

## Q7: Thoughts on how the School Building Committee can increase future survey participation?

I supported the plan that failed. But it's clear that location is the #1 factor for people in town - keep the school at Dale St site. If SBC proposes another new school at Wheelock it \*WILL\* lose again -- the neighborhood opposition PLUS w the usual naysayers are too large in number to overcome. I understand the Wheelock site has operational and construction cost efficiencies, but LOCATION is the #1 factor for the people of Medfield. Better to forego state funding and spend the money to keep it at Dale. Don't make the same mistake again -the new plan MUST be at Dale St site.

Proactively engage community members with different circles of influence to help send survey to their networks; request feedback on survey drafts from particularly influential residents with differing viewpoints

push the information out to residents, instead of expecting them to find it on their own

Send through the school, put link in paper

Electronic signage by Town Hall

Post an ad with the QR code in hometown weekly, run a spot on MEDFIELD TV, put sandwich boards /posters up at major intersections in town or at the transfer station reminding people, each grade has a Fb group so post there a few times.

Have multiple ways to share and reach out, thanks!

Perhaps a mailer?

Surveys should be conducted during the school year and not during the summer when everyone in Medfield is out of town. This was a big flaw in the MSH surveys.

continue to use town newflash & social media

I love that you are doing this. I think for many folks, the last process was broken before it even started because the community outreach portion didn't seem to matter. I'd say meet the community where they are. Set up a booth at Wheelock and McCarthy during soccer games, sit outside Starbucks, Brothers and Shaws on Saturday morning holding a QR code where people can quickly sign up for information, alerts, and give feedback on the process as it progresses. Not everyone can or will make the in-person sessions but I love having a zoom meeting on in the background while I make dinner or help with homework.

I don't think it would be out of line to ask principals to share the surveys in emails to parents

Ask folks to share with voting family members.

Needs to be more community involved and consideration for opinions

More timely. This survey should have been done right after the vote failure.

"School emails, mailings to homes to encourage citizens of Medfield to subscribe to social media and or email.

Include talks to citizens who don't have school aged children to help them understand why having a community with sound schools benefits them. For example, home resale, business income, etc., "

Make them short and sweet and not redundant or too frequent.

Have hard copies at library with a 'deposit' box - same for Council on Aging

Townwide email, high publicity of surveys, timely review and publication of findings.

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Although it seems unnecessary with something that is so important, some times adding an incentive (raffle to donate to a charity or for every hundred responses received, money is donated to something for the kids i.e. ice cream truck at school, t-shirts) can draw in more responders. Tough to do with a anonymous survey but you could add an optional contact field. Also potentially adding SMS messages as a way to reach people.

Build awareness and give ample time to audience to a) know it's out there and b) partake.

Do not just pick survey results that conveniently fit in with our Superintendent's vision and file the rest away. If residents get the sense that their opinions are not only heard but also valued, participation will increase automatically.

We shouldn't hastily assume that the surveys accurately represent the entire population of our town. Once again, a small group is adept at manipulating and influencing the survey results. I'm confident that they send an email blast to their own group, urging them to fill out the survey.

Medfield TV

It's critical to get feedback from folks not on social media. Hometown weekly, the CoA newsletter, flyers around town, mailers to all town residents.

Make the results of the preceding surveys public and offer the committee's preliminary conclusions from the preceding surveys. If people have a sense of what you are thinking, based on what you have learned up to that point, I think they will be more interested in completing future surveys if they think you missed anything.

1. Find a method to avoid duplicate returns. 2, Send out a survey with next RE tax bills. 3. Get a better info through a upgraded video set up. The OWL system jumps about , poor audio and nearly unwatchable. Use the new \$\$ to upgrade the whole committee video system, 4. Suggest all members of the SBC try pairing up on a couple of weekends and get direct comments- - canvass your neighborhoods door to door. It gets to people who have strong opinions, but don't answer surveys

Town email list?

Tap into the dozen social groups in town

Gift card prize

Develop a school/town information portal?

Ask your responders to reach out to 10 friends/neighbors (perhaps give them a short script to cut and paste explaining why their input is important)

If you know anything about marketing, a 10% return is expected. Anything above that you've done ok. You've demanded clear communication from other committees - provide it from the SBC.

