

# Sudbury Master Plan Update

## Public Participation Plan - DRAFT

---

### I. Steering Committee

The group email address for the Steering Committee and staff is [masterplan@sudbury.ma.us](mailto:masterplan@sudbury.ma.us). Below is a list of current Steering Committee members for the Sudbury Master Plan Update.

#### *Steering Committee Members*

Name	Agency/Organization
Lee Swanson	Historic Districts Commission
Fred Taylor - Alternate	
Pat Guthy	Committee on Disabilities
John Riordan	Zoning Board of Appeals
Dave Henkels	Sudbury Conservation Commission
Robert May	Council on Aging
Amy Lepak	Sudbury Housing Authority
Ellen Joachim	LSRHS School Committee
Dick Williamson	Parks and Recreation Commission
Janie Dretler	Board of Selectmen
Dan Carty	Board of Selectmen
Susan Asbedian-Ciaffi, Co-Vice Chair	Member At Large, Co-Vice Chair
Nathalie Forssell	Member At Large
Jan Hardenbergh	Member At Large
Jennifer Roberts, Co-Vice Chair	Member At Large, Co-Vice Chair
John Sugrue, Chair	Member At Large, Chair

### II. Messaging

#### A. *Key Messages*

To ensure that all Steering Committee members are sharing the same message about the Master Plan and the update process, the following are primary talking points.

#### **Elevator Speech**

- **The Master Plan is a blueprint to reach our vision for Sudbury.** As the Town approaches its 400th year in 2039, the outer edge of this Master Plan timeline, this is an opportunity to reflect on where we've been, where we are, and where we want to go in the future.
- **This is your chance.** The Master Plan is a document written by the community and expresses what makes Sudbury a unique and special place to live and work. Every voice needs to be heard to understand what the community values.

- **The Master Plan isn't just a plan, it's an important tool.** Local decision makers use it to guide public and private investments that can impact development and redevelopment initiatives. It is used to protect important historic and natural resources and foster economic prosperity based on sustainability principles.

## B. *Frequently Asked Questions*

### To Steering Committee:

HOMEWORK: Please bring your ideas about common questions the public might ask about the Master Plan and the update process to the Kick-Off Workshop.

Below are anticipated questions that may be asked about the master plan and the update process. This list is posted on the project website and available as a handout.

## C. *Key Project Information*

- Key Contacts:  
Adam Duchesneau, Director Planning and Community Development, Town of Sudbury, [DuchesneauA@sudbury.ma.us](mailto:DuchesneauA@sudbury.ma.us), 978-639-3398  
  
Beth Suedmeyer, Environmental Planner, Town of Sudbury, [SuedmeyerB@sudbury.ma.us](mailto:SuedmeyerB@sudbury.ma.us), 978-639-3387
- Timeline: January 2019 to March 2020 (15 months)

## III. Project Website

### To Steering Committee:

A project-specific website that exists outside of the Steering Committee's page on the Town's website may be developed. To be determined.

The Town will maintain a website for the Master Plan Steering Committee and post meeting agendas, minutes, and materials. This website for the Committee is <https://sudbury.ma.us/masterplan/>.

A project website will be developed and maintained by Horsley Witten Group (HW). Regular updates with draft materials, announcements, events, etc. will be coordinated between the Steering Committee, Town, and the Project Team.

Update/Content	Date Posted
----------------	-------------

### Website Blog

Similar to an op-ed (or even the same material), blogs posted on the project website can be written by Steering Committee members or other interested stakeholders, if asked. Blogs are typically around 300 to 500 words. An E-News blast (see Promoting Public Events and Project) can be sent when one is posted on the project website.

**To Steering Committee:**

HOMEWORK: If you are interested in writing a blog post for the project website, please bring your ideas.

Topic	Responsible SC Member	Date Posted
-------	-----------------------	-------------

**IV. Media Outreach**

**A. Local Media**

For local coverage of project events:

Sudbury Town Crier (<http://sudbury.wickedlocal.com/>)

Contact: [zrazzaq@wickedlocal.com](mailto:zrazzaq@wickedlocal.com); [sudbury@wickedlocal.com](mailto:sudbury@wickedlocal.com), Phone Number (508) 626-3800

Sudbury Patch (<https://patch.com/massachusetts/sudbury>)

Contact: [samantha.mercado@patch.com](mailto:samantha.mercado@patch.com)

MetroWest Daily News (<https://www.metrowestdailynews.com/>)

Contact: Zane Razzaq, [zrazzaq@wickedlocal.com](mailto:zrazzaq@wickedlocal.com); Phone Number (508) 471-8921 or Main Number (508) 626-3800

**B. Op-Ed and Letters to the Editor**

Having op-eds or letters to the editor in the local paper can bring awareness to the project. They can also allow Steering Committee members to express, in their own words, why they feel the Master Plan is important and residents should participate. Always include website.

Op-eds will require contact with the publication up front. Letters may not necessarily be published.

**To Steering Committee:**

HOMEWORK: Consider writing an op ed for the project. Bring your ideas.

Publication	Topic	Responsible SC Member	Date

**V. Promoting Public Events and Project**

**A. Targeted Community Groups and Organizations**

Keeping a running list of community groups and organizations that should receive announcements about the Master Plan is critical and must be updated regularly. Organizations can be asked to distribute announcements to their members or post on their website, online calendar, or social media presence.

This list should include those that have physical or digital newsletters or email distribution lists. Identifying a Steering Committee member that will be the primary contact and reach out to the group/organization will ensure that everyone is contacted.

**To Steering Committee:**

HOMEWORK: Please identify groups and organizations that can help us distribution information about the upcoming events or the Master Plan update in general. Note those you can be the primary contact.

