

SOUTHERN SHORES PLANNING BOARD
Citizen Communications Plan - Statement-of-Work

CITIZEN COMMUNICATION PLAN - STATEMENT-OF-WORK

1. DEVELOP A CITIZEN COMMUNICATION PLAN
 - a. Research outreach options and the relative effectiveness of different tools and techniques for different types of citizen communications (town website, Southern Shores Broadcast, outreach workshops, presentation workshops, neighborhood groups & coffees, neighborhood teams, Mayor's Chats, Drop-By-Days at town hall, public opinion surveys & polling techniques, ballot referendums, etc.)
 - b. Review the communications practices of neighboring counties and municipalities
 - c. Develop a plan which includes policy statements, standard operating procedures and action items as needed.

2. CONDUCT A "CITIZEN FORUM" ON OUTREACH OPTIONS
 - a. Sponsor a Town Workshop on community outreach techniques
 - b. Present findings and an overview of other municipalities programs
 - c. Present DRAFT policies and action items
 - d. Solicit feedback & recruit volunteers as appropriate
 - e. Document citizen comments / concerns & revise plan accordingly

3. PRESENT COMMUNICATIONS PLAN RECOMMENDATIONS TO PLANNING BOARD
 - a. Summarize findings in a white paper (5 to 10 pages max) and briefing presentation.
 - b. Recommend next steps to develop & implement a Citizen Communications Plan
 - c. Planning Board votes; if majority vote is affirmative send to TC with recommendation to schedule a public hearing and then to approve

4. PRESENT OUTREACH PLAN RECOMMENDATIONS TO TOWN COUNCIL