

DEERFIELD MVP 2.0 PUBLIC ENGAGEMENT PLAN

Engagement to build the Social Resilience Roadmap Part A and Part B (See Roadmap Part B for Documentation)						
Engagement Activity	Partners	Timeframe	Budget	Why this activity?	What will outreach look like? How will people learn about the activity?	How will community members share insight, learn new information and shape decision making?
1. Deerfield MVP Core Group	Farm, student, senior citizen liaisons	January-April, 2024	In project management contracts	Cross section of community	MVP core group meetings	Members participate in regular Core Group meetings and vote on all key decisions
						The Core Group includes under-served groups including farmers, student and seniors.
						Local knowledge drives all decisions. Engaging a cross-section of the community in decisions fosters commitment. Success is gauged based on ongoing participation.
2. Farmers Forum	Farmers	January, 2024		Best way to reach farmers	A short section of a larger farmers forum to solicit resilience priorities	Information sharing, with the MVP core group consultants sharing what we have learned and
						Discussion with peer group of farmers, making it a safe space
						We learned new things from the farmers, which was reflected in

					the farmers sharing their collective lived experience.	and the MVP core group going to where the farmers were meeting anyway makes it attractive for them.	the final Roadmap Part B and the resilience plan update.	
3. Key stakeholder interviews (in-person and remote)			Winter, 2024	Best way to reach representatives of different stakeholder groups	Interview Frontier Regional School District superintendent; Pioneer Valley Workers Center; Deerfield Public Health Nurse; Director South County Senior Center; CEO, Community Health Center of Franklin County; Community Involved in Sustaining Agriculture; Executive Director, Community Action Pioneer Valley; President,	Representatives, liaisons, of some of the most underrepresented communities had a chance to drive the conversation. Most of these interviews are not the ones with personal lived experiences, but they spend their entire days working with those populations and trying to find resources, so they have a great perspective to share. Several of them have boards that include those with lived experience.	The interview process was driven by the interviewees, encouraging them to go wherever they want to in order to make sure that they have a full chance to tell their stories. Confidentially as to the source of information was provided for those who wanted to share some of the challenges.	The process was extremely informative and was one of the shapers of the Resilience Roadmap Part B, which will also be reflected in the final Resilience Plan and the engagement for that plan.

4. Interviews at local businesses		Winter, 2024		Best way to reach underrepresented business voices	Deerfield Women's Club; Stop by several local businesses for informal interviews	Those with business lived experience were able to drive the conversations and share their experiences and needs.	Small businesses are often underrepresented at public forums, and especially want to avoid aggravating their client base, so the ability to provide comments without public repercussions is important to create a safe space.	The findings from businesses were reflected in the Resilience Roadmap Part B and will be reflected in the final Resilience Plan.
5. Interviews of under-represented stakeholders		Winter, 2024		Best way to reach underrepresented voices	Spent time at key locations chatting with stakeholders there: at South Deerfield Laundromat; Elm Circle; Deerfield municipal outdoor	Those with lived experiences who are underserved are often the hardest to hear, especially in a town with a small such population with few	Because the process was in a safe space, a space where the target population is and we came to them, it	The lessons learned were reflected in the final Resilience Roadmap Part B and will be reflected in the final

					campus/playing fields	organizations that represent the members. This process provided a forum for those voices.	lowered their price of engagement and made it comfortable to participate. We asked only a few minutes of time, so most people were willing to chat and share.	Resilience Plan.
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Engagement to build the Resilience Plan Update and Identify Seed Project (see plan for documentation)						
Engagement Activity	Partners	Timeframe	Budget	Why this activity?	What will outreach look like?	How will community members share insight, learn new information and shape decision making?
1. Public Outreach Survey (on-line and curated in person)	Senior Center, Elm Circle, Women's Club for survey distribution	Late April to early May	In project management contracts	Broad cross section of town residents (on-line) and targeted populations (in-person)	Survey available on-line with paper versions and documents available to assist those who want that help.	Community members can respond to the set questions with several open ended questions to allow them to contribute their unique perspective. The results of the survey will all be shared so participants can see how their voice fits in with others.
						How will this activity promote inclusion and accessibility?
						How will this activity honor local knowledge, foster long-term commitment? How will you gauge success?
						The survey information will be a factor informing the final resilience plan. It will be a success if we both have a sufficient sample size (N), and if that sample includes representative of different underserved populations.
						The survey format provides options to complete the survey from the comfort of your own house, library, or senior center, or use the curated option provides support for those who are more

									comfortable with that option.	Cross tabulations will allow us to compare answers with the groups they come from.
2. Frontier student engagement	Frontier teachers and administrators	May, 2024			Best option to reach students	Presentation and dialogue with combined science classes and offer town survey	Students will share their experiences and option, hear presentations and participate in engagement activities	Frontier Regional's student population includes a greater range of under-served populations and people of color than most town boards or organizations	We will engage students in activities to support a greener school, including rain garden planting.	
3. Engage seniors & others at Mobile Food Pantry	Senior Center or Town Hall	May, 2024		Gift cards	Best option to reach seniors and underserved residents	Informal conversations and offer town survey.	Going to where seniors and those in need are, instead of expecting them to come to us, makes engagement easy and allows a two-way conversation with participants, allowing them to drive both what	The safety of having interviewers come to where the target population is, in the midst of their peers, makes it a safe space and	The process will be successful when we hear different voices and can bring those voices into the final Resilience Plan.	

4. Deerfield Home Day	Recreation Department	June 8	Food or gift cards	Broad cross section of town residents	Table with handouts and possibly food	they want to share and what they want to learn	will increase participation.	
						Going to a fun event with a good cross section of the community, where they want to be instead of expecting them to come to us, makes engagement easy and allows a two-way conversation with participants, allowing them to drive both what they want to share and what they want to learn	The safe space, in a location that participants voluntarily attend because its fun, lowers the cost of participating, which in any case is always optional.	The process will be successful when we hear different voices and can bring those voices into the final Resilience Plan.

