

AGENDA
COMMUNICATION COMMITTEE

Tuesday, February 4, 2019
3:00 p.m.
Chamber A

- Item 1. Call to Order.
- Item 2. Roll Call.
- Item 3. Approval of the minutes from January 15, 2019 meeting.
- Item 4. Discussion of the Public Engagement and Noticing Manual.
- Item 5. Discussion on Budget book availability.



SCARBOROUGH MAINE

Public Engagement and Noticing Manual



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Communities strengthen when residents, organizations, and institutions are engaged and working together for the good of all. Scarborough is no exception. The people who live, work and play here take pride in this town and care deeply about keeping it healthy and vibrant. We want to hear different perspectives and encourage more residents to be informed and involved in shaping decisions. Each time we successfully engage the public about issues that affect their lives we are providing good customer service.

The pages that follow describe simple steps to take for broadening public outreach. We outline programs that encourage active and diverse citizen participation. We call it a toolkit; tools to be used for building community participation and adding new voices to the mix.

While there are elements of marketing in all communication outreach, we're talking about something different here: improving communication efforts so people get involved in decisions on topics that affect them. Assuring residents know what's going on and getting them involved in the process will help generate decisions that residents support.

Use this guide to better understand the target audience, type of outreach, and timing needed for various town issues and actions. Keep in mind this is a broad stroke approach that is intended to guide thinking, not define it. With 11 town departments and hundreds of touch points every day, one size will definitely not fit all. However, the standard should always be one of seeking input rather than simply informing. This document and the strategies it includes are a promise to the people of Scarborough that we as Town staff and officials will actively work to engage with them. We are making a promise to discover the best ways we can serve them.

It's not easy to determine the communication/outreach plan needed for individual projects, services and other items that make their way through the Town decision-making process. Who needs to know? How do we tell them? That's where this toolkit comes in. Begin by asking seven questions about your item. The following questions also accompany the [project plan template](#).

1. What is the action/program/project you need to communicate? What are the key messages you need people to hear?

2. Who makes the final decision on the item? Is this a staff decision? Subject to advisory body review? Will Town Council ultimately receive the item for action?

3. What type of community interaction is desired?

- You may need to **inform** residents about a decision already made; a town action that needs to be understood (i.e., change in a solid waste collection schedule; increase in permitting fees)
- You may need to **consult** the community or special interest group members over proposed changes / new initiatives (i.e., options for new playground equipment; proposed ordinance regarding fireworks use).
- You may need to **collaborate** with the community to develop ideas /plans /programs on large scale future items (land use, town budget)

4. Who needs to/wants to be informed?

This question is critically important and calls for some consideration. The focus of engagement is to involve the community. In Scarborough that community has many faces: residents at large (along with individual neighborhoods); interest groups ranging from cycling enthusiasts to business; arts to education; seniors, children and so on.

There is a large government sector in Scarborough that may need to be included. The point is that it is imperative to try to outreach to anyone who may be connected to the item, and specifically to find the key people affected by a decision. Determining the outreach targets calls for thought, some research, and your own good judgment.

5. When does the outreach need to happen?

The Town's review process can have many steps and take time to unfold. Some steps are defined by municipal code while others call for personal discretion. Give citizens adequate time to be informed, educated, and involved. No one likes to be caught unprepared and on

short notice. Start early and keep in touch.

6. What needs to be done?

This guide outlines a series of recommended plans to use as reference for best practices on communicating your item.

7. What does success look like?

Whether you'd like to see more people attend your community outreach event, increase diversity of feedback, introduce new ideas, or keep in touch with residents and stakeholders, setting a goal for your community engagement efforts will provide a benchmark for future efforts. Keep note of what worked, what didn't, and any valuable feedback from the public. Consider issuing a survey to assess public satisfaction with outreach efforts following community outreach events or neighborhood meetings.

TOOL KIT

The toolkit is organized into three sections. Follow the three steps below to develop your engagement plan.

