

## Agenda July 18

### Agenda Item: Presentation of public engagement framework by public outreach committee:

The public engagement framework has been split into three phases. **Phase 1 is Asking Open-ended Questions.** During this phase we will utilize tools including a central web site, survey and flyer (and others) to ask community members, both residents and people who are served by Unity, four open ended questions:

“What three things do you like most about living in Unity?”

“What three things do you want to have remain the same into the future of Unity?”

“What three things do you want to change in Unity?”

“What else concerns you?”

**Phase 2 is Focusing In.** When we reach out to the public in this phase, we will have more pointed questions based on the concerns voiced in Phase 1. We will have a second survey with new questions, updates on the web site, and our first large Visioning Session in Jan or Feb of 2014.

**Phase 3 is Presenting Solutions** where we start drafting the policies for the comp plan based on the public’s feedback of the large issues addressed in Phase 2.

*A visual display of this framework is attached at the bottom of these minutes and has been updated since the July 18<sup>th</sup> meeting*

### Agenda Item: Presentation of list of organizations, groups, and constituents ... Directions to complete the list individually as homework and submit additions to jim perry.

This list will help us measure our contact. Add Farms category. Having this database/contact has a lot of future value. Make sure to ask people “may we have this email address for implementation of this plan. Do you have an interest in being a part of making unity how you see it?” We have to ask if we can use their contact. Get permission on the Survey.

Agenda Item: Discussion of Phase one questions developed by public outreach committee.

Look at neutral word instead of what “concerns” you. Get back to the subcommittee with thoughts. The fourth question is very open and will produce a variety of results. It is like an Essay Questions. We talked about the pros and cons of that and decided to leave it. There are people at college who can do text analysis to deal with essay questions. Why “three” on questions? So you get the top issues. Test run the survey on non-committee members before we go live. “in 10 years what do you want to have stay the same?”

Agenda Item: Discussion of august large public meeting.

Personal invitation to get people there “Im involved in this and your voice is important. I think it’s important you come”. Go to organizations and give them the intro and invite them to the big meeting. Could also have the groups fill out questionnaires. Don: don’t think large meeting in phase 1 is the right way. Do all the other forms of touches in phase one and compile that for phase 2 and prepare those people you’ve touched for the visioning session in January/feb –“come join to see the outcome of these questions and answers we are doing.” Part of the elevator speech is “we are going to get back together with the results of these questions and your input will be critical there. It will guide our policy work”.

*The Group decided that a Visioning Session will be more valuable and productive in Phase 2 so the idea of an August visioning session/lg public meeting has been scratched. The first Visioning session will be in Jan or Feb 2014 and we will invite those we survey to come to that visioning session.*

Sarah: Stay with visioning in phase 2. Don’t start to create or suggest policies in phase 2. Keep it as visioning so we can digest what the issue really is before we try to solve it. Elevator speech: “make a plan to get to how we want our community to look like in the future”. “We are developing a plan for where we want to be in 20 years.” We can blame our text on other towns “other towns’ comprehensive have dealt with issues like ie”

“what is the product of the visioning session” pieces. That we can put together into a vision. Get the components. Any issue with no real consensus should be not included in the vision statement.

Doug Fox has joined us! ☺ Seeing visual examples helped Unity College come to consensus about Gateways. “visual preference exercises”.

Ideology from Sarah Curran with random example: If there is a large preference shown in Phase 1 in making a dog park, don’t jump right to the conclusion of How to make a dog park in Phase 2, but say “based on your input, we think you want a dog park. Do you want a dog park? What do you think of the dog park?” Focus on What. Not How.

As we do our visioning we are going to rub elbows with people outside Unity. What are the thoughts about people who utilize unity but don't live here. Get their input but qualify where their perspectives come from. We are a hub town. Food pantry 11 towns. Ubr has regional members. Library serves 7 towns. We have 2099 residents but 14,000 served! These people are important as we talk about the attractiveness of unity and business. Don't track names but track what area of town you are from or what other town you are from.

Add demographic info to survey. "what other demographics would be helpful?" male, female, age, do age in range. Nothing about income. Location. "why do you want the information". Be good to cross-check our demographic responses to see if they line up with the census information. Occupation? –no. Track who gathered data from the organizations.

*We will ask on the survey: Gender, Age (in a range), and what neighborhood you live in (based on Neighborhood Map being produced by outreach committee) –or what town if not unity resident. We will also ask if they are willing to be contacted about updates in the planning process and implantation of the plan –if so, how?*

Make sure we make a list of who we want to reach. Focus on younger set. We are planning for them. Need to hear from children. They are candid! Unity college internal review board can review what we do to get input from children. Don't forget homeschool students. Dance classes is good way to reach them. Heather Perry knows how many homeschoolers there are.

Add "tables in public" to framework.

#### Agenda Item: Inventory assignments

JP: energy and financials flowthrus

Emily: solid waste, ambulance, police, Recreation, housing

Chia: economy

Michel: demographics

Tom: water resources

Bob: infrstrucutre

Gene: employment.

Doug: energy

Sydney: housing

Timeline: helpful to have inventory done by phase two visioning session. (jan, feb)

