



LIVABLE STREETS PROGRAM

SALT LAKE CITY



Image Credit: Lance Tyrell

PUBLIC ENGAGEMENT TOOLKIT



July 14, 2021

CONTENTS

PROGRAM OVERVIEW 1

APPLICABLE STREETS 2

SELECTION AND IMPLEMENTATION 4

PUBLIC ENGAGEMENT 6

APPENDICES 9

 Appendix A - Public Engagement Templates A1

 Appendix B - Meeting Plan B1



PROGRAM OVERVIEW

Image Credit: Lance Tyrell

Salt Lake City believes that our neighborhood streets should be safe and comfortable for all types of road users. The Livable Streets Program is designed to assess a variety of data to determine where measures should be implemented to calm traffic and improve the overall safety, livability, and attractiveness of neighborhood streets in Salt Lake City. These measures can range from sidewalks and crosswalks, to bicycle lanes and median islands, or even street trees and landscaping. Roadway issues can occur on a single block or throughout a portion of the City, depending on the type of roads and traffic that exist there. This program aims to plan and implement measures that address area-specific needs.

Specific initiatives and improvement tactics will be determined by the Livable Streets team in consultation with other representatives from Transportation, Engineering and the affected Community Council(s) and their constituents, using the guiding principles of Equity, Safety, Sustainability, and Good Governance. Other City transportation plans and policies will also be considered during the process. Those include the [Salt Lake City Pedestrian and Bicycle Master Plan](#) and the Transportation Master Plan currently in development. Learn more about how residents, community councils and other neighborhood groups will be engaged in the Livable Streets process on [page 6](#).



APPLICABLE STREETS

LANCE TYRRELL

The program has created a series of 113 zones across Salt Lake City for neighborhood streets that are:

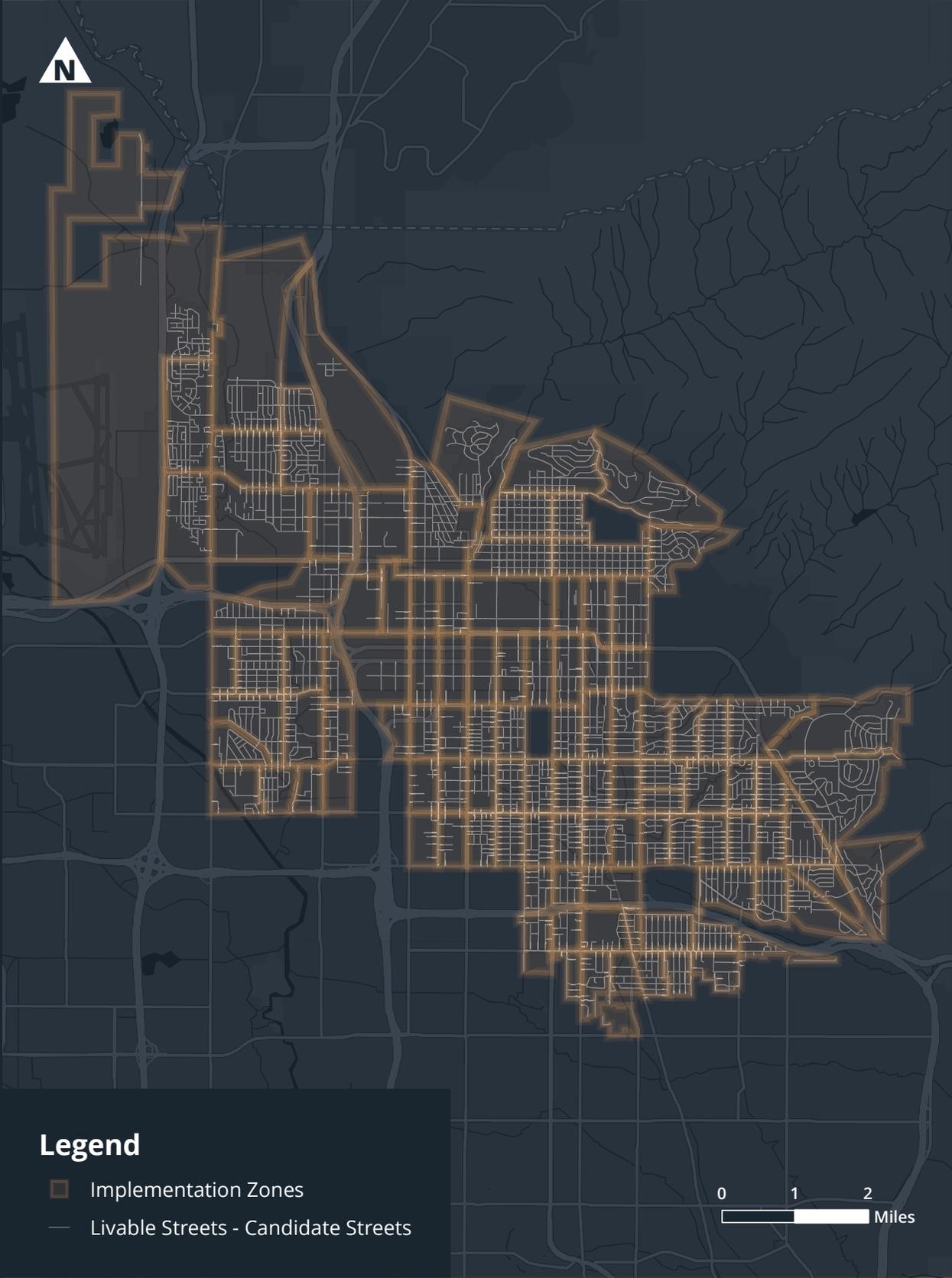
- City-owned
- Posted speed limit of 30 mph or less
- 3 lanes or fewer
- In areas with a residential land use component

