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# CITY OF BIDDEFORD, MAINE

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## PRESS RELEASE

### **Focus Group Volunteers Sought for City of Biddeford Comprehensive Plan Update Process**

BIDDEFORD (April 16, 2021) — The City of Biddeford is seeking volunteers for upcoming focus group sessions to be conducted via Zoom as part of the 2021 Comprehensive Plan Update.

As part of this process, the City is releasing educational materials and surveys to the general public on specific topics – Neighborhoods, Housing, Downtown Mill District, Climate Change, Natural Resources, University of New England Integration, Youth and Schools, and Public Facilities – and following up on survey results with focus groups.

At minimum, each topic will have one focus group session with 8 to 12 volunteer participants. In the session, participants will discuss a variety of questions that relate to the topic, with a mixture of small group and full group discussions. The groups will also examine the survey results and get into more detail on data and policy suggestions. Questions will be developed and sent to focus group participants in advance of the session, so there is time to prepare and research if needed. Each session will be scheduled for about two hours.

Interested residents can fill out a short interest form on the City's website at [www.biddefordmaine.org/focusgroups](http://www.biddefordmaine.org/focusgroups), or call the Planning and Development Department at 207-284-9115.

“If you are passionate about or have a lot of experience with one of these topics, we would especially encourage you to apply for focus group selection,” said Greg Tansley, Biddeford's City Planner. “As long as you have access to a computer or phone, you will be able to participate in this process. There will be more opportunities for general public comment on the Comprehensive Plan later this year for those who have thoughts to share.”

Filling out the interest form puts a resident in the pool of candidates who can be randomly selected for a focus group and does not guarantee selection. Once the participants are selected, a meeting time will be chosen based on availability of all participants.

If you have questions or concerns on the selection process or what is expected of focus group members, please contact the City of Biddeford Planning Department at 207-284-9115.

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