



Outreach Committee Minutes – 2/27/08

After the minutes were approved from the prior meeting, Daphne gave a project progress report:

Logo & Taglines finalized

- Color and b&w versions
- Letterhead should be used to ensure consistent messaging
- It was suggested and agreed upon by the committee to move the logo for the letterhead to the top left corner ;) – will be updated and distributed
- Later in the meeting it was suggested to include a tree behind the monument – Daphne will try it out and respond

The Survey:

- The Final survey draft was reviewed and a few suggested changes to be made:
 - Ques. 3 format change re: housing types – add reference to affordable housing
 - Ques 7 change wording to include 'either' (or clarify response needed)
 - Change 'income' to 'household income'
- Daphne noted that it will take one week to turn it around at the printer to produce a 'final' version
- Expected (typical) Survey response = 10-20%
- A suggestion was made to notify survey respondents beforehand and send postcards to give them a heads up to improve response rate

The Project Flyer:

- Will start distribution this week (see later in the notes for locations and methods)
- Will be distributed electronically (Daphne will provide in .pdf format)
- Will be in the Beacon (re-formatted)
- Available from the Web (www.actonoutreach.com) – up by next week
- The flyer for Visioning meetings (first one scheduled for Sat., March 29) will be distributed in 2 weeks
- Has been translated into Chinese, Spanish and Portuguese

The Project Website:

- Planner's Collaborative will host the website
- Daphne suggested that a person be responsible for collecting materials to be posted to the website including minutes, project comments, progress, articles of interest, photographs, etc. from workshops. Linda Chance volunteered for the position of Web Liaison.

The Phone Survey:

- Daphne recommended a change to the sequence of project events so that the phone survey is used after the paper surveys have been completed and compiled (rather than simultaneously). This will enable the phone surveyors to ask specific questions of greater depth to the respondents.
- There will be 370 phone surveys which can be delivered by automated response, clearing house
- It was suggested that a pilot survey occur beforehand to identify any delivery issues and correct them before widespread delivery

Daphne described the general process involved in developing an Outreach Plan which has 2 components: the **community outreach component** which lets people know what's happening and **project participation** where townspeople can provide direct input.

Regarding the community outreach component, the committee brainstormed the various town locations, groups and distribution methods for posting information:

- Public - Transfer Station, Train station, Libraries, School sports, Chamber of Commerce
- Private - Churches, Temple, Women's Club, Garden Club, Coffee Shops, Restaurants, supermarkets (put into shopping bags?), farm stands, Trader Joe's, Health Clubs, CVS, Powers Gallery, Willow Books, Teamwork
- Email Lists - LWV, Book Clubs, Sports' Teams Websites, Acton Family Network
- Yard Signs - it was recommended that Yard Signs be created; Daphne mentioned that it may be possible to shift funds from the brochure which may not be needed
- Posters - at Town Hall and Library
- Other distribution methods were discussed: in Tax Bill, Warrant, at Democratic National Committee; Lauren will follow up on the timing and possibilities
- Newspaper - Dick volunteered to be the Communication Liaison by writing articles for the various newspapers (Beacon, Globe) to increase project awareness; first article in next week's paper
- Electronic Town Sign - Lauren to see if it can be reserved to publicize the upcoming Visioning Workshop
- Schools - Xuan volunteered to be the School & Chinese School Liaison
- "Wishing Wall" Liaison - Bill Klauer
- Public Meeting Liaison - Sue Benson
- Community Awareness Liaison - Beth Petr; will identify events in the community calendar to coordinate with the project
- A smaller flyer was also discussed in order to leave it on counters in various establishments.
- Committee members signed up for various locations and methods to help in the distribution. Daphne will send a formal letter to help in the email distribution with a flyer attached in the correct format.
- Send any recommendations for places and ways to circulate flyers by **Wed., March 5**. Include email subject "Targeted Community Outreach" and send to the Outreach Executive Committee.

Daphne will be scheduling smaller 'cluster' Target Outreach meetings -with Town Management, School Representatives, and other town interest groups. She is looking for the committee to provide recommendations of town groups to be included in these smaller meetings. Some initial suggestions were provided such as the Acton Conservation Trust, Developers, Half Moon co-housing, Lion's Club, Rotary, Realtors, Senior Housing, Robbins Brook.

Visioning Session - Saturday, March 29th at Parker Damon School, 1:30-4:30

- **March 19th** - meeting to prepare for the Visioning Session (where?)

- The agenda for the Visioning Session will be to present the goals of the project to the larger group then to breakout into smaller groups to facilitate discussion.
- This first Visioning Session will focus on core value, what Town members like about Acton as well as the challenges. The second Visioning Session (to be scheduled for May), will provide the results from the outreach surveys so attendees can discuss areas of agreement/disagreement.
- Refreshments will be provided at the sessions. Linda will be checking with a few local restaurants, supermarkets to see if contributions can be provided
- Babysitting will also be provided – volunteers needed
- There will be a training session prior to the Visioning Session to assist committee members in facilitating group discussions

Related Business:

- Larry Powers has joined the Outreach committee representing the Business community in Acton (he is also a resident)