

Outreach & Engagement Strategy

What we are trying to accomplish with outreach:

- Reach people who do not typically attend Planning Commission meetings or respond to online notices
- Meet people where they already are, rather than expecting them to come to us
- Use existing community events and networks to broaden participation efficiently
- Ensure input reflects the full community, not just the most engaged voices

Where outreach is likely to occur:

- Town Meeting and other civic gatherings
- Spring Fest and seasonal community events
- School, sports, and recreation events (e.g., basketball games)
- Downtown and village-center locations
- Informal community spaces and networks

Groups we are intentionally trying to reach:

- East Hardwick residents
- Downtown residents and businesses
- Renters and seasonal residents
- Seniors and people with limited mobility
- People who work in Hardwick but live elsewhere

How board members may be asked to help:

- Share survey information within a specific network or location
- Attend a community event and encourage participation
- Help identify gaps in who we are hearing from

Meeting Outcome – What We Are Deciding

- Which outreach venues and approaches will we use for this phase
- Which groups need intentional, targeted outreach beyond general advertising
- Who is willing to assist with specific outreach efforts
- What each outreach effort includes (location, method, rough timeframe)
- How feedback will be brought back to the Planning Commission

What this is not:

- Long-term assignments or standing committees
- Chapter ownership or policy drafting
- Advocacy for specific policy outcomes