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Cc: [Kadineyse Paz](#)
Subject: Comprehensive Plan Weekly Engagement Tracking: #1
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Hello all,

Engagement for the *Stow Comprehensive Plan 2035; Envision Stow for All of Us* is up and running! Congrats on your first week. This is the first of the weekly engagement summary emails that JM Goldson will provide throughout Phase II engagement.

These weekly emails will include a high-level summary and include tailored outreach recommendations. Recommendations will likely change based on representation and what has already been accomplished. We understand the Committee will be meeting again this week to discuss engagement strategy further. The summary and recommendations included in the bottom of this email should help to solidify your resolve and perhaps spark new ideas as you brainstorm and strategize.

To help keep track of the weekly engagement data, we have made a Google Sheet workbook to track the Town's progress toward the engagement goal (1,076 engagement points). This workbook can be found here: [Weekly Engagement Tracking Workbook](#). Note: This workbook is mostly empty now, as we're in the beginning of the engagement push. The workbook relies heavily on formulas to track changes and reflect information across sheets. To find data from this past week, navigate to the sheet title "W1," found on the bottom of the screen. This sheet includes data from this past week through 5:00pm on Friday, when I updated the data.

The tab corresponding to each week is formatted to compare demographic information of survey respondents to Census data for Stow as a whole. Identities that are underrepresented will be highlighted in gold. If there is a comparison data metric available (such as ACS or Census data) it is represented as an absolute value comparison. When we summarize results, we will be able to use more discretion. For questions that are not directly comparable to existing data sources, we typically consider adequate representation to be anywhere +/- 5 percentage points.

Now, on to this past week's successes and opportunity areas!

In weeks moving forward, the engagement summary will be presented in the following format. The numbers shown here are reflections of this past week.

- **Survey:** 102 responses
- **Meeting-in-a-Box:** 0 submitted meetings; 0 participants
- **Crowdmap:** 2 submissions (1 Serve & Connect; 1 New Ideas)
- **Total Participation Points:** 104 (9.67% of Outreach Goal)

Almost 10 percent of your goal is great for the first week!

Weekly Outreach Recommendations:

1. Seek more engagement from renters.
 - a. Renters were significantly underrepresented in the survey results this past week. Strategies to get more engagement from renters in the survey could include reaching out to the management at Pilot Grove and other apartment complexes in Stow to place flyers in common areas like laundry facilities, play areas, or bulletin boards.
 - b. If apartment complexes are hosting community events in any common spaces in the

coming weeks, consider attending to spread the word. Bring printed Meeting-in-a-Box materials to offer.

2. Lead the way by hosting Meetings-in-a-Box.
 - a. Members of the Committee can host Meetings-in-a-Box in their own neighborhoods, or with social groups that they are a part of. Leading the way here can help to jump-start these meetings across the Town. Respond to [the form on the website](#) to have your MIABs listed on the project website calendar!
 - b. Share the Meeting-in-a-Box materials [via the project website](#) or by sharing printed copies with others. This tool can be filled out on a computer by typing into the PDF, or by writing on a printed copy.
3. Bring engagement opportunities and reminders to Committees, Boards, and Commissions of which you are also members.
 - a. Members of other Committees can take the survey individually, and public meetings can be scheduled for each group to complete a Meeting-in-a-Box together, if they wish.
4. Seek more engagement in the survey from those under 35.
 - a. Use your community knowledge of popular activities, gathering places, or networks frequented by adults 18-35. Are there support groups or social groups for young parents? Are there sports clubs or hiking groups popular among this age group? Use your knowledge of the Stow community and reach out to your networks to reach residents in this age group.
5. Seek more engagement in the survey from those under 18.
 - a. Reach out to the Center School and Hale Middle School about posting flyers on bulletin boards.
 - b. Reach out to the Center School and Hale Middle School administration offering materials to extracurricular groups, sports teams, and classes for hosting Meetings-in-a-Box. This can be incredibly successful when teachers or adult leaders help facilitate it as an intentional civic engagement project in social studies classes or volunteer extracurricular groups. [A list of after-school activities at Hale Middle School can be found here.](#)
 - c. This age group may also be attracted to the online Crowdfunder. Share this tool with school leaders.
6. Continue to reach out via social media and Town media.
7. Seek more outreach from those with household incomes below \$100,000.
 - a. Strategies may include flyers at the Stow Shopping Center and Stow Food Pantry, as well as outreach to the Stow Community Chest and Warm Hearts of Stow. These organizations may have insights into reaching residents in this income range.
8. Post flyers at transportation hubs.
 - a. This can include the South Acton Commuter Rail Station, as well as stops on the new MART shuttle service, such as the Stow Shopping Plaza.

This first week was a great start to the Phase II engagement push! With some targeted outreach, your engagement goal of 1,076 is within reach. Keep up the good work!

Best,

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