These surveys should be distributed to school parents through building principal/superintendent communications.

Demonstrate you are actually listening. Last time around the board clearly didn't listen, resulting in years of lost time

I think this survey is a positive step.

Meetings are often difficult to attend for working parents

Get the town moms involved

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Be more transparent.

Senior center and town should send out emails as well

Announce survey in the local newspapers and Medfield facebook pages

Continue to expand the resources used to publicize the survey.

Asking for input on the location and details before bringing it to a town vote.

Have teachers address with parents in their classrooms directly; involve PTO; have parent phone trees for outreach

Have QR code linked to survey at pickup and drop off lines at schools.

Add to Facebook and other social media

Use as many avenues as possible

Plan your future agenda's and perhaps have a monthly survey ahead of those topics being presented to get the feedback from the town. Perhaps having a standing survey window of something like the first week of the month or something that you put out the topics you are discussing in the weeks ahead. Maybe this will bring more participation in if it is a monthly occurrence.

### Mailings

Getting the retired/tax paying citizens the ability to fill out the survey- perhaps at the senior center.

Keep them simple yet to the point. Be transparent.

The above seems reasonable. Maybe post notices at other Town sites like the Pfaff, senior center, Town House, etc.

Signage around town?

Remove the superintendent from the process. Town. Citizens only.

Include a short timeframe to complete it for immediacy

Signs across town with QR scan code.

spread it far and wide, but maybe don't email on the Friday before a long weekend

### Mailing

share detail easily & regularly via: <https://biteable.com/use-cases/updates/>

Better located, better publicized meetings.

Signs/placards around downtown at the main intersections, in the various school newsletters.

Publish on social media, through town wide fliers, and explanation of how in other towns with building new schools, the impact level of these surveys on getting votes passed.

This survey was clearly made to address the negative concerns that were brought up by the anti-school vote. Would like to see a more balanced poll going forward that not only addresses the previous concerns, but gives credit to the positive aspects that the existing school plan provided. Otherwise this committee will spin their wheels to try and accommodate

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the concerns of one half without weighing in the aspects that deserve more attention. It's embarrassing that we're at this point.

Send mail. Not everyone is on social media. If ANG Party can send mail to everyone to ask for donations or volunteers, certainly the SBC can as well.

Clear communication on key decisions being made in certain meetings and potential outcomes of the decisions being made.

More outreach programs to the community, have an information table at Medfield days, the library, in town at events, at the summer concerts on the green

Post online in multiple forums

Repeated emails over a period of time. I often forget to respond during busy periods.

Through the Senior Center, Library, and Parks & Rec. Sandwich board in center of town.

Advertise as much as possible so that the naysayers can't say the process wasn't transparent/inclusive enough

More community engagement with parents - have representatives available at youth events (such as McCarthy field on Saturday mornings). It seemed like the older community was able to have like minded individuals rally around the cause to vote down the new school, it would be great to establish a cohesive bloc of parents of school age children to help get the new plan over the finish line.

Telling the length of the survey is important and reminder emails!

The costs should be transparent. Offering surveys that allow citizens to weigh in on prioritizing costs of different choices will be helpful.

More transparency of who is on the committee and their affiliation to education and experience with building projects of this scale. Also whether they supported the school proposal or we're against it to make certain this isn't biased in their activities

Principals/teachers telling students and helping the student to feel empowered too about this decision and the importance of feedback, if they encourage their parents to participate in the survey I think that would increase both awareness and participation. I also think putting some sort of deadline on the survey, like 1st round survey is due in two weeks but something to create some sense of urgency maybe...thank you all!!!

Social Media posted, facebook posts to specific classes

Incentive with a local business - free bagel from blue moon with every survey. Or something like that.

Social media posts to the class Facebook pages and send a letter home in the folders of the younger kids.

continue community outreach, town website and town twitter account

Signage around town (similar to youth sport sign-ups)

Create neighborhood ambassadors to reach out to their friends and neighbors

Continue to disseminate info in many different ways

Westwood sends automated phone calls with important town updates. Perhaps this should be considered.

