



# MEDWAY MASTER PLAN COMMITTEE MEETING

7/26/21

PRESENTATION BY

JENN GOLDSON, AICP

JM GOLDSON LLC

J M GOLDSON

# PRESENTATION TOPICS

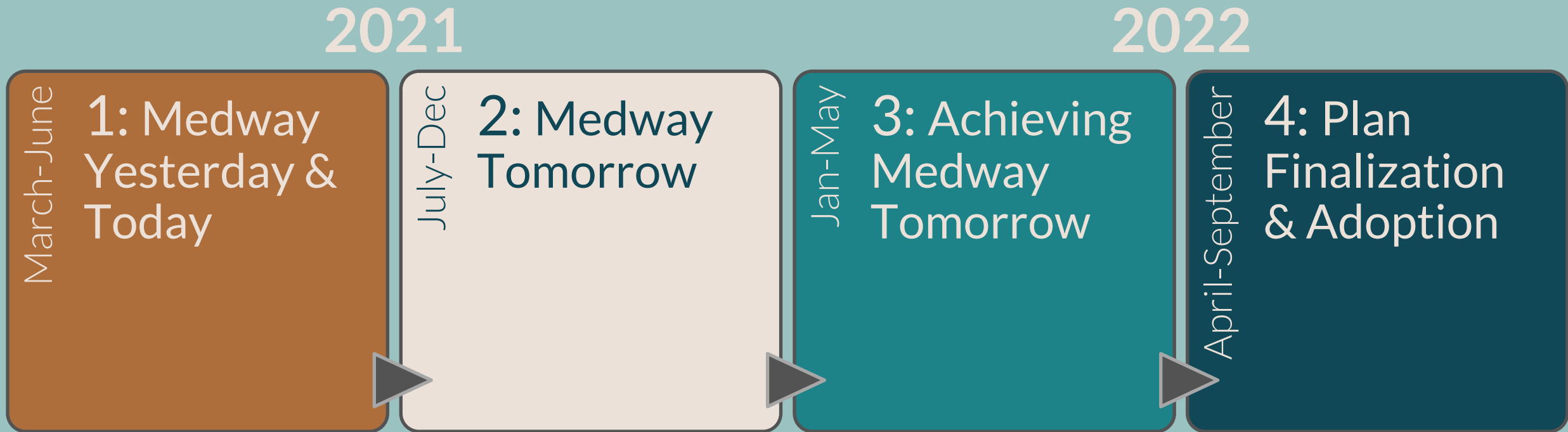
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1. Review MPC Member Comments on Phase I Draft Existing Conditions Report
2. Review Status of Phase II Community Engagement Activities

