

Outreach Plan for ATM 02-05-19

<b>Meetings</b>	
<i>ARB Public Hearings</i>	
Senior Center, Main Room, 27 Maple St	Mar. 4, 7:30 PM
Senior Center, Main Room, 27 Maple St	Mar. 11, 7:30 PM
Senior Center, Main Room, 27 Maple St	Mar. 18, 7:30 PM
Senior Center, Main Room, 27 Maple St	Mar. 25, 7:30 PM
<i>Neighborhood Meetings targeted to Town Meeting Members, open to the public</i>	
Peirce	Thurs. 3/28, 7PM
Thompson	Wed. 4/3, 7PM
Hardy	Thurs. 4/4, 7PM
Brackett	Wed. 4/10, 7PM
<i>Meetings with MPIC, ZBWG, HPIC, and RSG</i>	Ongoing
<i>Meetings with all merchant associations</i>	Ongoing
<i>Meetings with property owners, associations</i>	Ongoing
<i>Office Hours</i>	
Town Hall Annex, First Floor Conference Room	Mar. 14, 5-7PM
Town Hall Annex, First Floor Conference Room	Mar. 21, 5-7PM
<b>Town Meeting Member direct outreach</b>	
<i>Personal contact with TMMs and other stakeholders</i>	March, April
<i>Town Meeting email announcements</i>	1 and 2 weeks before each public event
<i>Mailing to Town Meeting Members with information about all upcoming meetings and public hearings</i>	February and following Town election to reach new TMMs
<i>Town Meeting Members targeted outreach mailing and email</i>	March through Town Meeting
<b>Media Outreach</b>	
<i>Community newsletters</i>	Ongoing
<i>Neighborhood Facebook pages</i>	Ongoing

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<i>Town website updates</i>	Ongoing
<i>Advocate, Patch, Globe North</i>	February, March, April
<i>YourArlington</i>	February, March, April
<i>PowerPoint presentations</i>	February, March, April
<i>Editorials</i>	March, April
<i>ACMi interviews</i>	March, April
<i>Amendment Guide document</i>	March, April
<i>Expanded FAQ sheet, as needed</i>	TBD
<i>Town notices via email</i>	1 and 2 weeks before each public event
<i>Twitter and Facebook</i>	starting 2 weeks before events