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put a link into medfield patch with a qr scanner

Raffle, signs around town

Signs in center of town, at town hall and at library

Sending it through the schools has been very effective for my family!

Posters with QR codes in common areas around medfield (e.g. Park Street Books, Avenue, Brothers, library).

Keeping the public informed

Social media and targeted emails.

Raise more awareness. Flyers, emails, signs around town – drop off information at local businesses (Blue Moon, Shaws, Starbucks, etc). Is this really a question? Get the word out!

Continue with the emails from the school and then send follow up reminders

Keep emailing

School emails, town Facebook pages.

Put it in the Medfield paper.

Use voter registration to send sign up

Listen to what the town wants and incorporate feedback into the plan throughout the process. Surveys for the sake of surveys, serves no one.

email notification works

This was an effective method.

highly publicize the process, be transparent and get everyone involved

Post on school committee Instagram (as of now, I haven't seen it there), signs in store windows around town

Post on social media

Ensuring feedback provided is taken seriously and incorporated into future plans

Using the State Hospital model for communication, online posting

Find more channels to publicize. Many many people are not on Facebook anymore!

Continue to address updates at school committee meetings. Increased communication from superintendent on plan updates. Announcements of school plan updates in school weekly newsletters.

I received this survey numerous times so great job.

All of the above--I did not know of this survey except by accident

Go out through other town committees as well

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Ensure that you will really listen, not just go through the motions. Last time when the results didn't give the SBC what they wanted, they simply ignored them. The town has now given multiple data points that a strong Dale St location/option will have much more support. Stop fighting it. Make it happen. If people think you really will use the data, they will be part of the process. We want a school, just stop pushing a location other than Dale.

Solicit input

Town of medfield official account' on instagram has zero posts. I'd like it there but somebody needs to step up I guess! Maybe your own IG?

Very old school but maybe printed surveys that can be picked up at Town house.

Local supermarkets and stores and restaurants in town as well as with tax bills and at voting stations for local and national voting

Transparency matters

Have a booth at medfield day to collect emails and engage or have paper/chrome books right there and or have small flyers/cards to hand out with QR code or basic how to engage

send out a postcard to every mailbox

Postal insert with QR code link to the survey

Neighborhood representatives. See if each "neighborhood" can have a volunteer or two willing to participate and communicate back to neighborhood. See if possible if Newintown will assign a representative to reach out to younger parents who are not in school yet. Please do not rely on social media only. Direct email very useful - get list if possible of past email addresses from previous communication committee. <redacted name> might still have them. Also there was a parent advocacy group that might have more names. Provide an update at each PTO meeting and maybe ask PTOs to also assign a representative to be responsible for updates. Periodic Direct mailings to homes/mailbox - critical. Especially prior to any MSBA funding which limits your communications strategies. Have a booth at Medfield Day and any other day that you can think of. Signage throughout town buildings. <redacted name, past school building committee communications members, <redacted email>

This method is fine.

USPS mailed postcard with a simple sentence or two, the url and a qr code.

It is also useful to highlight WHEN the survey runs through / ends.

Medfield Insider is a good start.

Incentives

Surveys are great if they are listened to.

Highlight the importance of where, when and how residents' input will have an impact.

Use the electronic billboards on 109 and at the transfer station

Send out w/census, property taxes, have available on voting days, etc

asking teachers to send it in the weekly updates

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The town should have a spot on their annual census of the town households. (I think they may have finally done it.) Do a blast email to town homes from this aggregated list and see what your percentage return rate is. It is a start. Thank you for your time.

Making sure families with children who are not in the public schools are aware of voting and how a new school will positively impact their children. Many young families had zero clue about the last new school proposal.

reminder emails from the school

Just be open and objective

Are surveys emailed to the parents of all students presently attending Medfield Public Schools? Are surveys distributed to parents of children attending private preschools in Medfield?

Face-to-face engagement with SBC is needed early on to build trust.

Facebook, sending via email through the school

Maybe digital signage and/or yard signage that posts the best web address to get information?

Stay at Dale Street School

Continue Social Media posts / visit athletic fields /similar community engagement opps with iPads with the survey link-random samples.

