

Concord-Carlisle Regional School Committee  
CCHS Campus Advisory Committee

## PUBLIC ENAGAGEMENT PLAN - December 2017

*[In preparation of developing this Public Engagement Plan (PEP), a working group convened to discuss the study and set goals for decision making. To this end, the working group developed a Draft Rubric to which proposed ideas will be evaluated (see attached). This Rubric then guided the engagement techniques that are outline below.]*

### Charge of the Campus Advisory Committee

The primary purpose of the Concord-Carlisle High School (CCHS) facility is to serve the educational needs of our students. In addition to serving our students, the facilities are also used by various other entities, including Adult and Community Education, youth sports groups, Concord Town Meeting, and others. In order to maximize our investment in the facilities, the Concord-Carlisle Regional School Committee (CCRSC) is forming a CCHS Campus Advisory Committee (CAC) to study the current and potential future use of the property. There are a number of potential land-use oriented projects that will need careful analysis, planning and implementation.

This Committee will be advisory in nature and will solicit input from Students, the Superintendent, Principal, the Concord and Carlisle communities, and other stakeholders. Recommendations from the Committee are not binding on the CCRSC and should be consistent with our school and district core values. The CCRSC is responsible for making any final decisions related to the use of CCRSD facilities.

### Purpose of this Document

The purpose of this Public Engagement Plan (PEP) is to describe and outline the various public engagement efforts that will inform the CAC. This document identifies outreach strategies for authentic engagement, as well as methods and tools for reaching target audiences. It also describes the roles of key groups that will be involved in the process. The Draft PEP may be updated or revised following consultation with CAC and stakeholder groups. A preliminary schedule of engagement activities is included.

### Engagement Goals

It is the goal of the CAC to promote authentic engagement of the community in this study. There are many levels at which a CAC might engage the CCHS and greater Concord, Carlisle and Boston Communities. For this study the CCRSC and the CAC is looking to *Collaborate* with the public (which also includes informing and consulting with the community).

Level of Engagement: Collaborate (includes informing and consulting with the community)

	Inform	Consult	Collaborate	Partner
Engagement Goal:	<i>To provide stakeholders with factual, balanced, and timely information to help them understand the project.</i>	<i>To obtain stakeholder feedback on project analysis, alternatives, or decisions.</i>	<i>To work directly with the public throughout the process to ensure that perspectives are consistently understood, considered, and reflected in project decisions.</i>	<i>To partner with stakeholders in each aspect of decision making in order to develop and implement collaborative project solutions.</i>

The CAC is committed to creating a study that aligns with CCRSC core values, and the preferences and priorities of the larger Concord, Carlisle and Boston communities. Public input will be integral to the study development and is designed to:

- increase community awareness of the study;
- provide easy access to project information and opportunities for participation;
- offer a range of communication and engagement tools to accommodate community interests and preferences;
- gather ideas and input from a broad range of community members, including those who may not typically participate in CCRSC planning efforts;
- ensure the recommendations reflect community priorities and values; and
- gain community support of the recommendations of the study and for adoption by the CCRSC and future implementation.

## Stakeholders

The CAC invites participation and input from all interested community members and wishes to ensure diverse and balanced perspectives are heard. To this end, the following have been identified as target audiences (Stakeholders) for public engagement for this study. The Stakeholder's rôle is to provide input and collaborate on the study. All stakeholders are expected to work collaboratively to identify opportunities, create and refine the campus proposals and provide input toward final CAC recommendations for approval by the CCRSC. Participants are encouraged to make themselves familiar with the information provided on the website. All Stakeholders are expected to engage in the process in a manner that promotes respectful civil discourse and enhances mutual understanding of all stakeholder viewpoints. Any requests for public or project information should be directed to CAC Chair, Mary Storrs (storrs.ccrsd@gmail.com).

## STAKEHOLDER LIST

- Students
- Teachers
- Coaches
- School Building Administrators (Principal, Asst. Principals, AD)
- Central District Administration (Superintendent, Deputy Superintendent, Facilities Manager)
- Town of Carlisle
- Town of Concord, Town Mgr, Asst Town Mgr
- Concord Town Meeting
- Concord Recreation Department
- Concord Public Works, Parks and Grounds
- CCHS neighborhood residents
- Community-at-large
- Beede Center
- Adult and Community Education
- Concord Commission on Disability
- CCYS Soccer
- CCYS Football
- CCYS Baseball/Softball
- CCYS Lacrosse
- CCYS Basketball
- CCYS Hockey
- Adult Sports Teams, and Friends of CC Playing Fields
- Summer Camps
- Solar power
- Skateboard park
- CC Pops
- Camps in HS building
- Other sports/activities that need to go off campus
- Summer Clinics
- Disaggregate summer camps (STAR)
- Middle School Sports Teams
- Private Schools (Fenn, Nashoba, CA, Middlesex)\*
- Concord Academy (AD)
- Middlesex School (AD)
- Fenn School (AD)
- Nashoba Brooks School (AD)

## Outreach Strategies and Methods

This outreach strategy includes a variety of engagement tools and activities that will encourage the interested community members to actively participate in the study process. This strategy includes multiple opportunities for input so that the community can participate in a manner that is convenient and comfortable. Each Tool is described below.

