



# Local Comprehensive Plan Committee Agenda

## Remote Meeting

Monday, April 11, 2022 – 10:00 am  
[www.truro-ma.gov](http://www.truro-ma.gov)

### Open Meeting

This will be a remote meeting. Citizens can view the meeting on Channel 18 in Truro and on the web on the "Truro TV Channel 18" button under "Helpful Links" on the homepage of the Town of Truro website ([www.truro-ma.gov](http://www.truro-ma.gov)). Click on the green "Watch" button in the upper right corner of the page. Please note that there may be a delay between the meeting and the television broadcast/live stream.

Citizens can join the meeting to listen and provide public comment by entering the meeting link; clicking on the Agenda's highlighted link; clicking on the meeting date in the Event Calendar; or by calling in toll free at [1-866-899-4679](tel:1-866-899-4679) and entering the access code [176-452-437#](tel:176-452-437#) when prompted. Citizens joining the meeting will be on mute until the public comment portion of the hearing. Citizens may also provide written comment via postal mail or by emailing the Town Planner and Land Use Counsel at [bcarboni@truro-ma.gov](mailto:bcarboni@truro-ma.gov).

Meeting link: <https://meet.goto.com/176452437>

### Public Comment Period

The Commonwealth's Open Meeting Law limits any discussion by members of the Board of an issue raised to whether that issue should be placed on a future agenda. Speakers are limited to no more than 5 minutes.

### Assignment of Minutes:

- ◆ Today's Minutes
- ◆ Review and Approve December 20, 2021 and March 7, 2022 Minutes

### Planner Update

GIS Mapping – Sharon Rooney, AICP, RLA, Tighe & Bond

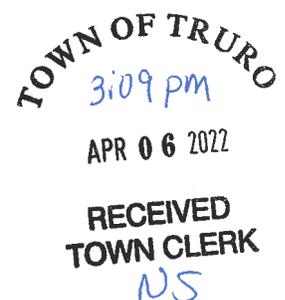
Stakeholder Events – Sharon Rooney/Barbara Carboni

- ◆ Options for events
- ◆ Review of revised Stakeholder list (populated)
- ◆ Dates and logistics

Engagement Plan – Sharon Rooney

Next Meeting Date: Discussion

### Adjourn



## **Local Comprehensive plan committee**

Meeting minutes for Dec. 20, 2021

**Committee members attending:** Christopher Clark, chairman, Mara Glatzel, Claudia Tuckey, Susan Areson, Select Board representative, Steven Sollog, Planning Board representative

**Absent:** Ellery Althaus, Eric Jansen

**Truro staff/consultant attending:** Barbara Carboni, town planner/land use counsel; Sharon Rooney, LCPC consultant; Darrin Tangeman, town manager

**Others attending:** Bob Panessiti, representing the Economic Development Committee

The meeting was called to order at 10:05.

Barbara Carboni reported that 580 people have responded to the survey so far. Members discussed how long to keep the survey open and agreed upon Jan. 31.

Darrin Tangeman reported on the news segment that he and Susan Areson taped with Lower Cape TV. It was released on Friday, Dec. 17. The segment is not a promotional video, so the town had no control over the content, but the producer, Noah Johnson, asked questions that explained the mission of the Local Comprehensive Plan Committee and its desire to have people fill out the survey.

Members reviewed the list of stakeholder groups and categories for outreach. Sharon Rooney suggested adding names to the categories, identifying target dates for forums and then reaching out to the desired participants.

Members discussed whether to have open public workshops or to have smaller focus groups of invited participants. Some concern was expressed over redundancy with other groups that are also seeking public opinion on issues facing Truro.

Chris Clark spoke about the Local Comprehensive Plan as a high-level document that will reference and rely on more detailed plans produced by other committees and organizations.

Bob Panessiti told members that the Economic Development Committee will host four or five forums in January and February, each one focused on a different segment of the business community. The categories, which will be further defined at the EDC's early January meeting, include construction, hospitality, nonprofits, tourism, and home-based businesses.