These neighborhood streets must not already be included in upcoming City Transportation or Engineering Division projects, cannot include those maintained by the Public Lands Division and are

not institutional (i.e. University or other internal campus routes).

Zones, which will be the areas in which outreach and implementation happens, were established based on natural barriers, major streets, and City Council district boundaries. Zones were sized to be roughly similar, though variation was inevitable based on the presence or absence of these factors.





Legend

- Implementation Zones
- Livable Streets - Candidate Streets

0 1 2 Miles



SELECTION AND IMPLEMENTATION

Image Credit: Lance Tyrell

The Livable Streets Team has created the following prioritization process based on data to help identify areas with the greatest need for improvements. Data used to inform the prioritization process is from 2016-2020 and includes:

- crashes with recorded injuries
- the average speed over the speed limit
- density of community assets like parks, schools, trails, etc.
- number of households within each zone
- percent of households in the zone without a car over the City-wide average

Zones that generated the highest scores from these criteria have been prioritized for Livable Streets improvements. Continued evaluation of zones will occur as new data allows.

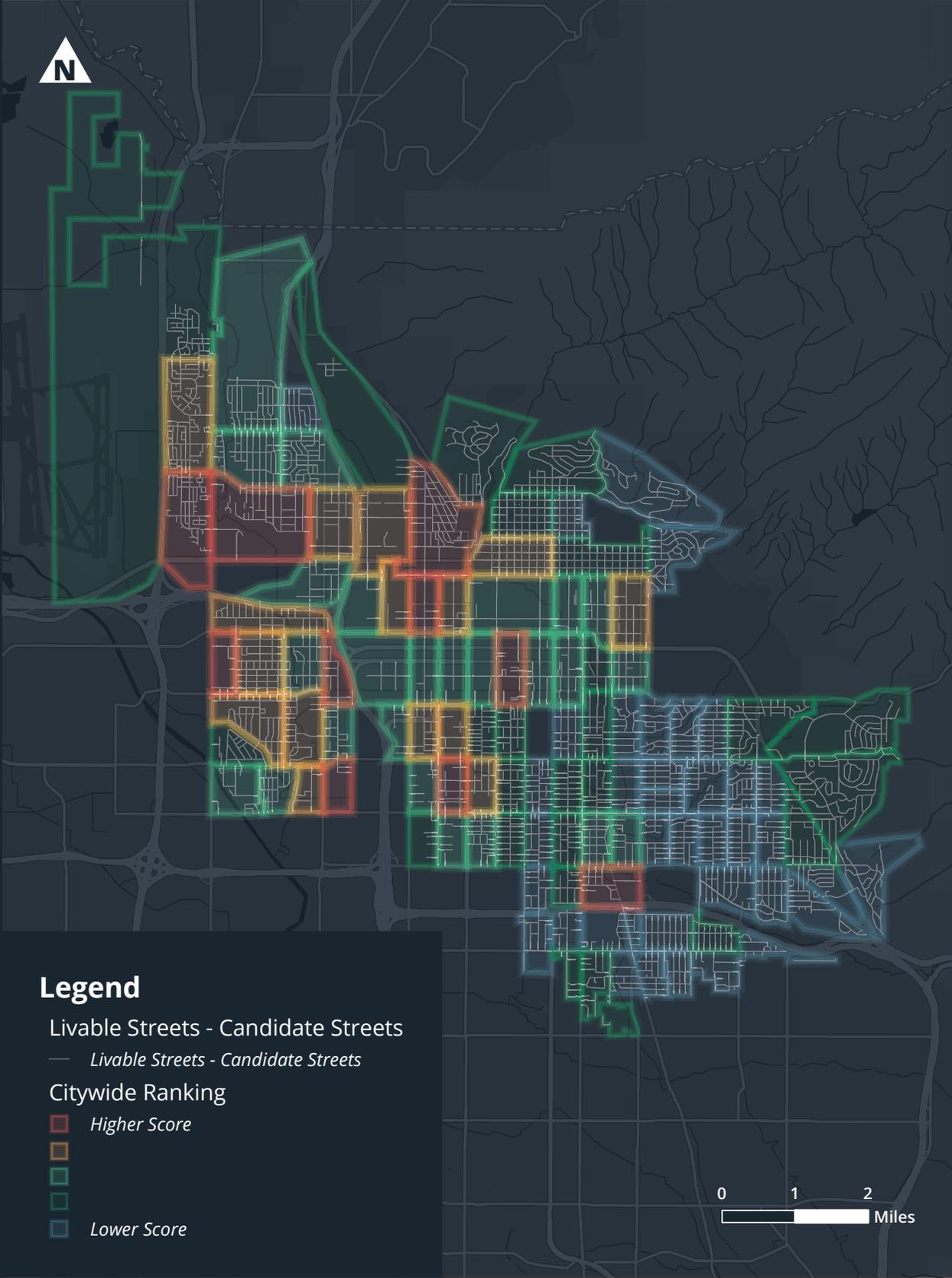
The map on page 5 details the prioritization of zones based on the criteria for assessment in 2021-