1. Action Plan Matrix

Use this section to identify the level of complexity and communication objective of your item. Once you've identified your communication objective, review the corresponding Outreach Tools.

2. Outreach Tools

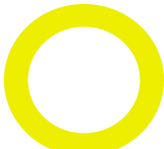
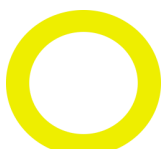
This section notes various elements that can be of use to you in communicating with the public (town website posting, e-notification, community meetings, etc.) Each element is described in the glossary, and hyperlinked tools have corresponding templates, checklists and instruction on best practices for outreach events.

3. Audience

Move to page 6 to determine your target audience. How significantly will this item affect people, and with that in mind, who should be notified and possibly involved? Consider if your item affects the entire town, or use the lists provided to review specific neighborhoods and/or certain special interest groups that may be affected. Determine whether media should be notified.

The toolkit only works when you add your judgment to the process. Nothing is simply black and white when it comes to outreach and engagement. It's all about communication. Communicate with your colleagues, communicate with stakeholders, and work from a plan that you understand may need adjusting as time goes on.

ACTION PLAN MATRIX

Level of Complexity	Triggers	Inform	Consult	Collaborate
1	Normal procedures, minor changes to existing programs, changes to and reminders about service delivery			
2	New programs, major changes to or expansions of existing programs			
3	Minor ordinance changes, development review, minor capital projects			
4	New ordinances, major capital projects, major development review, major policy decisions			

 Expected
  May be appropriate
  Not appropriate

Key Messages:

Try to imagine how you would respond to a resident who asks:

“What are you doing and how are you doing it?”

“Why does this matter to me?”

“Does this effect my health? My safety? My family?”

Try to avoid statements that beg a question and make sure to use clear and concise language with no government jargon.

Outreach Tools

Inform

Expectation	Additional Options
Official notice, if legally required	Community Calendar
<ul style="list-style-type: none">Legal ad in newspaperPostcard to abuttersOn-site signage	Signage
E-notification	Paid media
Social Media outreach	Informational materials, should also be available on the Town’s website, e.g. flyer, fact sheet PowerPoint presentation, postcard, poster
Website posting	Press release/ media notification
Notify applicable advisory bodies	Neighborhood meetings
Notify key contacts and liaisons	

Consult

Expectation	Additional Options
All of the “Inform” expectations listed above	Mailed survey
Hearing, if legally required	E-survey
	Listening session
	Focus group
	Special events with opportunities for interaction
	Neighborhood meetings

Collaborate

Expectation	Additional Options
All of the “Inform” and “Consult” expectations listed above	Mailed survey
	E-survey
Community outreach event	Listening session
Workshop	Focus group
Open house	Special events with opportunities for interaction
Neighborhood meeting	Committee formation

Meaningful engagement requires new ways of listening and responding to citizens

AUDIENCE

One of the most important aspects of community engagement is thinking through the “who.” Who will be interested in/affected by the topic under consideration? Who are the stakeholders?

Begin by understanding the range of interest groups and organizations that care about Scarborough. The category list that follows is provided to get you thinking; it does not include every potential outreach contact but is a framework for thinking about who the stakeholders are.

ORGANIZATIONS/INTEREST AREAS TO CONSIDER

The following are samples only and are not all-inclusive.

ARTS/CULTURE ORGANIZATIONS: Fiddlehead Scarborough

BUSINESS / COMMERCE ORGANIZATIONS: SEDCO, Scarborough Community Chamber of Commerce

CHILDREN: PTA groups, parent-child groups, Scarborough Public Library

EDUCATION: School Board, Superintendent’s office, school principals, Scarborough Public Library

ENVIRONMENTAL: Scarborough Land Trust, Town Conservation Committee

RELIGIOUS GROUPS

GOVERNMENT: Town Council, Town Committees

MEDIA: Print/online, television, radio. List of key media outlets below.

