



Burton Street Neighborhood Plan Implementation

Communications & Engagement Plan

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Prepared by:
Public Participation Partners
For the Burton Street Community Association

Introduction

In an effort to inform Burton Street residents of the implementations of the Burton Street Neighborhood Plan, the following Communications Plan recommends a standard process for information to be distributed neighborhood-wide by the Burton Street Community Association (BSCA).

NCDOT-PICS will be responsible for creating the communications material and content necessary to execute the communications tools for the Burton Street Neighborhood Plan Implementation. NCDOT-PICS will also be responsible for developing monthly newsletters throughout the duration of the Neighborhood Plan implementation.

To implement this Communications Plan, it is recommended that the BSCA designates a member of the association to be a Communications Officer under the supervision of the Secretary. Prior to the completion of the Neighborhood Plan implementation, the Communications Officer would be responsible for coordinating neighborhood outreach efforts, providing additional content for newsletters, and updating the website with new content. After the plan is complete, the Communications Officer will take over responsibility for all BSCA Communications.

BSCA Website

The BSCA website will serve as the main online hub for Plan information. A Plan and Implementation Process FAQ document will be created for residents and located on the website.



Additionally, three new webpages will be created:

- Monthly Newsletter Archive
- Burton Street Neighborhood Plan Updates
- Neighborhood Resources

The monthly newsletter archive page will link PDF versions of past newsletters for residents to reference and read. The most recent newsletter will be uploaded to this page when available.

The Neighborhood Plan updates page will begin with a discussion of the plan history and an overview of the implementation process, including the purpose of the working group. It will then move into a list of all the Plan goals and strategies as well as the status of each strategy. This page will be updated after each working group meeting. A link to the full PDF version of the Neighborhood Plan, the Neighborhood Plan highlights sheet PDF, and a Plan and Implementation Process FAQ will be provided for residents to view on this page.

The neighborhood resources page will include contact information for the BSCA leadership team and Neighborhood Watch block captains, and links to local services, government entities, and school sites. This contact information will help neighborhood residents easily gather information and report any neighborhood problems to the appropriate channels. This page can also host the PDF of the neighborhood resources contact page.

An official Burton Street Neighborhood map will be created and posted on the website to help residents know where they fall within its boundaries and what exactly comprises the neighborhood.

All neighborhood events, including the monthly meetings, will be added to the Events Calendar.

BSCA Monthly Meeting

The BSCA monthly meeting hosted on the third Monday of the month is an ideal opportunity to inform and update neighborhood residents on the implementation of the Neighborhood Plan.



Time will be allocated in each monthly meeting agenda to present general Neighborhood Plan updates and answer any questions that residents may have and obtain feedback. BSCA will request City of Asheville staff representatives involved in the Plan implementation process to attend the meetings. They will then be able to present information pertaining to the implementation of the Neighborhood Plan's strategies. For example, the Parks and Recreation staff can present Community Center improvement plans, new programming opportunities, and other relevant projects they are involved in.

Meeting attendees will be invited to sign up for the neighborhood automated phone calls and/or email subscription at every meeting to ensure that everyone has the opportunity to stay informed.

The monthly meeting will be advertised in the monthly newsletter, on the BSCA website, via email blasts, and through posted outdoor signs around the neighborhood and at the Community Center.

Communications Tools

Burton Street Neighborhood Plan Fact Sheets

The following documents will provide all new, existing, and potential residents with basic information about the Neighborhood Plan: a Burton Street Neighborhood Plan highlight sheet and a neighborhood resources contact sheet. These fact sheets will be distributed to existing residents by mail and be posted on the website.



The highlight sheet will outline the goals and strategies of the Neighborhood Plan. It will be no longer than one sheet front and back in order to quickly and effectively inform residents of the plan's intentions. The sheet will include a "check the status" link to a webpage that states the status of each strategy and links to the full Neighborhood Plan PDF and FAQ sheet.

The neighborhood resources contact sheet will include all relevant BSCA, neighborhood watch block captain, and community center contacts. It will also include the date, time, and location of the monthly neighborhood meeting.

Monthly Newsletter

The Burton Street Monthly Newsletter will serve as one of the main forms of updating residents on the implementation of the Burton Street Neighborhood Plan. It will be developed after the working group meeting on the first Monday of the month. It will then be distributed during the second week of the month. This distribution date will allow Neighborhood Plan updates to be disseminated to the community before the Burton Street monthly meeting on the third Monday of the month. Residents will be invited to attend the meeting to have the opportunity to ask questions about the implementations for that month.



