AGENDA
COMMUNICATION COMMITTEE
Wednesday, March 13, 2024 – 4:00 p.m.

Hybrid Meeting

TO VIEW THE COMMUNICATION COMMITTEE MEETING & OFFER PUBLIC COMMENT:
https://scarboroughmaine.zoom.us/j/82583704934

TO VIEW THE COMMUNICATION MEETING ONLY:
https://www.youtube.com/watch?v=m3gWjS1LLqM

Item 1. Call to Order.

Item 2. Roll Call.

Item 3. Approval Minutes of February 14, 2024.

Item 4. Discussion of authors and topics for upcoming Council Corner articles.

Item 5. Approval of Committee Goals.

Item 6. Discussion of Communication Policy. (15 minutes)

Item 7. Discussion of Budget Communications. (25 minutes)

Item 8. Discussion of Revaluation Communications. (15 minutes)

Item 9. Public Comment.

Item 10. Future Agenda Items.

Item 11. Adjournment.

2024 Communications and Community Engagement Committee Goals

Goal 1:
Draft a Town communications policy that provides a framework for how the Town Council and Town staff communicate with the public

Goal 2:
Establish a framework and timeline to achieve 2024 Town Council communications goals.

Goal 3:
Develop and implement strategies to increase councilor visibility as well as council engagement in the community.

DRAFT THIS IS AN EXAMPLE OF WHAT A ComPLan could look like.
D. Cushing
February 11, 2024

Town Council Goal Approved 2/7/2024: Improve Council/Town communications to enhance understanding around council decisions.

Decisions and Actions Concerning <u>Growth</u>

Communication Committee Objective: To promote dialogue among citizens of Scarborough about growth that results in:

1. A common understanding the trends, characteristics and impact of growth in Scarborough.
2. Recognition of the tools and strategies and best practices available to the town to manage growth,
3. An understanding of the limits imposed on the Town's response to growth imposed by state and federal agencies,
4. The ability to describe the strategies the Town has employed to manage growth and the effectiveness of these strategies.
5. Recognition of the impact of growth on taxes, schools, traffic, services.
6. Creation of a basis for engaging the community and building consensus for establishing goals related to growth and the methods for achieving them.

Message: What is the overall message of our strategy? (we use best practices to manage growth? Our initiatives are working? …..)
Strategy: Use multiple communication channels to; convey information to encourage engagement with and seek input from residents about the pace, character and impact of growth in Scarborough. Use multiple channels over as 3-month period.
Channels: Town Newsletter, Town Email, Scarborough Leader, Town Councilors, Council Workshops. Direct Mail, Community Meetings
Topics: History of Growth in Scarborough. Cost and benefits of growth **(These are examples only)**
Activities: (These are examples only)
Creating a multi part series to run in the Scarborough Leader over a period of three months that addresses each of the goals above.

- Supported by advertising from local business and interested groups?
- Supplemented by reporting from Leader correspondents on the perceptions, ideas and concerns of towns people.
    - What was it like to live here ten years ago? What are the biggest changes you notice? What do you think the town can do?

Hold a corresponding Counselor Conners on the growth using a format like the successful approach to the schools.

Hold a forum on growth at the library to offer ideas, information and inspiration from experts, public figures, state and regional people.

Metrics:
Process Measures: Examples Attendance, Website Page Views, Document Downloads
Outcome Measures, Where the stated objectives achieved? Post session evaluation, community survey etc.

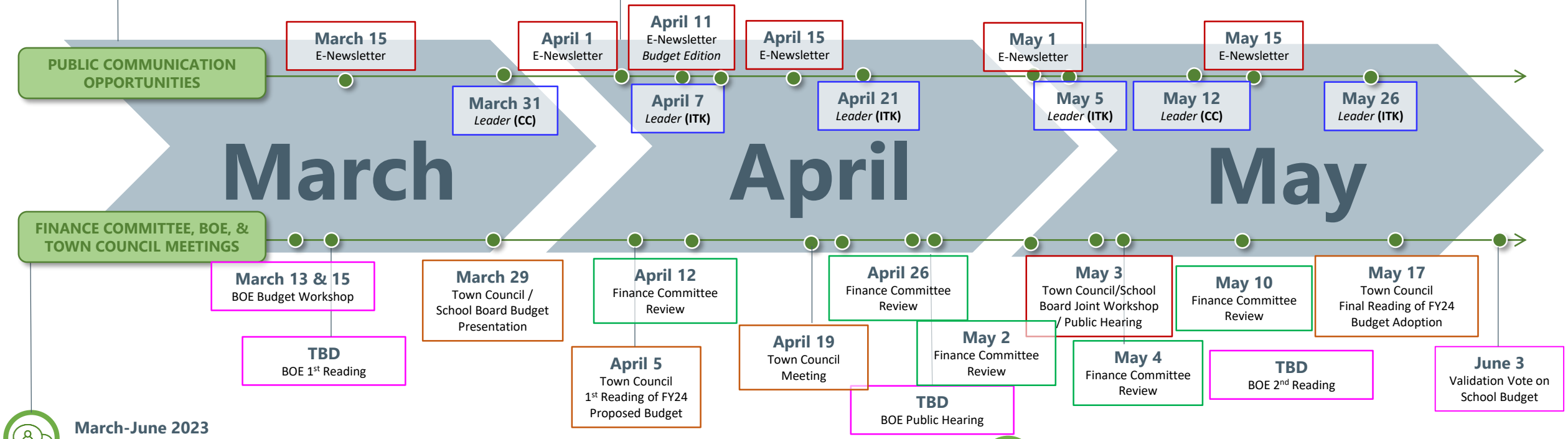
FY24 BUDGET COMMUNICATIONS PLAN | TOWN & SCHOOL

