

SHCTV ACTION ITEMS

Priorities: Immediate (I)=within 1 year; Short-Term (ST)=1-3 years; Mid-Term(MT)=3-5 years; Long-Term(LT)=5-10 years

NOTE: Priorities may have two time frames and they may start in the shorter time frame, but take longer to complete.

#	Goal Actions	Primary Entity	Subentity(ies)	Evaluation Metrics	Priority	Status July 2022
G1-22	Work with Council on Aging to improve communication, education and programming to elderly population regarding fraud and scams.	Police Department	Council on Aging, SHCTV	Number of presentations or communications. Number of seniors reached. Number scams/fraud attempts reported.	I	
G1-26	Identify and encourage conditions that attract and support Black, Indigenous, and People of Color population.	Selectboard	Administration, All entities	Process for identifying issues concerning BIPOC population and for monitoring the experience of Town services across all demographics. Process for identifying challenges and addressing them. Change in Town demographics. Change in diversity of people participating in civic life.	ST/MT	
G1-30	Facilitate public outreach events and forums around sustainability, such as public access TV, Know Your Town, mailed resource advertisements, and social media.	Sustainability and Energy Commission	SHCTV, SHELD	Number of events. Number of attendees. Number and type of other outreach attempts. Change as a result of increased awareness.	ST	
G1-31	Foster Town engagement with college/university personnel and consultants to provide special expertise.	Administration	Other entities as appropriate	Number of personnel used. Type and effectiveness of services provided.	ST, MT, LT	
G3-24	Work with boards and committees to produce videos to welcome new members and give them a brief overview of responsibilities.	SHCTV	All boards and committees	Number of videos. Number of boards and committees participating. Feedback from viewers.	ST	
G4-1	Create working groups of staff and committee and board members to meet regularly around common priorities to identify and work together toward shared objectives.	All boards, committees, and departments	Administration, Selectboard	Date working group created. Number of shared priorities identified. Number of group actions being pursued. Number of actions completed.	ST	
G4-3	Create digital resources on various platforms a podcast or video campaign to hat answers basic questions about Town government and Town department procedures.	Administration	SHCTV	Number of podcasts created. Number of viewers. Feedback from viewers. Boards and departments involved in podcast	ST	
G4-4	Improve inter-departmental communications within the municipality and to the public.	Administration	All departments	Number and types of communications. Feedback from residents and business owners.	ST/MT	
G4-5	Provide professional development for all departments and committees as appropriate to improve skills in website content development and presentation.	Administration	All departments	Date provided. Number of participants.	ST/MT	
G4-8	Create a central resource directory on the Town website for all listing and linking to all current plans, reports and key data.	Administration	All boards, committees, and departments	Date resource created. Relevance of information provided. Use of information.	ST/MT	
G4-13	Prior to Town Meeting, review proposed bylaws as to legality, consistency with other bylaws, and alignment with the goals of this Master Plan Update and make recommendations for action (recommend or not recommend) to the Selectboard and Town Meeting.	Bylaw Review	All other boards and committees	Date(s) bylaws reviewed. Number of committees and/or proposers consulted. Recommendations made. Votes by Town Meeting.	ST/MT	
G4-22	Post articles in area newspapers, Town's website and social media.	All boards and committees		Number of articles posted. Number of responses or other feedback.	ST/MT	
G4-27	Work with boards, committees and departments to identify baseline data for impact evaluation and standard metrics, as appropriate.	Master Plan Implementation Committee	All boards, committees, and departments	Date baseline data identified. Schedule for collection of baseline data. Date(s) data collected.	MT	
G4-28	Work with boards, committees, and departments to monitor progress towards goals using metrics recommended in this Master Plan Update, as appropriate.	Master Plan Implementation Committee	All boards, committees, and departments	Identify schedule and process for monitoring. Feedback from boards etc. as to usefulness. Dates of progress updates to Selectboard, Planning Board, and Town Meeting.	MT/LT	

G4-29	Work with Town Administrator, Planning Board and Selectboard to determine whether there are additional reporting mechanisms that should be put in place, for example to flag an urgent issue.	Master Plan Implementation Committee	Administration, Planning Board, Selectboard, All Departments	Date additional reporting mechanisms identified. Number of users. Feedback on effectiveness.	ST/MT	
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