

New PK-8 School Building Public Engagement

SURVEY, OUTREACH, AND FOCUS GROUP PLANNING UPDATE



Agenda

- Survey Launch Update (City)
- Fielding and Outreach Plan (City)
- Focus Group Planning (DREAM Collaborative)
 - Overview
 - Focus Group Structure
 - Possible Focus Groupings
 - Possible Focus Group Questions

Survey Launch Update

- The survey went live last week on Thursday (8/7), and we expect to be in the field for approximately 5-6 weeks with a **tentative** end date of 9/15.
- As of Friday, we've gathered more than 200 responses from members of the Somerville community.
- Over the coming weeks we will continue to promote the survey through a variety of means to ensure we collect a representative sample and hear from voices traditionally underrepresented in public processes.
- We encourage all members of the CAG to share the survey with their neighbors and communities and welcome your ideas for promotion.



Comprehensive Survey Fielding Plan

Tabling & Office Hours

At schools (prioritizing WHCIS, Brown, and Capuano). Promote survey, offer survey on spot, take project questions. Signage to support.

Tabling and Walk-Abouts

At range of both City and School events including Get Ready for School event, Free Food markets, SomerStreets Fest, etc.

Group Visits

Visit existing groups and gatherings to promote or offer survey on spot: such as Council on Aging, SOIA coffee hours, SFLC groups, etc.

Intensive Promotion

Via all forms and channels in 7 languages: Posters, fliers, info cards, press, email newsletters, social media, CityTV, website, material drops, etc.

Partners & Stakeholders

Amplification requests to community channels: outreach to PTAs, nonprofits, Chamber, Councilors, sports/open space groups, School Committee, etc.

SPS channels

Leverage appropriate SPS channels to families, students, and staff: administrative communications, SPS emails, bulletin boards, etc.

Access, Inclusion, Equity

- Survey in seven languages plus in-language outreach
- Digital, paper, and call-in options (via 311)
- Meeting people where they are and providing opportunity to participate in that space
- ADA accommodations available upon request