PROPERTY OWNERS

RESIDENT/ NEIGHBORHOOD GROUPS

SPORTS/OUTDOOR ENTHUSIASTS: The Eastern Trail, Scarborough Fish and Game Association

SENIORS: Maine Veteran’s Home, senior living communities, 55+ program

SERVICE CLUBS

SOCIAL SERVICE PROVIDERS: Project Grace

MEDIA KEY CONTACTS LIST:

The following contacts list may change over time

PRINT/ONLINE:

[The Forecaster](#)

5 Fundy Road

Falmouth, Maine 04105

Phone: (207) 781-3661

[Mainely Media](#)

Phone: (207) 282-4337

[The Portland Press Herald](#)

One City Center, 5th Floor

Portland, Maine 04101

Phone: (207) 791-6650

TELEVISION:

[WCSH 6](#)

One Congress Square

Portland, ME 04101

Phone: (207) 828-6666

[WMTW-TV](#)

4 Ledgeview Dr.

Westbrook, ME 04092

Phone: (207) 835-3888

[WGME-13](#)

81 Northport Drive

Portland, ME 04103

Phone: (207) 797-1313

[Maine Public](#)

323 Marginal Way

Portland, ME 04101

Phone: (800) 884-1717

RADIO:

Portland Radio Group

420 Western Avenue

South Portland, Maine 04106

Phone: (207) 774-4561

Maine Public

323 Marginal Way

Portland, ME 04101

Phone: (800) 884-1717

COMMUNITY OUTREACH EVENTS: TOOLS FOR TWO-WAY COMMUNICATION

The following community outreach events are meant to expand involvement opportunities for community members by giving them a chance to speak directly to an issue or have direct involvement in the decision-making process. All outreach events should encourage participation, and every effort should be made to make the public feel welcome and heard.

- All community events should be preceded by outreach noted in the “Inform” section of your matrix. A well-attended event is key.
- Incorporating outreach tools from the “Additional” column of your matrix will attract a larger audience which results in more diverse representation and feedback.
- Advertising these community events well ahead of their date with ongoing reminders is essential.
- Plan for enough space to accommodate the audience. A list of possible meeting space venues begins on page 12.
- Choose an effective facilitator to lead the gathering. Facilitators are there to shepherd the conversation rather than provide input or influence opinion. The facilitator should be neutral in the discussion.
- If a resident wants to provide input or feedback out-

side of the particular outreach event, make key project contact information available and/or offer a meeting with staff.

WORKSHOP

Workshops allow the public to hear a presentation on a particular item from town staff and/or consultants, then work in smaller groups to develop ideas and alternatives that directly affect the planning process. Following small group discussion, the groups reconvene to share their ideas with the larger group, and workshop outcomes are then passed on to decision makers. Workshops should include an even balance of staff presentation and group discussion.

When do I have a workshop?

Workshops are an effective tool for collaboration and should take place early in the planning process so feedback can be incorporated down the line. In order to keep group discussion focused, workshops should not take place until a project has a determined set of options and/or ideas to explore.

What should be included?

Discussion groups should represent various parts of a plan where the public actually has an opportunity to weigh in on options and/or develop alternatives and solutions. Groups should be facilitated by town staff and/or consultants, and these facilitators should lead and promote public discussion. Always let the public know what happens next in the process so that they understand what will happen with their feedback. Be sure to provide appropriate contact information so anyone who felt they were not heard has an opportunity to follow up.

Essentials checklist:

- Space large enough to comfortably accommodate the expected audience (consider seating capacity as well)
- Water. Other refreshments and snacks are optional
- Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable)

so staff can follow up with attendees

- Visual or informational aid(s) of some sort to be included in the presentation and/or stations (PowerPoint, video, photos, plans, maps, graphics, etc.)
- Large format paper and thick pens for notes that the public can see
- Facilitators for all small group discussions
- Comment cards
- Name tags for town staff
- Contact information
- “What’s Next” explanation

NEIGHBORHOOD MEETING

Neighborhood meetings are similar to workshops in that they involve staff presentation and public discussion. Neighborhood meetings mean staff bring their presentations directly to their intended audience, which could include a special interest group or a specific neighborhood.