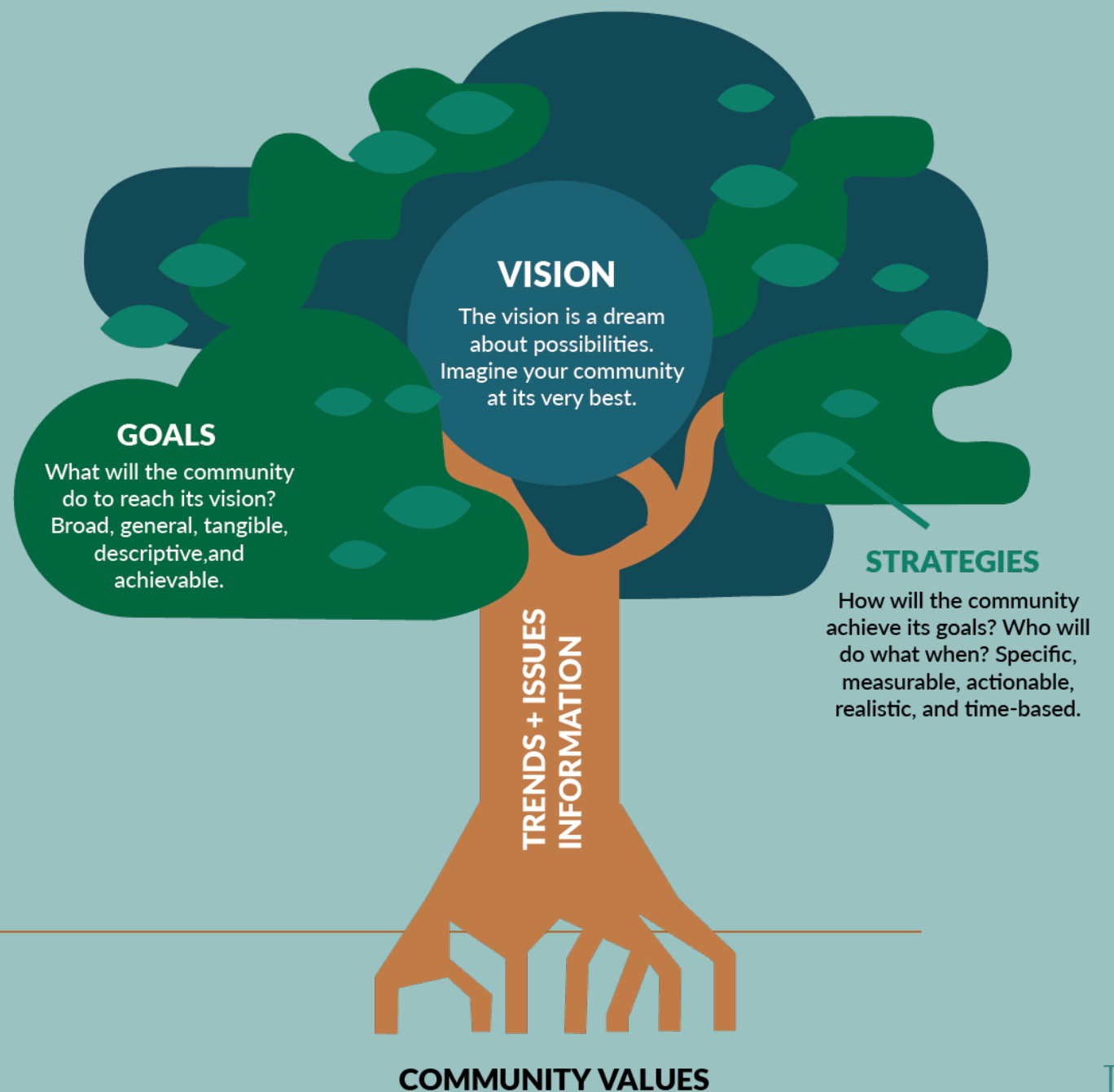


# THE PLANNING PROCESS

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- Phase I: trends and issues/information
- Phase II: vision and goals
- Phase III: strategies



## JENN'S MP TREE





# PHASE I: REVIEW EXISTING CONDITIONS REPORT



# EC REPORT REVIEW PROCESS

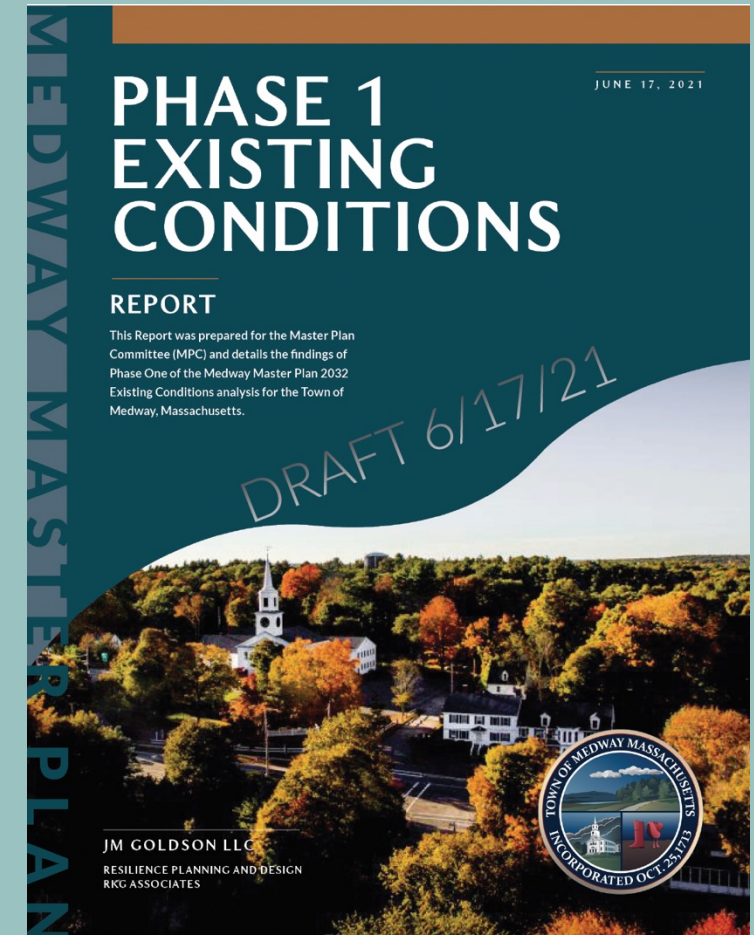


1. MPC Meeting on July 26<sup>th</sup> – we will discuss MPC comments and requested revisions
2. By August 26<sup>th</sup>, we will submit a revised EC Report to post and seek public feedback including feedback of board, commissions, and members of the public
3. Public comments will be due on October 1<sup>st</sup>