The newsletter will include the following:

- Date of Newsletter release (month and year for archiving purposes)
- Overview of the working group purpose and members
- Burton Street Neighborhood Plan implementation updates
- Overview of the previous month's BSCA neighborhood meeting
- News from the neighborhood, including contact details for resolving any issues
- Neighborhood leadership contact information
- Link to the BSCA website
- Neighborhood events promotion and announcements

The overview of the working group will be a short description to introduce new readers to the idea of the working group. It will include the purpose of the working group (to oversee the implementation of the Neighborhood Plan) and a list of its members. The newsletter will then contain a couple paragraphs updating residents on that month's working group progress.

For those members that do not attend every meeting, the overview of the previous month's BSCA will keep them informed of the questions asked and answered, important updates announced, and any other pertinent information.

A “News from the Neighborhood” section will provide residents with both Neighborhood Plan updates as well as any other notable news. For example, this section could include an announcement of the establishment of the Neighborhood Watch and how to get involved or contact block captains. It could also include how to report neighborhood infrastructure issues to the City. It is important that this section include any necessary contact information to empower residents to get involved in the community and to be proactive about seeking the benefits of the Neighborhood Plan.

The newsletter provides an avenue to promote neighborhood events, such as the annual Agricultural Fair, to all neighborhood residents.

The newsletter will be distributed via mail and email based upon resident preferences. Another method of distribution will include door-to-door delivery. If door-to-door delivery is chosen, a system will be put in place to organize and delegate delivery duties, such as tasking the Neighborhood Watch block captains with delivering the flyers or newsletters. Alternatively, BSCA could solicit the help of volunteers for delivery purposes or for packaging envelopes if mailers are chosen.

Automated Phone Calls and Email Subscriptions

Burton Street residents will be able to subscribe to email updates for the Neighborhood Plan. The email platform will be used to disseminate the monthly newsletter, remind residents of the upcoming monthly meeting, and ways to be a part of the Plan implementation, such as contacting local officials when there is an issue in the neighborhood. If the email platform has a sign-up landing page, a link to sign up for email updates will be added to the BSCA website and be provided in the monthly newsletter.



BSCA has already begun an automated phone call neighborhood directory. This directory will be expanded upon to include email addresses for the new online email system. The automated phone calls and email systems will be the most direct way to reach neighborhood residents to inform them of upcoming events, monthly meetings, and other important information.

Community Resources

The BSCA will contact the Community Baptist Church and St. Paul’s Missionary Baptist Church to request assistance with disseminating information to the neighborhood. This could include having the monthly newsletter available at these locations, posting Plan impact flyers to notify the congregation of any construction or other impacts, or sharing Neighborhood Plan implementation updates via any online newsletter the churches may have.



The BSCA will request a bulletin board at the Community Center specifically for BSCA news, event flyers, and other information. Printed newsletters will be available in the Community Center for visitors to take with them.

If additional transit stops are added within the Burton Street Neighborhood, BSCA will request the addition of a bulletin board or waterproof container to post event flyers and newsletters.

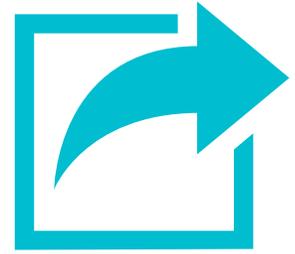
Agency Websites

City of Asheville

The BSCA will submit a request to update the City of Asheville Neighborhood Web Map so that anyone looking on the City's website can find more information on the neighborhood and the Neighborhood Plan.

NCDOT

NCDOT will post the Neighborhood Plan to the I-2513 I-26 Connector Project website. This will allow anyone looking for information on the I-26 Connector Project to also see the mitigation strategies outlined in the Neighborhood Plan.



Information Dissemination at Existing Events

At all community events, there will be a BSCA table with information about the association, the latest monthly newsletter, and any other appropriate flyers or neighborhood plan documents. Residents will be able to provide their contact information to be added to a mailing or email list or to the neighborhood's automated phone call system to receive neighborhood news.



