



# Cape Cod Commission

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Communications Planning for  
Water Quality Management



← Cape Cod,  
Massachusetts



CAPE COD  
COMMISSION

# The Cape Cod Commission

...is the regional land use planning,  
economic development, and  
regulatory agency created in 1990 to  
serve the citizens and 15 towns of  
Barnstable County, Massachusetts



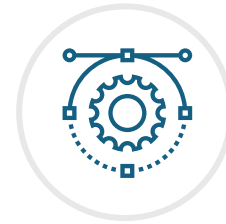
## MISSION

...To protect the unique values and quality of life on Cape Cod by coordinating a balanced relationship between environmental protection and economic progress.

# What does the Commission do?



Prepare and oversee implementation of a **Regional Policy Plan**



Review and regulate **Developments of Regional Impact**



Prepare and oversee **Regional Plans**



Recommend **Districts of Critical Planning Concern**



Provide **Technical Assistance** to towns

C A P E C O D  
**REGIONAL**  
P O L I C Y P L A N

FRAMING THE FUTURE

CAPE COD COMMISSION | 2018





# RECOMMENDED COMMUNICATIONS PLAN FOR THE SANDWICH COMPREHENSIVE WATER RESOURCES MANAGEMENT PLAN

Prepared for the Town of Sandwich by the Cape Cod Commission  
through District Local Technical Assistance funds provided by the  
Commonwealth of Massachusetts

December 2017

# Why was a communications plan needed?



Agreement on the problem –  
but maybe not the  
causes...or the solution



Inadequate understanding  
of “cost of doing nothing”



Concerns about equity,  
cost, effectiveness

Uncertainty +  
large price tag







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## Communications Plan Goals

