

Leverett Comprehensive Plan Steering Group

Meeting #7: October 10, 2023, 6:30pm to 8pm
Leverett Safety Complex training room

Steering Group members present in person (12): Silas Ball, Matt Boucher, Jenny Daniell, Arlyn Diamond, Jim Field, Gary Gruber, David Henion, Isaiah Robison, Bob Weitzman, Nicole Vajda, Kimberly Van Wagner, Andrew Vlock
Steering Group members absent (1): Sarah Dolven
Clerk present in person: Tim Shores
No other attendants by Zoom
Meeting began at 6:30pm

Gary moved to accept minutes of the September 26, 2023 meeting. Kim seconded. Vote for the motion passed unanimously.

General discussion and decision-making about Town-wide Survey---from now on known as the Town-wide Questionnaire

- Kim reviewed some minor edits made to the latest draft.
 - Rechristened 'survey' as 'questionnaire' to avoid implying that we'll use statistical survey methods.
 - Kim will now be the point of contact listed on the front of the questionnaire.
 - Andy requested that the printed version of the questionnaire have larger boxes for open questions to give people more space to answer. David advised adding a deadline date on first page, and that Likert scale questions be contained on a single page, because it's confusing to answer when that kind of question overflows to the next page.
- Discussion of relationship between questionnaire #1 and questionnaire #2: Emily and consultants will take data collected by questionnaire #1 and vision meetings to create questionnaire #2, which will present findings in terms of specific forecasting scenarios for people to give feedback on.

- Kim presented a hypothetical example: If a lot of residents voice support for traffic calming measures, the consultants would include information about best practices for a town like Leverett to achieve traffic calming measures.
- Kim, Tim, and Emily will connect after the meeting to determine questionnaire mailing roles and responsibilities.
 - Bob and Jim advised us to mail out postcards and/or questionnaires ASAP.
 - Arlyn advised mailing postcards only, not the full questionnaire, and instead set up stacks of printed questionnaires at key locations around town, and offer to mail to people as needed.
 - Steering Group agreed, per Kim's recommendation, to earmark \$2,000 of the available grant funds for postcard mailing: 2 postcards for each questionnaire (an initial notification, and a reminder).

Preparation for Community Vision (CV) meetings

- Discussion of promotion and outreach
 - Tim designed and printed color fliers, Arlyn and Kim have distributed them around town.
 - Tim also has posted twice about the meeting on Leverett Connects.
 - Matt will give the flier to the PD and FD, they can also share on their Facebook pages.
 - Tim and Kim reached out to Margie to arrange a robocall to all town residents.
 - David will coordinate an LC&A email list announcement.
 - Silas, Matt, and Andy will coordinate digital roadway signage announcing the event.
- Discussion of run of show for the October 17 meeting.
 - Schedule:
 - Consultants will arrive at Town Hall at around 2pm. Some SG members should arrive that early to help with set-up.
 - Note that we must work with sensitivity because we'll be in the same area as the Senior Foot Clinic – this was not known when we scheduled the Oct 17 meeting, it was not on the town website calendar and Lisa Stratford reported to Tim that there were no other events at Town Hall at that time.
 - First session: 3 or 3:15 to 5pm
 - Second session: 6 to 8pm
 - SG member availability:

- Both sessions: Arlyn, Gary, Jenny, David, Matt, Nicole, Andy, Jim, Kim
 - 6-8pm: Silas, Bob, Isaiah
 - Refreshment subcommittee: Kim, Nicole, Gary. Gary will bring bottled water. SG preference is to source refreshments from Leverett Co-op.
 - Consultants will give a brief presentation: SG prefers keeping this to 5 to 10 minutes. Consultants will then be available to chat with participants of the data walk.
 - Andy and Jenny will then give a brief talk to help people understand the context from which this project emerged. SG requested that Tim create brief content based on the flowchart he drew at a previous meeting. Tim begrudgingly agreed, albeit moistly and with a pitiful grunt.
 - Emily is already in process of printing and preparing table topic materials based on SG decisions made at September meetings.
 - Emily will print a large map of Leverett, possibly in multiple sections, which will allow people to apply stickers indicating areas of interest in relation to specific table topics.
- Data collection discussion
 - Need more info from Emily about whether she will print a brief questionnaire for SG members collect vision feedback from participants. Another data collection opportunity is post-it notes/stickers on topics or map locations of interest to participants.
 - All data collected will go to Emily for synthesis and production of downstream deliverables (i.e. questionnaire #2 and Comprehensive Plan drafts that will be submitted for comment to the SG, Planning, and the public at large).
 - SG also discussed different approaches to the small vision meeting formats. SG would like to develop a standard set of qualitative questions, and brainstormed the following:
 - What do you think are Leverett's assets?
 - Why do you live in Leverett?
 - How could we work together to improve Leverett?
 - What do you think is the greatest challenge Leverett will face in the future?
 - How should we respond to this challenge?
 - Kim's bumper sticker ice breaker ideas for small meetings
 - "Leverett or Leave It"

- “Leverett: My Forever Home”
- And Arlyn’s motto idea: “Leverett: Bear With Us”
- Gary shared that the Leverett Co-op will have a Harvest Festival on October 28, 12pm to 4pm. He will reach out to the Co-op to coordinate a Community Vision table.
- See below, Kim’s follow-up notes to Emily.

