with VTrans' Colchester Bridges project and then will be billed to Exit 16 DDI project when the Bridges project is complete. There may be an accounting challenge if we go this route.

- DPW asked if it is possible to have one phone number with the Champlain Parkway Project?
 - WSP sees no problem with having the same hotline number for both projects.
- DPW asked WSP what the expected turnaround time will be for answering voicemails, and if there is a disclaimer on response time in the voicemail message.
 - For the Champlain Parkway Project WSP believes there is a 24-hour turnaround time to get a response – that can be incorporated here.
 - WSP has not added disclaimers in the past on voicemails but sees the value and can add it for the Shelburne Street Roundabout Project.
- DPW and VTrans agree to go with the Waitsfield Telecom voicemail as the project hotline.
- Inquiry Response Process – WSP will draft a response and send it for review. Who will be the person(s) to review and approve responses?
 - VTrans – Mike would like to review and approve responses.
 - DPW – Include Olivia (DPW) on all draft responses so she is in the loop and in case there is anything to add.
 - DPW – When responding to the public, add Olivia (DPW) in the CC line. Locals like to see a city employee included, so they know someone from the city is seeing/hearing their concerns.
- WSP can use the VTrans Constant Contact account to send emails to stakeholders.
- Updates are sent weekly to the stakeholder distribution list highlighting the following week’s activities.
- Traffic Alerts have a template and as soon as WSP has the information an email can be sent out, with approval.
- The idea was raised to use VT Alerts to communicate with the public.
 - DPW explained that Burlington City DPW doesn’t use VT Alerts for regular communication; rather they use it for urgent matters (road closures/major backups).
- DPW mentioned they use “See, Click, Fix” for the public to submit concerns and that system may receive questions. A consultant can be set up with limited capabilities in the system if a significant number of questions are being logged in this system.
- There is an expectation that some people will still reach out to customer service, “See, Click, Fix” or the Mayor’s office and it would be good to have a plan in place of how those inquiries should be directed.
 - The draft PIP will also include an inquiry response workflow matrix for how inquiries should be directed when received by various departments. DPW will be able to fill in the blanks during the PIP review process.
 - A similar matrix will be produced for inquiries submitted to VTrans or the State.
- DPW explained that they have specific requirements for REs to put door hanger notifications on residences directly impacted by work. While this is the RE’s task, it will be important for WSP to coordinate with the Res and alert them to when door hangers should be issued.
- VTrans asked about direct mailers listed in the scope and how that would work with the door hangers.

- WSP explained that direct mailers are used to reach broad audiences by zip code - not specific streets. Direct mailers can be used on a case by case basis.
- WSP will separate out and outline the function of direct mailers and door hangers in the PIP.

3.9 Media

- If WSP received media inquiries, who should these be directed to?
 - Mike (VTrans) suggested all media requests be directed to him since he has been handling them so far and is well versed on the project.
 - DPW agreed that Mike (VTrans) will be the media point of contact but wishes to be kept in the loop/offer support as needed.
- WSP will compile any media mentions and distribute mentions to the larger group.
 - Send media mentions to the following: Mike, Ben, Olivia, Laura, Susan, and Rob

4.0 NEXT STEPS

- Draft PIP should be complete and sent for VTrans/City review by May 12.
- Two-week review/edit period; VTrans envisions this PIP as a livable and comprehensive plan, so if additional time is needed for review and comment that is fine.
- Finalized PIP is anticipated for the end of May.
- VTrans anticipates no major outreach work until the PIP is finalized.

Meeting adjourned at 2:45 PM