Have QR Codes around town such as at the Center at Ice House, Bros Market, State Hospital / Bellforge, Library, Town Hall & entrance to soccer fields at Wheelock.

Blast word of it on town sites, Patch.

Post it on the hometown weekly and use peoples personal networks.

Solicit more input from Medfield residents

Publicity at end of year activities, playgrounds, sports fields, town intersections

show they are listening to town people and not bowing down to superintendent

It is imperative that the School Committee encourage and solicit community input.

by using the results instead of ignoring them the town will realize you value their opinion

Better dissemination of availability - only chanced upon this because someone else posted it to their facebook account.

Post the survey in the Medfield face book groups - Friends in Medfield and Concerned Citizens, promote the survey in The MEDFIELD PATCH, The MEDFIELD HOMETOWN WEEKLY, and The Medfield Insider newsletter. Offer paper hard copies of the survey at the Center with a secured box to put the completed survey in and list the deadline date when the surveys will be picked up at the Center.

Put a flyer up at Starbucks, put the message in the electronic sign board that the town has

Perhaps include survey with tax bills.

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Listen to the people of the town. The vote did not go well. Please do not waste more money trying to get the town to change their mind. They have spoken.

I attended numerous zoom meetings about the proposed plan. When I chose to speak, <redact name> summarily shot down my concerns about the project. I am not a shrinking violet and will be back again, but <redact name> autocratic approach to this school siting process inhibits community participation.

local paper

keep doing what you're doing

Put <redact name> on the case. :)

Town-wide postcard mailing with QR code to take you directly to a survey?

Advertise through the medfield Moms facebook page and through flyers to local daycares.

Let people know what the steps are / process is and then send them out accordingly.

Send out through school list serves

Advertise! Medfield Cable, local newspapers, social media, local TV stations (WBZ, WCVB, NBC 10, NECN). This information needs to get to ALL citizens, not just ones with children in the school system.

Be more transparent and actually seek and consider public input. They did not do so last time.

Take a vote on a potential plan before spend millions on proposals that will never be used.

Keep them short

"Not relying on spreading the word via email from friends for how I learn about surveys. Reaching people is hard. The town website is a place I use only if I have a question. Social media is not something I do much of (the trolls turn me off), I do scan the hometown weekly (it doesn't take long),...

Honestly, creating list of registered voters for town issues using cell or email address would be the best way to reach at least me. "

Publish and promote survey on main Town of Medfield page

Good luck! I thought they did a great job the last time.

Please post survey links on Facebook groups like Friends in Medfield and Concerned Citizens of Medfield. I don't want to rely on Dale at Dale or information because they can be biased sometimes. But they are the only ones that share information.

notices/sandwich board signs around town at library and schools

Reasonable notice

Ask what and why the Town would except the SBC .finished product.

Post it on a public message board on the road near town hall.

Have surveys available in public places such as library, town hall and schools.



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I think you are doing a great job. Just keep listening to the parents past and present.

Stop following the superintendent and think for yourselves

Put survey info and link in the hometown weekly a week in advance so they every resident/ taxpayer knows about it

More communication and public input

Make them more meaningful. This one accomplished nothing.

This survey is not well written. The top question should have an option for "It was a bad plan but I voted yes". Also, the importance questions are not all clear. For instance, the facility size is important to me, but I felt the last plan was too big and indulgent. So what does a 5 mean for facility size? That I want a big school? Or just that it is important to me and you have no idea why? You also missed a huge factor why so many people voted no, and that was the lack of plan for the current Dale school. It would have been good to include that in the survey.

Signs with QR codes to survey in Starbucks, library, etc

Better awareness of email listserve

Articles on progress

Be transparent about the process from start to finish - if there is a timeline, communicate that up front so that people understand where the end goal lies. As a continuation from the previous proposal failing, it feels a bit like this whole process is hopeless but I think strong communication will help.

Circulate through the school system as it directly impacts those families in the very near future.

School communications

Guess need to understand results from this survey first, but seems to be publicized correctly.