Next SG meeting will be 11/6/2023 at 7pm. Tim will not be able to attend that night.
Meeting adjourned at 8:40pm.

Appendix

Kim’s follow-up notes to Emily, sent by email 10/11/2023

On Wed, Oct 11, 2023 at 10:44 AM Emily Innes <emily@innesassocltd.com> wrote:
Good morning, everyone!

I understand the committee met last night, and I was sorry I was unable to attend.

We will be preparing the materials for the meeting over the next few days and sending you a draft on Friday for your review.

Was there any discussion last night specific to the meeting next week that I should know about as we complete our preparations?

Best regards,
Emily

From: **Kimberly VanWagner** <kimberlyvanwagner@gmail.com>
Date: Wed, Oct 11, 2023 at 4:13 PM
Subject: Re: 22111 - Leverett: Preparation for next week's meeting
To: Emily Innes <emily@innesassocltd.com>
Cc: Jenny Daniell <jennydaniell@gmail.com>, codo <avlock@gmail.com>, Tim Shores <timothyshores@gmail.com>

Emily,
The team met last night. We are jazzed about our outreach plan and have many questions about next immediate and intermediate steps.

Please read the attached to learn what we need, and thank you for everything!

1. For the questionnaire

- a. Please add a deadline at the top, such as "This questionnaire will close December 15, 2023" and then we can take that mid-point reading of the results and decide if we need to keep the questionnaire open.
- b. Did you have a plan to mail the survey? We remember you saying something about unique identifiers for print versions, but is that printing and mailing coming from you? Otherwise.... Tim basically rewrote the whole thing so we can print and edit it. For the print version, we will have the open dialogue boxes much larger to allow for long handwritten responses and Tim will edit so that when printed the headers for each section will carryover to the next page so people can still see the scale categories. We will have copies at library, town hall, school, post office, and co-op and other locations, and delivered upon request. You can keep my info as the contact, and I will coordinate with the library to help people fill out the survey. Paper copies will also accompany folks at the small group discussions. We will also need paper copies at the October 17th Data Walk.
- c. Add a value question to the pertinent section that reads "Getting involved in improving Leverett is important to me." We are looking for commitment levels with this item.
- d. When the link is ready (again), please send to me/Tim and we will send it out ASAP.
- e. Tim and I will be coordinating mailing postcards about the survey. Please send Tim the QR code for the questionnaire ASAP.

2. For the Data Walk:

- a. You have requested to set up one hour before the event. There is a Council on Aging Foot Clinic in the same space that ends at 3pm. Tim and I will talk with the foot clinic about sharing the space possibilities, but please still plan on coming early.
- b. Please tell us who is coming from your team.
- c. Please confirm that you are providing: 9) 24"x36" maps of Leverett and the Data Walk stations, and please tell us what those station topics are and what they contain, and how much editing is possible between Friday when you send the info and the event.
- d. Please confirm you are providing sign-in sheets, volunteer sign up sheets, and some items folks can take with them when they leave [Tim is working on a little document, too].
- e. Please confirm you are providing pens/pencils.
- f. Please tell us how you are gathering the information people share - will people have post-it notes, easel paper, or other to write their ideas?

- g. Please tell us if there are specific roles each of our volunteers will play. We estimate we will have at least 6 people per shift to help with everything.
- h. Andy will introduce you on behalf of our town/group after he opens the event with an introduction to the process so far. Then you will have 10 minutes, then the "walking" will begin. So that will be at 3:30ish and 6:00ish.
- i. We will provide refreshments for participants and light supper for volunteers/your team.
- j. Besides the idea of the large maps, how many tables/chairs/other set up items do we need?

3. About Gathering Data and Interpreting Data

- a. What will you do with the results from the meeting?
- b. Can we have access to the raw data? What mode would that take? Would your team digitize the comments and collate for our ease of reading? I've worked on projects where the snips of dialogue and feedback were gathered into a document without identifying info and that was helpful to refer back to, so I think people in this group would appreciate something like that.
- c. Can you keep track of what data you link to what recommendations as we move forward (so, for example, I'm still wondering where the "poverty/public health" item came from, and in the future, I want to be able to have you point to your source)
- d. When will we meet to follow up with you on what we learned and prep for the next large event in December?

4. About Small Group Discussions/Tabling

- a. Once the Data Walk is over, we have several small group discussions ready to go. What materials are you providing?
- b. Andy is compiling some guiding questions to help facilitators lead discussions, but we are sure you have good suggestions too. Can you send us that?
- c. Are there materials, such as a large printed map, we could have for a few stationary tables, such as a section at the library? I know we haven't really talked about this, but please let's talk.