Sharon Rooney reviewed a revised timeline for the LCP work, including:

- Public engagement January through April, through stakeholder outreach, flyers, posters, story maps

- Developing growth policy and goals from spring through the fall
- Creating a draft plan by January 2023
- Preparing a final plan for the annual Town Meeting in the spring of 2023

Members discussed how to create a vision statement for the plan and agreed that it must include input from the diverse groups in the community as well as LCPC members.

Sharon Rooney suggested crafting a letter to send out to stakeholders explaining the mission of the LCPC and the goals for community outreach.

Susan Areson suggested setting dates for other committees to meet with the LCPC to discuss their work and goals. These include the Housing Authority, Walsh committee, Climate Action Committee, Board of Health – and many others.

Members agreed to meet on Jan. 10, 2022 to continue discussion of stakeholders. Members were asked to think about which groups to reach out to first.

The meeting was adjourned at 11:22 a.m.

Respectfully submitted, Susan Areson

**Local Comprehensive Plan Committee (Committee)**  
**Minutes**

March 7, 2022 meeting called to order at 11:05 AM

Attendees: E. Althaus, S. Areson, C. Clark, M. Glatzel, C. Tuckey, B. Carboni, K. Clark, D. Tangeman

Absent: E. Jansen, S. Sollog

C. Clark read public access/comment information.  
There were no Public Comments.

B. Carboni opened discussion regarding Assignment of Minutes. C. Clark agreed to write up minutes for today's Committee meeting. S. Areson will provide Minutes that need to be approved for December 20, 2021 meeting.

B. Carboni gave a Town Planner update. This evolved into a discussion regarding results from the Survey and need for Committee to review outreach plans from Sharon Rooney, which have yet to be received.

Discussion on a Vice Chair for the Committee. The Committee agreed that S. Areson will be the Vice Chair up to the Town elections in May 2022. After the Town elections in May, the Committee will elect the Chair and Vice Chair positions for the next 12 month period that begins after Town elections.

The remainder of the meeting concentrated the stakeholders. This included the identification of individuals to "populate" the stakeholder list, and a draft of this list was completed. This was followed by a discussion about stakeholder events (e.g., schedule, content).

Committee approved the minutes from the January 10, 2022 meeting.

Discussion of when next meeting – listen to cell phone.

Meeting adjourned at 12:50 PM.

Respectfully submitted,

Chris Clark, Chair

## Local Comprehensive Plan Committee *Brewster* – themes?

### Draft Stakeholder List

The following are Stakeholders as identified by the Committee in previous meetings and as supplemented with additional Town departments, boards and committees. Stakeholders are organized under headings to provide some structure and as may be useful in starting to design public event(s). Note that many entries overlap, either by the entity itself or individuals involved.

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**Business:** this category includes groups and individuals involved in local and/or regional economy

Chambers of Commerce (Truro; Cape) *[see EDC]*

Local business owners/employers

Employees (resident and nonresident)

Local farmers

Representatives of specific industries (e.g., trades)

Town as employer

Economic Development Committee

**Housing:** this category includes groups and individuals involved in creation/management of housing (rental; ownership), with focus on affordable housing

Truro Housing Authority *Betty Gallo, Kevin Grunwald*

Community Development Partnership *Andrea Aldana, Palinda Deegan*

Housing Assistance Corporation *Alicia M.*

Michelle Jarusiewicz (Truro resident; works for Provincetown on housing)

Ted Malone (Community Housing Resources)

Highland Affordable Housing *Kathleen Henry, Jane Lee, Cyrs*

Tenants of existing developments (e.g, Sally's Way) *Krista Edwards, Genvieve Morin*

**Education:** this category interpreted broadly and includes all ages/stages of learning

School Committee representative *Kolby Blehm, Vida Richter*

School employee *Hanna King, Beth Cook, Kathy Rosenkapff*

Truro Central School family group representative [Hanna Gonsalves](#)

Truro Library *Ken Hawkey, Peter Thrasher, Maggie Hanelt*

Library Trustees *Kaitlin Blehm,*

Friends of the Library *Ann Courtney*

Council on Aging (COA) *Dan Schreiner, Katherine Black*

Friends of the COA *Joan Moriarty*

Early childhood education/licensed daycare provider *Nola Glatzel*

High School student or recent grad *Violet Rein*

Cape Cod Community College

Nauset Regional/other regional/school choice representative

Adult/Continuing Education provider *Heather Harper*

Payomet Performing Arts Center *Gabrielle Ment*

Bailey Boyd (community development grant implementation) *Alice; Kathy*

Recreation Department

**Recreation:** this category also interpreted broadly to include active and passive recreation; organized activities; natural resource areas; and activities for all ages/abilities.

