



# **Winter Hill & Brown Planning Community Engagement**


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# **Welcome & Overview**

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Mayor Katjana Ballantyne



# **Broad, Equitable Community Input for a Successful Project and Override**



# Community Process

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Denise Taylor, Director of Communications  
and Community Engagement

# Agenda

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- Goals
- Outreach
- How CAG can support process
- Next Steps

# Goal

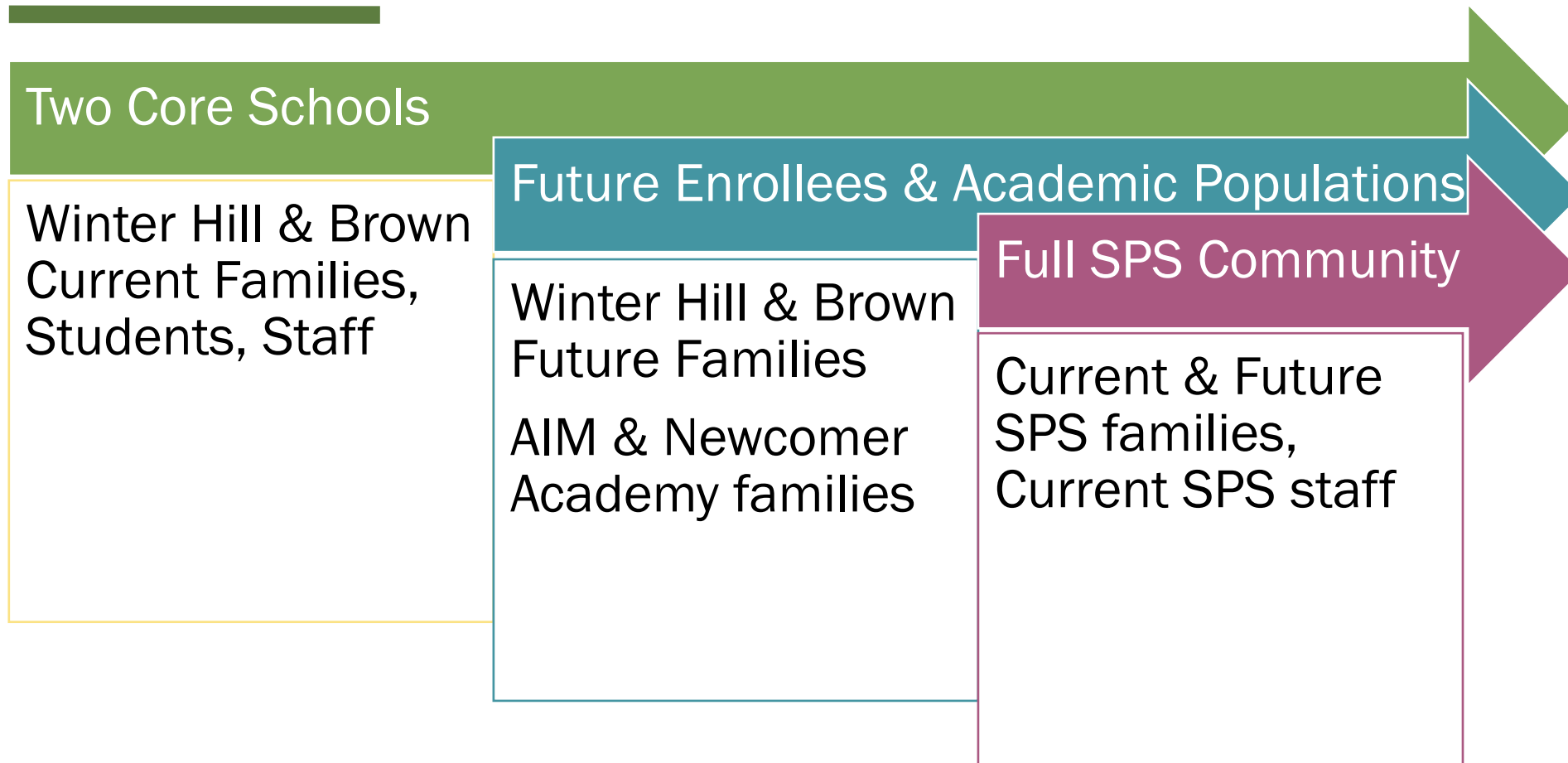
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**Broad, Equitable Community**

