

ARPA\$ Outreach Committee

6 - 7:55pm 18MAR2022 (Mtg#5 - remote)

In attendance: Merry Shernock, Anastasia Rhodes, Mark Fouriner, Clare O'Shaughnessey, John Stevens & Carolyn Griffin Stevens (unable to attend: Dave Maxwell, Stevie Balch & Rebecca Haines Pearish).

TOPICS COVERED

FACT SHEETS: 2nd draft attached

- Widely distributed BEFORE the in-person meetings via the mobile easels (aka kiosks), electric bills, and at various sites around town. The list of distribution sites, so far, includes FALLS GEN + COFFEE CORNER + MUNICIPAL BLDG + SENIOR CENTER + AMERICAN LEGION + Local Churches.
- Will include **QR Code** to ARPA SURVEY
- Electric Bills go out **20APR & 20MAY**
(enclosures must go thru Jeff Schulz, Town Mgr, and must be at Elec Dept by the 18th)

ARPA SURVEYS: will solicit feedback from Northfielders not participating at in-person meetings

- Rebecca says Cara Sargent, NMS Bridges program, has volunteered to help us elicit responses from **younger Northfielders; e.g. Gr7 and up**, we are inviting Cara to join us at meetings.
- Surveys will be **both printed and via on-line platform**
- Printed surveys will be collected at the library (other sites?)
- **A Survey "Brain Trust"** will be established to craft a final draft that will be approved by the entire committee

SOCIAL MEDIA: FB page entitled "ARPA\$ Northfield" and will include the following:

- 1) regular updates on meetings
- 2) location of Mobile Outreach Easels
- 3) link to survey
- 4) links to how other towns are using ARPA\$

May also include submissions from youth via *"photo voice"*

TIME LINE Reviewed: APRIL - Mobile Outreach Easels placed in community as scheduled

- MAY & JUNE = 3 neighborhood meetings
- SEPTEMBER = 2 neighborhood meetings
- OCTOBER = report back to Select Bd.

NEXT MEETING: 25MAR2022 6PM (remote)

ACTION ITEMS: exact schedule & sites for Mobile Outreach Easels

- schedule FACT SHEET enclosure in utility bills
- exact dates of in-person meetings
- review and comment *via REPLY ALL* on FACT SHEET
(Charlie & Dave are defacto FACT SHEET developers)
- submit to REPLY ALL before 25MAR 3 questions for the Northfield ARPA SURVEY.
(Either forced choice or open-ended)
- Establish SURVEY "Brain Trust"