When do I have a neighborhood meeting?

Neighborhood meetings should occur early in the planning process so feedback can be incorporated down the line. Staff should schedule a neighborhood meeting during hours when most people in the affected group will be available, typically after-work hours.

What should be included?

Neighborhood meetings benefit from creativity and content/style directed at the audience. Neighborhood meetings should include equal parts staff presentation and public discussion. Always let the public know what happens next in the process so that they understand what will happen with their feedback. Comment cards, a paper survey, or directions to access an online survey should also be provided for people who do not feel comfortable speaking up.

Essentials checklist:

- Space large enough to comfortably accommodate the expected audience (consider seating capacity as

well)

- Water. Other refreshments and snacks are optional
- Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable) so staff can follow up with attendees
- Visual or informational aid(s) of some sort to be included in the presentation (PowerPoint, video, photos, plans, maps, graphics, etc.)
- Large format paper and thick pens for notes that the public can see
- Facilitators for all small group discussions (see Best Practices page 11)
- Comment cards
- Name tags for town staff
- Contact information
- “What’s Next” explanation

OPEN HOUSE

An **Open House** typically features various informational stations rather than a formal presentation. The public is encouraged to engage in open dialogue with the facilitator at each station, including asking questions and providing feedback. Notes are taken on large format paper so people can see their comments have been noted and so people can see questions and comments from their fellow residents.

When do I hold an Open House?

An Open House should be held in the middle of the planning process once drafts and conceptual plans are available. Open Houses should take place during hours where most of the public/affected audience will be able to participate, typically after-work hours.

What should be included?

The public should have a clear understanding of the distinction between an open house and workshop ahead of the event. Stations should be clearly labeled, feature visual representations or aids, and should incorporate a place where comments can be written down and seen

by everyone. Staff should also consider comment cards, as some people are more comfortable speaking up than others. Be sure to provide appropriate contact information so anyone who felt they were not heard has an opportunity to follow up.

Essentials checklist:

- Space large enough to comfortably accommodate the expected audience and stations (consider seating options for people who can't stand for extended periods of time)
- Water. Other refreshments and snacks are optional
- Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable) so staff can follow up with attendees
- Visual or informational aid(s) of some sort to be included at each stations (PowerPoint, video, photos, plans, maps, graphics, information boards, etc.)
- Large format paper and thick pens for notes that the public can see
- Facilitators for all stations
- Comment cards
- Name tags for town staff
- Contact information
- "What's Next" explanation

GLOSSARY

COMMITTEE FORMATION. For purposes of collaboration, consider forming a committee or subcommittee for regular contact/check-ins regarding a certain topic/project. This committee should be made up of a representative group of stakeholders or advisory body members, with the understanding that they will be called upon often over the course of the project/issue for their input and expertise. Remember though, **there is no need to form a new committee if one already exists!** Scarborough has many active committees working hard toward community goals. Always check [the website](#) to see if an existing group can meet the newly identified need.

COMMUNITY CALENDAR. Every meeting or workshop should be posted on the Town's website calendar and on the [Scarborough Community Calendar](#). Other com-

munity calendars provide an additional no-cost method of announcing event details through online, print, television and radio calendar postings. Most community calendar notices can be easily posted by the interested party using online resources.

DIRECT MAIL. **Postcard**, letter, flyer, fact sheet and other items sent using U.S. Mail. Larger mailings can qualify for reduced postage costs by using bulk mail rates (bulk mail permit required). Bulk mail requires zip code sorting and other special handling and permits. Note: Only items handled by the U.S. Postal Service can be placed in residential or commercial mail boxes. It is illegal to use mailboxes for door to door flyers, notices, etc. that have not been mailed. Flyers under doormats and door hangers are often used to share neighborhood information without violating postal regulations.

