



Tom Modzelewski
Director
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TOWN OF ELLINGTON

Department of Public Works

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12-22-2025

Municipal Tree Inventory Project Public Communications Plan

1. Purpose of the Plan

This communications plan outlines how the municipality will educate, engage, and gather input from residents and stakeholders throughout the tree inventory project. It is designed to:

- Build public understanding of the project's purpose and methods
- Encourage community participation
- Promote transparent decision-making
- Support two public hearings as key engagement milestones

2. Project Overview

The municipal tree inventory project will document the location, species, size, and condition of public trees within rights-of-way, parks, and municipal properties. The inventory will inform long-term urban forestry management, hazard mitigation, and planning for climate resilience.

3. Target Audiences

- Residents & Neighborhood Associations
- Businesses and property owners
- Schools, youth groups, and educational organizations
- Municipal staff & elected officials
- Media outlets (local newspapers, radio, TV, online news)

4. Key Messages

1. **The tree inventory will strengthen community health and safety** by identifying hazardous trees and informing proactive maintenance.
2. **It supports environmental sustainability** by enhancing canopy planning, reducing heat islands, and improving air quality.
3. **Community participation is essential** — local knowledge will improve inventory accuracy and guide future policy.
4. **Data gathered will be publicly accessible** to increase transparency and support community initiatives.

5. Communications Objectives

- Inform residents about the project timeline, methods, and benefits.
 - Provide clear opportunities for participation before, during, and after the inventory work.
 - Encourage attendance at two public hearings to gather meaningful community input.
 - Build long-term trust in the municipality's urban forestry efforts.
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"A great place to grow."



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6. Communication Channels & Tactics

A. Digital & Online

- **Municipal website**
 - Project summary, timeline, maps, hearing info, contact form
- **Email newsletters**
 - Updates at project launch & project completion

B. Traditional Media

- **Press releases** at project launch, and before each public hearing
- **Local newspaper ads or notices**

C. Printed Materials

- **Flyers and posters** at Town Buildings
- **Fact sheets** explaining inventory benefits and methodology

D. Direct Engagement

- **Public Hearings (2 total)**

7. Timeline & Messaging Phases

Phase 1: Pre-Launch (4–6 weeks before fieldwork)

Goals: Build awareness, explain purpose, promote Public Hearing #1

Actions:

- Issue press release
- Publish first newsletter update
- Distribute flyers and posters
- Schedule and announce Public Hearing #1

Phase 2: Public Hearing #1 — Project Introduction

Purpose: Introduce project scope, gather early community input, address questions

Communications Needs:

- Reminder posts and news notices
- Livestream or recording (if possible)
- Summary posted online afterward

Phase 3: Draft Findings & Public Hearing #2

Purpose: Present results, gather feedback on recommendations

Actions:

- Publish draft findings online
- Issue notice for Public Hearing #2
- Provide summary materials (maps, charts, canopy metrics)

Phase 4: Final Reporting & Project Closeout

Goals: Share outcomes and next steps

Actions:

- Publish final report
 - Email & social media announcement
 - Follow-up with stakeholder groups
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8. Roles & Responsibilities

- **Project Manager:** Oversees communications, approves materials
- **Public Information Officer:** Coordinates media releases and social media
- **Urban Forestry Staff / Consultant:** Provides technical content and attends hearings
- **Community Engagement Officer:** Handles outreach, event logistics, recordings

9. Evaluation Metrics

- Attendance at both public hearings
- Social media reach and engagement (likes, shares, comments)
- Number of public comments received
- Participation in in-person outreach events

10. Accessibility & Inclusion

To ensure equitable participation, the municipality will:

- Ensure ADA-accessible meeting venues
 - Provide materials in multiple formats (print, digital)
 - Questions may be submitted before, during and after the public information meetings to: pubworkhelp@ellington-ct.gov . Tom Modzelewski, Director, will post all questions and responses on the project via the Department of Public Works Website: <https://www.ellington-ct.gov/departments-and-services/public-works/dpw>
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