*Groups/Organizations with email distribution lists, online calendars, newsletters*

Group/Organization	Contact	Responsible SC Member	Email List	Online Calendar	Newsletter (paper or electronic)	Social Media

**B. Methods**

**To Steering Committee:**

HOMEWORK: Please let us know which of these approaches will be most successful or if there are other ways to get the word out about the project or public events.

Posters: Post at Town Hall, businesses, schools, library, restaurants, and other locations throughout the town. Emphasize businesses in town. Posters can be rotating focusing on different topics/issues.

Fliers: Paper and electronic. Smaller than posters and easier to distribute/post. Town Staff can also have these on hand at other public meetings and events. Steering Committee can pass out to other organizational/committee meetings they are involved in.

Master Plan E-News: E-News distributed to emails collected during public events sponsored by the project.

Email Signature: Town Staff and Steering Committee may consider adding brief “advertisements” to their email signatures, encouraging people to visit the project website or an upcoming public event (this would be attached to all outgoing e-mail messages).

Town’s Website: Post information/updates about the project throughout the Town’s website and calendar of events page that directs people to the project website.

Social Media: Postings on the Town’s Facebook page and Twitter account. A list of posts can be prepared ahead of time for continuous and consistent messaging.

Tv/Cable: Sudbury TV at <https://www.sudburytv.org/>

## VI. Public Input Opportunities

### A. Interviews and Group Meetings

Interviews will be conducted with non-municipal individuals and organizations as part of either the fact-finding effort or public input (or both). Where there are opportunities, group meetings will be organized to encourage an exchange of ideas. The Project Team and/or Town Staff will schedule and conduct interviews/facilitate group meetings.

#### To Steering Committee:

HOMEWORK: Please provide individuals and/or organizations that should be contacted.

Agency/Organization	Contact	Email	Phone

### B. Informal Public Input

Diverse informal public input techniques can be deployed at strategic times to collect input at project milestones.

#### Purpose:

- Allow individuals and groups to provide input at their own pace and on their own schedule.
- Allow individuals and groups to provide input via tools with which they are most comfortable.

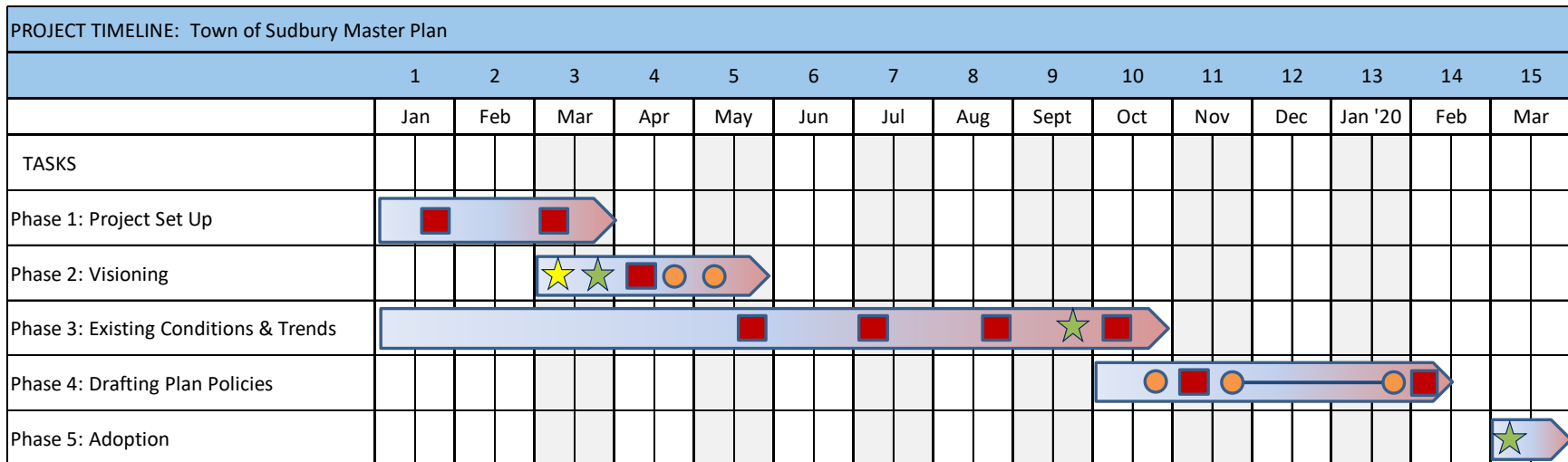
#### Format Options:

- Online surveys via project website: traditional questionnaires with accompanying graphics.
- Geo mapping/survey via project website: questionnaires asking participants to pinpoint locations on a map, upload photos, etc.
- Remote question boards: Board/poster in Town Hall asking a question with sticky notes for responses.
- Mini open houses/listening posts: Set up staff with a table and project information to survey visitors, answer questions, etc.

### C. Public Engagement

#### To Steering Committee:

Below is a timeline sketch of larger public events. As we get closer to holding an event, details will be developed. Estimated timeframe is based on proposed schedule.



- Steering Committee Meeting
- ★ Goal Writing Workshop: Drafting goals for each topic
- ★ Adopting Bodies Meetings
- Community Meetings (interviews, small groups, large public meetings)

**D. Other Events**

Existing events provide great opportunities to set up a table or hand out flyers/information.

**To Steering Committee:**

HOMEWORK: What are some upcoming or future events that offer an opportunity to help get the word out about the update? Please identify those where you will be able to assist, either in coordinating a physical presence of the Master Plan Update (e.g. a table with staff) or have materials available for attendees.

Event	Date	Contact	Responsible SC Member