FACT SHEET. Brief one-page description of a proposed project or activity. Fact sheets typically utilize bulleted format, to convey information succinctly. Fact sheets should always include contacts for further information (i.e., phone number, web address, email).

FLYER. Graphically compelling print pieces circulated in specific areas to generate attendance at public meetings and activities. Typically 8.5 x 11" in size, but can use irregular sizes for cost efficiency and/or to gain additional attention. Can be used as billing inserts, or posted in willing businesses and other commercial locations.

INTEREST GROUP. Citizens with shared interests who are often united in expressing their concerns and opinions about various project proposals; also called special interest group, i.e., seniors, cycling enthusiasts, homeless services advocates, etc.

NEIGHBORHOOD MEETINGS. Staff takes information "on the road" for face-to-face communication with residents, interest groups and others. Neighborhood meetings can range from special interest group presentations and speeches to large bodies; to targeted outreach, to neighborhood events. Neighborhood meetings efforts mean staff "goes to them," rather than citizens coming to Town Hall and other venues.

NEIGHBORHOOD SURVEY. Surveys can be conducted online via the town website, or conducted by hand via door-to-door contact. Surveys can also be mailed and emailed.

NOTIFY MEDIA. Can include but does not require a formal news release. A formal release offers the "who, what, where, why, and how" of a particular issue or activity and is circulated via email by staff to local media for publication. See Audience section for a list of key local contacts.

OPEN HOUSE. Informal public gathering to introduce a

project, service proposal or other idea using information centers and materials; on site staff to answer questions, hear comments, etc. No formal staff presentation.

PAID ADVERTISING. Print ads, television and radio commercials, online advertising, and other paid media that have associated costs for design, copywriting, media placement. Media outlets are contacted for information on costs, deadlines, production needs. Typical print ads include:

- Legal ad. Appears in a specific section of the newspaper. Typically contains text only.
- Display ad. Advertisement appears alongside regular editorial content. Can contain text, logos, and graphics.

POSTCARD. Printed piece used to provide brief, to-the-point information for citizens and sent via U.S. Mail. Postcards can range from traditional travel postcard size to oversized postcards, with all requiring the same per piece postage. Lack of envelope may help assure the piece is viewed by recipient.

POSTER. Graphic print communication promoting meetings, open houses, workshops and special events or services; generally 11x17" in size or larger. Post in the Town Hall, the Public Library with permission, and in willing local businesses and other commercial locations.

PRINTED MATERIAL. Print announcements (flyer, postcard, banner, poster) creatively designed to generate attention about issues and activities in specific neighborhoods. Printed materials should highlight pertinent information and/or direct people to additional information about a particular topic.

PUBLIC ACCESS CHANNEL. Gavel-to-gavel webcast and televised public access to Scarborough government meetings.

REQUIRED LEGAL NOTICE Timely posting in a newspaper of record about a project, rate increase, ordinance or other activity. These notices are required by law and are typically made through the Town Clerk. Legal notices may also be physically posted on project sites, residential properties, etc. to alert neighbors and others of pending action, proposed changes, etc. on land use matters and to notice hearing dates for comment can be received.

SIGNAGE. Consider temporary signage (banner, stake sign, etc.) at the site of a project to keep neighbors and passersby apprised of project status and key contacts/websites for additional information.

SOCIAL MEDIA. Apps, websites and other platforms that enable outreach to broad audiences and engage with those audiences in discussion on a daily basis. Us-

ers of social media have an expectation that communication is two-way and if your department chooses to engage in social media, you should expect and respond to discussion. Please see the [Town's Social Media Policy](#) before beginning any social media effort.

SPECIAL EVENTS. Certain events should be leveraged as outreach opportunities when the demographic is appropriate. i.e., Sunday morning farmers market to inform/consult local residents regarding general interest projects/issues; local sporting events to inform/consult local residents regarding parks and recreation project/issues; etc. The annual Winter and Summer Fests and summer concert series are another excellent opportunity for casual engagement.

