

Summary of Outreach Activities – Framingham TOD Project

Downtown Framingham Small Business Tour – September 14, 2014

MAPC partnered with the Framingham Downtown Renaissance (FDR) and the MetroWest Regional Collaborative (MWRC) to organize the Business Tour.

- **Goals:**
 - To strengthen relationships between small business owners , town officials and community leaders
 - To engage small businesses in a fun, interactive event before the official TOD Study meetings happened
 - Generate media attention for the Downtown Study Project
- **Outreach to Small Businesses:**
 - MAPC's Community Engagement Specialist canvassed 80% of all businesses in the Downtown area
 - 16 diverse small businesses agreed to participate. After the selection, two follow up meetings were held with each business owner to prep them and remind them about the event
 - After the tour, thank you notes and pictures of the tour were delivered to each business owner
- **Outreach to Participants:**
 - An initial list of 60 attendees was created by FDR, MWRC, and MAPC. The list included elected officials, municipal staff, and leaders from the business and non-profit sector
 - An Eventbrite email was sent to guests, followed by reminder phone calls
 - After the event, a thank you email was sent to all participants

TOD Study Meeting with Business Owners – October 7, 2014

- Canvassed and dropped flyers in 80% of all businesses in the Downtown area, with a special emphasis on the businesses that participated in the September tour.
- Business owners who showed interest in the meeting received a reminder visit the day before the presentation

TOD Study Meeting with Downtown Residents – September 14, 15, and 16, 2014

- Community Engagement Specialist attended Framingham's Community Partners Meeting to announce the resident meetings (Contact: Maureen Harrod, mharrod@framingham.k12.ma.us)
- Dropped flyers in the local library
- Reached out to the Resident Service Coordinator of the Framingham Housing Authority for assistance in distributing flyers to local residents
- Emailed and called Town Precinct Leaders for assistance in getting the word out
- Connected with Framingham Community Connections Coalition, held an extra meeting with low income residents who live near Downtown. (Contact: Bob Davis, bdavis@framcoal.org)
- Flyer for the meetings were published in social media and was largely distributed through local email listservs
- Met with Brazilian pastors and community leaders to invite them to the meetings

Downtown Framingham Open House – November 18, 2014

- Set up an interview with the local Brazilian radio station – WSRO 650 AM. Town Manager and MAPC's Assistant Director of Transportation shared project details and invited the Brazilian community to attend the Open House
- Recorded an English PSA for the Framingham Local Access TV, and a Portuguese PSA for the Brazilian radio station. PSAs were played in between shows during the day for at least two weeks before the Open House
- Emailed and called Town Precinct Leaders for assistance in getting the word out

- Dropped flyers in businesses in the Downtown area, with a special emphasis on the businesses that participated in the September tour
- Reached out to the Resident Service Coordinator of the Framingham Housing Authority for assistance in distributing flyers to local residents
- Connected Framingham Community Connections Coalition for assistance in distributing information to residents
- Used social media: FDR's Facebook Page, Town of Framingham Facebook Page. Also, asked community leaders to publish the event on their Facebook accounts
- Emailed invitation to all of MAPC's contacts in Framingham, including attendees of the Sept. tour
- A flyer was sent out to every parent that has a child in the Framingham school system
- Reached out to faith groups, many of whom included a flyer for the Open House inside their church bulletins