

## MEMORANDUM

**TO:** Heather Shank, City Planner  
City of Concord

**FROM:** Lee D. Einsweiler

**DATE:** March 13, 2018

**RE:** Public Engagement Plan

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The following memo describes the tools and workflows proposed to be used during the first year of the ConcordNEXT project timeline (a follow-up memo based on the experience in Year 1 will be prepared at the beginning of Year 2 of the project). This memo accompanies a detailed timeline illustrating tasks associated with each deliverable. Each proposed tool is briefly described, and then a typical workflow for the public portion of the review of a deliverable is set out, ongoing actions are described, and finally, the responsibility for each public engagement task is assigned between the consultant and the City staff.

**DELIVERABLES**

This plan addresses the following deliverables for Year 1 of the ConcordNEXT project:

- Code Assessment Report
- Community Character Analysis
- Strategy Report
- Draft Code
- Revised Code
- Final Code

**AUDIENCES**

Deliverables will be released to all stakeholders, including interest groups and the general public.

- Neighborhood Interests
- Business/Professional Interests
- General Public

## TOOLS

There are many tools that can be used to share and comment on a deliverable. Proposed tools for the ConcordNEXT project are listed below. During all outreach efforts, comments should be collected. The responsibility (City staff and consultant) for each of these tools is described on the following page.

- **BRIEFING.** A briefing is used to update the Planning Board, Zoning Board of Appeals and City Council on current project status.
- **CIRCULATE.** All deliverables will be circulated to the Planning Board, Zoning Board of Appeals, Architectural Design Review Committee and City Council.
- **COMMENT ON DOCUMENT.** Document comments will be solicited via email and US Mail when each deliverable is released. Document commenting via a third-party website such as Civicomment.com could be offered. This software collects comments, makes them visible to others reviewing the document, and allows reporting of the comments once the comment period has closed.
- **COMMENT ON WEB POST.** Comments on web posts on the project website will be enabled.
- **EMAIL NEWSLETTER.** An email newsletter is used to publicize a deliverable, scheduled meeting and any other valuable information for key stakeholders and the general public. An initial set of names from the stakeholder meetings has been included, and the general public can sign up on the project website. The same or similar material could be included in the City Manager's weekly newsletter.
- **FOCUS GROUP/STAKEHOLDER MEETING.** A focus group or stakeholder meeting is used with selected individuals that understand or are interested in a particular topic included in a deliverable.
- **HARD COPY.** Hard copies are used for the public review of a deliverable for those who prefer not to use digital copies. Hard copies should be made available at locations such as municipal offices and libraries.
- **NEWS MEDIA.** News media can be used to publicize a deliverable.
- **PRESENTATION.** A presentation is used to introduce a deliverable once it has been released to the public.
- **PUBLIC MEETING/WORKSHOP.** A public meeting or workshop is used to introduce the public to a deliverable, address their concerns and gather feedback.
- **SOCIAL MEDIA POSTING.** Posting of project updates, upcoming meeting dates and links to deliverables could occur on social media.

- **VIRTUAL MEETING.** A virtual meeting is used for the public review of a deliverable over the internet for those who are unable to attend a scheduled public meeting. A virtual meeting is typically held about 1 week after the initial presentation. If the first virtual meeting is a success based on quantity or quality of participation, future deliverables can include such a meeting.

## ONGOING ACTIONS

- **BRIEFING.** When requested, but no less than quarterly, City staff should share the project direction with the Planning Board, Zoning Board of Appeals, Architectural Design Review Committee and City Council.
- **COMMUNITY EVENT.** Whenever possible, the ConcordNEXT project should piggy-back on other community events as an opportunity to provide a briefing or otherwise educate the public. Examples might include Market Days downtown, or the Greater Concord Home Show.
- **GROUP MEETING.** When requested, City staff will meet with a group to address concerns and gather feedback.
- **ONE-ON-ONE MEETING.** When requested, City staff will meet with stakeholders or members of the public to address concerns and gather feedback.
- **SPEAKER'S BUREAU.** When requested, City staff meet with individuals to address their concerns and gather feedback.
- **WEB SURVEY.** Simple surveys administered over the web could be linked from a post on the project website.
- **WEBSITE.** The project website will be used for public review of each deliverable and general project communication such as meetings and events.

## RESPONSIBILITY

The responsibility for the release, sharing and commenting on each deliverable will be handled by a combination of the consultant and the City staff.

