

Complete Streets Manual Community Engagement Plan January 31, 2019

Executive Summary

In order to inform and receive input on the implementation of the newly adopted Complete Streets Ordinance, Baltimore City DOT will engage in the following activities:

1. Project Kickoff
 - a. Online campaign
 - b. Printable flyer
 - c. Facilitated meeting exercises
2. Following the second AC meeting
 - a. Public workshop and/or series of stakeholder meetings
 - b. Survey distributed online and by mail
3. Following the third AC meeting
 - a. Pop-up meetings and/or appearances at public events
 - b. Securing agenda space at planned DOT and community meetings
 - c. Social media
 - d. Focus groups
 - e. Survey distributed online and by mail
4. Following the fourth AC meeting
 - a. Public workshop series
 - b. Survey distributed online and by mail
5. Draft available for public comment
 - a. Follows legislated requirements for posting public comment and holding public hearings

Equity in Community Engagement

Potential barriers to community engagement:

- Race
- Income
- Age
- Disability
- English Language proficiency
- Vehicle access

Implementation/means of overcoming barriers:

Meetings

In order to provide access to these meetings for everyone across the city, the following accommodations should be made:

- Map the city based on quadrants.
- Hold meetings in a venue accessible by bus, walking, biking and with available parking.
- Hold meetings in third places such as churches, cafes, and community centers that are comfortable and regularly attended by residents.
- Hold meetings at times that can accommodate those with children and those who work a range of shifts.
- Ensure that the meeting venue is handicap-accessible.
- Have presentations and material accessible for the visual or hearing impaired.
- Provide interpreters (Spanish as well as for languages in areas where there are a high number of non-English speakers as identified through Census data)

Pop-Up Meetings/Events

- Attend meetings/have pop-up meetings at events across the city at places like markets, grocery stores, etc., to engage people that may not otherwise attend a public meeting to provide feedback
- Provide distribution materials

Social Media/Mailings/Online Distribution/Printed Collateral

- In print and online, accessible for the visually-impaired
- In print and online, provided in common languages spoken in Baltimore other than English
- Provide printed version of the survey with postage included

Means of measuring success in overcoming these barriers:

- Gathering demographic information
 - Boards with the demographics information for attendees to self-identify using stickers
 - Include the above demographics in the surveys as an optional section
 - Measure these responses against overall city demographics
 - *Outreach Goal: Have comparable representation in responses to the demographics across the city and in each quadrant.*
- Conducting surveys distributed at meetings, via social media/website, through mailers
 - Social media engagement metrics/analytics
 - Ask about any issues accessing the information provided
 - *Outreach Goal: Distribute information about Complete Streets and the draft manual with a target of reaching a representative segment of the city's population.*

Project Kickoff

As the work on the Complete Streets Manual progresses and the Advisory Committee (AC) is convened, there is an opportunity to **educate the public on Complete Streets concepts, the Complete Streets Manual, and the importance of Complete Streets in Baltimore.** While the purpose of the first AC meeting is to introduce the committee to the community engagement plan and the legislation, this plan presents the opportunities for public outreach occurring around and after the AC meetings. To support this effort, the following public involvement actions are recommended to be undertaken as soon as feasible after project kickoff:

- A public relations/media effort to inform Baltimore communities and stakeholders on the importance of the adoption of the Complete Streets legislation and Complete Streets concepts, and the next steps represented by the development of the Complete Streets Manual. In all communication do not use jargon.
 - Mass media campaign (DOT Staff)
 - Social media posts with similar content (DOT staff with consultant support in creating content)
 - A printable flyer or similar collateral content (DOT staff with consultant support in creating content)
 - Creation of a website to host all Complete Streets process, relevant dates, and materials (DOT staff)
 - Plain Language explainer of Complete Streets concepts/the purpose of the manual (Consultant support)

Table 1. Public Outreach Activities to Undertake Upon Kickoff

Objective	Tools/Methods	Date	Responsible Party
Education on context/history of manual	Public relations campaign	February-March 2019	DOT Staff
	Social media content	February-March 2019	DOT Staff with consultant support
	Facilitated meeting exercises	March 2019	DOT Staff with consultant support

Advisory Committee Meeting 2 – February 2019

The second meeting of the AC presents the opportunity for the Committee to come to agreement on the goals and objectives of the Manual itself, as distinct from the goals of the legislation. After the creation of Draft Goals and Objectives, feedback on these should be sought from the public. To support this effort, the following public involvement actions are recommended after the second AC meeting:

- A public workshop and/or series of stakeholder meetings held after the second AC meetings to include:
 - Facilitated meeting exercise to seek feedback on the draft goals and objectives (DOT staff with consultant support for materials preparation)

