

PRESS RELEASE

FOR IMMEDIATE RELEASE:

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Telephone Survey Being Conducted For Branford Plan

BRANFORD– Don't be surprised if, over the next week or two, you get a phone call asking you to participate in a telephone survey about Branford.

As part of the process of preparing a long-term strategic plan for the Town, the Plan of Conservation and Development Update Committee is conducting a telephone survey of Branford residents. About 250 randomly selected Branford households will have the opportunity to participate and share their views about important issues. Phone calls are expected to occur between Friday March 16 and Sunday April 1. You may receive a call on either your landline or cell phone. If you receive a call when it is not convenient to participate, simply let the caller know and they will set up a time to call you back.

The survey questions have been designed to help the Town better understand the opinions of Branford residents about a variety of long-term conservation, development, and infrastructure issues affecting the Town. The survey will provide an opportunity for Branford residents to identify issues of concern to them. The results of the survey will be integrated into the Plan of Conservation and Development which is slated for adoption by the Planning and Zoning Commission later this year.

A Plan of Conservation and Development is an advisory document used by the Planning and Zoning Commission and other Town agencies to:

- Protect the resources important to residents
- Guide growth and change in Branford
- Identify facilities and services needed to support the community we want to be

Branford residents who are contacted are encouraged to participate. The caller ID will display "Great Blue Research." If no one answers, the surveyors will leave a message indicating they will call back. If three calls go unanswered, another Branford telephone number will be randomly selected. The survey is intended to reflect the age and geographic composition of the Town.

Topically organized briefing booklets on issues to be covered in the new Plan of Conservation and Development in addition to the current Plan of Conservation and Development adopted in 2008 are posted on the Town website. Comment on the issues presented and other issues related to the development of the new Plan of Conservation and Development is always welcome and can be made in writing to the Town Planner and consultant at POCD@branford-ct.gov.

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