Recreation and Beach Department *Damion or designee*

Council on Aging (COA) *Dan Schreiner, Katherine Black*

Commission on Disabilities *Susan Howe, Hanna King, Amy Rogers*

Adult leagues *Brian Dunn, Stormy Mayo, Eric Morea*

Cape Cod National Seashore *Lauren McKean, Graham Geise*

Open Space Committee *Nick Norman, Jane Petterson*

Bikes and Walkway *Susan Roderick*

Beach Advisory Committee *Eliza Harned*

Truro Conservation Trust *Fred G; Tom Bowe*

Rail Trail (Department of Conservation & Recreation)

Shellfish Advisory Board *Dan Smith Gary Sharpless*

Harbor Master *Tony J.*

Harbor Commission *Eric Morea, Timmy Silva*

**Property Owners:** this category intended to capture range of ownership interests including operation of commercial uses

Truro Part-Time Residents Association *Tony Garrett*

Second homeowners (see Cape Cod Commission survey) *Kathleen Henry*

Year-round population (how to represent?)

Motel owners *Silva, Mac Hay*

Cottage colonies

Short term rental hosts *Annette Cyr*

Owners of beach-front property *Julian Adams*

**Conservation/Environment:** this category includes groups and agencies studying, managing, regulating and protecting natural resources, as well as entities involved in the use of resources and resource areas.

Climate Action Committee [*chairs*] *Carol Harris*

Energy Committee *Brian Boyle*

Open Space Committee *Nick Norman*

Conservation Commission *Carol Girard-Irwin*

Board of Health *Tracey Rose*

Beach Advisory Commission *Eliza Harned*

Health/Conservation Agent *Emily Beebe*

Shellfish Advisory ~~Board~~ Committee *Dan Smith*

Harbor Master *Tony Jackett*

Pamet Harbor Commission *Tim Silva*

Truro Conservation Trust *Tom Hays; Fred Gaechter*

Association to Preserve Cape Cod *Andrew Gottlieb*

Cape Cod National Seashore *Brian; Lauren*

Center for Coastal Studies *Stormy Mayo; [Chris]*

Atlantic Shark Conservancy *Cynthia Wigren*

Provincetown Water Department *Ryan Schmidt [?]*

Cesspool/Septic Loan programs (Barnstable County Health Dept./Cape Cod Commission)

Municipal Vulnerability Preparedness Program (agent?)

Docs for Truro

Local farmers *Dave DeWitt, Iconic*

**Community-based/Nonprofit/Cultural/Historical:** this category includes groups focused on individual and community wellbeing; historic resources; cultural resources and activities.

Truro faith organizations *Jane Peters*

Truro Community Kitchen

Truro Food Pantry *Barbara Bond*

Helping Our Women

Dexter Keezer Fund *Mary Rose, Nancy Winslow*

Historical Commission *Matthew Kiefer*

Truro Historical Society *Jim Summers; Susan Howe*

Community Preservation Committee *Mary Rose*

Human Services Committee (plus their list) Mart

Commission on Disabilities

Castle Hill (Truro Center for the Arts) *Karen Tosh*

Sustainable Cape *Francie*

Friends of Cape Cod National Seashore *David*

Friends of the Truro Meetinghouse *Chuck Steinman, John Marksbury*

Payomet Performing Art Center

Cultural Council

Concert Committee

Truro Library

Library Trustees

Truro neighborhood association (identify - sell stickers for local scholarships) *Janice Parky, Debbie Souza*

**Intermunicipal/Regional:** this category includes mostly, but not exclusively government agencies/partnerships

Cape Cod Commission *Jeff Ribeiro*

Lower Cape Ambulance *Steve Roderick [?]*

Provincetown Water Dept.