STAKEHOLDER MEETING. Should be considered during the consult phase as a group meeting comprised of issue/project stakeholders.

SURVEY. Early outreach opportunity to collect opinions at the start of a project. Multiple choice questions generate better response than open-ended questions though allowing a space for individual feedback is a good practice.

TOWN WEBSITE POSTING. Share project news, meeting announcements, calendar items, progress reports, agenda packets and more.

WORKSHOP. Community gathering, generally on a town-wide matter, used for presenting information, and then facilitating public engagement using small group exercises and discussion questions. See Tools for Two-Way Communication section for more information.

A blend of public engagement approaches, all aimed at reaching a wide cross section of the community, will engage more citizens in the understanding, planning, and implementation of projects that significantly impact their lives.

PUBLIC ENGAGEMENT MEETINGS

Meetings should be held in an easily accessible location with adequate available parking. The Town Hall, High School, Wentworth School, Middle School, and Library are all centrally located on the municipal campus. Discussions surrounding distinct areas of town should, if at all possible, be held within that area to encourage the highest level of attendance.

Town of Scarborough Venues with Capacity		
Location:	Standing	Tables & Chairs
Scarborough Town Hall		
259 US Route 1		
(207) 730-4000		
<i>Council Chambers</i>		
<i>Chamber A</i>	77	36
<i>Chamber B</i>	110	51
<i>Chamber A & B Combined</i>	187	87
Scarborough Public Library		
48 Gorham Rd		
(207) 883-4723		
<i>Community Room</i>	100	46
High School		
11 Municipal Drive		
(207) 730-5000		
<i>Plummer Gymnasium</i>		
<i>With bleachers retracted</i>	1,328	
<i>Bleacher Capacity</i>	936	
<i>Floor: with bleachers extended</i>	474	
<i>Total: with bleachers extended</i>	1,410	
<i>Alumni Gymnasium</i>		
<i>With bleachers retracted</i>	1,808	
<i>Bleacher Capacity</i>	1,468	
<i>Floor: with bleachers extended</i>	662	
<i>Total: with bleachers extended</i>	2,130	
<i>Cafeteria</i>	1,226	572
<i>Auditorium Stage</i>	177	
<i>Auditorium Fixed Seats</i>	418	
<i>Auditorium Bleachers</i>	314	
<i>Auditorium Total without stage</i>		732

Town of Scarborough Venues with Capacity		
Location	Standing	Table& Chairs
Scarborough Middle School		
21 Quentin Drive		
(207) 730-4800		
<i>Cafeteria</i>		
<i>Gymnasium</i>	710	331
Wentworth School		
20 Quentin Drive		
(207) 730-4600		
<i>Cafeteria</i>	921	430
<i>Gymnasium</i>		
<i>With bleachers retracted</i>	1,452	678
<i>Bleacher Capacity</i>	400	
<i>Floor: with bleachers extended</i>	1,158	540
<i>Total: with bleachers extended</i>	1,558	540
<i>Wentworth Stage</i>	91	91
Blue Point School		
174 Pine Point Road		
(207) 730-5300		
<i>Gymnasium</i>	375	175
<i>Cafeteria</i>		
Eight Corners School		
22 Mussey Road		
(207) 730-5200		
<i>Cafeteria</i>	365	170
<i>Gymnasium</i>		
Pleasant Hill School		
143 Highland Avenue		
(207) 730-5250		
<i>Cafeteria</i>		
<i>Gymnasium</i>	350	163

