

**Town of Washington
Public Testimony
Effective 3-Minute Structure**

1. Introduction (15 - 20 seconds)

- Name, address, years in the Town.
- Provide a credibility anchor (e.g., parent, business owner, farmer, longtime resident).

2. Personal stake & value statement (30 - 40 seconds)

- Why incorporation matters to *you specifically*.
- How the Town's identity, needs, or future stability affects you.

3. Tie your statement to one of the statutory criteria (60 - 90 seconds)

Residents should each focus on **one** criterion to avoid repetition and show breadth of support:

- Homogeneity & Sense of Community
 - Social cohesion (how is this achieved for you and your family – school? Community activities? Neighborhood-level engagement?)
 - Identity of Village/Incorporated Area (how proposed boundaries conform to an idea of a future Village of Washington)
 - Identity of the core of the future Village
 - Ease of getting to “core” relative to other nearby shopping areas
- Level of Services (services currently provided by the Town are what residents desire for the future Village)
- Ability to Support Village Governance
- How becoming a Village will make the entire metro area stronger

4. Concrete example or story (30 - 40 seconds)

- A small but vivid anecdote that shows the Town's need for local control and ability to self-govern.
- Stories are remembered more than statistics.

5. Closing (10 - 15 seconds)

- Direct ask: “I urge approval of the Town of Washington's petition to incorporate as a village.”
- Reaffirm the benefit to the broader community.