Cape Cod Regional Transit Authority (CCRTA) *Darrin*

State senator/representative [fill these in]

Municipal Vulnerability Preparedness agency (Cape Cod Commission lead) *fill in*

Neighboring towns/Cape towns *Ptown; Wellfleet, Brewster/Planner*

**Town Departments/Committees:** this category includes departments and committees not already listed but relevant

Police Department

Fire Department

Public Works and Transfer Station

Building Department

Assessor

Town Clerk

Finance Director

Finance Committee

Charter Review Committee

Planning Board

Walsh Committee

**Healthcare:** this category was added by request at the end of the meeting

Board of Health

Outer Cape Health *Fred G; Susan Roderick*

**Broadband:** this category was added by request at the end of the meeting.

Cable and Internet Advisory Committee



# Truro Local Comprehensive Plan Community Engagement Strategy

1/06/2022 Draft



DRAFT

Funding for this report is provided by the Department of Housing and Community Development's District Local Technical Assistance Program through the Cape Cod Commission.

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## **Section 1**      **Introduction**

The Town of Truro (Town) last completed an update to its Local Comprehensive Plan (LCP) in 2005. The LCP needs updating to reflect changing conditions, community priorities and consistency with the most recent Regional Policy Plan. A comprehensive plan provides a means of discovering a shared community consensus on a host of issues facing the Town such as housing, economic development, land use, and environmental protection, and to produce a living document that will inform the direction of Town administration and services as well as policy direction to local boards and committees.

Concurrently with the LCP effort, the Town is preparing an economic development plan including a vision and goals for the Town's economy and specific strategies to meet the vision and goals. As both plans require community outreach and visioning there is an opportunity to obtain community feedback for both plans at the same time. Completing these plans simultaneously also provides for continuity between the plans.

The Town of Truro received District Local Technical Assistance (DLTA) funding from the Commonwealth of Massachusetts Department of Housing and Community Development's District Local Technical Assistance program through the Cape Cod Commission to hire a consultant to guide the community engagement and visioning processes that will form the cornerstones of the LCP update and Economic Development Plan, and provide initial support needed to the Local Comprehensive Plan Committee (LCPC) and the Select Board to develop these plans.

The LCP will also consider climate change and will be informed by the Town's Municipal Vulnerability Preparedness findings. Both plans will encourage sustainable development and will promote thoughtful planning for infrastructure, financing, housing, and economic development. The LCP and the Economic Development Plan will provide actionable objectives that will result in changes in regulation, program management and practice and will integrate the Community Compact Cabinet's Best Practices and the Commonwealth's Sustainable Development Principles.

This report provides a summary of goals and objectives for the community engagement plan, results from community outreach efforts completed to date, recommendations, and next steps for the LCP and Economic Development planning processes.

## **Section 2      Goals and Objectives**

The following are recommended goals for the LCP and Economic Development communications plan:

1. Increase stakeholder and community awareness of the LCP and Economic Development planning efforts through education and outreach.
2. Increase local recognition of the need for the LCP and Economic Development Plan to encourage sustainable development and thoughtful planning for infrastructure, financing, housing, and economic development.
3. Build trust, confidence, and support for adoption of the LCP at Town Meeting with an open and transparent engagement process.

The following are recommended objectives for the LCP and Economic Development Communications Plan:

1. Develop talking points about the purpose and benefits of updating the LCP and Economic Development Plan for use in engaging with Stakeholders, Town Committees, and the public to establish “one voice” from the Town.
2. Develop and share online communications materials on the LCP and Economic Development plan with Stakeholders and the public.
3. Conduct workshops, pop-up events and provide outreach materials to Stakeholders and the public to gather input on the LCP Community Vision and Goals.
4. For Economic Development Plan: conduct focus groups around key industry segments; formulate community-wide economic development summit to discuss vision and objectives; create Economic Development strategy/action plan.

## **Section 3 Results from Community Outreach Efforts**

### **3.1 Community Survey**

Town Staff and Consultant worked collaboratively to develop a draft online survey and survey instrument in early Fall 2021 for review by the LCPC. The online survey incorporated questions designed to obtain community input on the overall community vision as well as several key issues, including economic development, housing, and the newly acquired Walsh property.

