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
- Access to reliable transit/mobility devices
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 (churches, cafes, libraries, parks, etc.) 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: 6PM – 8PM Weekdays. Consider weekends.
- Encourage the development of community advisory boards within communities to focus on the complete streets efforts.
- 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
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

<table>
<thead>
<tr>
<th>Objective</th>
<th>Tools/Methods</th>
<th>Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education on context/history of manual</td>
<td>Public relations campaign</td>
<td>February-March 2019</td>
<td>DOT Staff</td>
</tr>
<tr>
<td>Social media content</td>
<td></td>
<td>February-March 2019</td>
<td>DOT Staff with consultant support</td>
</tr>
<tr>
<td>Facilitated meeting exercises</td>
<td></td>
<td>March 2019</td>
<td>DOT Staff with consultant support</td>
</tr>
</tbody>
</table>

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:
  o Facilitated meeting exercise to seek feedback on the draft goals and objectives (DOT staff with consultant support for materials preparation)
  o 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>
<thead>
<tr>
<th>Objective</th>
<th>Tools/Methods</th>
<th>Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vetting of goals and objectives of the manual</td>
<td>Facilitated meeting exercises</td>
<td>May 2019</td>
<td>DOT Staff with consultant support</td>
</tr>
<tr>
<td></td>
<td>Online survey</td>
<td>May-June 2019</td>
<td>DOT Staff</td>
</tr>
<tr>
<td></td>
<td>Mailed survey</td>
<td>May-June 2019</td>
<td>DOT Staff</td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>Objective</th>
<th>Tools/Methods</th>
<th>Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educate and receive feedback from public on purpose and context of Street typologies and modal hierarchy</td>
<td>Facilitated meeting exercises</td>
<td>September 2019</td>
<td>DOT Staff</td>
</tr>
<tr>
<td></td>
<td>Online survey</td>
<td>September 2019</td>
<td>DOT Staff</td>
</tr>
<tr>
<td></td>
<td>Mailed survey</td>
<td>September 2019</td>
<td>DOT Staff</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Notify Public of Comment Period on Complete Streets Manual</th>
<th>Social Media/Online Notification</th>
<th>October 2019</th>
<th>DOT Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notification to all community association contacts and those previously engaged at any point in the Community Engagement plan</td>
<td>October 2019</td>
<td>DOT Staff</td>
<td></td>
</tr>
</tbody>
</table>

| 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.