

**[ Exhibit A ]**

**[ Scope of Work ]**

## Public Participation Plan

### Informing and Educating the Public

The following mechanisms will be utilized to inform and educate the public about the Growth Policy update and the significant issues under consideration. Use of these mechanisms will motivate participation of residents and stakeholders in the process and encourage meaningful dialogue that will help shape the Growth Policy.

- Branding of the project.
- Project webpage or website, which will be updated regularly to include relevant and timely information and opportunities for public and stakeholder participation. Opportunity will also be provided for residents to subscribe to an email update list through the website.
- Utility bill mailers that draw attention to the planning process and opportunities for public and stakeholder involvement. There will be two instances of mailing invitations for public meetings.
- Social media campaign, which will include regular posts to inform audience of relevant information and opportunities in a timely manner.
- Coordination of cross-posting on partners' websites and social media.
- Email blasts - periodic "opt-in" emails to residents and other stakeholders about relevant and timely information and opportunities
- Media releases - five instances:
  1. Plan Kick-off
  2. Public meeting announcement
  3. Online survey
  4. Public meeting announcement
  5. Draft Plan adoption
- Newspaper articles - per media interest from releases.

### Gathering Responses

The following mechanisms for public participation will be used in gathering responses to our team's inquiries:

- E-survey via digital survey platform such as SurveyMonkey.
- Booth at public event (such as a community festival or fair).
- Presentation to Planning Board introducing the planning team and project.
- Stakeholder interviews to collect critical information from community leaders.
- Public meeting to collect information from members of the community.
- Public meeting to gather feedback on Draft Plan.

- Presentation to Planning Board to collect feedback on the Draft Plan.
- Presentation of the Draft Growth Policy.

The following mechanisms will be used for presenting the draft growth policy to the general public and the City:

- Webpage/website with comment function
- Social media
- Media releases
- Newspaper article (per media interest from release)
- Public meeting to gather feedback on the Draft Plan
- Presentation to Planning Board to collect feedback on the Draft Plan
- Meeting with City of Livingston to receive feedback on Draft Plan
- Final Presentation to Planning Board and/or City
- Project close-out with City

### Documenting Public Participation

We will utilize a variety of mechanisms for documenting public participation and the analysis of the responses. The documentation resulting from the following mechanisms will be compiled and provided as an appendix to the Growth Policy. Graphics will be used whenever appropriate.

- Sign-in sheets from public meetings.
- Written summaries of public meetings.
- Written summaries of meetings with the City's staff.
- List and written summary of comments received via the webpage/website at different stages of the Growth Policy update process.
- Microsoft Excel and/or online surveying tool analysis of survey results.
- Written summary of survey analysis.
- Webpage/website analytics.
- List and written summary of any other comments received by the public via social media, email, and hard copy letters.

### Examples:

See the attached selection of public engagement material examples from our other projects on page 31.

- Website (<http://burtonplanning.com/plancr25a/>)
- Public meeting invitation utility bill insert
- Public meeting invitation
- Meeting Summary
- Meeting Exhibit

**Personnel:**

Public participation responsibilities will be shared among our team members. Specific roles include:

- Susan Vincent: Branding
- Anna van der Zwaag: Webpage/website development, social media campaign
- Amelia Mansfield: Public meetings and presentations, media releases, newspaper articles
- Jim Lenner: Public meetings and presentations
- Kathleen McMahon: Public meetings and presentations, survey development

**Staff Availability**

The BPS team has the capacity to proceed immediately with this proposed process. Our team will be managing multiple contracts during this project time period of September 2019 through August 2020. Below is the availability of the key staff that will be working on this project.

**Staff Availability**

Key Staff	Firm	Main Project Role	Workload Availability
Kimberly Burton	BPS	Project Management	15%
Amelia Mansfield	BPS	Project Management, Strategies & Implementation, Public Involvement	40%
Kathleen McMahon	AC	Needs Assessment, Public Involvement	25%
Jim Lenner	BPS	Needs Assessment, Strategies & Implementation, Public Involvement	30%
Susan Vincent	BPS	Needs Assessment, Strategies & Implementation, Public Involvement	60%
Anna van der Zwaag	BPS	Public Involvement	40%
Brett Morris	BPS	Needs Assessment	55%

## Project Timeline

The Growth Policy Update project schedule is divided into five major tasks which will take place over a twelve-month time period. The proposed project timeline is detailed below.

TASK	START	END	2019			2020									
	Tue, 10/15/19	Wed, 9/30/20	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
1: Project Initiation and Management	Tue, 10/15/19	Wed, 9/30/20													
Project Initiation	Tue, 10/15/19	Fri, 11/15/19													
Ongoing Project Management	Tue, 10/15/19	Wed, 9/30/20													
Project Close-Out	Tue, 9/1/20	Wed, 9/30/20													
2: Needs Assessment	Tue, 10/15/19	Tue, 3/31/20													
Review 2017 Growth Policy	Tue, 10/15/19	Tue, 10/15/19													
Collect Base Information	Tue, 10/15/19	Fri, 11/29/19													
Establish Goals and Objectives	Mon, 12/2/19	Fri, 1/31/20													
Analyze Base Information	Thu, 1/2/20	Fri, 2/28/20													
Project Trends	Mon, 2/3/20	Tue, 3/31/20													
Identify Needs	Mon, 3/2/20	Tue, 3/31/20													
3: Growth Policy Update	Mon, 3/2/20	Tue, 6/30/20													
Identify Strategies	Mon, 3/2/20	Fri, 5/29/20													
Create Implementation Plan	Wed, 4/1/20	Tue, 6/30/20													
Other Inclusions	Mon, 3/2/20	Fri, 5/29/20													
4: Growth Policy Review & Adoption	Wed, 7/1/20	Wed, 9/30/20													
Review of Draft Growth Policy	Wed, 7/1/20	Fri, 7/31/20													
Review of Final Growth Policy	Mon, 8/3/20	Mon, 8/31/20													
Adoption	Tue, 9/1/20	Wed, 9/30/20													
5: Public Involvement	Tue, 10/15/19	Wed, 9/30/20													



**Budget**

Task	BPS Labor Costs	Subconsultant Costs	Direct Costs	Total Costs
Task 1: Project Initiation & Management	\$7,250	\$480	\$95	\$7,825
Task 2: Needs Assessment	\$23,250	\$4,480	\$0	\$27,730
Task 3: Growth Policy Update	\$8,750	\$0	\$0	\$8,750
Task 4: Growth Policy Review & Adoption	\$3,500	\$320	\$1,000*	\$4,820
Task 5: Public Involvement & Meetings	\$14,500	\$6,880	\$4,450**	\$25,580
<b>Totals</b>	<b>\$57,250</b>	<b>\$12,000</b>	<b>\$5,545</b>	<b>\$74,795</b>

\* Printing of one (1) unbound, reproducible copy and ten (10) bound copies of the draft final Growth Policy document (shipping cost for the documents is under Task 1).

\*\* Includes 5 team visits to Livingston by BPS and subconsultant where public involvement activities, ground work, and meetings with the client will be consolidated in order to be budget-conscious.