The survey was finalized in early October and posted on the Town's website located here:

<https://www.truro-ma.gov/home/news/talk-to-us-truro-complete-the-community-survey-to-inform-town-planning-processes>

As of December 2021, over 580 responses have been received on the survey. The Town anticipates keeping the survey open through the month of January 2022 to allow additional time for participation by the community. Results of the survey will be analyzed during the winter months and shared with the LCPC. Survey results will be used in developing outreach materials for development of the Community Vision and LCP goals (as well as for the Walsh Property Community Planning process).

The Town also worked with the local public access television station to create a public service announcement about the LCP effort and to encourage participation in the online survey. The news story was published with a link to the community survey in the description. The direct link to the video, which featured Town Manager Darrin Tangeman and Select Board/LCPC member Susan Areson, is located here: <https://vimeo.com/658046641>

### **3.2 LCP Stakeholder Engagement**

Town Staff and the Consultant worked with the LCPC throughout the Fall of 2021 to identify potential Stakeholders to participate in the development of a community vision and goals for the LCP and Economic Development plans. The identification of a wide range of stakeholders representing various interests in the Town and the Outer Cape is an important initial step in the LCP effort to encourage participation by the Truro community in the development of both plans. Town Staff/Consultant provided input on a Google survey form developed by Town Staff to solicit input by LCPC members on Stakeholder group formation. A link to the survey is located here:

[https://docs.google.com/forms/d/e/1FAIpQLSfplr2UU1cQMysK6zc0hLpl6I1IRCLiy-ncnN6fRZTP5FuQ\\_Q/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfplr2UU1cQMysK6zc0hLpl6I1IRCLiy-ncnN6fRZTP5FuQ_Q/viewform)

Through a series of LCPC meetings, the LCPC developed an initial list of potential Stakeholders that are organized under headings to provide some structure and as may be useful in starting to design public event(s), please refer to Appendix A. Note that many entries overlap, either by the entity itself or individuals involved.

### **3.3 Initial Webpage Development**

The Town of Truro has started the process of creating a webpage using the *Bang the Table* communications platform that will be made available to the public through the Town's existing website. The webpage will include a narrative about the purpose and goals of the LCP. In addition, the webpage will include a drop-down feature to list all projects that are relevant to the LCP's outcomes. This webpage will be a living library of the LCP's process and provide additional resources which will be expanded on in Section 4.1 of this plan, as well as a storage

tool for information on other relevant individual projects. The webpage will serve as a seamless way for the public to gain quality information about the Town's LCP.

Town staff and Consultant have met with a Bang the Table representative to understand how the program can be effectively used to effectively engage the public in the LCP process and to discuss ways to incorporate results from the online survey into the platform. The Bang the Table platform also has additional capabilities that will be explored by the Town for future surveys/polling during development of the LCP Vision and Goals.

### **3.4 Formation of Economic Development Committee**

Over the past two months, Ridley & Associates has been working with the Truro Economic Development Committee on the following tasks: (1) collecting and analyzing data to characterize local and regional economic conditions and trends; (2) reviewing the desired content of a local economic development strategy; and (3) framing a public outreach plan to engage businesses owners/operators and other stakeholders in a discussion about the local economic development vision and objectives for Truro, and a strategic action plan to achieve the vision and objectives. The next steps will include scheduling of focus groups around key industry segments in the community to gather input and perspectives of local economic development issues of concern. This input will be used to formulate a community-wide economic development summit to discuss vision, objectives and actions.

## **Section 4 Recommendations and Next Steps**

Community Engagement for the LCP and Economic Development Plan includes three key actions: Inform, Engage, and Empower. These three actions require different strategies to encourage participation in the LCP update and Economic Development plan processes. The Informing the public involves the distribution of information about the purpose and goals of the LCP and why it is important for the community to become involved in the effort. Engaging the community follows, with Town Staff and the LCPC collecting the opinions of the community members and Stakeholders on the LCP Vision and Goals through a variety of methods. Finally, formation of community partnerships both within the Town and with surrounding communities and Outer Cape region to discuss mutual interests and concerns will empower and invest the Town to adopt and implement the future actions in the LCP. The following sections propose a variety of strategies the Town could pursue to engage Stakeholders and the community in the LCP effort.