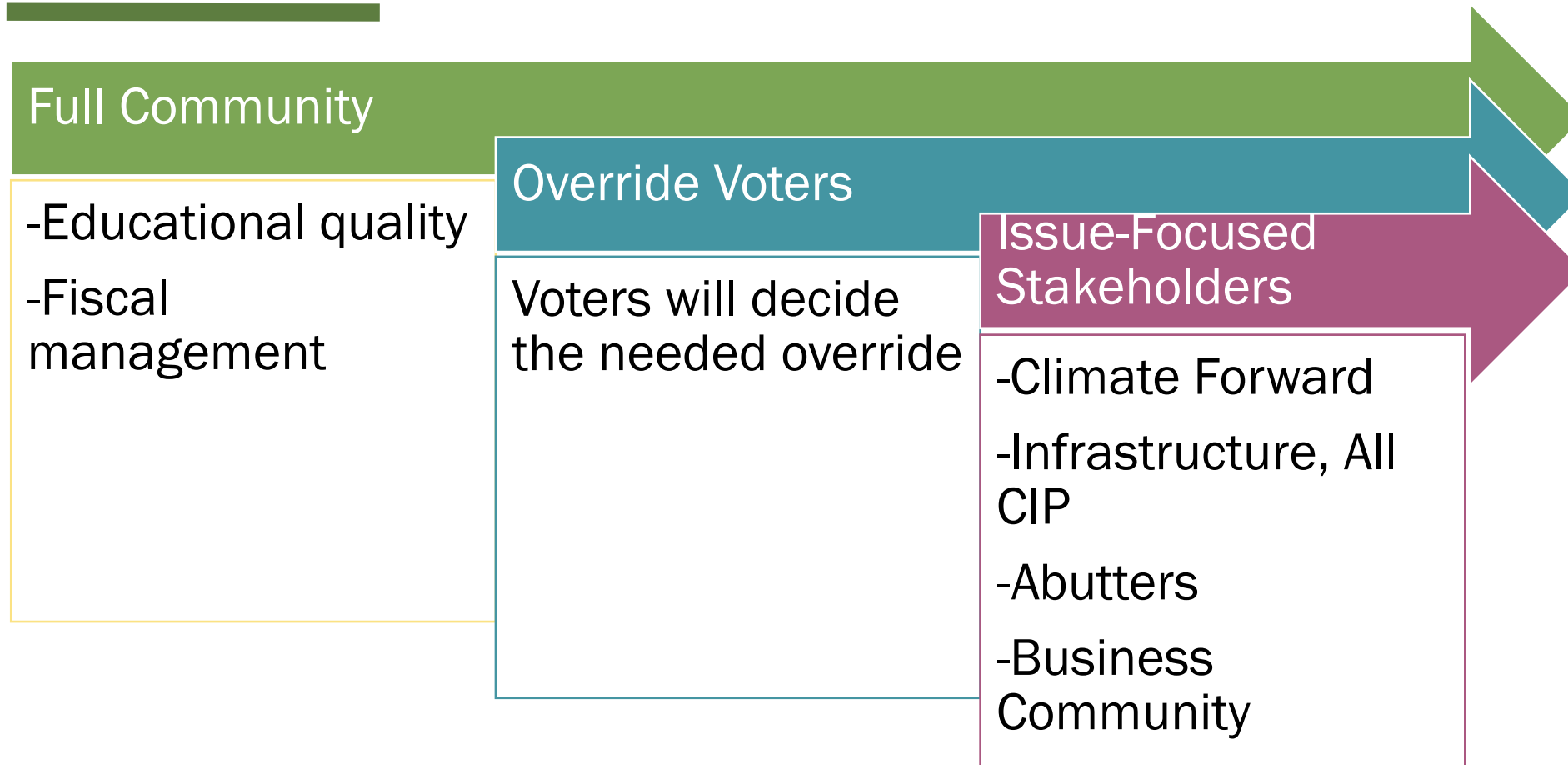
**Input, Successful Project and**

**Override**

# Who has a stake in the school district?



# Who has a stake in the community?



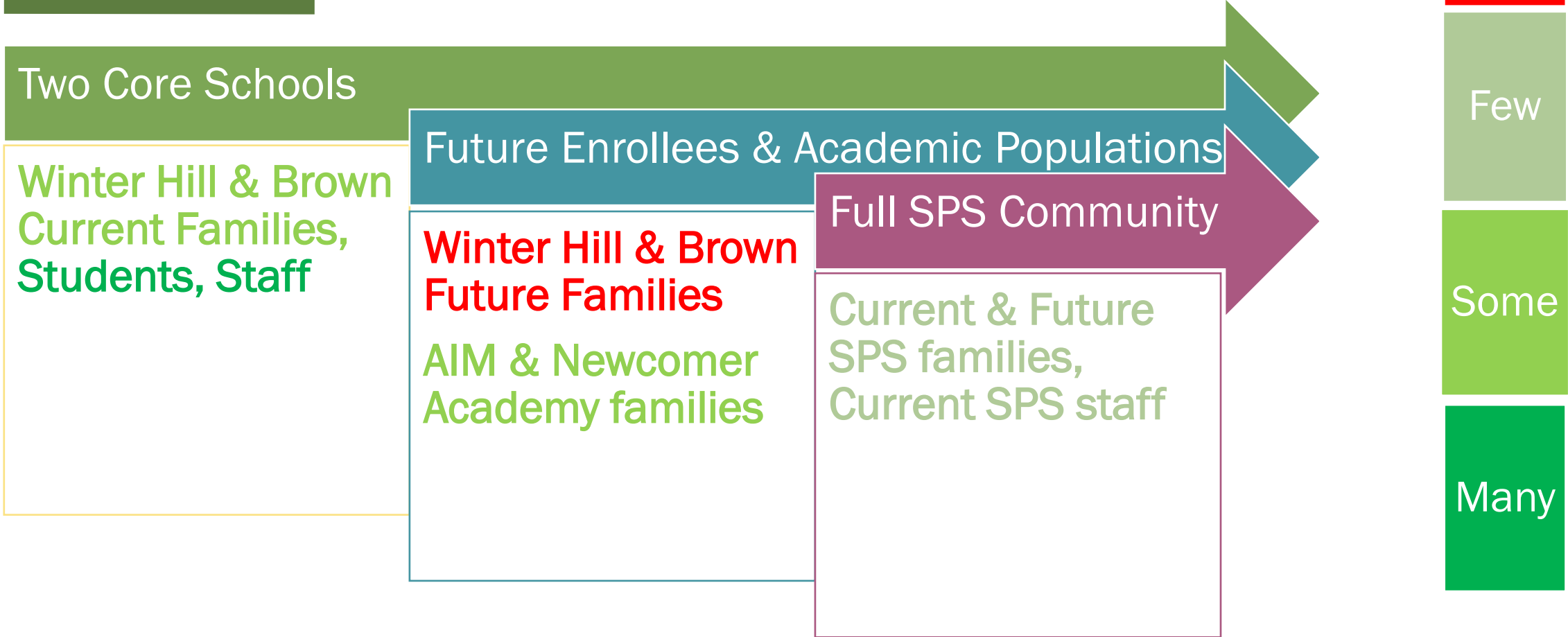


# Formal Public Outreach to Date

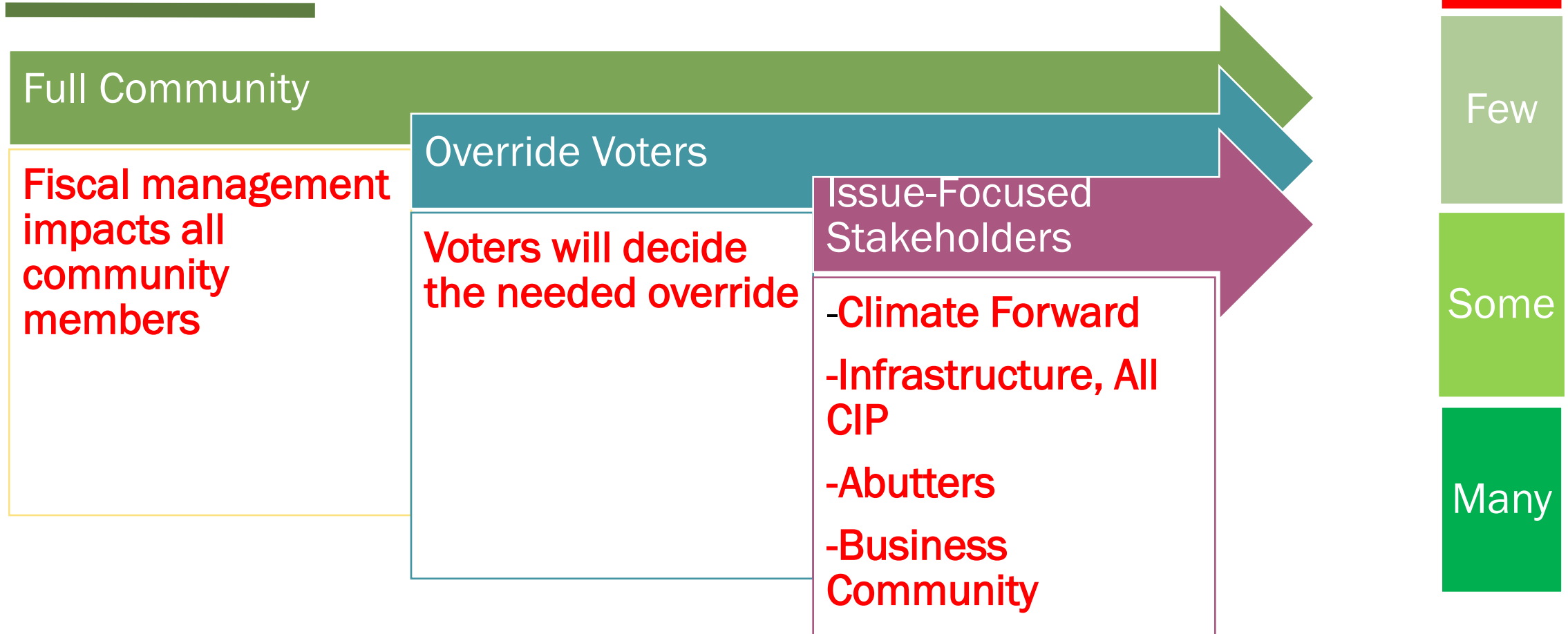
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- SPS & City held Districtwide introductory meeting December 2023
- SPS Superintendent met with Winter Hill Parents
- SPS Superintendent met with Brown Parents
- Winter Hill Students Survey

# Who have we heard from so far?



# Who have we heard from?



# Outreach: Broad, multi-format, multi-lingual, inclusive

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- Multilingual survey:
  - Six languages with additional language assistance available
  - District-wide and community wide distribution
  - Paper, digital, verbal, and phone options
- In person, multi-lingual outreach
- Listening sessions with marginalized or hard-to-reach groups
- Public meeting with updated information, discussion, Q&A

