



Glover Green and Village Streetscape Plan

Public Participation Plan (Draft)

Update 6.22.2021

Note: This document provides a draft outline of the Public Participation Plan for the Glover Green and Village Streetscape Plan. We look forward to finalizing this document collaboratively with project stakeholders in order to develop equitable public engagement efforts that successfully guide this planning project forward.

Objectives of the Public Participation Plan:

The Objectives of this Public Participation Plan are:

1. Guide a public engagement process that can reach a broad segment of the Glover community in the summer of 2021
2. Outline engagement opportunities and approaches that will result in quality public feedback that can be transformed into community driven designs.
3. Assign members of planning commission and other stakeholders clear roles in community engagement and outreach.
4. Support a collaborative planning process between the Glover Planning Commission, Dubois & King, and project partners.

Project Details

- **Project Name:** Heart of Glover
- **Project "Title":** Heart of Glover Village Plan
- **Anticipated Project Website:**
 - Town website to serve as project website.
 - URL TBD.

Volunteer Webmaster - Steve Lowe - to liaison with town web consultant as needed.



Web Copy:

What is the Village Plan?

This plan represents an opportunity to develop a shared vision for the Glover Village. By working to engage the community throughout the summer of 2021, this plan is intended to develop a community driven design for a Town Green and streetscape that will invite residents, travellers, and businesses to linger in the beautiful and unique Village of Glover, Vermont.

Look for the Heart of Glover table at Farmer's Markets and other events through the summer, and take a moment to share your thoughts and stay tuned to the planning process via the survey found here.

Tentative Schedule

These dates will be updated as the Glover Planning Commission

- *July / August - Community Tabling Events and Public Survey*
- *September - Community Visioning Meeting and Public Survey Results*
- *Early Winter 2021 - Heart of Glover Village Plan Presentation & Public Critique*
- *2022 - Heart of Glover Village Plan Presented to Selectboard*

Take the Survey!

This is your chance to add your voice to the project - take this survey to have your ideas be included as the first phase of the project. The survey also includes an opportunity to leave your email to be kept in the loop regarding this project's milestones and progress.



[Click Here for the survey.](https://forms.gle/HmV8gjf5vqEzxmJD6)

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Who is leading this effort?

The Heart of Glover - Village Plan is being led by the [Glover Planning Commission](#) and supported by planning consultants from DuBois & King.

As this project progresses, this website will be updated with meeting records, plan documents, and other related information as they become available.



Public Engagement Schedule

Online and physical promotions should work in concert to promote each of these key project milestones.

- **“Public Kickoff Meeting” Tabling: Open ended questions / sketches / painting at Farmer’s Market 6/27. (D&K Lead)**
 - Explore Plan Goals & Community Vision
 - Rain Date: 7/11

- **Ongoing Flyers / Website Promotion / Public Survey Promotion**
 - Content & Processing: D&K
 - Promotion: Glover PC / Volunteers
 - Survey to Launch 6/27, to Close before Visioning Meeting

- **Ongoing Community Tabling (locations various) - Led by Planning Commission July - August**
 - Explore Plan Goals & Community Vision
 - Communicate results from each tabling session with D&K

- **Visioning Meeting: **Date TBD (August/September) - Led by D&K****
 - A meeting to review public input and vision themes gathered at farmers markets,
 - Review existing conditions & Community Ideas
 - Explore potential design elements that could be developed for Green and streetscape

- **“Concept Design Review” (october / november, date tbd)**

- **Public Presentation of Final Draft (late 2021 early 2022, date tbd)**

Stakeholders and Contact List:

1. Email Communications & Contact List

Please see the [linked spreadsheet](#) which contains all suggested contacts for this project. A final version of this spreadsheet can be utilized to announce major project milestones. D&K can email all interested parties (entire list) in regards to the following project milestones:

- Website & Project Launch (announce launch)
- “Public Kickoff Meeting” at Farmer’s Market (1 week prior)
- “Existing Conditions” (Visioning) Public Meeting (1 week prior)
- Alternatives Meeting (1 week prior)



Volunteer Needed - Contact List Lead - to confirm / ensure list is complete. This list will be referenced as-is at or before the above dates.

2. Physical Posting

D&K can provide simple flyers for posting throughout the community that promotes the project website, public survey opportunities, and dates of tabling engagement. Alternatively, these posters could be designed by a local artist, and have relevant information added by D&K. Planning Commission members / Stakeholders will be responsible for physical placement throughout town.

Volunteer Needed - Physical Posting Lead

3. Online Communications

Social Media and Front Porch Forum Posts can and should be used to remind the community of ongoing efforts to collect public feedback, and provide reminders for the Visioning and Alternatives Meetings. Should social media efforts be engaged, the steering committee should be

- a. Front Porch Forum
 - i. One or more Planning Commission members should schedule regular Front Porch Forum posts to remind community members of upcoming tabling / public input opportunities at Farmers Markets and similar.
- b. Social Media
 - i. Social media can engender reactive, negative, and challenging dialog. Prior to engaging social media resources to promote the plan efforts, stakeholders discuss approaches to diffuse 'trolls' or hot button issues should they arise.
 - ii. Stakeholders with an existing Facebook and/or Instagram presence (Glover Farmer's Market) could lead facebook promotions, encourage others to share, and further promote the plan process.
 - iii. Key local businesses or stakeholders should be consulted prior to 'tagging' them in posts, to solicit support in additional promotions of the Downtown Master Plan effort.
 - iv. Appealing photography is crucial to success in these campaigns

D&K can provide basic graphic templates for promoting each of the two public meetings on social media. Steering committee will be responsible for all online promotion management.



Volunteer Needed - Jessica Sweeny - Town Social Media lead. (to utilize copy / content from D&K Emails)

4. Tabling

The D&K team will be leading the 1st tabling event on 6/27 (or 7/11) in conjunction with Glover Volunteers. The D&K team can provide all printed materials, but is looking to 2 or more tabling volunteers to provide:

- Pop up Table (full size)
- Pop up tent (optional if not raining...)
- Pens / Pencils / Writing Implements (provided by D&K on 6/27, but provided by volunteers all other days)
- Camera for documentation of community engagement.

These weekend tabling exercises are anticipated to occur at Farmers Markets, outside of Curriers, and anywhere else that the volunteers feel would be worthwhile. This is an activity best conducted in pairs of 2, by folks who aren't shy about saying hi to their neighbors and explaining the project intent and opportunity.

The number of tabling days at Farmers Markets and other locations is dependent on volunteer interest and availability. This volunteer set would also be responsible for providing a tabling day report directly back to dcrites@dubois-king that summarizes & documents what was communicated by public residents.

Volunteers needed - Tabling Volunteers (2 or more per sunday, 6/27-7/31)

6. Economic Interviews

- As mentioned in the project scope, our economic development subconsultant will be conducting remote interviews with key players in the Glover Village core that will help support plan recommendations. We're looking to rely on a volunteer to coordinate small group interviews (phone or zoom) with Tripp's team.

Volunteer Needed - Provide list of businesses / investors / real estate professionals to reach out to with questionnaire to be developed by Arnett and Muldrow.