### **4.1 Inform**

#### **4.1.1 Flyers/Postcards**

Flyers are one of the most practical ways of communicating with an intended audience. Whether the Town is trying to generate support for a project, raise awareness about an event, or inform the public about a community issue, flyers can easily help get a message across to the community. Flyers can be mailed, emailed or posted in public places, making it a cost-effective outreach technique.

Flyers and/or postcards should be developed and mailed to community members at various stages in the LCP. The Town has already utilized this technique to encourage participation in the community survey. Preparation of additional flyers/postcards at various stages in the LCP process will help inform the community that the process is underway and to announce events such as public workshops and/or pop-up events to solicit input on the Vision and Goals. The

email function, as described in Section 4.2 through the Bang the Table platform, can also be used to inform residents who are more active online.

#### **4.1.2 ArcGIS StoryMap Development**

The Consultant will be developing an ArcGIS StoryMap that will integrate maps, narrative text, images and other media that can be shared with the public through the dedicated webpage and can also be available in the Town's public library, schools, and/or community center. The StoryMap will give the community members and Stakeholders a good idea of the purpose of the LCP, provide information about the Town's resources and key issues, and describe and how their involvement is important in creating a meaningful plan to guide future growth and resource protection in the Town.

#### **4.1.3 Social Media**

Social media platforms make sharing information fast and simple. Social media can be used to inform stakeholders and the community about events or issues in real time. A simple status update, a posted photo or a live video can work to develop trust and transparency. Social media is a powerful tool in spreading messages and gaining public opinion.

#### **4.1.4 Phone Calls**

Although less widely used now, phone calls are still a relevant form of direct communication. Phone calls can be automated messages, where the caller can respond in real time or can be manual calling trees to create a higher sense of importance for the receiver. Phone calls can be extremely useful in engaging members of the community may not have access to a computer.

### **4.2 Engage**

#### **4.2.1 Develop and Implement Dedicated Webpage**

As detailed in Section 3.3, the Town has begun development of a Truro LCP webpage. Bang the Table is a platform that offers a number of tools, all of which fall under the EngagementHQ tab on the Bang the Table website, to engage Stakeholders and community members.

The Town's proposed webpage should also provide relevant links that are drafts of the plan, existing resources, related news updates, and social media signups for the public to engage with. The webpage's primary purpose is to create a network of engagement and host materials in single location for access. The Town should also consider developing an e-newsletter that could be distributed on a monthly or bi-monthly basis to the community.

For the Truro LCP webpage, the Town has reviewed the EngagementHQ options and has chosen four primary tools that would be preferable for the LCP (this list may expand as the LCP is developed and certain engagement is required that the following tools do not offer):

##### **4.2.1.1 Places**

The places tool allows the user to choose an area on a map that the public can engage with by "pinning" areas on the map with their comments. This is an excellent geospatial tool to inform the LCP about key issues and concerns to the community.

#### **4.2.1.2 Polls**

The poll feature is an effective way to engage the public with specific questions, and acts as an easy and quick way to get immediate responses from the public. This tool could be used in combination with other community engagement efforts during development of the LCP and Economic Development plan.

#### **4.2.1.3 Surveys**

Similar to the poll feature, surveys offer a more detailed analysis by being able to provide multiple questions for the public to engage with. Conducting surveys can help gauge trends and characteristics of the community as a whole. Surveys can be answered anonymously and can allow respondents to answer with more honesty and less ambiguity. While a community-wide survey is already underway by the Town, this feature could be utilized later in LCP development to gather input on proposed implementation actions if desired by the Town.

#### **4.2.1.4 Emails**

Another essential feature of Bang the Table is the email function, which can be used to report the results of the EngagementHQ tools, such as the survey. Emailing is a very popular form of direct communication, and if used correctly, it can be very effective. The easiest way to send a group text is through a mass emailing service. These services offer ways to categorize and send multiple emails that will keep everyone aware and engaged.

The LCP email function can be set up to also monitor public comments and feedback. The reported results that can be included in emails to the public could include informational graphics that convey results of the community survey, for example, to Stakeholders and the community in a meaningful way. These emails will assist in forming a Community Vision for the LCP.