### PUBLIC INFORMATION

The CAC will periodically develop materials and content that will be made available on a webpage hosted at <http://www.concordps.org/school-committee/campus-advisory-committee/>. Content will be adaptable for use in a variety of media and will be shared with CCRSC and partner organizations for inclusion in their regular communications.

### PROJECT WEBPAGE

The project webpage will serve as the main information hub for the project. CAC will provide regular content updates, including the following list of information. School staff will be responsible for posting content to the webpage.

- CAC Charge
- Fact Sheet which summarizes this study
- Dates for upcoming CAC meetings
- Dates for Public Meetings and other engagement opportunities
- This Public Engagement Plan
- The Rubric by which ideas/proposals will be evaluated by CAC
- Meeting Minutes
- Documents reviewed by CAC

### FACT SHEET

A Fact Sheet for this study has been developed. This Fact Sheet includes a brief statement of the CAC Charge, a site plan of the CCHS campus, and information on how the public can learn more and provide input to the CAC including contact information, upcoming public engagement events, and a link to the CAC webpage. Printed copies of the Fact Sheet will be made available at the Concord and Carlisle libraries, Town Halls, schools and other public venues. It will also be available on the CAC webpage in a downloadable format that can be used by others to share this information.

### CCHS EMAIL BLASTS

CCHS Administrators will contact CCHS group leaders. Emails will directly solicit input from these representatives. It is anticipated that these individuals can summarize the needs and ideas reflecting the group they represent. Responses will be collected and made available to the CAC.

## CCHS FORUMS

CCHS Administrators will conduct targeted Forums to reach other larger CCHS communities. It is anticipated that individuals' ideas/proposals will be gathered at these Forums. Input will be collected and made available to the CAC.

## SITE WALK

CAC will conduct a Site Walk scheduled for December 19<sup>th</sup> at 3:30pm. The site walk is open to the public and everyone is encouraged to attend. The site walk will be guided by a CCHS representative and will highlight CCHS campus uses and available spaces. The site walk will be attended by CAC members and provide an opportunity to engage people in an informal setting. Formal comments will not be gathered at this event, however any ideas generated on this walk will be brought to the CAC for consideration. Attendees will be encouraged to participate in other events where formal comments will be documented.

## PUBLIC INPUT MEETINGS

The CAC will convene Public Input Meetings as outlined on the Preliminary Engagement Schedule (page 6) where everyone is encouraged to attend and provide input. The purpose of the first meeting is for the CAC to present their Charge, campus existing conditions, existing uses and users Groups, summarize proposals received to date, and to solicit input from the Public. A second Public Meeting is anticipated later in the study process. An agenda and date for the second Public Meeting has not yet been developed.

## REQUEST FOR IDEAS

An informal Request for Ideas (RFI) will be developed to solicit proposals for the CCHS Campus. The RFI will be based on the evaluation Rubric and will provide Stakeholders with a standard format for presenting ideas to the CAC. Not all ideas/proposals must be submitted in the RFI format. However, the RFI can serve as a way to organize supporting information already gathered by Stakeholders. All RFI responses received by February 26<sup>th</sup> can be considered as part of this process.

## CAC Meetings

In addition to the community and stakeholder engagement activities described above, the CAC will work collaboratively and meet regularly. The CAC will be responsible for providing updates to the CCRSC. The CAC meeting notes will be posted to the CAC webpage. All meetings are open to the public.

## Concord Carlisle Regional School Committee

In addition to the community and stakeholder engagement activities described above, the CAC will work collaboratively with the CCRSC to inform and engage them throughout the study process. CAC will be responsible for providing regular updates to the CCRSC. The final CAC recommendations will be brought before the CCRSC for review and potential adoption. The CCRSC is responsible for making any final decisions related to the use of CCRSD facilities.

Preliminary Schedule	
<b>December 19, 2017, 3:30pm</b>	Site Walk – Meet at CCHS Lobby
<b>December 19 2017, 5pm</b>	CAC Meeting, CCHS Learning Commons
<b>January 9, 2018, 5pm</b>	CAC Meeting, CCHS Learning Commons
<b>January 24, 2018, 7pm</b>	Public Input Meeting #1, CCHS Learning Commons
<b>February 13, 2018, 5pm</b>	CAC Meeting, CCHS Learning Commons
<b>Early March, 2018</b>	Public Input Meeting
<b>March 20, 2018, 5pm</b>	CAC Meeting, CCHS Learning Commons
<b>April 10, 2018, 5pm</b>	CAC Meeting, CCHS Learning Commons
<b>May 8, 2018, 5pm</b>	CAC Meeting, CCHS Learning Commons
<b>May 22, 2018, 6:30pm</b>	CAC report and recommendations presentation to CCRSC, Ripley