# EXISTING CONDITIONS REPORT

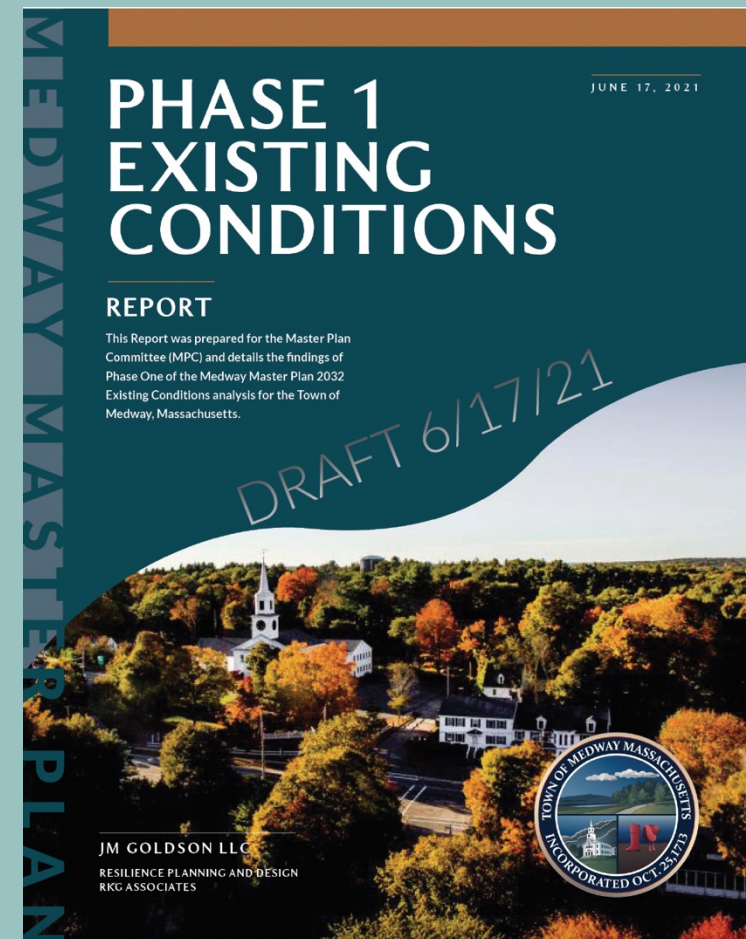
## MPC MEMBER COMMENTS OVERVIEW

- 8 MPC members submitted comments; additional members reviewed with no comments
- PED staff also submitted comments
- 304 comments (some duplicative)
- We merged into a single comment matrix and our team reviewed all comments



# TYPES OF COMMENTS

- Clarification/definitions requested
- Some typos/stylistic suggestions
- More information/research including adding comparisons to other towns for select data
- Offering local knowledge/observations/corrections
- Substantive and philosophical questions/observations





# ADD SOME KEY DEFINITIONS

- Nodal development
- Green Streets
- Ecosystem Systems
- Living Infrastructure



Auto-oriented strip development



Walkable, multi-modal nodal development

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## 1.3 Benefits of Green Streets

### Green Streets Provide Environmental, Social and Economic Benefits

Green streets are an investment in your community because good designs can provide many additional benefits beyond stormwater management. The design of streets and public rights-of-way can affect the public's perception of a community, influence the behavior of residents and visitors, and shape development decisions, while also helping to create a sense of place. The use of green streets can provide numerous benefits, such as:

- Improved water quality
- Enhanced community resilience
- Increased groundwater recharge
- Enhanced wildlife habitat
- Improved air quality
- Reduced urban heat island effects

- Increased pedestrian safety and traffic calming
- Enhanced well-being of individuals
- Increased sense of community
- Increased property values
- Reduced water treatment costs
- Reduced infrastructure costs
- Reduced property damage due to flooding

These benefits are grouped and described in further detail on the following pages.



Low Impact Development Center

Sketch of green street components such as a permeable pavement crosswalk, curb bump-outs and bioretention applied to a local road.