Town of Scarborough Venues with Capacity		
Location	Standing	Tables & Chairs
Martins Point Health Care		
153 US Route 1		
(207) 799-8596		
Community Room 181	144	67
Community Room 103	92	43
Pine Point Fire Station	150	70
246 US Rt 1		
(207) 883-6361		
Pleasant Hill Fire Station	69	32
207 Pleasant Hill Rd		
(207) 883-4542		
North Scarborough Fire Station	83	39
16 Saco St		
(207) 839-5987		
Dunstan Fire Station	69	32
639 US Route 1		
(207) 883-4542		
Public Safety Building		
246 US Route 1		
(207) 730-4270		
Oak Hill Classroom	84	39
Camp Ketcha		
336 Black Point Road		
(207) 883-8977		
Great Room	320	149
Conference Room	92	43
Prouts Neck Country Club		
499 Black Point Road		
(207) 883-9851		
Main Club House	300	140
Beach Club	99	46

Additional Ideas for Effective Engagement

- In order for community conversations to be most effective it is important that everyone involved have access to the same base level of understanding of the issue. If there is fundamental knowledge that will be important to the conversation that not everyone may know consider creating a fact sheet that can be distributed before the meeting. A shared understanding of the basic issues before engagement can help keep the conversation positive and productive.
- Each media platform provides a different way for people to digest information. While the key messages should remain constant, how those messages are delivered should vary to best suit the medium used. Facebook is an upbeat and newsy platform not well suited for a deep dive or fine technical details. The website is a great place to provide a landing space that clearly directs residents to more in-depth information. A flyer or postcard can pique interest and give basic information of time and place but should not contain substantive material. By using as many platforms as possible, with consistent key messages, we can reach more people in ways they wish to be engaged by.
- For extended projects with multiple phases key messages may change over time. When a key message is no longer relevant reassess what the new messaging should be and make sure to update across platforms with the new consistent messaging.
- Remember that all communication and engagement is an opportunity for great customer service. No one likes to feel left out of the loop or to be surprised by a change that affects them or someone they care about. Start communications and outreach early, be consistent, use clear language, and approach each engagement with a commitment to listen more than you speak.

TEMPLATES

Things to consider when designing and/or writing outreach materials:

- Always refer to the Town of Scarborough Style Guide to ensure proper emblems, colors and typefaces are used.
- Avoid government jargon and acronyms and keep descriptions short.
- Include all relevant contact information, including key contact names, phone numbers, email addresses and web addresses.
- If noticing a meeting or community event, be sure to include pertinent information such as date, place, time, topic, description of community event and format, alternate ways to participate (if applicable), and directions and/or a map if necessary.
- Consider using attention grabbing words and phrases that evoke emotion, e.g. you, your, our, now, announcing, tell us, etc. Also, a picture is worth a thousand words, so try to use imagery where appropriate.

Templates can be found by following the links below:

- [Postcard](#)
- [Flyer](#)
- [Newspaper ad](#)
- [Fact sheet](#)
- [Project Plan](#)

STYLE GUIDE

If the above templates do not meet your needs please follow the following style and branding guidelines:

Within the MS Office software suite the following fonts should be used for all printed materials:

- For titles and headings—Corbel, size 18 or 20
- For body of text— Garamond, size 14

Within the MS Office software suite the following fonts should be used for all materials accessed by computer:

- For titles and headings—Corbel
- For body of text—Calibri

Scarborough's branded colors can be created with a custom color with the following values:

For the Orange:

R: 186
G: 86
B: 48
HEX: BA5630
Pantone: 1675 C



For the Gray:

R: 109
G: 111
B: 113
HEX: 6D6F71
Pantone: 417 C



Sometimes an additional color can help convey the spirit of the event or information you need to share. Please be mindful of how colors work together and keep important information in easy to read colors.

- When listing web addresses, do not use either 'http:' or 'www'. Also best practice is to type the website in all lowercase letters. The Town's website should appear as: scarboroughmaine.org
- When listing dates, do not add extra letters such as "10th" or "2nd". Use a comma after the day/date e.g.: December 10, 2017
- When listing times, be sure to include the colon and two digits after the hour. Also include either am or pm in lowercase without periods. Do not spell out O'clock. Time should always appear as follows: 9:00 am – 5:00 pm.
- A full menu of branded images can be found [here](#). The images can be downloaded for use in print materials and hyperlinked for use online.