

West Concord Advisory Committee

Resource and Communication Process Description

Adopted April 4, 2012

The Board of Selectmen has established the West Concord Advisory Committee (WCAC) as a sub-committee to the Concord Planning Board. The charge of this sub-committee is multi-faceted but in very broad terms includes the dual roles of town resource and facilitator of communication regarding future development in and around the Village of West Concord.

In this document, the WCAC lays out a general approach to fulfilling its charge and a process whereby it can serve these roles effectively and efficiently. We are mindful that a new process should be open and transparent allowing for adequate input by all stakeholders, but not burdensome or bureaucratic. The steps laid out below attempt to achieve that balance.

Serve as a resource:

- *Goal: Provide recommendations and interpretation based on the West Concord Master Plan, West Concord Design Guidelines, zoning regulations and other stakeholder input as gathered through an unbiased process.*
- 1. Appoint liaisons to the Town Manager's Office, Planning Board and Zoning Board of Appeals, Public Works Department, and Natural Resource Commission for the purpose of monitoring town business and identifying potential issues that are relevant to future development of West Concord.
- 2. As issues are identified (e.g., Bruce Freeman Rail Trail, Route 62 improvements, Rideout Park land acquisition), a point-person on the WCAC will be identified to research the issues, identify relevant information from the Master Plan, Design Guidelines, or other sources and provide an update to the WCAC for deliberation in an open public meeting with opportunity for public input.
- 3. The WCAC will develop recommendations for town boards, committees, and departments and present these recommendations as appropriate. If additional information or Town resources are needed in order to formulate recommendations or input, requests should come from the full committee through the Planning Department liaison.

Serving to focus communication:

- *Goal: Conduct outreach to residents, business owners and property owners, gauge interest and support for various projects and concepts, and encourage public awareness of development initiatives in the West Concord area.*
- 1. Make meeting agendas, minutes, and committee correspondence available through a page on the Town website. Post resource documents where they are easily accessible.
- 2. Quarterly publication of Committee issues in the Concord Journal.

3. Re-launch a West Concord “Yahoo” Group to provide real-time electronic distribution of information and updates on WCAC issues to a broad group of interested parties.
4. Host public forums on WCAC issues to elicit stakeholder perspectives on future development projects as appropriate.
5. Communicate findings of Committee research and stakeholder perspectives to all stakeholders via website, Concord Journal, Yahoo Group postings, and public forums as appropriate.