

Appendix G. Corporate Engagement and Communications Activities

Tactic	Timing	IAP2 Objective
<ul style="list-style-type: none"> • Creation of three videos: • Official Plan- Growing in Place 	2013	Inform
<ul style="list-style-type: none"> • Active Transportation: Part of “Go Your Way”, Burlington’s Transportation Plan 	2014	
<ul style="list-style-type: none"> • Where We Grow from Here: Burlington’s 2015-2040 Strategic Plan 	2016	
<ul style="list-style-type: none"> • Intensification survey: An online survey that gauged the public’s understanding and feelings about growth and intensification. 	2015	Inform/Consult
<ul style="list-style-type: none"> • Mayor’s Inspire Burlington Series: <ul style="list-style-type: none"> ○ “Building Burlington – Where to Build in a City that is Built-out” ○ Brent Toderian: “Density Done Well in a City Growing Up (Not Out)” 	April 2015 February 2016	Inform/Consult
<ul style="list-style-type: none"> • Strategic Plan engagement program occurred throughout • Engagement included; surveys—both statistically valid and online—group workbooks; focus groups; workshops; dotmocracy; meetings; presentations; and displays at festivals and events. 	2015 and Q1 2016	Inform/Consult/ Involve/Collaborate
<ul style="list-style-type: none"> • Draft Intensification renderings. Depict possibilities in the following areas: mobility hub; commercial plaza; Uptown; urban corridor; and an urban employment area. Part of strategic plan and tested with key community leaders 	October 2015	Inform/Consult