- Existing educational materials and schedule information from the public relations/media campaign
- A survey, distributed both online and by mail, to solicit further public feedback on Manual goals and objectives

Table 2. Public Outreach Actions to Take Place following the Second Advisory Committee Meeting

Objective	Tools/Methods	Date	Responsible Party
Vetting of goals and objectives of the manual	Facilitated meeting exercises	May 2019	DOT Staff with consultant support
	Online survey	May-June 2019	DOT Staff
	Mailed survey	May-June 2019	DOT Staff

Advisory Committee Meeting 3 – May 2019

The third AC meeting should correspond with the consultant’s work developing draft public outreach policies and strategies to comply with the legislation’s mandate to adopt public outreach policies that overcome barriers to public engagement. This work will likely include a literature and best practices review.

The third AC meeting is an opportunity to digest this review, and begin to develop public outreach policies and procedures that are appropriate for Baltimore. This is also a good opportunity to reach as many members of the public as possible to receive feedback on these approaches. AC and DOT staff work can focus on determining which public outreach tools to have the public vet, and how to best receive feedback. Some possible tools to use to solicit this feedback include:

- Pop-up meetings and/or appearances at public events across the city
- Securing agenda space at planned DOT and community meetings
- Social media
- Online and mailed survey

At this phase, the engagement can focus on determining what kinds of tools are most effective in reaching members of the public and how to build the desired public involvement process.

Table 3. Seeking Community Feedback on Outreach Tools

Objective	Tools/Methods	Date	Responsible Party
Understanding existing DOT public outreach process	DOT staff focus groups	May-June 2019	DOT Staff with consultant support
Feedback on proposed public outreach tools and public involvement requirements for different phases of project implementation	Pop-up meetings at public events and attendance of planned meetings	July-August 2019	DOT Staff with consultant support
	Social media	July-August 2019	DOT Staff
	Online survey	July-August 2019	DOT Staff
	Mailed survey	July-August 2019	DOT Staff
	Community Association surveys and/or facilitated conversation	August 2019	DOT Staff

Advisory Committee Meeting 4 – July 2019

The fourth AC meeting will coincide with the consultant’s technical work on establishing modal hierarchies and street typologies, while working toward a completed Draft Complete Streets Manual. This is another opportunity for a large public meeting to follow up on how the Manual is developed to meet the goals vetted by the community at the first workshop, and to further educate on the outcomes of the adopted Complete Streets legislation. The following outreach activities are recommended at this phase:

- A public workshop and/or series of stakeholder meetings to include:
 - Facilitated meeting exercise to assess public priorities for different types of streets and public spaces
 - Educational material to explain possible tradeoffs
 - A summary of the major components in the Draft Complete Streets Manual
- A survey, distributed both online and by mail, to solicit further feedback on public priorities for different types of streets and public spaces
- A survey, distributed both online and by mail to solicit public input

Table 4. Educating Public on Street Typologies

Objective	Tools/Methods	Date	Responsible Party
Educate and receive feedback from public on purpose and context of Street typologies and modal hierarchy	Facilitated meeting exercises	September 2019	DOT Staff
	Online survey	September 2019	DOT Staff
	Mailed survey	September 2019	DOT Staff

Release of Draft Complete Streets Manual

The Draft Complete Streets Manual will be released for public comment by October 3, 2019. By law, a notice of the proposed Manual must be posted to the DOT’S website, social media, and other channels of distribution available to the Department. A minimum 45-day public comment period is required, with a minimum of one public hearing on the proposed Manual.

Table 5. Receiving Feedback on Draft Complete Streets Manual

Notify Public of Comment Period on Complete Streets Manual	Social Media/Online Notification	October 2019	DOT Staff
	Notification to all community association contacts and those previously engaged at any point in the Community Engagement plan	October 2019	DOT Staff
Public Hearing on the Complete Streets Manual	Conduct two public hearings to receive public feedback in-person.	October-November 2019	DOT Staff

Final Adoption of Complete Streets Manual

Following the 45 day public comment and hearing period, input from the public will be processed and categorized. The input from the public may change, add to, or remove content from the Complete Streets Manual; therefore it is important to be transparent in publicizing comments received and how the comments influenced the final manual.

Responses to public input should include reasoning as to why the comments are being incorporated or rejected in the final Complete Streets Manual. Any rationale for inclusion or rejection of comments should be made available in the same way in which responses were collected. Additionally, there should be clear metrics available to the public on the content of the comments, and whether or not they were considered for inclusion in the Complete Streets Manual.