

Oakland Comprehensive Plan
Survey & Public Input Committee

1.30.2018

4pm

Attendees: Robert Nutting, Gary Bowman, Shawn Marquis, Chuck Sweigart, Cindy Reese, Donna Griffin

Facilitator: Garvan Donegan, CMGC

Agenda:

1. Approve minutes
2. Community input strategies and initiatives
3. Review draft survey
4. Review project timeline
5. Action steps

1. Approve minutes

Motion made by Gary to approve the minutes as written, seconded by Chuck. No discussion, all in favor.

2. Community input strategies and initiatives

Gathering input consists of deep listening to what the community cares about and educating them on what the CompPlan committee is doing.

The subcommittee plans to take the input process out of Town Hall and into more informal, warm settings. Venue ideas include: Early Bird Diner; the gazebo; the historical society building; the library; a site visit with local conservation groups.

Considerations for community input initiatives include:

- How to ensure that all participants get the same message (e.g. a short pitch before breaking into small groups)
- Who do we need to go to, and who will more easily come to us?
- Quality – word travels fast, so if we give a good experience to participants, they'll spread a positive message throughout the community

3. Review draft survey

For updated version, please refer to Draft Oakland Survey, located in the Survey & Public Input Folder of Google Drive.

Subcommittee would like to see a two-page, double-sided survey with large font and adequate white space.

Survey targets Oakland residents and taxpayers (e.g. non-resident business owner).

The introduction to the survey will be on a separate cover letter.

Demographics are important, but will be placed in the back of the survey to prevent burnout.

Housing will not appear on the survey but will be discussed in the Plan.

“Marina” facilities are within reach, but residents may be divided over providing a gas pump.

Further considerations for survey include:

- How to ensure participants complete only one survey
- How to ensure confidentiality while allowing participants to enter a prize drawing

4. Review project timeline

For updated version, please refer to Survey_Community Input Timeline, located in the Survey & Public Input Folder of Google Drive.

The survey will be released after Oakland’s town meeting – this will allow for separation between budget and CompPlan, better weather for public events, and more time for education and marketing preparation.

The survey will be released at the first public forum, an outdoor barbecue.

Prior to survey release, we will issue a press release. We plan to give a head’s up to local reporters, so that they can be the first to report the story. Media contacts include Amy Calder, Emily Higginbotham, and Colin Ellis.

5. Action steps

- CMGC will update survey draft to reflect subcommittee feedback
- Entire CompPlan committee will convene on February 6th and on a second February date
- Subcommittee may wish to meet once more to finalize survey