Envision Milford
Outreach and Engagement Planning

RP&D will collaborate with the committee to develop an outreach and engagement plan that will guide the Master Planning process over the next 18 months. This will include primary outreach tasks and anticipated timelines and will be presented at the May committee meeting. The outreach and engagement plan for Envision Milford should build on the Town's outreach efforts completed in 2022/2023, which included a community survey and community workshop.

Who are we Engaging?

- Residents (renters and homeowners)
- Property owners
- Youth and families
- Working adults
- Older adults
- Developers
- Business owners
- Non-profit/advocacy organizations
- Municipal boards and commissions

Who's missing? What groups/organizations would provide valuable voices in the Envision Milford planning process?

Getting the Word Out

- Project webpage on Town of Milford website (clearinghouse for all things Envision Milford)
- Print fliers and postcards (posted/distributed in public places like library, town hall, transfer station, post office, etc.)
- Digital media (project promotion through social media platforms and groups, SAU e-news, etc)
- Email updates (to town staff, boards/commission, etc.)
- Local TV - Public Access Channel
- Informational Video to Promote Project and emphasize important of planning for Milford's future

What other ways would be effective at getting the word out about the project?

In-Person Outreach Mechanisms

- Community forum
- Pop-up events at local community spaces (i.e. Union Coffee, etc.)
- Tabling at community events (i.e. Pumpkin Festival, Farmers Market, etc.)
- Focus group meetings
- Presentations at key points (i.e. to Planning Board, local groups, etc.)

To maximize the budget, selected outreach mechanisms would be a mix of consultant, staff, and committee led activities.

Digital Outreach

- Online surveys (with print option)
- Online question/comment form
- Virtual meetings

What mechanisms have worked to engage community members in town? Out of these mechanisms, what do you think would work well in Milford? What is missing?