

Marblehead 2037 – Advisory Group Selection

Public Citizen Selection Criteria

The Town of Marblehead is looking for two Marblehead residents interested in participating in the Advisory Group for the Marblehead 2037 Master Plan. As a sitting member of the Marblehead Master Plan Advisory Group you will help guide and provide valuable input into the creation of the Marblehead 2037 Master Plan.

If you are interested in joining this advisory group (two spots are reserved for Marblehead Citizens) please submit an Expression of Interest to Eitlera@marbleheadma.gov detailing the following:

- Why you are interested in joining the Advisory Group
- Any relevant experience with one or more of the following topics that you believe can enhance the Advisory Group:
 - **Health and Safety**
 - **Sustainability**
 - **Land Use + Zoning**
 - **Historical Preservation**
 - **Economic Stability and Development**
 - **Infrastructure**
 - **Housing**
 - **Education**
 - **Transportation/Mobility**
 - **Business Ownership/Management**

Due to the volume of applicants, it is kindly requested that Expressions of Interest be limited to one page

Evaluation Criteria for Master Plan Advisory Group Applicants

The evaluation process will consider the following key areas:

1. Relevant Experience and Expertise

Applicants will be assessed on professional, academic, and volunteer experience relevant to: Health and Safety, Sustainability, Land Use + Zoning, Historical Preservation, Economic Stability and Development, Infrastructure, Housing, Education, and Transportation/Mobility

2. Commitment to Community Engagement

Strong applicants will demonstrate a commitment to meaningful community engagement, transparency, and consensus-building. Experience working with the public, leading outreach efforts, or participating in civic and neighborhood initiatives will be considered valuable.

3. Analytical and Critical Thinking Skills

Applicants should show the ability to review and interpret complex data, analyze planning and policy issues, and make informed, balanced decisions. Evidence of strategic thinking, problem-solving, or decision-making in previous roles will strengthen an application.

4. Availability and Commitment

Advisory group members will be expected to commit the necessary time and energy to participate actively in meetings, review planning documents, attend public forums, and collaborate with staff and consultants. Applicants should clearly outline their availability and readiness to serve throughout the entire Master Plan process, which may extend over many months.

5. Communication and Collaboration Skills

The ability to work effectively in a group setting is critical. Applicants should demonstrate respectful communication, active listening, and a constructive approach to discussion and decision-making. Experience on committees, boards, or collaborative teams is beneficial.

6. Vision and Motivation

Applicants should express a strong personal motivation for participating in the Master Plan process and articulate a thoughtful vision for the future of the community. A demonstrated passion for civic life and a desire to contribute to long-term planning goals will be important considerations.

All applicants will be evaluated holistically, with an emphasis on the overall contribution they can make to the advisory group. We encourage individuals with a range of backgrounds and perspectives to apply.

The selection of two applicants will be completed by September 9th by the Planning Board