# Outreach: staff

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- Approximately 12 core staff and two dozen total across City and Schools
  - Infrastructure and Asset Management
  - Consensus Building Institute
  - Somerville Family Learning Collaborative in SPS
  - SPS Communications
  - City Communications and Community Engagement
  - SomerViva Office of Immigrant Affairs

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    - Including Youth and Adult Equity Support Team

# Outreach: methods

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- Promotion via all City and School communication channels in six languages
  - Web
  - Social Media
  - CityTV
  - Local media
  - E-newsletters
  - SPS email system and Principal Newsletters

# Outreach: methods

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- SPS Parent English Classes
- SPS PK-8 Open House Tours (Jan. 30)
- SFLC Early Childhood Groups
- SFLC Playgroups
- SFLC Restorative Practices Workshop
- SPS Liaisons and Parent-Teacher Nights
- Tabling at school and athletic events
- Promotion to local daycares
- Flyers
- Tabling at Food Pantry



# A survey focused on priorities

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# A survey focused on priorities

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Ground Floor



3 bedrooms



Yard

Storage

Transit

# A survey focused on priorities

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3 bedrooms



Yard



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Storage

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# CAG as a Multiplier and Listener

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- Help promote the survey and meeting
- Evaluate results with neutrality
- Consider priorities shared and how they work with various options
- Develop recommendations that best meet and reflect and balance the priorities shared

# Next Steps

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- Finalize survey content: December
- Develop survey questions: December/January
- Promote survey: Mid-January
- Conduct in person outreach for survey: Jan/Feb
- Listening sessions: Jan/Feb
- Deliver survey findings to CAG: Feb/Mar
- Community Meeting: Project Updates and Survey Findings: Mar

**Thank you**

