

From: [Tony Plante](#)
To: [Anthony Ward](#); [Emmy Ham](#)
Subject: RE: Proposal
Date: Monday, October 28, 2024 2:37:30 PM
Attachments: [image001.png](#)

Tony,

To follow up on our meeting of October 1 about a community engagement effort for Casco's capital improvement planning work, we have developed four alternatives. These alternatives are listed below by level of effort and intensity, as well as cost. We would want to work with the town to further customize a scope of work so we deliver the kind of process the town wants, combining or modifying pieces as needed, but these should give you a rough idea:

Alternative 1: Online Community Survey and Informational Campaign

- **Objective:** Reach a broad audience by using digital tools to gather input from residents.
- **Activities:**
 - Launch an online survey with detailed descriptions of each project, accompanied by a town website section with visuals, cost estimates, and potential impacts.
 - Promote the survey through social media, email newsletters, and local press.
 - Include a public comment section where residents can leave additional feedback on projects or suggest alternatives.
- **Outcome:** Analyze qualitative and quantitative data to inform a prioritized list of capital improvements.
- **Estimate of Probable Cost:** \$4,000-\$5,000

Alternative 2: Community Forums with Facilitated Discussions

- **Objective:** Engage residents through open, structured forums where town officials present details on each capital improvement option.
- **Activities:** Hold 3-4 town hall meetings at different times/days to maximize participation.
 - Each meeting begins with a brief presentation on the capital projects.
 - Facilitators guide either one large or multiple small group discussions on each project's merits, and attendees rank them in order of priority.
- **Outcome:** A report that summarizes community preferences and prioritization.
- **Estimate of Probable Cost:** \$7,000-\$8,000

Alternative 3: Community Survey with Community Forums

- **Objective:** Blend quantitative survey results with qualitative, in-person feedback through hands-on workshops.
- **Activities:**
 - Conduct an initial online or mailed survey to gauge overall sentiment on the town's capital improvement needs.
 - Follow up with two workshops where residents can discuss improvement projects using visual aids (e.g., before and after images of proposed facilities). Use a "dot-voting" system for attendees to indicate their preferences on-site.
- **Outcome:** Data-driven prioritization with visual engagement and workshop input.
- **Estimate of Probably Cost:** \$10,000-\$12,000

Alternative 4: Citizen Advisory Committee

- **Objective:** Establish a representative group of citizens to lead and shape the prioritization process.
- **Activities:** Create a diverse advisory committee representing key sectors (e.g., business

- owners, senior citizens, parents, public servants, etc.).
- Committee members host focus groups or community forums, gather input, and meet to develop prioritized recommendations.
 - The committee would present its findings to the selectboard and/or host a final public meeting to get broader community endorsement.
 - **Outcome:** A set of recommendations supported by focused community outreach.
 - **Estimate of Probable Cost:** TBD, depending on the number of meetings, desired deliverables, etc.

Please let us know if you have questions or need anything more from us at this point. We're always happy to discuss ways we can help the town accomplish its goals.

Best,

Tony

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