

MBTA Communities Outreach Plan – Phase 1

May 2023 – January 1, 2024



Who to Engage:

Key Boards and Committees:

Select Board
Planning Board
Public Works Commission
Finance Committee
Concord Municipal Affordable
Housing Trust
Concord Housing Development
Corporation
Concord Housing Authority
Concord Housing Foundation
Community Preservation
Committee

Related/Interested Boards and Committees, *additional groups italicized:*

Climate Action Committee
Transportation Advisory Committee
Economic Vitality Committee
West Concord Advisory Committee
DEI Commission
Council on Aging
School Committee
Recreation Commission
Historical Commission
Commission on Disability

*Chamber of Commerce
Concord Business Partnership
League of Women voters
Churches and other religious
organizations
School Parents-Teacher
Associations
Residents and Businesses 100
Main Street area
Residents and Businesses Thoreau
Business District
Residents and Businesses Baker
and Commonwealth Aves areas*

Timeline and Outreach Plan:

May-June 2023

- Visit Key Committees – provide update and phase 1 of outreach plan
- Update related/interested committees
- Housing Round Table Discussion (June 7th)
- Host a public information session – MBTA Communities Zoning 101 (June 28)
- Complete website, FAQ's, 1 page documents, graphics, social media package, bookmark design and info for library

July-August 2023

- Visioning and mapping sessions
- Prepare draft zoning

September 2023

- Review maps and draft zoning with community
- Survey
- Public Input Sessions
- Refine Zoning as needed
- Answer questions, add to FAQ
- Campaign
- Online (social media, website, News and Notices, etc)
- Board and Committees (tabling at events, Chairs Breakfast, advocate with neighbors)

Outreach/Campaign Kit:

- Social Media (graphics, quick facts, where to go for more information)
- One pager handouts
- Thorough FAQ
- Explanation videos for social media and to run on local cable access MMN and Youtube
- Newspaper - Concord Bridge
- Posters at popular locations including MBTA Train Stations
- Bookmarks for libraries
- “Backpack” Flyer, school distribution lists
- Housing newsletters
- Lawn/yard signs
- COA newsletter
- Direct Mailing Town Wide
- Host morning coffees
- Sandwich board signs
- Website
- Online engagement tools

Example social media post:

Did you know that Concord is one of 175 towns and cities that are changing zoning for the possibility of future denser housing near our train stations? This exciting change will help us diversify our housing stock and assist with transit-oriented-development which is good for our health, environment, local economy, and more!

Why do we need more housing?

When costs are high and housing supply is limited...

- Seniors** wanting to downsize and stay in town have nowhere to go
- Young couples** looking to start a family can't find homes
- College graduates** cannot return to their hometown (unless moving back home with their parents!)
- Local businesses** struggle to find employees
- All of us** lose out on new neighbors, and the opportunities they could bring to our community

Learn more at:
concordma.gov/MBTACommunities