# ADD SOME KEY DEFINITIONS

- Nodal development
- Green Streets
- Ecosystem Services
- Living Infrastructure

Ecosystem Services are commonly defined as the many benefits people and other species obtain from natural resources.

Living infrastructure is all the interconnected natural ecosystems within a municipality. This includes the rivers, forests, wetlands, meadows, soils, and the species of plants, animals, microorganisms and other biodiversity.





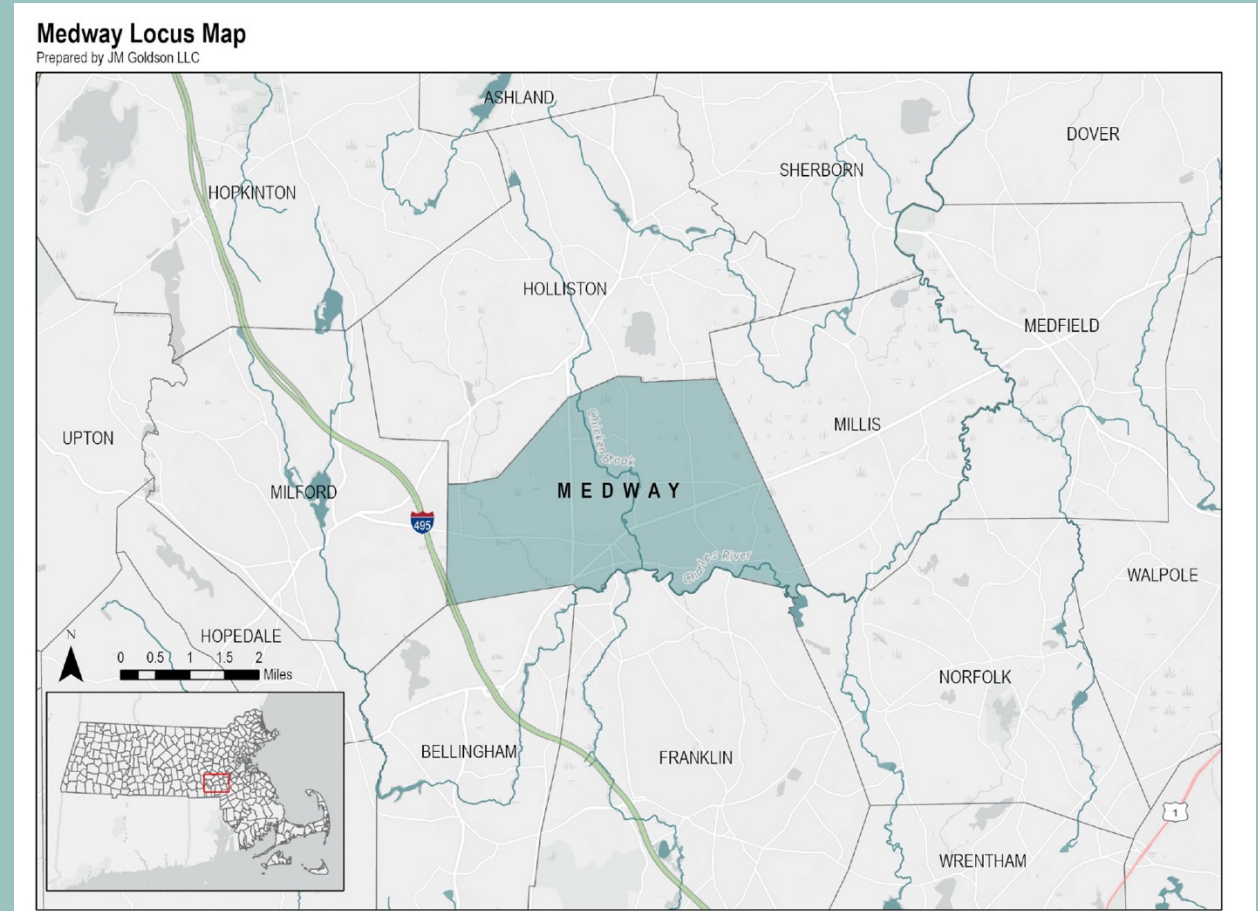
# CLARIFICATIONS

- MOE – note small sample sizes and potential impact on analysis
- Farmland of Unique importance is primarily for Cranberry Bogs
- Include new zoning amendments from recent TM
- Clarify need for housing options including senior housing options