Flyers

Flyers will be created for any Neighborhood Plan implementations that have impacts to daily routines, such as construction of speed bumps or installation of signage and other neighborhood features. These flyers will be distributed via email and posted on bulletin boards in the Community Center and at the churches and businesses in the neighborhood.

Additional Recommended Communication Tools

New Resident Welcome Packet

To welcome new residents to the neighborhood, a BSCA representative will introduce themselves and deliver a welcome packet to the new resident(s).

The welcome packet will include the following documents:

- Letter of Welcome from the BSCA president (1 page)
- Burton Street History Sheet (1 page)
- Neighborhood Resources Contact Sheet (1 page)
- Burton Street Neighborhood Plan Highlight Sheet (1 page)
- Most recent Burton Street Monthly Newsletter (multiple pages)



The BSCA president Welcome Letter will include a welcome to the neighborhood, an invitation to attend the monthly meeting, and a link to the BSCA website. The letter will mention the ongoing implementation of the Burton Street Neighborhood Plan and reference the Highlight Sheet for more information.

The Burton Street History Sheet will include information about the foundation of Burton Street by E.W. Pearson Sr., the Burton Street School, and the Agricultural Fair. This document will serve as an introduction to the long-standing history of the Burton Street community.

Social Media

The BSCA will determine whether there is capacity to start and maintain a social media presence. Priority should be considered for the NextDoor app that allows residents of a neighborhood to share information and receive updates. This would be a good avenue to reach neighborhood residents who utilize social media and keep them informed of and engaged in the implementation of the Neighborhood Plan. This could include providing reminders about the monthly meetings where they can ask questions about the implementation and providing resources for reporting any neighborhood issues.



Public Engagement Plan

As outlined in the Burton Street Neighborhood Plan, certain goals and strategies require additional outreach and the engagement of Burton Street residents. The following details the outreach and engagement strategies that will be implemented for each item.

Strategy 1.2.1. Improve existing sidewalks to meeting ADA design standards

If additional right-of-way is required for sidewalk improvements, NCDOT will contact property owners to notify them of the proposed improvements. This notification will be in the form of a letter mailed to the property owners.

Strategy 1.3.1. Improve pedestrian connections between community resources by installing a sidewalk on Downing Street per agreement of property owners

NCDOT and the BSCA leadership board will host a small group meeting with the property owners on Downing Street. NCDOT will contact directly impacted property owners by letter or postcard to ask them to attend the small group meeting to discuss potential improvements. The meeting will take place at the Burton Street Community Center.

The small group meeting will include a formal presentation to provide attendees with an overview of the purpose and need of improvements as well as the proposed improvement designs. After the presentation, attendees will be invited to complete an on-site flag exercise on Downing Street to show the location of the proposed sidewalk and its potential impacts to properties. The flags will be arranged to outline the proposed sidewalk lines at various widths.

Stakeholders will be given the opportunity to provide their feedback on their preferred sidewalk concept during the meeting verbally and through a paper comment form. The BSCA leadership board will provide property owners who are unable to attend the meeting with a copy of the meeting presentation and these owners will be given the opportunity to speak with the NCDOT Project Manager by phone or email to ask questions and provide feedback.

Strategy 1.5.1. Participate in community dialogue and identify potential strategies to honor the history and contributions of the African American community in the Burton Street Neighborhood

The City of Asheville and the BSCA leadership board will host a community meeting to identify additional strategies to honor the history of the Burton Street Neighborhood. Residents will be notified of the meeting through the Burton Street monthly newsletter, email and automated phone call notices, Burton Street Community Center notices and postings, and during BSCA monthly meeting announcements.

During the community meeting, there will be a formal presentation outlining efforts to-date followed by a



group discussion on additional strategies to honor or incorporate Burton Street history in the community. Possible strategies include community placemaking, art, wayfinding, bus shelters, events and educational programming.

Strategy 2.2.2. Expand community center programming to include year-round programs for youth and educational and vocational training for youth and adults

NCDOT-PICS will conduct an online survey to identify resident preferences for potential courses and programs. Paper copies of the survey will be provided at the Burton Street Community Center and at the BSCA monthly meeting.

Residents will be notified of the survey through the Burton Street monthly newsletter, email and automated phone call notices, Burton Street Community Center notices and postings, and during BSCA monthly meeting announcements. Survey results will be presented to residents in the Burton Street monthly newsletter and in-person during the BSCA monthly meeting.

