



Comprehensive Plan Committee/BOC Community Engagement Consultant Kick-off Meeting Summary

Date:	Thursday, October 12, 2023
Time:	5:30 PM – 7:00 PM
Platform:	In-Person & Virtual
Invitees:	Comprehensive Plan Committee & Project Team
	Michael Baker International (Community Engagement Consultant)

Attendees

MICHAEL BAKER INTERNATIONAL

- Kathy Wyrosdick
- Janelle Lance
- Keri Oram
- Porter Stevens

TOWNSHIP STAFF

- Anthony Vallone
- Lisa A Douglas
- Sharyn Young
- Andy Bowman
- Declan Murphy

COMPREHENSIVE PLAN COMMITTEE

- Moniqua M. Acosta
- Hollis S. Butterworth
- Michael S. Callahan
- Paula G. Landis
- Allon H. Lefever
- Tressa F. Monkman
- Nathan Van Name
- Christopher L. Savitz
- David E. Wood
- Roy E. Baldwin

Welcome/Project Overview

Anthony Vallone started the meeting and introduced Kathy Wyrosdick. Kathy introduced the other members of the MBI team and reviewed the summary and key findings of the previous meeting.

One CPC member asked if any development impact analysis conducted as part of the Comprehensive Plan would include impacts on infrastructure like roads. Kathy responded that it would.

Kathy Wyrosdick reviewed the proposed timeline for the Community Engagement process, and the types of meetings that would be held over the course of the project.

Kathy Wyrosdick provided additional details on the “Advisory Committees” and how they would participate in the overall process. They would consist of five (5) groups, though they have not been identified; they could consist of groups or committees that already exist, but it would ultimately depend on the subject matter. The CPC will be key in determining which groups should be formed. The project team would meet with each group twice (for 90 minutes each), once early in the process to identify issues, and again later in the process to vet potential draft themes or priorities.

Survey Overview

Kathy Wyrosdick and Keri Oram introduced the survey portion of the meeting. Kathy reviewed the concept of an attitudinal survey. Keri gave a more detailed overview of an attitudinal survey, and explained to CPC members the Project Team’s thinking behind the survey’s format, timing, etc. She also appealed for CPC members to serve as “grassroots” ambassadors for the survey.

One CPC member asked if there will be a measure or threshold for the survey to be considered successful. The Project Team responded that there is not a set standard, but that it would be beneficial to set a goal for survey responses. It was noted that the survey for the previous Comprehensive Plan achieved a 21% response rate; could that be a potential standard?

Another CPC member asked if the survey would be mailed to every household in the Township. Township staff responded that it was possible to do that when the Township had a regular newsletter, which is no longer the case.

Another CPC member asked how the survey can identify residents, and the Project Team responded that a question can be inserted asking if respondents live in the Township.

Another CPC member noted that QR codes are a very useful tool for advertising the survey that can be added to all kinds of materials or signs, including political mailers. Another member responded that the election will be in three weeks and it would therefore not be feasible to get any survey-related

Another CPC member asked if this would be a scientific survey, and whether it was possible to keep one person from submitting more than one survey. The Project Team responded that it would not be a scientific survey and, while it is possible to limit survey responses to one per person, it is discouraged because some households only have one device that they can submit surveys from.

Another CPC member asked if there are any examples of a survey having a “successful” response rate. The Project Team responded by saying that “success” very much depends on how much effort you put into reaching as many residents as possible and should not be limited to an arbitrary number of responses. Township staff responded by saying that, if the objective is to reach as many households as possible, that would be a high number of responses. There are an estimated 16,000 households in the Township, and just 20% of that number would mean about 3,000 survey responses (could be more, as each household would have multiple survey respondents). Additionally, the survey responses need to come from a wide age range; it is especially important to get responses from young people and those that are retired. However, this would require a number of different outreach methods, we can be expensive.

Getting to a Complete Community

CPC members shared several different outreach methods that could be used to promote the survey: working with schools to get in touch with young people, posting on municipal websites and sites like Nextdoor, and handing out survey cards with receipts at grocery stores. The Project Team emphasized that this why having CPC members taking the lead on promoting the survey is really important; members can be provided with stock social media posts to help with getting the word out.

Finally, Township staff shared that mailings to all 17,500 mailing addresses in the Township (which include residents and businesses) has typically cost about \$9,000. The Project Team stated that they can assist with creating mailings at a significantly lower cost. Additionally, the Team can create email listservs through ConstantContact, and paper surveys for distribution in libraries and retirement communities.

Survey Workshop

Kathy Wyrosdick and Keri Oram led CPC members through the Menti-meter survey, explaining the purpose/rationale behind each question. They asked for feedback/reactions from members.

Question 1 Comments/Feedback

- Some members felt that the question was too open-ended and could be overwhelming for respondents.
- Other members liked the question, and felt that it was thought provoking and was a good way to get people into the survey.
- There was some confusion about the what the purpose of the question was; is the purpose to identify specific characteristics of the Township, or help develop branding for the project? Should respondents be sharing negative thoughts, positive thoughts, or both?
- In response to some questions, the Project Team emphasized the importance of keeping the survey open to businesses and employees (as opposed to only residents) and not leading respondents with pre-selected responses.
- The Project Team also assured CPC members that results from the survey will be included in the final plan, in addition to general points/takeaways being provided to CPC members.

Question 2 Comments/Feedback

- CPC member commented on the need to give this question more definition; ask for something more specific, like favorite gathering spaces.

Question 3 Comments/Feedback

- There were no comments on this question.

Question 4 Comments/Feedback

- There were no comments on this question.

Question 5 Comments/Feedback

- CPC members responded positively to this question, stating that it was a valuable question and one that people in the Township wanted to talk about.

Questions That Should Be Added

- In past 10 years, is township on upward, downward, or neutral trajectory?
 - Less leading version: what is your vision of the Township in 10 years?
- What do you expect to have from the Township in the next year, 3-5 years? Short term, mid-term, long term goals for what we want.
- If one thing could get accomplished tomorrow, what would it be?

A CPC member suggested that many of the above-listed questions would be good for the next survey, once major issues or “buckets” are more defined. Another CPC member asked if the survey could get email addresses from respondents so the second survey can be sent to them directly; the project team responded affirmatively, though not everyone taking the first survey will give their email address.

NEXT STEPS

- The next meeting of the CPC will be November 9th at 5:30 PM.
- The next meeting will focus on conducting a deep dive into the overall public engagement strategy.