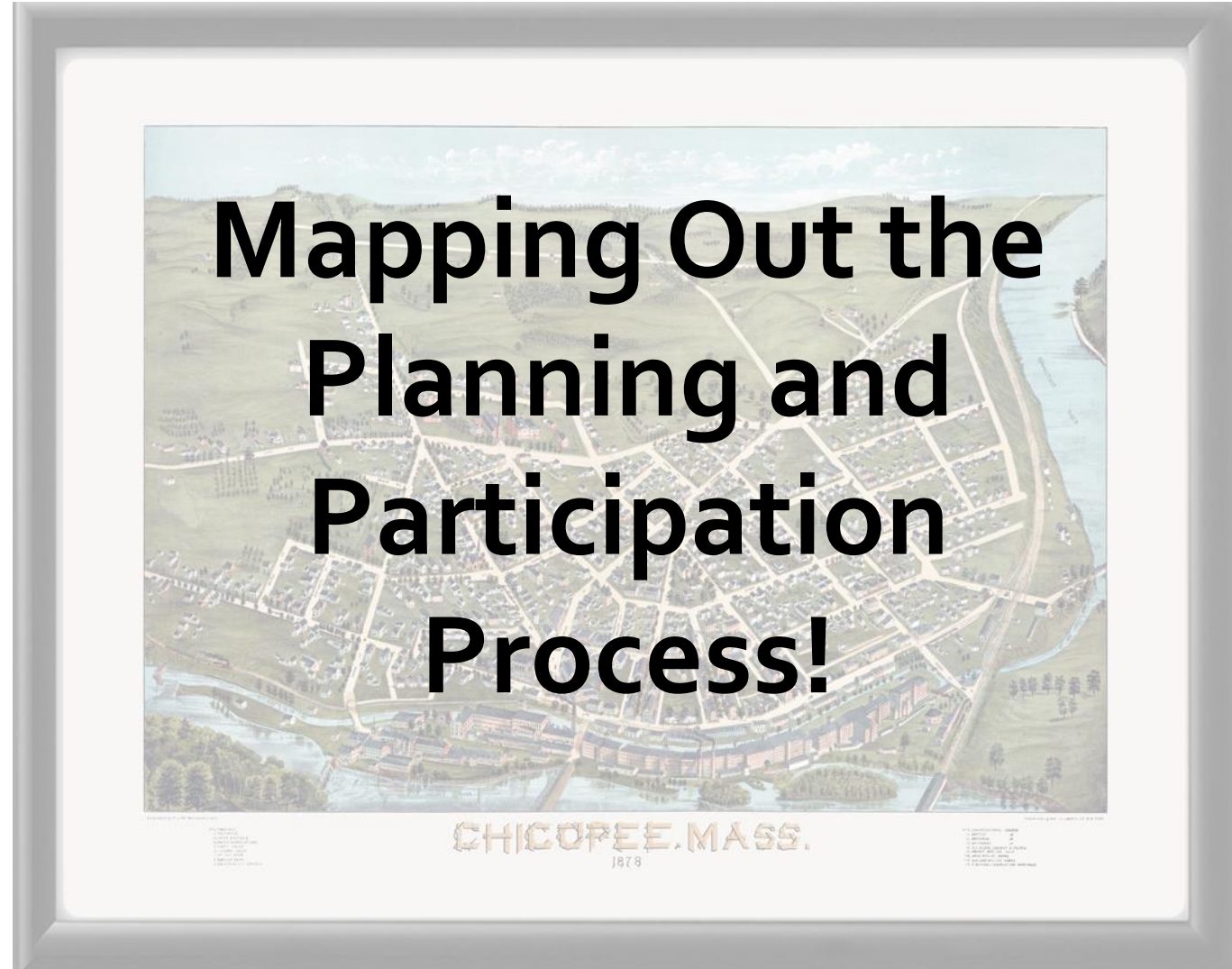


Chicopee Comprehensive Plan Steering Committee




January 23, 2020

































Today's Goal!



Updated Project Schedule

-  Stakeholder/Group Interviews
-  Steering Committee Meeting
-  Public Meeting/Hearing

PROJECT SCHEDULE: City of Chicopee Comprehensive Plan																		
TASKS	Nov	Dec	Jan '20	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan '21	Feb	Mar	Apr
1. SC Opening Work Session																		
2. Early Engagement Campaign				 														
3. The Baseline Report																		
4. Targeted Stakeholder Engagement				     														
5. Public Workshop 1																		
6. Formative Issues																		
7. Public Workshop 2								 										
8. Draft Community Plan								    										
9. Vetting the Plan												   						
10. Finalizing the Plan																		
11. Adoption and Delivery																		
12. Zoning Ordinance Report																		

What are our biggest targets?

There are many ways to hit each of these milestones

- **Milestone #1**
 - **Public Education** – What is a comp plan? Why should Chicopee have one?
 - **Vision** – What should Chicopee be like 20 years from now?

What are our biggest targets?