#### **4.2.2 Meetings/Briefings**

The LCPC Chair or Town Staff should consider participating in quarterly televised Select board meetings to provide regular updates on the LCP progress and encourage participation in any scheduled workshops/events. The LCPC Chair or Town Staff should also consider additional public service announcements about the LCP during development of the plan. The Planning Board liaison could also provide regular updates on the LCP to the Planning Board periodically at scheduled meetings.

Bang the Table hosts virtual meetings through a Zoom live stream. These streams can be recorded and posted to the webpage for community members and Stakeholders to later engage with. Other videos can also be posted to the platform.

#### **4.2.3 Pop-Up Events**

The LCPC will host pop up events throughout the Town to engage the community in the LCP. These events will be publicized through the use of posters, which will be displayed in public buildings such as Truro Library, schools, churches, and Town Hall. The events will focus on development of the Community Vision and Goals for the LCP and will likely be held outdoors during the late spring to early summer 2022. Trained volunteers including LCPC members could monitor the pop-up events to assist the community to participate, or posters could be left in public places for periods of time with written instructions.

#### **4.2.4 Focus Groups**

A focus group is a small group of six to ten people that participate in an open discussion, usually led by a moderator. The size of the focus group is important because it needs to be large enough to generate rich discussion, but not too large that participation is limited. Focus groups are a great way to receive qualitative feed-back from specific groups or individuals on specific topics or issues during development of the LCP and Economic Development plan.

#### **4.2.5 Stakeholder/Public Workshops**

Stakeholder workshops and public workshops will be held during development of the LCP Vision and goals. Given ongoing public health concerns due to COVID-19, these events will be hosted virtually on Zoom or GoToMeeting. If and when feasible, hybrid (in person/remote) formats will be offered. Workshops will allow for two-way communication between the LCPC, Stakeholders, and the general public where individuals will have the opportunity to present information and voice their interests or concerns.

The LCPC should finalize the Stakeholder list in January - February 2022 with Stakeholder meetings/workshops scheduled for March – April 2022. The final list should include full contact information, date(s) and time(s) for workshops/meetings and introductory email/cover letter prepared to solicit potential Stakeholder involvement.

Public workshops could include a Town Hall style meeting where community members can virtually “drop-in” during scheduled times to encourage remote participation. These events could be hosted by Town Staff or other trained facilitators.

### **4.3 Empower**

#### **4.3.1 Community Partnerships**

Community partnerships are often used in civic engagement to talk about relationships between individuals or groups that share resources, knowledge and other assets to achieve mutual goals. Partnerships can be a great support system for events, trainings and initiatives. The Town of Truro could consider hosting focus groups with surrounding Outer Cape communities during development of the LCP to discuss issues of mutual concern, shared critical infrastructure and other resources.

#### **4.3.2 Economic Development Summit**

Development of the Truro Economic Development plan includes a community-wide economic development summit to discuss vision, objectives and actions. The summit can serve to inspire the Truro community to explore actions that will serve both the local economy and the overall goals of the LCP.

## **Section 5 Summary**

The Truro Selectboard Goals and Objectives for FY22 include to promote the Local Comprehensive Planning Committee and process along with the work of the Economic Development Committee, to encourage community participation and provide regular

updates, to build on areas of common ground, and to gain consensus on specific initiatives and a vision for the Town of Truro. The Community Engagement Strategy outlined in this report provides a suggested framework for the LCPC to encourage active involvement by the Truro community in development and adoption of its Local Comprehensive Plan to achieve a shared vision for the future of the Town.

DRAFT

**APPENDIX A STAKEHOLDERS LIST**

DRAFT

## Local Comprehensive Plan Committee

### Draft Stakeholder List for meeting December 20, 2021

The following are Stakeholders as identified by the Committee in previous meetings and as supplemented with additional Town departments, boards and committees. Stakeholders are organized under headings to provide some structure and as may be useful in starting to design public event(s). Note that many entries overlap, either by the entity itself or individuals involved.

