

## Connect Hyde Park Proposed Civic Engagement Plan

### Engagement Tasks, Roles and Responsibilities

#### General

**D&K Team** – D&K will be responsible for organizing meetings (with assistance from the Town or Working Group (WG) as needed), facilitation and production of appropriate meeting records (minutes, notes, etc.). As well as the coordination of subconsultants and tasks. The Team will also generate necessary marketing materials, including the web site, as is appropriate during the life of the project; including announcements about upcoming events or milestones.

**Working Group (WG)/Town Staff** – Will review and provide comments on draft materials for civic engagement, act as local champions for the process and encourage as much local involvement as possible. Will also help connect the D&K with the entities that coordinate local events if needed. Spread the word about any local engagement events or online engagement opportunities.

#### Web Site

The Connect Hyde Park VT web site will be a central point for communication and engagement throughout the project. It will be used for regular project updates (via the News page), announcements about significant events and to provide access to task-related materials (such as draft alternatives). The site will likely be divided into the following sections, plus any additional pages requested by the community:

- Homepage
- News
- Project Overview
- Calendar
- Documents, Reports & Results
- Working Group

#### *Roles & Responsibilities*

**D&K Team** – D&K is responsible for developing, maintaining and updating the web site.

**Working Group/Town Staff** – Review and comment on press releases, web site design, etc. Help collect web site appropriate photographs and other information for the web site. Direct traffic to the project site by spreading the word via social media and other local methods.

### Intercept Surveys

Camoin Associates will work with the WG to prepare a survey to be completed by people who frequent the LVRT/Hyde Park to gain their perspective on the Town's current situation. This survey will be designed cooperatively with the WG to ensure the information collected will be useful to not only this project, but to other work being done as well. Camoin will also be prepared to identify other possible alternatives to intercept surveys at the outset of the economic component of the project. D&K may develop additional online surveys that target specific issues such as safe travel to school.

#### *Roles & Responsibilities*

**D&K Team** – *Camoin will work directly with the WG to determine if an Intercept Survey is the most appropriate tool to collect the information sought, and will develop the most appropriate tool for distribution to the public.*

**Working Group/Town Staff** – *Will provide on-the-ground surveyors to conduct the intercept survey.*

### Focus Groups/Walking Tour

The D&K team is prepared to conduct up to 5 focus groups or walking tours (or any combination of the two). Most likely, there will be **one** designated walking tour and **four** separate focus group activities. Some focus groups could involve stakeholders from outside of the community that have a vested interest in the vitality of the village and how it relates to LVRT users (such as bike tour groups, bike shops, etc.), if appropriate.

To function effectively, focus groups need to be small groups (5-8) of people who represent a good sample of the population we are attempting to glean information from. From a time standpoint, it would be best if D&K can run all of the focus groups on a single day, moving from one to another. Focus groups should not be open to the public (this is due to the need to limit the number of participants in the group), however the resulting information from each group discussion should be organized and presented in a summary report which can be on the web site.

#### *Roles & Responsibilities*

**D&K Team** – *D&K will work with the Steering Committee to select the focus group topics and number of focus groups. Focus groups will be staffed by D&K and will include a facilitator and a recorder. D&K will involve Community Workshop in the planning for a walking tour that focuses on the village, particularly as it relates to walking and biking.*

**Working Group/Town Staff** – *The Working Group will identify focus group participants, topics and determine focus groups and walking tours. Additionally, the WG will help D&K identify the best location to conduct small-group focus groups, preferably in a single location over one day.*

### Business Roundtable

Camoin Associates will work with Working Group to facilitate a business roundtable discussion to gain insights and perspectives of business owners in Hyde Park. This discussion will be focused on

understanding challenges that the business owners are facing related to workforce, financing, development review issues, and other concerns related to their ability to be successful in Hyde Park. Camoin will work with the Town and Working Group to identify participants for this session and how best to structure the event to maximize productivity and gain the most valuable information.

*Roles & Responsibilities*

**D&K Team** – Camoin Associates will work with the WG to determine who should be invited to the business roundtable. Camoin will recommend the appropriate number of attendees and suggested length of the roundtable. D&K will work with Camoin on any logistical needs relative to the roundtable.

**Working Group/Town Staff** – The Working Group will identify roundtable participants.

**Pop-ups and Demonstration Project**

Community Workshop will lead the development of a plan for a temporary pop-up demonstration of some of the leading design solutions. Likely improvements might include new crosswalks or crosswalk bulbouts/extensions, bike/ped infrastructure to fill existing gaps, and other traffic calming mechanisms. If there is interest and enthusiasm from the community, it would be ideal to develop a community demonstration day that also includes pop-up placemaking and beautification projects.

*Roles & Responsibilities*

**D&K Team** – Community Workshop will meet with D&K and the WG to define the nature of the pop-up demonstration. This will be informed by previous information gathering, including the street walk, focus groups and business roundtable as well as the development of alternatives. The D&K team will coordinate with the WG/CW to determine the best time and location for the event.

**Working Group/Town Staff** – The Working Group will help the D&K team to determine when the best time for a pop-up or demonstration project is.