There are many ways to hit each of these milestones

- **Milestone #2**
 - **What have we learned?** – Important/surprising findings from research and interviews
 - **Priority Issues and Values** – What does Chicopee care most about?

What are our biggest targets?

There are many ways to hit each of these milestones

- **Milestone #3**
 - **Formative Issues**– What drives the future of Chicopee? What resonates as being most important? These are the issues the plan will be built around.
 - **Actions** – Start to identify actions that can address the formative issues
 - **Who's Responsible?** – Start to identify individuals and groups responsible for implementation

What are our biggest targets?

There are many ways to hit each of these milestones

- **Milestone #4**
 - **Drafting the Plan** – Taking what we've learned and writing it down!
 - **Vetting the Plan** – Where did we hit the mark? Where are we off?
 - **Finalizing the Plan** – Including a format that is easy to read, use, and understand.
 - **Zoning Ordinance Report** – How might zoning need to change to implement the actions in the Comp Plan?

The background features a stylized, winding road with white dashed lines, set against a light gray background. Several colorful location pins (purple, blue, yellow) are scattered along the road's path. A teal rectangular box is positioned on the left side of the slide.

How do we hit
these milestones?

Milestones #1 & #2

- **WHICH** venues do we use to communicate and reach out?
- **WHAT** information are we initially driving people to and trying to get in return?
- **WHO** else do we need to meet with early on?
- **HOW** do we convey our key messages?

This is the crux of our conversation today!
Culminating in a kickoff public meeting in April

WHICH
venues do we
use to
communicate
and reach out?

Outreach Sign Up Sheet Exercise – What people and groups can we use to communicate through?

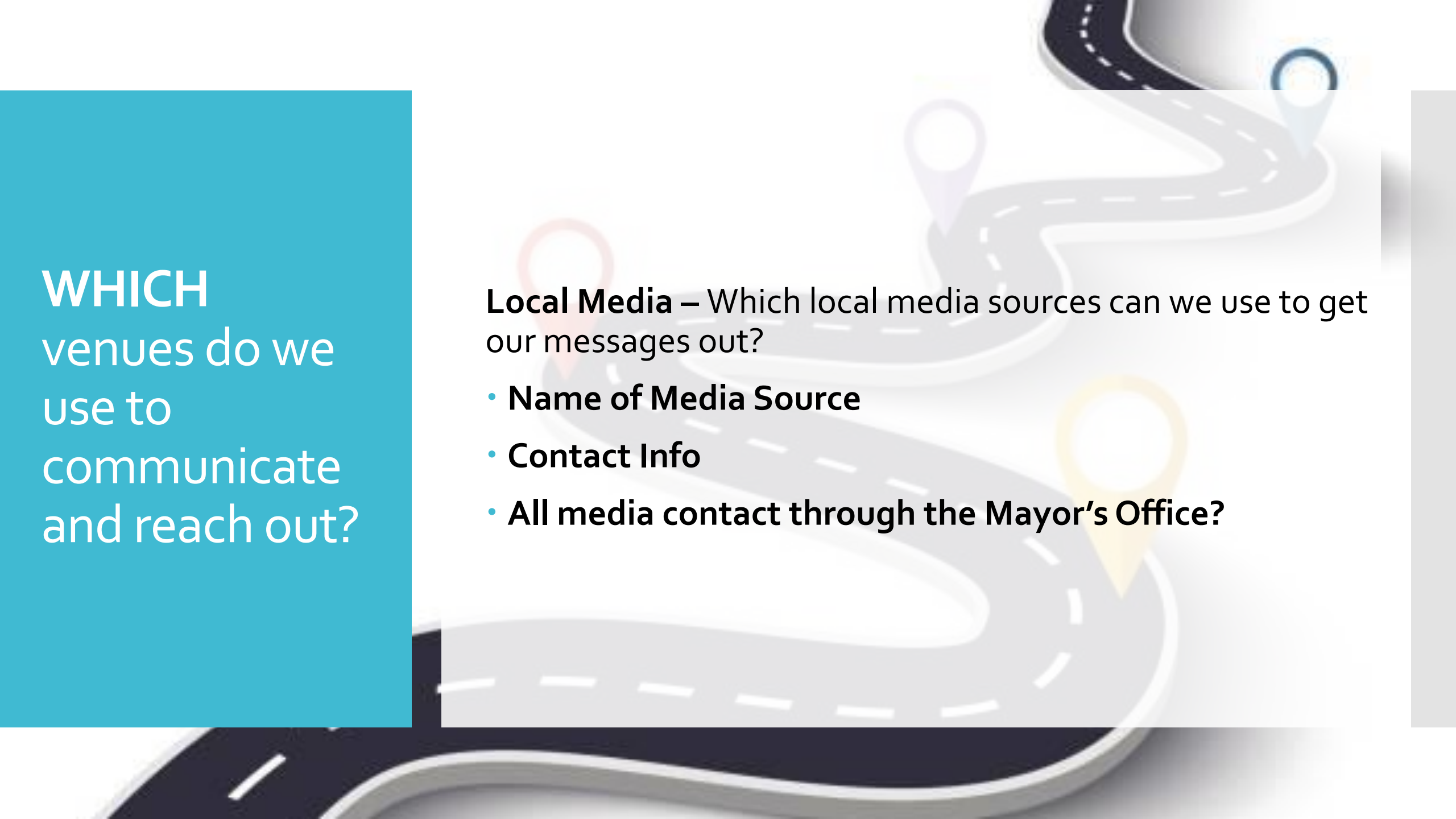
- **Groups or Platforms**
- **Specific Contacts**
- **Type of Outreach:** E-mail list, newsletter, social media, etc.
- **Volunteer:** What is YOUR role in reaching out?