2022. This map and future evaluation and zone identification maps will be made available on the project website: www.slc.gov/transportation/plans-studies/livable-streets

Once the list of high-scoring zones is developed based on the criteria above, the Livable Streets team will:

1. Assess potential solutions that could be implemented to make candidate streets in a given zone more livable.
2. Coordinate with residents in a given zone to review the potential solutions and gather feedback.
3. Develop a cost-estimate, design and plans.
4. Provide an update to the affected street, block or neighborhood and the respective Community Council(s) based on the final zone implementation plan.
5. Share the implementation plan and timeframe.







PUBLIC ENGAGEMENT

Early constituent and community engagement is critical to the success of the Livable Streets program. The intent is to engage with residents and community members in the high scoring zones, to share the potential solution and ensure that they have the opportunity to get engaged early. Best practices in public engagement can be found in the Salt Lake City Civic Engagement Guide here: www.slcc.gov/can/wp-content/uploads/sites/8/2019/09/Engagement-Guide-3.0.pdf

INITIAL PROGRAM OUTREACH: During program development, the Livable Streets team conducted a public survey distributed

to all Community Council chairpersons and presentations to interested Community Councils to gather information about how the program funds should be administered and whether there other additional data sources should be considered in the criteria. The survey was also promoted via the program webpage, City Feedback Community and City social media feeds including Facebook, Twitter and Nextdoor.

The results of the survey, along with the overall design of the program will be presented to the Salt Lake City Council for ratification and approval in late 2021.



PROGRAM LAUNCH: Once confirmed by the City Council, presentations will be made to announce the new program, share the scoring criteria and resulting high-scoring zones, and finally the implementation plan. Presentations should first be made to the community councils in which high-scoring zones have been identified, then to the remaining community councils to announce the new program. Finally, social media posts explaining the program should be distributed via Salt Lake City's Transportation, Civic Engagement and Engineering channels utilizing the templates provided in **Appendix A**.

Notification for high-scoring zones should occur following announcement of the program and directly in advance of the presentation to their respective Community Council meeting. The notice should utilize the flier template included in Appendix A, explain the goals of the program, why the respective zone and included streets qualified and invite residents to participate in the Community Council meeting. Fliers should be provided to all residents within one block in all directions of the identified high-score zone.

Presentations to all Community Councils are only recommended during program launch. Following notification of the program and initial high-scoring zones, smaller community -based engagement is recommended. See below.

PROGRAM WEBSITE: Information about the program, zone development and street

scores must be accessible to the public and communicated clearly on the [program website](#). The website will be regularly updated as improvements are implemented and new high scoring zones are identified (as funding is available). The website will not be the only means of communication or engagement about this program.