**Public Workshop #1 - Alternatives Analysis**

With consideration to the community input received at the pop-up events, and guidance from the Working Group, the design concepts under consideration will be compiled into distinct project design alternatives, and be presented to the public to gauge support for concepts.

*Roles & Responsibilities*

**D&K** – D&K will organize and facilitate a workshop that presents the alternatives developed with oversight from the WG. It would be desirable for the location of this workshop to be in a walkable location in the Village if possible. The format of the workshop will be determined collaboratively with the WG.

**Working Group/Town Staff** – The Working Group will identify a suitable location downtown to hold the first public workshop.

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### **Public Workshop #2 – Action Plan Presentation**

Our team will present the draft Village Center Action Plan to the community in a public presentation, and solicit feedback through an interactive exercise.

#### *Roles & Responsibilities*

**D&K** – *D&K will present the final Action Plan to the Village Trustees at a public meeting.*

## Engagement Schedule (Proposed)

This calendar is intended to be a guide and may (and should) change as needed throughout the process.

### Schedule Key

- **Administrative** = A task that D&K/WG need to handle relative to engagement.
- **Engagement** = Means online engagement in some form.
- **Online Engagement Activity** = Engagement that only takes place online but invites participation from the public.
- **Engagement Activity** = “Boots-on-the-ground” engagement activity. May be paired with an online activity to take advantage of the mirror effect.

Month	Milestone	Administrative/Engagement Task
<b>2018</b>		
<b>June</b>	Kick-Off Meeting	<b>Administrative</b> – Review engagement plan. Identify possible project branding options. Review options and finalize brand.
<b>July</b>	Working Group Meeting	<b>Administrative</b> – Activate web site. Post meeting minutes, etc. Meet with Camoin to determine survey methods and economic approach.  <b>Engagement</b> – Blog post/press release announcing project. Drive public to web site via social media and press.
<b>August</b>	Working Group Meeting w/ Community Workshop (if needed)  Intercept survey? TBD  Online map/survey about pedestrian activity and safety in and around the village.	<b>Administrative</b> – Meet with Community Workshop as needed to plan for Street Walk. Connect D&K with Home Days point of contact.  <b>Engagement</b> – Blog Post: Update about project, announce September engagement event(s).  <b>Online engagement activity:</b> Use “Story Map” to identify where people walk and where they feel unsafe.
<b>September</b>	Street walk  Intercept survey?	<b>Administrative</b> – Plan for Street Walk. Organize focus groups (if planned for October)

		<p><b>Engagement</b> – Blog Post (early September): Upcoming event reminder, provide results of story map. Announce any upcoming engagement events.</p> <p><b>Engagement activity:</b> Street walk concurrent with Hyde Park Home Day</p>
<b>October</b>	<p>Working Group Meeting</p> <p>Focus Groups</p> <p>Business Roundtable</p>	<p><b>Engagement</b> - Blog post: What did we learn from the Street Walk</p> <p><b>Possible Engagement Activity</b> – 4 Focus Groups, subjects identified by Working Group.</p>
<b>November</b>	Working Group Meeting	<b>Engagement</b> – Blog Post: Overview of results of Focus Groups/Business Roundtable.
<b>December</b>		<b>Engagement</b> – Blog Post: Project Update, review of Economic Development Analysis Results. Draft report.
<b>2019</b>		
<b>January</b>		<b>Engagement</b> – Blog Post idea: Project update, discussion about bicycle connectivity concepts.
<b>February</b>	Working Group Meeting (if needed)	<p><b>Administrative</b> – Identify date for pop-up and demonstration events.</p> <p><b>Engagement</b> – Blog Post idea: Project update, discussion about how to handle crossings of state highways.</p>
<b>March</b>		<b>Engagement</b> – Blog Post idea: Project update, discussion about Green Streets concepts.
<b>April</b>	Working Group Meeting	<p><b>Administrative</b> – Prepare for May engagement activity. Identify date and location for Alternatives Workshop.</p> <p><b>Engagement</b> – Blog Post: Project update, announce May pop-up/demonstration event. Save the date for Alternatives Workshop.</p>

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<p><b>May</b></p>	<p>Pop-up/demonstration event</p>	<p><b>Administrative</b> – Identify date and location for final presentation. Prepare for June workshop.</p> <p><b>Engagement</b> - Blog Post: Summary of wayfinding exercise results. Hold workshop.</p>
<p><b>June</b></p>	<p>Working Group Meeting Alternatives Workshop</p>	<p><b>Engagement</b> - Blog Post: Pop up event, what did we learn? Announce Final Presentation Date.</p> <p><b>Engagement Activity:</b> Public workshop to discuss proposed alternatives.</p>
<p><b>July</b></p>	<p>Draft Action Plan Presentation</p>	<p><b>Engagement</b> – Blog Post: Progress report and reminder of Final Presentation. Hold final presentation.</p>
<p><b>August</b></p>	<p>Final Draft to Town</p>	<p><b>Engagement</b> – Blog Post: Project Recap and Next Steps</p>