

## **Introduction/Overview**

The Town of Woodbridge is leading a master planning process for the Former Country Club of Woodbridge property. This project is intended to bring together a wide variety of perspectives to identify a preferred plan for the property, which is owned by the Town. The following engagement plan outlines the goals, stakeholders, and engagement activities to support this planning effort. It is intended to work in concert with the overall planning process and schedule, which begins in November 2024 and concludes by May 2025.

## **Project Goals**

1. Build consensus around a shared vision for the property
2. Create a plan that defines and achieves the environmental, economic, and social value for the community
3. Employ data to support decision-making
4. Identify clear steps for near- and long-term implementation

## **Public Engagement Goals**

- Ensure the process is transparent and clear
- Use both quantitative data and qualitative feedback to understand different options
- Engage people both one-on-one and in larger public events to hear from many perspectives and voices

## **Target Audiences**

- **Board of Selectmen** – Monthly Board meeting updates; Provides overall plan guidance and final decision-making
  - Mica Cardozo, First Selectman
  - Sheila McCreven
  - Maria Madonick
  - Steve Munno
  - Andrea Urbano
  - David Vogel
- **Core Team** – Bi-weekly check-in calls; Provides day to day coordination and guidance on plan development
  - Mica Cardozo
  - Anthony Genovese
  - Karen Crosby

- **Technical Assistance Committee** – Meet as needed prior to Board updates; provides technical feedback on project development. Membership will consist of representation from the following Boards and Commissions and a single ad hoc resident:
  - Conservation
  - CUPOP
  - Economic Development
  - Housing Committee
  - Recreation
  - Agriculture
  - Human Services
  - Sustainability Committee
  - Ad Hoc Resident
- **Focus Area Groups** – Boards and Commissions, as well as Town departments, will be organized into three “focus area groups” that cover similar areas of expertise. These will be convened twice for virtual meetings to review initial findings and alternatives and provide feedback.
  - Environment and Recreation
    - Conservation Commission
    - Agricultural Commission
    - Recreation Commission
    - Sustainability Committee
    - Parks Department
    - Recreation Department
  - Land Use and Development
    - Economic Development Commission
    - Town Planning and Zoning Commission
    - Assessor
    - Building Department
    - Town Plan and Zoning Department
    - Commission on the Use of Publicly Owned Properties
    - Housing Committee
  - Public Services & Community
    - Board of Fire Commissioners

- EMS Commission
  - Police
  - Committee on DEI
  - Human Services Commission
  - Youth Services
  - School Board
- **Key Stakeholders** – Early project door-to-door listening sessions and group sessions at key milestones; Inform plan development by providing feedback at key milestones
    - Adjacent Property Owners/Neighbors
    - Environment/Conservation Organization/Stakeholder
    - Boards and Commissions
    - Community Groups and Organizations
    - Business Owners
    - Faith Communities
    - Local Developers
  - **General Public** – Community open house, online surveys, earned media, Town email blasts; Inform plan development by providing feedback at key milestones
    - Online survey(s) with links to survey included in all community correspondence and media outreach
    - Community Open House (2): Hold in-person public open houses to solicit input and provide information.
    - Earned Media: Prepare, distribute and pitch news stories that provide updates and solicit community input
    - Town Email Blasts: Prepare email blasts that provide updates and information and solicit community input.

#### **Public Engagement Activities**

- **Stakeholder interviews (Nov-Dec 2024):** Consultant team will conduct listening sessions and interviews with key stakeholders identified above to introduce the project and understand their assessment of the opportunities and challenges for the site. Included will be one-on-one meetings with each Selectman.

- **Neighborhood Canvassing (Nov 2024):** Consultant will canvas immediate surrounding properties to introduce the project and hear any initial feedback from neighbors about the opportunities and challenges for the site.
- **Community Open House #1 (Jan 2025):** Consultant team will host a community open house to gather the public's feedback on their vision and priorities for the project. The project team will coordinate with the Town to identify a location. The event will include a board exhibits introducing the project, findings from opportunities and challenges summary, and interactive activities.
- **Stakeholder interviews (Feb-Mar 2025):** Consultant team will interview with key stakeholders identified above to gather feedback on site alternatives. Particular areas of focus will be environmental strategies, community benefits, and development feasibility.
- **Community Open House #2 (Mar 2025):** Consultant team will host a community open house to gather the public's feedback on project alternatives. The project team will coordinate with the Town to identify a location. The event will include exhibits introducing project alternatives in drawings and conceptual graphics.

#### **Public Awareness/Education Materials**

- **Town website:** Consultant will provide PDF materials to be uploaded and maintained by Town staff on a project page within the Town's website, including presentations and project FAQ.