COMMUNITY NOTIFICATION: Each time one or more high-scoring zone(s) are identified, the following process should occur:

- Update the program website and map
- Postcard or flier notification to the affected block or zone
- Zone Meeting.
- Community Council Chair notice - when a Zone meeting is held, email notice to the affected Community Council Chair person and provide information for inclusion in their respective communication(s).

COMMUNITY MEETINGS: Once residents have been notified of a high-scoring zone, potential solutions should be discussed via a zone meeting.

These meetings are designed as open forums for discussion because there are often multiple solutions that could be implemented to meet the needs of the community and the Livable Streets program goals. The preferred Livable Streets solution should be confirmed through a consensus-based approach by:



1. meeting with those most directly adjacent to the location of issue to be resolved
2. reviewing the potential solution(s), changes to the street and costs
3. weighing the benefits and risks of each solution
4. listening to concerns, answering questions and considering alternatives
5. developing opportunities for communities to get engaged in design, implementation, and maintenance of potential improvements where applicable
6. sharing how input was used in selection of the preferred solution
7. confirming that those most affected by the decision understand the decision-making process and preferred solution before it is implemented

A suggested meeting plan document is included in **Appendix B**.

FOLLOW-UP: Following the Zone meeting and selection of the preferred solution, notice should be provided to explain how public input influenced the decision. This can be provided by email update to the list of meeting participants, by flier to those directly affected or both. Notice should include a summary of the input received, a description of the preferred solution, and an estimated implementation timeframe. Once these details are confirmed, they should also be posted on the website.

DOCUMENTATION: It is important to maintain documentation of the public engagement process from zone notification through implementation. This helps ensure the program team has documentation of notice provided, public input, how that input was used in the process and any conflicts or concerns that arose and were addressed throughout.

Documentation should include:

- copies of all materials distributed to the public, along with their distribution dates,
- this includes notification, meeting invitation, meeting materials, meeting follow-up and implementation notice.
- a map detailing the notification area, zone(s) and community council(s),
- a spreadsheet or table of meeting participants, including name and email address or phone number at minimum,
- meeting minutes including a general summary of public comments,
- documentation of any other public input or comment received outside the zone meeting by the Livable Streets Program team or other SLC representatives

Documentation should be compiled at the completion of each implementation or annually and included in program reporting as an appendix.



APPENDICES

- A. Public Engagement Templates
- B. Meeting Plan



Appendix A - Public Engagement Templates

FLIERS (8.5" x 11")

POSTCARD (6" x 4.25")

SOCIAL MEDIA:

- Facebook posts (1200 x 630px)
- Facebook stories (1080 x 1920px)
- Instagram feed photos landscape (1080 x 566px)
- Instagram feed photos portrait (1080 x 1350px)
- Instagram feed photos square (1080 x 1080px)
- Instagram stories (1080 x 1920px)
- Twitter card image (120 x 120px)
- Twitter fleets mobile (1080 x 1920px)
- Twitter in-stream (1600 x 1900px)
- YouTube banner (2048 x 1152px)
- YouTube cover (1280 x 720px)
- YouTube thumbnail (1280 x 720px)





LIVABLE STREETS PROGRAM

SALT LAKE CITY

Image Credit: Lance Tyrell

Salt Lake City believes that **our neighborhood streets should be safe and comfortable for all** types of road users. The Livable Streets Program is designed to implement **solutions that calm traffic and improve the overall safety, livability, and attractiveness of neighborhood streets** in Salt Lake City. **Your neighborhood has been identified** as an area where a Livable Streets solution can be implemented.

Please join us **[date, time, and place]** to learn more about the potential solution, share your thoughts and help us ensure the solution is **the best fit for your neighborhood**.





LIVABLE STREETS PROGRAM

Salt Lake City believes that **our neighborhood streets should be safe and comfortable for all** types of road users. The Livable Streets Program is designed to implement **solutions that calm traffic and improve the overall safety, livability, and attractiveness of neighborhood streets** in Salt Lake City. Your neighborhood has been identified as an area where a Livable Streets solution can be implemented.

Please join us **[date, time, and place]** to learn more about the potential solution, share your thoughts and help us ensure the solution is the best fit for your neighborhood.

Image Credit: Lance Tyrell



STAY INFORMED!

www.slcc.gov/livablestreets

LIVABLE STREETS PROGRAM

Join us **[date, time, and place]** to learn more about a potential **traffic calming and livability improvement** planned for your neighborhood.