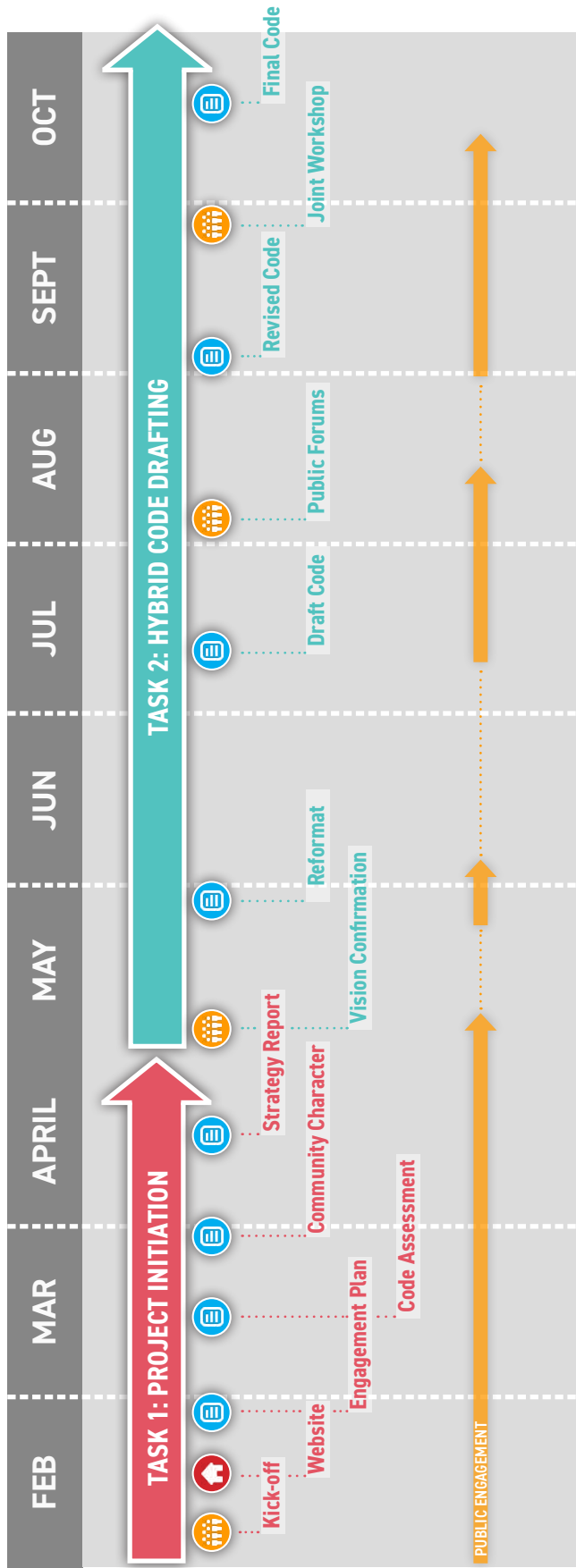
- **CONSULTANT.** The consultant is responsible for:
  - Preparing deliverables, posting them to the web, emailing a newsletter to notify the public
  - Providing material, including media, for the City's Facebook and Twitter feed
  - Preparing meeting materials such as shows
  - Traveling to Concord to present the deliverable in a meeting or workshop and to focus on stakeholder groups
  - Helping City staff keep notes of comments on the deliverable
  - Providing any comments received to the City staff
  - Conducting a virtual version of the live meeting and keeping notes of comments
  - Working with City staff to respond to comments
  - Preparing revisions to the deliverable, as needed, and posting the revision.
- **CITY STAFF.** City Staff is responsible for:
  - Making and distributing hard copies of the deliverable, as needed
  - Circulate documents to Boards, Committees and Council
  - Working with the consultant to select an appropriate location, date and time for meetings
  - Post on City's Facebook and Twitter based on draft and media from consultant
  - Include information in City Manager's weekly newsletter
  - Printing meeting handouts or maps, if any
  - Preparing meeting notes that capture comments on the deliverable, providing to consultant
  - Consolidating all public comments
  - Working with the consultant to provide City direction on responding to comments
  - Ongoing efforts such as a speaker's bureau and providing briefings

## TYPICAL ACTIONS RELATED TO A DELIVERABLE

The following typical actions reflect the normal workflow for review of a deliverable once it has been accepted by the City.

- POST REVIEW DRAFT.** The consultant will post the review draft to the project website.
- SELECT MEETING/WORKSHOP DATE.** Select date, location and time for meeting/workshop with the consultant to introduce the deliverable.
- SEND AN EMAIL NEWSLETTER.** The consultant will create and send an email newsletter through MailChimp to the project website subscribers. City staff should include the same or similar material in City Manager's weekly newsletter.
- POST ON SOCIAL MEDIA.** City staff will create a social media post based on material provided by the consultant.
- DISTRIBUTE HARD COPIES.** Distribute hard copies of the deliverable to appropriate locations.
- PREPARE MEETING/WORKSHOP MATERIALS.** The consultant will generate meeting/workshop materials such as flyers, handouts and shows. City staff will be responsible for printing or plotting.
- CONDUCT MEETING/WORKSHOP.** The consultant will travel to Concord to conduct the meeting/workshop (and meet with any other required focus groups, stakeholders or Boards).
- MEETING NOTES.** The consultant and/or City staff will take notes during every meeting and workshop.
- CONDUCT A VIRTUAL MEETING.** The consultant will conduct a the virtual meeting for those who could not attend in person to see the presentation and comment over the internet. This will typically take place about 1 week after the live meeting.
- MANAGE REVIEW BY PUBLIC.** City staff will collect all comments from the public.
- CONSOLIDATE COMMENTS.** City staff will consolidate all public comments on the deliverable via the project website, email, and US mail.
- STAFF DIRECTION.** Working with the consultant, the City staff will provide direction regarding each comment.
- REVISIONS.** The consultant will respond to all public comments based on the staff direction, revising the deliverable as needed.
- POST REVISED DELIVERABLE.** The consultant will post the revised deliverable on the project website.

2018 ▶



2019 ▶