Share the results, post on patch and Facebook pages. Friends of medfield and concerned

Good luck you can't please everyone

Publish in a variety of locations- and often

Regularly scheduled, consistent, quarterly surveys that are sent out as the process continues on, as well as during the construction phase. If people know the surveys are quarterly, they will become more engaged because they'll know to expect them. The questions on the survey will cause people to think about things they may not have considered. If you survey regularly, I think we will get a ton more feedback than just sending out the occasional one few people may see online.

Ask current recipients to forward to neighbors and friends, and via public relations effort.

continue to be transparent through emails

Open to the general public not just school families since the rest of us will also have to pay

survey is a great step to communication

Reach out to local social clubs

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Stop surveys and build the damn school

Actually Doing them is a great start.

Tell people to take the surveys and be informed or pay the 'price' of ignorance when it comes to the vote

Marketing! Email, snail mail flyers, posters. All including ways to stay updated.

See above- have a raffle-if you do the survey you are entered into a raffle for an Avenue gift card. Make a big deal out of the prizes.

Have someone at end of year events promoting the survey either by speaking (on stage at a concert) and/or, have tables set up with iPads so people can do the survey while at school events. Walk up and down the sidelines at sporting events.

Put signs up around town promoting the survey."

The location should definitely be voted on by the town this time so the School Committee can move forward with confidence.

Post on social media, email

I thought the school committee blocked participation by townspeople recently.

Lunch board in town

Try to come up with a more reasonable plan

Utilize all of the communication forms in the list above

Email from schools to all parents, links in senior communications, public library notice? Traffic boards -

town can tweet and inform us of the survey

Post in the Medfield moms facebook group

Wider email campaign

Town Website

Have the schools send out the emails. Also, have volunteers set up tables at different town events/locations asking people to sign up with their email to be informed, involved and have their say.

Let's get a new school asap

Have schools include in weekly newsletter

Have parent reps post on the grade specific Facebook pages

Keep 'em short, like this! :)

Email blast, social media, utilize school email lists.

Spread the word to local preschools, daycares, and parent groups.

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Send out a weekly email containing captivating project-related facts, ensuring that the agenda set by project detractors does not dominate the community's conversation.

Public relations support

Be more specific with what answers you are looking for. For example above says to rank facility size. I'd like to answer more clearly. small or large may be important if a 5 is checked. These questions appear to collect answers that maybe backup someone's bias rather than what is actually meant.

Use the Medfield Insider

Included the survey with the real estate tax bill or other community wide mailings.

Have a QR code with link to survey at community events (school concerts, sporting events)

Any way to do an email blast to town? Does town hall have some sort of master list?

Using other town/non-profit programs such as basketball, soccer, baseball or lacrosse programs' reach to push the survey to others within the community.

It's just a question of how to reach more people! I would assume many 'seniors' are not computer savvy or tuned in! Also, for parents whose children have moved on, they have significant value, as they have prior experience with the school system!

Make available thru mail and/or with local business

Make sure they are a reasonable length.

Highlight The Medfield Insider as a key source for SBC updates, news and surveys

Email Blasts / Cable TV / Updates in Medfield Patch

Public signs near groceries or transfer Station for folks who don't frequent the schools

Email updates to interested parties

Be open and forthcoming on all aspects of the building design

Door to door local restaurants town day type setting at sporting events

Be open to outside of the box thinking and overall cost as it is an expensive town to live in when you are not wealthy.  
send flyer

I like the Home Town Weekly and Patch

Its not on the SBC, citizens just have to be less ignorant of what's going on

Explain how each survey will shape the decision making process; share results and survey analysis shortly after a survey closes.

Invest in the project by investing a little cash even now at important touchpoints- mailers, FB sponsorship, reverse phone alerts and making the Town email and text alerts more user friendly and informational, not 4 step journeys to agendas.  
The Town's Administrative operations and the Selectboard must take responsibility for prioritizing the use of its resources

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for assertive & accessible communication. Social media hardly works anymore, particularly FB & twitter which promote ads over content and conflict over 'bulletin board' style communication in their feed.

Over communicate everything. Campaign the hell out of the process. Let's not get to a vote this time before realizing things were mucked up.

Engaging the teachers at all levels to encourage parents to complete surveys.

Be transparent and follow procedure

This is a great strategy.