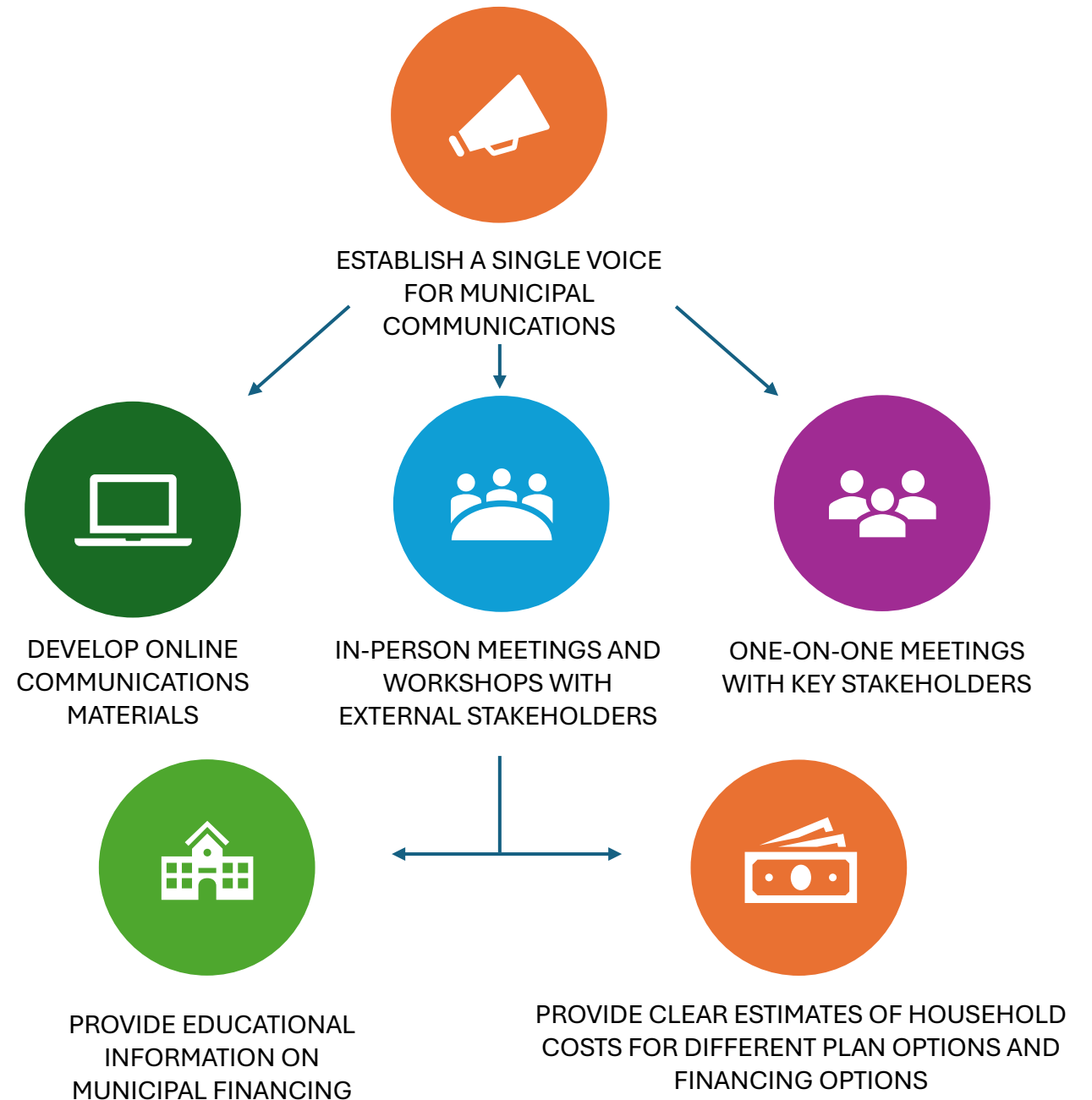
Increase stakeholder knowledge

Increase local recognition for consistent and predictable funding

Build trust and buy-in for local plan

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# Objectives for a Communications Plan



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# How do you create “one voice”?

■ **Identify consistent talking points, based on existing resources**

■ **Prioritize communications needs**

■ **Establish protocols for stakeholder engagement**

- **Meetings**
- **Digital / social media**

■ **Select a single point of contact for plan outreach**

# Identifying stakeholders



## Municipal Government

- Select board / town council / city council
- Town Committees and Boards



## Residents

- Civic groups (e.g., Kiwanis, Rotary)
- “Friends of” groups
- Civic and Neighborhood associations
- Yacht club members



## Local Business

- Small businesses
- “Main Street” organizations
- Commercial property owners
- Realtors
- Local Developers



## Regulatory Agencies

- State Agencies
- Federal Agencies
- Other



## Economic Development Agencies

- Chambers of Commerce
- Economic Development Industrial Corps (EDICs)
- Other



## Districts and Utilities

- School districts
- Water districts

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**For each stakeholder...**

What is their current role in your community?

Where are opportunities to provide input or participate in the plan?

What key messages should be communicated?

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# Ways to Enhance Engagement



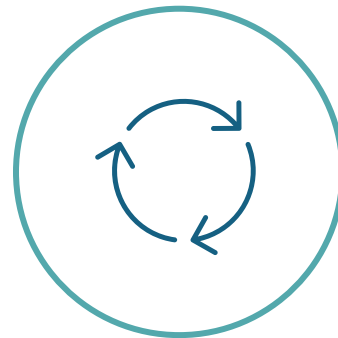
**Diversify outreach platforms**



**Leverage translation services**



**Maintain transparency**



**Ongoing engagement process**

# Developing a timeline



# Developing a timeline

## MARCH

Recommended presentation and discussion content for meetings/briefings is listed in **Town of Sandwich Stakeholders on page 28**

**Public Workshops on page 64**

**Platforms for Engagement on page 57**

**Public Review of Town Meeting Articles on page 66**

### IMPORTANT DATES:

**March 31, 2018** - Articles added to Town Warrant

### MEETINGS/BRIEFINGS:

- Local Businesses
- Sandwich, Canal Region, Cape Cod Chambers of Commerce
- Sandwich Water District Board
- Continue one-on-one meetings with key influencers

### PUBLIC WORKSHOP:

- Hold second public workshop. Topics should include the costs (funding options, including regional collaboration, cost sharing, and municipal finance options) and benefits (reduced costs to School District, maintaining control of implementation) of CWRMP, cost of doing nothing/regulatory action, links between wastewater planning and economic development and other capital needs in Town
- Share Community Finance 101 following the meeting for at-home review

### RESOURCE DEVELOPMENT:

- Tailor general presentation for public workshop
- Complete development of Community Finance 101
- Plan and schedule public review of Town Meeting article

### ONLINE COMMUNICATIONS:

- Social media pages, e-newsletter, CWRMP webpage updates: public workshop attendee and e-newsletter subscriber recruitment, relevant news articles, upcoming events, Community Finance 101, presentations



## PUTTING IT ALL TOGETHER

# How can communities use this framework?

- Wastewater / nutrient reduction planning
- Coastal Resilience Planning
  - Resilience infrastructure funds
- Stormwater
  - Stormwater enterprise funds
- Local regulation / bylaw updates