Transportation Division
349 South 200 East, Ste. 150
Salt Lake City, UT 84111

[POSTAGE
PLACE
HOLDER]
(THIS BOX WILL
DISAPPEAR UPON EXPORT)



[Header/Title]

[Subheader]



Image Credit: Lance Tyrell



LIVABLE STREETS PROGRAM

SALT LAKE CITY

[Header/Title]

*[Other details
dates, time, etc.]*



LIVABLE STREETS PROGRAM

SALT LAKE CITY

[Subheader]

[Header/Title]



**LIVABLE STREETS
PROGRAM**
SALT LAKE CITY



**LIVABLE STREETS
PROGRAM**
SALT LAKE CITY

[Subheader]

[Header/Title]

*[Other details
dates, time, etc.]*



Image Credit: Lance Tyrell



LIVABLE STREETS PROGRAM

SALT LAKE CITY

[Header/Title]



*[Other details
dates, time, etc.]*





[Header/Title]

[Subheader]

*[Other details
dates, time, etc.]*

Image Credit: Lance Tyrell



LIVABLE STREETS PROGRAM

SALT LAKE CITY



LIVABLE STREETS PROGRAM

SALT LAKE CITY

[Header/Title]

[Other details • dates, time, etc.]

[Header/Title]

*[Other details
dates, time, etc.]*

Image Credit: Lance Tyrell



LIVABLE STREETS PROGRAM

SALT LAKE CITY



LIVABLE STREETS PROGRAM

SALT LAKE CITY

[Header/Title]

[Other details
dates, time, etc.]



**LIVABLE STREETS
PROGRAM**
SALT LAKE CITY

[Header/Title]

[Subheader]

[Other details • dates, time, etc.]

Image Credit: Lance Tyrell

[Subheader]

[Header/Title]



**LIVABLE STREETS
PROGRAM**

SALT LAKE CITY



LIVABLE STREETS PROGRAM

SALT LAKE CITY

Salt Lake City believes that **our neighborhood streets should be safe and comfortable for all** types of road users. The Livable Streets Program is designed to implement **solutions that calm traffic and improve the overall safety, livability, and attractiveness of neighborhood streets** in Salt Lake City. **Your neighborhood has been identified** as an area where a Livable Streets solution can be implemented.

Please join us **[date, time, and place]** to learn more about the potential solution, share your thoughts and help us ensure the solution is **the best fit for your neighborhood**.

Appendix B - Meeting Plan

Zone Meetings are designed as open forums for discussion to ensure the solution addresses the needs of the community and the Livable Streets program goals. For more information on Civic Engagement in Salt Lake City, refer to www.slcc.gov/civic-engagement

The preferred Livable Streets solution should be confirmed through a consensus-based approach by:

1. meeting with those most directly adjacent to the location of issue to be resolved
2. reviewing the potential solution(s), changes to the street and costs
3. weighing the benefits and risks of each solution
4. listening to concerns, answering questions and considering alternatives
5. developing opportunities for communities to get engaged in design, implementation,
6. and maintenance of potential improvements where applicable
7. sharing how input was used in selection of the preferred solution
8. confirming that those most affected by the decision understand the decision-making process and preferred solution before it is implemented



B2

WHO & WHEN: Once a high-scoring zone is identified and a potential solution or set of solutions is/are identified, a zone meeting should be held. Area residents should be invited to the meeting via postcard or flier notification to the affected block or zone and an update on the program website approximately 5-7 days in advance of the meeting. Meetings should be held at a time when most people are available, typically weekdays after work hours or on Saturdays. Email notification of zone meetings will also be provided to the respective Community Council(s) Chair person.

MEETING FORMAT:

- Welcome residents and introduce team members
- Provide a brief presentation to help residents understand the following items using non-technical language:
 - Program goals
 - Specific issue(s) to be addressed in this zone
 - Potential solution(s)
- Provide an opportunity for residents to ask questions, share concerns or make suggestions about the potential solution(s).
 - Tip: while this can be an open-forum discussion, sometimes direct questions can help residents get engaged. Ask “What do you like about this?” “Are there any concerns?” or similar questions. Silence should not

be considered community agreement.

- Help set expectations by discussing the potential implementation timeframe of whichever solution will be advanced.
- Be sure to tell residents how they can stay updated on the process
- Provide a sign-up sheet to receive email updates





**LIVABLE STREETS
PROGRAM**

SALT LAKE CITY