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**Business:** this category includes groups and individuals involved in local and/or regional economy

- Chambers of Commerce (Truro; Cape)
- Local business owners/employers
- Employees (resident and nonresident)
- Local farmers
- Representatives of specific industries (e.g., trades)
- Town as employer
- Economic Development Committee

**Housing:** this category includes groups and individuals involved in creation/management of housing (rental; ownership), with focus on affordable housing

- Truro Housing Authority
- Community Development Partnership
- Housing Assistance Corporation
- Michelle Jarusiewicz (Truro resident; works for Provincetown on housing)
- Ted Malone (Community Housing Resources)
- Highland Affordable Housing
- Tenants of existing developments (e.g, Sally's Way)

**Education:** this category interpreted broadly and includes all ages/stages of learning

- School Committee representative
- School employee
- Truro Central School family group representative
- Truro Library
- Library Trustees

Friends of the Library  
Council on Aging (COA)  
Friends of the COA  
Early childhood education/licensed daycare provider  
High School student or recent grad  
Cape Cod Community College  
Nauset Regional/other regional/school choice representative  
Adult/Continuing Education provider  
Payomet Performing Arts Center  
Bailey Boyd (community development grant implementation)  
Recreation Department

**Recreation:** this category also interpreted broadly to include active and passive recreation; organized activities; natural resource areas; and activities for all ages/abilities.

Recreation and Beach Department  
Council on Aging (COA)  
Commission on Disabilities  
Adult leagues  
Cape Cod National Seashore  
Open Space Committee  
Bikes and Walkway  
Beach Advisory Committee  
Truro Conservation Trust  
Rail Trail (Department of Conservation & Recreation)  
Shellfish Advisory Board  
Harbor Master  
Harbor Commission

**Property Owners:** this category intended to capture range of ownership interests including operation of commercial uses

Truro Part-Time Residents Association

Second homeowners (see Cape Cod Commission survey)

Year-round population (how to represent?)

Motel owners

Cottage colonies

Short term rental hosts

Owners of beach-front property

**Conservation/Environment:** this category includes groups and agencies studying, managing, regulating and protecting natural resources, as well as entities involved in the use of resources and resource areas.

Climate Action Committee

Energy Committee

Open Space Committee

Conservation Commission

Board of Health

Beach Advisory Commission

Health/Conservation Agent

Shellfish Advisory Board

Harbor Master

Harbor Commission

Truro Conservation Trust

Association to Preserve Cape Cod

Cape Cod National Seashore

Center for Coastal Studies

Atlantic Shark Conservancy

Provincetown Water Department

Cesspool/Septic Loan programs (Barnstable County Health Dept./Cape Cod Commission)

Municipal Vulnerability Preparedness Program (agent?)

Docs for Truro

Local farmers

**Community-based/Nonprofit/Cultural/Historical:** this category includes groups focused on individual and community wellbeing; historic resources; cultural resources and activities.

Truro faith organizations

Truro Community Kitchen

Truro Food Pantry

Helping Our Women

Dexter Keezer Fund

Historical Commission

Truro Historical Society

Community Preservation Committee

Human Services Committee (plus their list)

Commission on Disabilities

Castle Hill (Truro Center for the Arts)

Sustainable Cape

Friends of Cape Cod National Seashore

Friends of the Truro Meetinghouse

Payomet Performing Art Center

Cultural Council

Concert Committee

Truro Library

Library Trustees

Truro neighborhood association (identify - sell stickers for local scholarships)

**Intermunicipal/Regional:** this category includes mostly, but not exclusively government agencies/partnerships

Cape Cod Commission

Lower Cape Ambulance

Provincetown Water Dept.

Cape Cod Regional Transit Authority (CCRTA)

State senator/representative

Municipal Vulnerability Preparedness agency (Cape Cod Commission lead)

Neighboring towns/Cape towns

**Town Departments/Committees:** this category includes departments and committees not already listed but relevant

Police Department

Fire Department

Public Works and Transfer Station

Building Department

Assessor

Town Clerk

Finance Director

Finance Committee

Charter Review Committee

Planning Board

Walsh Committee

**Healthcare:** this category was added by request at the end of the meeting

Board of Health

Outer Cape Health

**Broadband:** this category was added by request at the end of the meeting.

Cable and Internet Advisory Committee