

# Public Engagement Report

The Town of Unity's Comprehensive Planning Committee has been committed to thorough, intentional, and multi-media stakeholder engagement throughout the Comprehensive Planning process in order to produce a plan that accurately represents the thoughts, concerns, and vision of our fellow citizens.

The following is a record of our successful contacts with citizens of Unity during the planning process, offered in chronological order in the following format:

- **Type of Stakeholder Engagement**  
**Date / Formats or Media Available / Estimated Number of Citizens Engaged**  
*Purpose and Description*
- 
1. **Comprehensive Planning Committee Meetings & Notes**  
**April 2013-March 2015 / in-person, online (email) / 15 citizens**  
*Weekly Thursday evening meetings open to public. Each meeting's notes are available for viewing at [unitymaine.org](http://unitymaine.org).*
  2. **Public Outreach at Clifford Common Block Parties**  
**August 2013 & August 2014 / in-person / 40-50 citizens**  
*Comprehensive Planning committee members visited tables to provided information to attendants and ask them to fill out the initial survey.*
  3. **Initial Survey**  
**August - October 2013 / online, print, phone, in-person interview / 160 citizens**  
*This initial survey allowed individuals to identify major interests and concerns for Unity by providing an open-ended style questionnaire. There were four questions, plus a demographics section. The questions were: 1) What do you like about Unity? 2) What do you want to see changed? 3) What new things do you want to see in Unity? 4) Other comments? The survey was available online, printed for pickup and drop off at various establishments in town, and by some door-to-door visits (primarily Albion Rd and assisted and elderly housing developments on School St). By categorizing all of the results, six focus areas identified by the survey. They were: Community Spirit (including getting together, walkable downtown, and visual appeal), Farming and Agriculture, Governance (including roads and emergency preparedness), Natural Resources (including Lake Winnecook), Economic Opportunity (including chain stores and small businesses), and Unity College (including forming closer ties and collaborations).*
  4. **Employer Survey**  
**October 2013 / print, in-person / 3 citizens**  
*Roughly 25 employers were mailed the survey, but only 3 were returned. There were not enough responses to consider any findings representative of all town employers.*
  5. **Visioning Session Direct Mailer**  
**January 2014 / print, mail / 1,100+ citizens**  
*Community-wide invitation mailed to every mail location in Unity to attend and participate in Visioning Session.*

**6. Visioning Session**

**January 2014 / in-person / 100 citizens**

*A half-day Visioning Session held at the UCCPA that included a value statement survey, small group discussions on the six focus areas (determined by the initial survey), large group wrap-up and report-out, written questionnaires, and exit interviews. Participants were able to provide input verbally in a small group setting or in writing on their discussion note-sheets. The written questionnaire and exit interview were designed as an opportunity for anonymous contributions and feedback sharing. Planning Decisions supported the design and execution of this event.*

**7. Public Update & Draft Vision Statement Sharing at 2014 Town Meeting**

**March 2014 / in-person, print / 80 citizens**

*Comprehensive Planning committee co-chair presented completed work, the plan of work going forward, and upcoming opportunities for engagement. Draft Vision Statement- based on results of survey and Visioning Session- also presented at this time verbally and in print.*

**8. Goals & Strategies Public Forums Outreach Direct Mailer**

**May 2014 / print, mail / 1,100+ citizens**

*Community-wide invitation to all residents of Unity to attend and participate in 2 upcoming goals and strategies work sessions.*

**9. 2 Public Forums on Development of Goals and Strategies**

**June 2014 / in-person / 20 citizens**

*These 2 public forums held at the Unity fire station to develop goals and strategies that will accomplish the vision.*

**10. Survey to Refine Goals & Strategies**

**August 2014 / online, print / 90 citizens**

*Online and printed survey to share and gather feedback on suggested goals and strategies that were developed based on initial survey, the visioning session, goals and strategies brainstorming forums, and professional advice from Planning Solutions. Survey feedback was reviewed and incorporated into current iteration of the goals and strategies section.*

**11. Forum to discuss Future Land Use Plan and Goals & Strategies**

**April 28, 2015 /in-person, online, print/ TBA**

*The Future Land Use Plan is the part of the plan that instructs how the Goals & Strategies are to be achieved by the land use ordinance. The Forum, hosted by Planning Decisions, is held for the committee to get final comments on the Goals & Strategies, and to share the Future Land Use Plan as-is and get feedback on it. The two documents will be available for review prior to the forum. They will be online and printed at the town office on Feb 9<sup>th</sup>.*

**12. Public Hearing to Review Final Draft of Plan**

**TBA 2015/in-person, online, print / TBA**

*The purpose of this hearing will be to present a final draft of our comprehensive plan to the community. While we intend the plan will be close to complete at this point- since we are still working in draft form, we will be able to incorporate constructive feedback and welcome last minute engagement to those who are new to the conversation.*