



Yarmouth Community Visioning

Setting Our Course • Charting Our Future

VISIONING PROCESS OUTLINE:

Updated August 26, 2020 (COVID-19 Revisions)

1. **Local Planning Committee:** The Planning Board was appointed as the Local Planning Committee by the Board of Selectmen (BOS) at their January 7, 2020 BOS meeting. The Planning Board is formally charged with long-term planning and will actively engage other Committees and Boards throughout the LCP process to garner their expertise on various topics. Planning Board members will also be trained to serve as Facilitators during the Workshops (Virtual or possibly in-person for later Workshop Series).
2. **Visioning Process Plan:** To be sure the process remains on track, develop and follow an outline of the whole visioning process which identifies preliminary dates for completion of milestones, especially the Workshops to move forward with securing locations (if held in-person), and training Facilitators/note takers. See attached Implementation Schedule. The visioning process plan was coordinated with the Cape Cod Commission and deemed compliant with the Local Comprehensive Plan (LCP) Regulations.
3. **Public Participation/Engagement Plan:** A robust community engagement process is needed to garner input from a wide range of stakeholders. The process also needs to maximize a variety of opportunities and methods for participating in the project including Workshops (Virtual and in-person if possible for later Workshops) and Surveys. Develop a Public Participation Plan to ensure strong participation through broad outreach to Civic Groups and Organizations, Neighborhood Associations, Chamber of Commerce, Churches, Committees/Boards, Library & Recreation Newsletters, Flyers, School Notices, Channel 18 public access TV, QR Codes, Community Information Boards/transfer station, Newspaper Articles and Press Releases. A **Community Visioning** page (<http://www.yarmouth.ma.us/1838/Community-Visioning>) has been created on the Town Website with sign up through Constant Contact to keep the public informed of the process via e-mail. Make provisions for those who do not get their information electronically.
4. **Background Data & Staff Input:** Providing concise, relevant information to stakeholders allows for informed decision-making to better guide the planning process. Tap into the extensive knowledge of Town Staff through a series of interviews to develop a better understanding of where we are now, how trends/issues are impacting our community, and what recent or on-going projects are being conducted that help to address these issues. Utilizing input from Town Staff, develop summaries of background data on larger topics (i.e. Community Design & Character, Water Resources, Housing, Infrastructure, Community Services, Open Space, Local Economy, etc.) Review background summaries with Town Staff for accuracy and to obtain input on questions for the Workshop Survey and Workshop Format. Prior to the First Community Workshops and launch of the Survey, upload the Background Data summaries on the Community Visioning webpage and encourage review of these documents prior to the First Community Workshop/Survey.

5. **Virtual Kick-Off Informational Meeting:** Develop and conduct a Visioning Kick-off/Informational meeting to explain the overall Visioning process, why we're doing this, and the various ways the Town will be collecting input. The Video can also be put on the Town Website and sent out by e-mail through Constant Contact. The Planning Board may want to consider creating periodic Public Service Announcements (PSAs) throughout the process to give people updates.
6. **Workshop Survey:** Develop an on-line Survey based on the questions developed for the First Community Workshops to provide an additional opportunity for input from those not attending the Workshops. Also provide hard-copies of the Survey at public locations. Launch the Survey concurrent with publicity for the Virtual Workshops and leave open for an extended period.
7. **Workshop Format:** Develop the format for the First Community Virtual visioning Workshops to identify community values, assets, challenges, opportunities and threats to reaching the community vision for Yarmouth. Develop a "script" for the Visual Workshop and break-out room Facilitators to ensure consistent messaging and data collection throughout the Virtual Workshops.
8. **First Community Workshops - Virtual:** Conduct Virtual Series of First Community Workshops to gather public input on what we treasure and value about Yarmouth and makes us want to live here; what are the untapped opportunities that would make our Town better; and what are the areas we need to work on including identifying the threats to our community that could impact what we value or keep us from succeeding. To maximize public participation, the same Virtual Workshop will be held on three different days/times to allow for opportunities for various stakeholders and demographics to participate in the process. After a brief introduction presentation, the Virtual Workshops will be broken up into smaller pre-assigned "breakout rooms" with a Planning Board members serving as Facilitator and note takers in each "room" to lead the groups and record the findings. Workshop participants will be asked to mail in/drop off to Town Hall or e-mail their detailed responses to visioning@yarmouth.ma.us. Registration will be required to keep the numbers manageable and can be used to collect some basic information on participants for pre-assigning the break-out rooms. Additional Workshops may be required depending on the number of registrants who want to participate via a Virtual Workshop rather than complete the Survey.
9. **Stakeholder Round Tables:** Depending upon the level of input and participation obtained through the Workshop Survey and the First Community Virtual Workshops, consider conducting smaller scale Round Tables of the Workshop for specific Stakeholders (i.e. committees, boards, chamber of commerce, etc.)
10. **Workshop Data Processing:** Gather the data identified in the Community Workshops/Survey, analyze the results, and identify the main issues or categories that were raised. Review with the Planning Board to obtain their input and insights. Summarize data to start building general goals and purposes consistent with the Cape Cod Commission Regional Policy Plan (RPP).
11. **Summary Papers & Vision Statement:** Once all major categories have been identified through the first series of Workshops/Survey, Summary Papers will be prepared on each topic to inform the public/stakeholders on the issue and provide a foundation for the second series of Community Workshops. These brief summaries (4-5 pages) will provide general background data; further identify key issues; outline conclusions gleaned from the public input; and identify potential goals and purposes to address these issues that mesh with the RPP. These goals/purposes will be the basis for the development of a Vision Statement.
12. **Second Community Workshops:** The second round of public/stakeholder Community Workshops (Virtual or in-person if feasible) will vet the conclusions reached in the initial round of Workshops/Survey, vet the Goals and Purposes identified in the Summary Papers and work

towards finalizing the Vision Statement. This will be a series of two Workshops at different times/dates.

13. **Vision Survey**: Develop an on-line Vision Survey to vet the Goals and Purposes and determine community support for various concepts. Also provide hard-copies of the Survey at public locations.
14. **Draft Vision Plan**: Utilizing input from the second Workshops and the Vision Survey, prepare a Draft Vision Plan that summarizes the process and details the Vision.
15. **Third Community Workshop**: The final Community Workshop (Virtual or in-person if feasible) would be to vet the Draft Vision Plan.
16. **BOS Presentation**: Present the Vision Plan to the Board of Selectmen along with identification of next steps.
17. **Consultant Assistance**: Some limited funds for Visioning were allocated at the 2019 Annual Town Meeting and will be used to hire a consultant to assist the Planning Board and Town Staff with the first series of Workshops and Survey, and help to process and synthesize the data and input received. Modifications to the originally proposed scope of services will be needed to accommodate changes to the format due to COVID-19. Any additional consultant services would be subject to available funding.