WHICH
venues do we
use to
communicate
and reach out?

Local Events – What existing events should we use to spread the word and get feedback?

- **Name of Event/Date**
- **Contact Info**
- **Type of Event**
- **Volunteer:** What is YOUR role in reaching out?
- **Pop-Up Events:** Where are good places to set up our own pop-up outreach stations?

Contract calls for HW to set up shop in Chicopee for a few days to meet with people and gather information

The background features a stylized, winding road with a dashed white center line, curving from the bottom left towards the top right. Several colorful location pins (red, purple, blue, yellow) are scattered along the road. A teal rectangular box is positioned on the left side of the slide.

WHICH
venues do we
use to
communicate
and reach out?

Local Media – Which local media sources can we use to get our messages out?

- **Name of Media Source**
- **Contact Info**
- **All media contact through the Mayor's Office?**

WHAT
information
are we initially
driving people
to and trying
to get in
return?

- **FAQ one-pager**
- **Project Website**
- **Kick-Off Survey:** Just online or are there places to have hard copies? Or remote question boards? *Should anything else be included in this survey?*

Other information?

WHO else do we need to meet with early on?

Outreach to Date

- Most City Departments (including Schools)
- PVTA
- Edward Bellamy Memorial Association
- Chicopee Historical Society
- Valley Opportunity Council
- Chicopee Community Garden
- Springfield Coalition for Opioid Overdose Prevention
- Hampden County Addiction Task Force

Who else?

HOW do we convey our key messages?

Drive people to the website and online survey

What tools should we develop?

- **Press Release**
- **Text Content** for distribution through list serves, social media, newsletters, etc.
- **Op-Eds and Blog Posts:** Who would be willing to write something? What topic do you care about most?
- **Posters/Fliers:** Where can you distribute them? Hard copies and electronic
- **E-mail Signature:** Add the project weblink and survey link to the signature of all your e-mails

What else would be useful?

Now what do
we want to say?

This will help us write
content for outreach
materials

Key Messages – FAQ covers . . .

- **What is a Comp Plan?**
- **Why have a Comp Plan?**
- **Who's Creating the Comp Plan?**
- **How is a Comp Plan Different from a Development Plan?**
- **What about the things we need taken care of today?**
- **How can I get involved?**
- **Where can I get more info?**

Now what do we want to say?
This will help us write content for outreach materials

Key Messages – BRAINSTORMING EXERCISE!

Let's boil the FAQ down to no more than **8 bullet points**

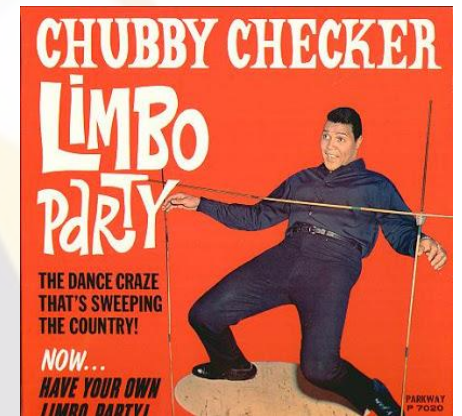
What do you think are the MOST IMPORTANT messages for the average Chicopee resident?

Now what do we want to say?
This will help us write content for outreach materials

Elevator Speech – BRAINSTORMING EXERCISE!

How low can you go???

Let's take it a step further and boil it down to no more than
3 bullet points



Now what do
we want to say?
This will help us write
content for outreach
materials

Tag Line – Let's discuss your preferences . . .

- Envision Chicopee
- Chicopee 2040
- Chicopee: Planning Our Future Together
- Other?

Draft Topics for Future Steering Committee Meetings

February 27

- Review findings of Baseline Report – what is most important/surprising?
- Assess Early Engagement Campaign
- Set date for Public Workshop #1 (Late April?)

March 26

- Prepare for Public Workshop #1 – review format, content, etc.
- Update on Targeted Stakeholder Engagement

April 23

- Discussion of Formative Issues
- Set date for Public Workshops #2 (June?)

May 28

- Prepare for Public Workshops #2
- Update on Formative Issues

Homework!!

Public Outreach is
a team effort!

We will circle
back with
everyone's
"homework
assignments"
shortly



**KEEP
CALM
AND
DO YOUR
HOMEWORK**

Freeplay

Any closing questions, ideas, concerns or good jokes?

WHAT DO YOU CALL AN ALLIGATOR IN A VEST?



AN INVESTIGATOR.