

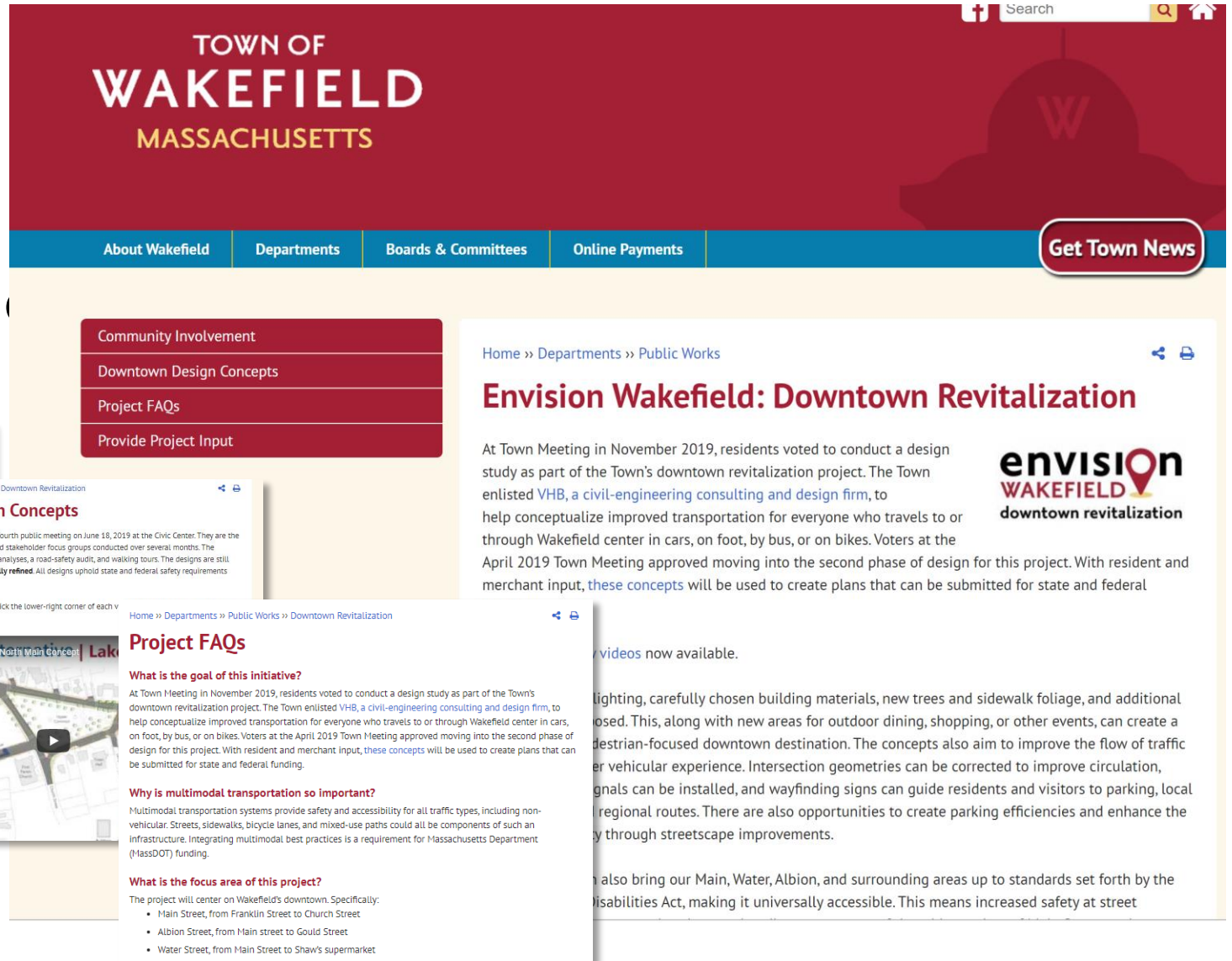
Public Safety Building

Communications Brainstorm



Elements

- Dedicated webpage to host announcements
- Video
- Panel
- FAQs
- Public
- Exposure at community
- Community advocates



Four Videos

- Building Overview
 - Short form and extended form tours for those who want thorough exploration
- The Options
 - Outlines the two scenarios investigated by the committee
 - Renovate or build new
 - Cover the costs carefully and accurately, but in a way that the general public can understand
 - “How will this impact my wallet?”

Four Videos

The Proposal

- An explanation of the renovation blueprints and how the plans remedy the current deficiencies

The Process

- Overview of the committee to show the breadth of community involvement
- Outline the process that got them to their decision
 - Meetings, site visits, real estate analysis, etc.

Panel Discussion

- Modeled on spring election format
- Panelists answered resident questions submitted via email
 - Additional project exposure
 - New avenue for public participation



FAQs, Infosession, and Community Support

- Compile basic FAQs and build them as the project grows
 - House on website
- Public infosession
- Community event exposure
- Advocates



Considerations

- All components require considerable input from subject-matter experts
- Will there be competing construction projects during Town Meeting
 - DPW garage, high school
 - How do we educate and provide proper exposure?

