



Yarmouth Community Visioning

Setting Our Course • Charting Our Future

PUBLIC PARTICIPATION/ENGAGEMENT PLAN:

February 6, 2020

General: A robust community engagement process is needed to garner input from a wide cross section of stakeholders and residents including those that may not traditionally participate in town initiatives. Different demographics get their information from different sources and the public participation plan needs to be broad enough to capture these variables. The process needs to maximize a variety of opportunities and methods for participating in the project including Workshops and on-line/hard copy Surveys. Publicity materials need to clearly state the purpose and objective of the Visioning process and emphasize this as a new community driven initiative with no set outcome.

1. Town Website:

- a. Develop a new web page on Visioning and include a sign up for “e-alert” for people to keep up with edits to the website.
- b. Populate and regularly update the Website to include information on the purpose of the Visioning, Surveys, Workshop Details, Background Data Summaries, Workshop/Survey Results; Summary Papers, Draft & Final Vision Statement and Plan, along with links to other resources (i.e. RPP, existing LCP).
- c. Provide regular updates as “News Items” which are prominently displayed on the Town Website.
- d. The Town website will be a central hub for information and the link will be included in all publicity for the Visioning process.

2. **Facebook/Twitter:** Regular updates/reminders will be provided through the Town Facebook/Twitter accounts as well as the Police Facebook which has a significant following. Encourage other groups and individuals to share information on their Facebook pages.

3. **Newspapers:** Newspapers, especially featured stories, can be an important way of getting the word out. Periodically throughout the process reach out to the Newspapers (Cape Cod Times and the Register) with Press Releases and requests for Featured Articles. Featured Articles should include input/interviews with Planning Board members.

4. **Radio:** Radio is a great way to get information out regarding Workshops and the purpose of the Visioning through short interviews with radio personalities.

5. **Newsletters/Brochures:** The Recreation Dept, Senior Center and Library print and distribute electronically their Newsletters and periodic Brochures. Coordinate inclusion of information on the Workshop dates in these Newsletters/Brochures along with where additional information can be found.

6. **Flyers:**
 - a. Develop Flyers on the Visioning Process, Workshops and Survey Link and distribute at Town Hall, Libraries, Senior Center and Chamber of Commerce.
 - b. Investigate other posting opportunities throughout Town at places people regularly gather such as the Post Offices, Fire Stations, Cultural Center, Churches, Markets, Schools, Businesses, etc.
 - c. Planning Board members to assist in distribution of Flyers.
7. **Channel 18 Public Access:** Provide information on Channel 18 regarding the Workshop Dates and where additional information can be found.
8. **Information Kiosks:** Understanding that not all people obtain their information on-line, consider the development of several information kiosks which include a statement of the purpose of the Visioning, identifies the Workshop dates/locations and on-line resources, but also has physical copies of the Background Data and Survey. These could be placed in the Libraries, Town Hall and the Senior Center.
9. **Town Meetings:** The ATM on April 28th (and possibly the Fall STM) provides a good opportunity to distribute Flyers on the Workshops/Survey Link and for the Planning Board members to answer questions from the public. Providing an Information Kiosk with copies of information may be cost prohibitive, but we could include additional general information on the backside of the Flyer.
10. **Community Information Boards/Transfer Station:** Coordinate information on the Workshops with the two stationary and one portable Community Information Boards and investigate ways to showcase this information at the Transfer Station, which most residents regularly frequent.
11. **Civic Organizations and Neighborhood Associations:** Reach out with Flyers and other information to various Civic/Community Groups and Neighborhood Associations who are often willing to distribute information to their members regarding important Town initiatives. Also reach out to prominent businesses and community leaders with invitations to the Workshops/Surveys. A good list was developed by the Water Resources Advisory Committee (WRAC) for their outreach program that touches on a wide demographic.
12. **Boards & Committees & Town Staff:** Yarmouth has active and engaged citizens on our Boards/Committees and on our Town Staff who often participate in workshops and meetings on a variety of topics. Send formal invitations to the Workshops to Town Staff and to the various Boards/Committees (i.e. BOS, CEDC, DISUC, ZBA, Recreation Commission, Conservation Commission, DRC, CHC, AHT, OKH, Council on Aging, Finance Committee, BOH, Capital Budget, CPA, etc.). Share information with Town Staff to enable them to respond to questions from the public. Provide updates at the monthly Department/Division Head Staff meetings.
13. **Chamber of Commerce:** Coordinate distribution of information to the business community through the Chamber of Commerce. The Chamber has a full page article running in the Register on a monthly basis which can be used to get the message out regarding Visioning.
14. **Schools and Parents:** Engage school administration and parent/teacher organizations on possible ways to engage students and parents in the Visioning process.
15. **Board of Selectmen (BOS) Updates:** Throughout the process, regular updates to the BOS will keep the public engaged on the process and progress being made. These televised meetings also offer an opportunity to make brief update announcements on the Visioning Process.