School Communication / PTO help!

what about a link via text message like the blast that goes out during school cancellations

allow people to sign up for a list-servs/form-stacks

More time (We received this email from <redact name> on 6/14 with a request to complete by 6/16 which coincides with the end of the school year and a ton of end of year activities). To ensure enough participation it should be noted that timing the survey is also important.

This distribution seemed fine

You have a list of ranking, but no measurement, such as "Facility Size" but not a measure like Facility size for "growth" or facility size "reduction". The scoring of these rankings should not be considered because the interpretation of the weighting is not anchored in metrics, or even the direction of the category.

School Communication

The possible answers listed are all good. Perhaps a simple postcard in the mail separate from the local papers in case people don't read those or set aside to read later.

Put on the Medfield Facebook pages

Social media, school announcements, hometown weekly

More transparency

Email to ALL residence regarding school issues - not just current parents

Allow absentee/virtual voting! most of us have young children, and or work into the evening, and are unable to attend an in person vote

Expect people to not want the town to over spend again, as we have on public safety and the town garage. The committees have not shown good process or financial restraint. As our enrollment drops and taxes rise, we have seen a drop in the standing of Medfield school rankings and it is not due to facilities. Investing in the teachers and current buildings as a whole seems better than a superplex school

constant reminders from the SBC

Post signs on the road. If you have town resident cell numbers, text them the link to take the survey

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Not have <redact names> run it, she doesn't project collaboration, listening or engagement and get a more balanced steering committee. The same people who over spent on the past projects offer some good process input, but had promoted similar financial irresponsibility on this project

Full transparency and listen to the voters who have already said keep it at Dale St

Listen to all sides- not just one. Spend money like it was your own.

Show a lot less favor for one side and not the other.

Listen to the town and do what they want. Not only what the SBC personally wants.

Frequent communication via all appropriate channels

Not be so biased next time.

Don't hold meetings during the day. Some of us actually work. Yes surprising.

Not be one sided. It seemed like a personal mission for the SBC to pass the new school regardless of what the whole town felt.

Be considerate of the people who voted you in. Listen to our opinion, not just your own

Don't show personal bias.

I think this survey was well distributed and you gave ample time for folks to participate. Thank you! Please, keep an open mind.

post on fb and put a notice in the local paper, send an email out to the town

Be transparent by including all costs. Get report certified by independent consultant not paid for by the SC.

Present more than one option. Shouldn't even need to say that :(

Continue communication.

Email Blast to community at large

All address mailing

attend functions with a purpose to discuss the school building committee

Why is there another vote after two previous votes against the building?

Stop ignoring what the majority of residents actually want, which is to renovate/add to Dale

Keep school at Dale

Provide the opportunity with hard copy insert in Hometown Weekly.

Use the voting based emails not just school parent emails. That is age- based discrimination

Solicit more taxpayer input prior to the vote

Reverse 911 call? Town-wide post card mailing?

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This survey does not take a holistic view of the impact of moving the school. The categories above are so isolated from each other as to be almost useless.

More interim plan discussions and forums before a final decision is reached and presented to the Town. More surveys advertised very/more widely. Providing timely written minutes for each meeting because it only takes a couple minutes to read minutes and more residents will follow along whereas requiring everyone in town to watch a 2 hour video of all the town committee meetings is onerous and will decrease participation until the end of the process and a final vote when it may then (as happen last time) be too late.

Also do not use only Google. Lots of people will not be on the internet to fill out the form. Provide alternate input methods.

btw - Your asking me to "rank" the items in question 2 led me to start out ranking them in order. Then finding more than 5 items I realized that what you really meant was for us to "rate" the value of the items."

Mail?

Home Town Weekly

Through town hall (maybe property tax notices?) create a Medfield email database that you can send emails to.

Keep residents in the loop by mail.

Transparency and disclosure of self interests

library kiosk, Hometown Weekly coverage

Put a flyer in the Medfield newspaper. That worked very well for the Hospital project

Give more then two days to complete the survey and multiple email reminders.

SBC needs to have more positive communication on social media to counteract mis-communication from those against the project

Increased outreach toward families of young/future students, who don't hear about these updates as easily.