TOWN OF SCARBOROUGH, MAINE

Late March – *Budget Prepared*
SETTING THE STAGE
- Budget Process Overview
- Introduce budget resources on website

April/May – *Budget Presented*
HIGH LEVEL SUMMARY
- Showcase Budget Document
- Apply Context: Inflationary Period
- Long-Term Planning/Capital Investments

April/May – *Budget Adopted*
HIGHLIGHT KEY ELEMENTS
- Showcase Budget Document
- Budget Breakdown Stories
- Share Budget & Meeting Updates

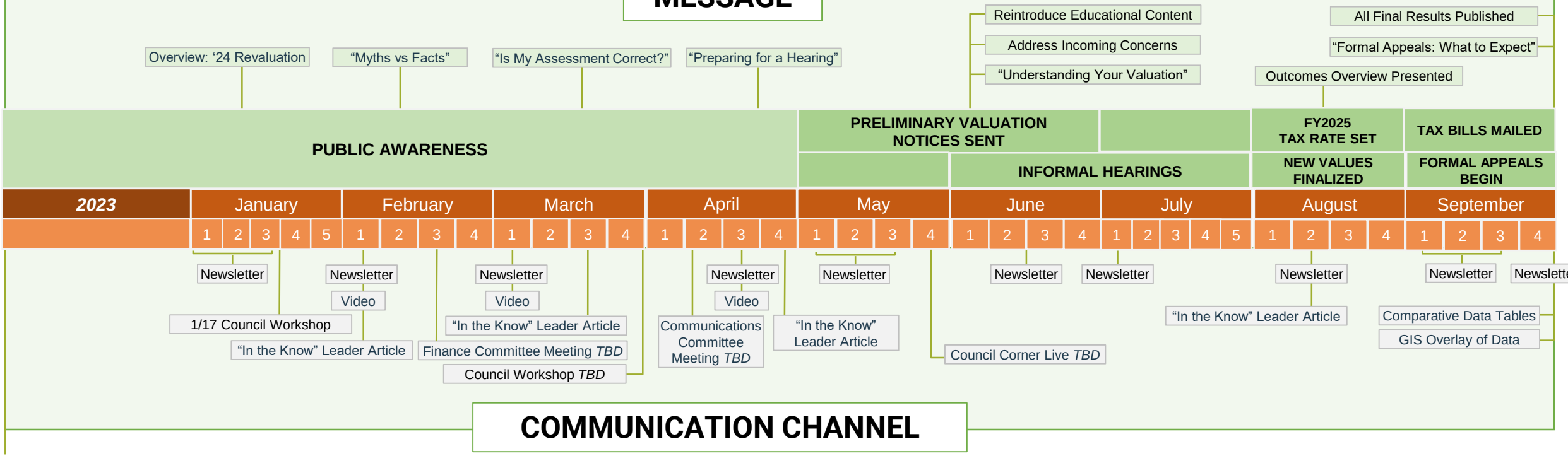


March-June 2023
BUDGET MEETINGS & IMPORTANT DATES
- **March 13/15**: BOE Budget Workshops
- **TBD:** BOE – 1st Reading of FY24 Budget
- **March 29:** Town Council / BOE Budget Presentation
- **April 5:** Town Council – 1st Reading of FY24 Proposed Budget
- **April 12:** Finance Committee – Review
- **April 19:** Town Council Meeting
- **April 26:** Finance Committee – Review
- **May 2:** Finance Committee – Review
- **May 3:** Town Council/BOE Budget Workshop/Public Hearing
- **May 4:** Finance Committee – Review
- **May 10:** Finance Committee – Review
- **TBD:** BOE – 2nd Reading of FY24 Budget
- **May 17:** Town Council – Final Reading of Budget Adoption
- **June 3:** Validation Vote on School Budget

Throughout 90 Days
KEEP PUBLIC INFORMED & ENGAGED
- **Social Media:** Meetings as Facebook events, sharing out updates/content explained, budget breakdown videos
- **Town E-Newsletter:** Recycle content from other platforms
- ***Scarborough Leader*:** In the Know column, collaborative schedule
- **Website:** Access to budget resources (meeting dates, materials)

2024 Revaluation Communications Timeline

MESSAGE



COMMUNICATION CHANNEL

Key 2023 Communications
- 2024 Revaluation webpages, Town Website, 4/2023
- Budget article, *Leader*, 5/20/23
- Budget/Reval video, Town Newsletter, 5/15/2023
- Assessing Dept updates, Newsletter, 8/15/23
- Revaluation article, *Leader*, Newsletter, 9/15/23
- Revaluation presentation, TC Workshop, 9/20/23
- Advance notice 1-pager, Mailed Tax Bill Insert, 9/2023

Town Communication Channels
- Website
- Leader (In the Know column, press release)
- Town Newsletter
- Social Media (Facebook, Instagram)
- Public Meetings (Town Council, Committee)
- Scheduled Public Outreach Opportunities

Key Objectives
- Provide public awareness around conducting a 2024 revaluation
- Explain the purpose/need for the revaluation
- Give residents ample time, tools, and information to understand and react to the results

This timeline serves as a general reference tool for 2024 public outreach through the town-wide revaluation process. It is a dynamic guide that is subject to change and adjustments due to a number of variables.