

# Community Engagement and Planning Reading Center for Active Living (ReCal)

## Scope of Work

**Objective:** To engage a planning consultant to guide a public engagement and planning process for how the community should be moving forward with future needs for programming space either for a new senior center or a community center. This planning project, the Reading Center for Active Living (ReCal), is a forward-looking effort to plan for the needs of the community.

**Summary:** Annual Town Meeting 2021 appropriated funds for the Public Services Department to hire a consultant to undertake a planning study of either a new senior center or a community center. An Ad-Hoc committee has been created by the Reading Select Board known as the Reading Center for Active Living committee (ReCalc). ReCalc's charge is to explore both current as well as future community needs and initiate planning for a new Senior/Community Center. The consultant will work with town staff and volunteers appointed to ReCalc to identify community needs, present ideas, and foster stakeholder involvement in a public engagement strategy.

**ReCalc meetings** are expected to commence in December of 2021 (pending appointment of the committee members by the Select Board) and continue in 2022. Staff has been assigned to work with ReCalc and assist as needed. The consultant will attend approximately four (4) ReCalc meetings estimated to require up to **10 hours** and should be budgeted accordingly in the project budget. In addition, the consultant will attend the two planned public presentations by ReCalc; one in March of 2022 to the Select Board and one in April of 2022 to Town Meeting. This should also be included in the project budget as requiring not more than **5 hours**.

An **outreach plan** will be developed by the consultant with assistance from the Town of Reading that will identify the best way to engage with the community and promote awareness of the ReCal planning project. At a minimum, the outreach plan will include:

- **Two focus groups** led by the consultant. Details of the composition of the focus groups and the questions that will be asked of the focus groups will be worked out at the first project coordination meeting with staff.
- **A community survey** will be created by the consultant with input from staff and circulated widely throughout the community (e.g., the link/QR code will be advertised through multiple channels).
- **Two (2) public forums** will be led by the consultant.
  - *The first public forum* will be held within 60 days of contract signing and will be intended to present existing challenges with the current Senior Center (the Pleasant Street Center) and seek feedback on opportunities for expanding/improving programs and activities with a larger/newer facility.
  - *The second public forum* will be an opportunity for stakeholders to assist with brainstorming ideas for how to achieve the vision for a Center for Active Living in Reading.
  - The public forums will be structured to obtain public feedback in an engaging and effective way. This could include the use of flip charts, break-out sessions, and other exercises to foster engagement.

