



City of Burnsville
**Heart of the City and Multifamily Housing Parking Study
(City Project 23-706)**

Public Engagement Plan (PEP)

July 2023

INTRODUCTION

The SEH consultant team has prepared the following Public Engagement Plan (PEP) that details the efforts that will take place to elicit public awareness and support for the City of Burnsville Heart of the City and Multi-Family Housing Parking Study (“Parking Study”) through a variety of outreach and communication methods.

The Engagement Activities are broken up into two separate tasks: 1) Heart of the City Parking Study and 2) Multifamily Housing Parking Study. The scope of the engagement activities for each task are provided below.

PURPOSE

The PEP identifies and details the public engagement activities that are expected to take place during the course of the Study. Our PEP is meant to be comprehensive yet flexible, recognizing that different approaches and/or processes may be needed to effectively engage stakeholders throughout the Study. Modifications to this plan may be made to address new or emerging public issues, concerns, or interests.

STUDY GOALS

In preparing the PEP, the following study goals were the driving factors in the planned activities:

- Educate and inform the surrounding communities and stakeholders about the status and schedule of the Study
- Seek and document public feedback on the Study

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- Communicate early and consistently with impacted stakeholders
- Ensure that all interested parties are invited to participate in public engagement activities throughout the process and provide reasonable accommodations as needed
- Create a PEP that is flexible and can respond to the status and needs of the Study as it progresses

ENGAGEMENT ACTIVITIES

1. Heart of the City Parking Study

Study Webpage

The City's study webpage will be the one convenient place for interested parties to get up-to-date information on study history, schedule, relevant figures and documents, open house/engagement activity dates, feedback opportunities and general updates and communications related to the Study. The City will establish and host the webpage. SEH will work with Alicia Ackerman (Engineering Senior Administrative Assistant) to provide periodic content updates to the study website, specifically:

- Study area location map
- Study goals
- Study schedule
- Open house exhibits and meeting summaries
- Links to surveys
- Study FAQ/Summary Handout
- Technical reports and relevant study documents

The webpage will also provide an opportunity to establish a study email list by allowing stakeholders to sign up for email updates. Website link: burnsvillemn.gov/HOC-parking

Social Media and Burnsville Bulletin

The City will also promote and advertise the study, and its public meetings or events, through social media outlets and the Burnsville Bulletin. Paid Facebook ads may be used to increase website traffic and encourage attendance at events. SEH will provide graphics and content, and will coordinate with Jen Desrude for posting.

Pop Up Event(s)

The SEH team will facilitate and be present at one community pop up event, tentatively scheduled to be the July 20th Party on the Plaza Event. The primary goal of attending the pop up event is to draw many visitors and local stakeholders to receive information regarding their parking habits, needs, and concerns within the Heart of the City area. Visitors to the booth will have an opportunity complete the online survey. The pop up event will include a board,

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summary FAQ/handout, and interactive comment/mapping activity to support the following study topics:

- How residents travel to and around Heart of the City (walking, biking, driving, transit, other)
- Parking behaviors (frequency and duration)
- Priority parking locations
- Preferred walking distances between park location and destination
- Seasonal parking availability and event parking
- Experience parking in the Heart of the City

Interactive comment mapping activity opportunity includes providing a map with a transparency sheet showing approximate 1-minute, 2-minute, 5-minute, etc. walking shed radii to communicate the approximate distance that can be walked between destinations and parking locations.

The interactive pop-up event will be supported with a tandem online comment map and survey (see below).

Online Survey Questions

SEH will illicit feedback from the community via an online survey with 4-5 questions: 4 close-ended questions and 1 open ended question. Questions will be developed and confirmed with the guidance of the PMT and study manager. The survey will be available online, which will allow stakeholders to complete on any schedule and platform that is convenient for them. The survey will also be available for visitors to complete during the in-person pop-up event.

Sidewalk Decals & Postcard Mailing

The SEH team will design and order up to 10 decal stickers to place in the core Heart of the City area. The decal will provide a QR code linked to the online survey and advertise the July pop-up event date/project booth. SEH will design a postcard to be printed and mailed by the City. The postcard will be sent to all owners and occupants within the HOC study area to make them aware of the study and encourage participation in either the survey or the pop-up event.

Direct Business Contacts

The SEH team will directly contact a sample size of 5-7 HOC businesses that are impacted by parking issues in HOC. This may be done in conjunction with the July 20 pop-up event by stopping in to a few businesses to make them aware of the study, encourage them to take the survey, and encourage them to stop by our booth at the Party on the Plaza.

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Engagement Summary

SEH will complete an engagement summary that documents the details and comments from the online survey and pop-up event, which will be prepared and made available for posting on the Study website. Detailed comments and questions will also be included as an appendix, as necessary.

2. Multifamily Housing Parking Study

Study Webpage

The Multifamily Housing Parking Study element will supplement the City’s Heart of the City Parking Study; information for this supplemental multifamily housing study will be included on the HOC Parking Study webpage. The City will establish and host the webpage. SEH will work with Alicia Ackerman (Engineering Senior Administrative Assistant) to provide periodic content updates to the study website, specifically:

- Study goals
- Study schedule
- Open house exhibits and meeting summaries
- Study FAQ/Summary Handout
- Technical reports and relevant study documents

The webpage will also provide an opportunity to establish a study email list by allowing stakeholders to sign up for email updates. Website link: burnsvillemn.gov/HOC-parking

Property Manager Phone Surveys

SEH will conduct one (1) phone survey to each property manager (up to 4 total) of the identified multifamily housing locations. The phone survey will include 3-5 questions regarding the property’s parking policies, fees, parking demand, and tenant/visitor parking. During this call, permission will be requested to survey the tenants to support both the Heart of the City Parking Study as well as the Multifamily Housing Parking Study.

The four identified apartments for the study include:

1. Maven Apartments
2. Neon Apartments
3. Stonegrove Apartments
4. Summit Park (Twelve 501) Apartments

Online Tenant Surveys

For each identified apartment location (and with permission from the Property Managers), SEH will illicit feedback from the residents via an online survey with 3-4 questions: 3 close-ended

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questions and 1 open ended question. Questions will be developed and confirmed with the guidance of the PMT and study manager.

The survey will be advertised by distributing fliers at the apartments, which will include a QR code/link to the online survey. The online format will allow residents to complete on any schedule and platform that is convenient for them. The survey will be open during the month of July.

It is assumed that any translation/accessibility services will be provided by the City of Burnsville, if needed.

PROPOSED MEETING/EVENT SCHEDULE

TASK	TIMING	STATUS
1. Study Kick Off Meeting	5/3/2023	Complete
2. Establish Study Webpage	June	Complete
3. Parking Utilization Data Collection	June	Complete
4. PMT Meeting #1	6/28/2023	Scheduled
5. Launch Online Surveys	Early July	In Progress
6. Complete Phone Surveys	July	In Progress
7. PMT Meeting #2	7/12/2023	Scheduled
8. Engagement Summaries	August	Pending
9. City Council Meeting / Study Summary	Fall/Winter 2023	Pending