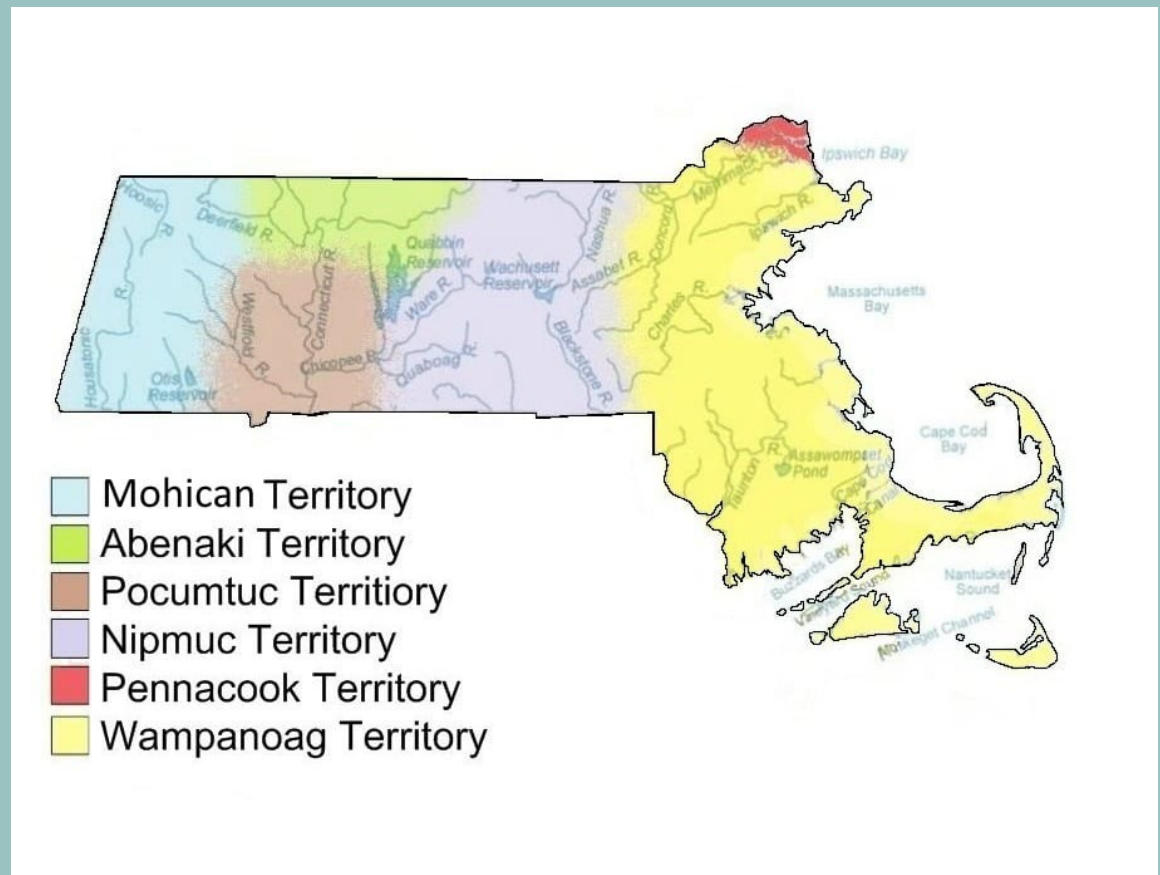
# ADDITIONAL RESEARCH REQUESTS

- Add comparison communities for key indicators
- Request participation from local businesses
- C.61 A – more clarification for instances when only on portion of property
- Comprehensive zoning review – a separate project (outside the scope of the Master Plan)
- Schools/education – not a separate chapter – it's part of public facilities and services



# SUBSTANTIVE COMMENTS

- Recommendations – the scope of this report is to document existing conditions (not making recommendations yet)
- Emphasize Native American history more
- Acknowledge environmental impacts of artificial turf
- We call out cemeteries as open space – do people use the cemeteries for passive recreation?







# PHASE II STATUS OF COMMUNITY ENGAGEMENT ACTIVITIES

# PHASE II SCHEDULE

Launch summer engagement tools: Meeting in a Box, Community Survey, and webmap

**7/26:** MPC meeting to review EC report and check-in on engagement process

JMG staff run 3 tabling events + 3 targeted meetings (Senior Center, Housing Authority, etc.)

MPC members run additional tabling events and host MIBs

**8/23:** MPC meeting to check-in on process and last push for summer engagement tools

**July-Aug**

Outreach for Community Forum #2

Close engagement tools and analyze community input to create draft vision and goals statements

**9/27:** MPC meeting to review summer engagement results

**Sun 10/3:** Community Forum #2 – public feedback on draft vision and goals

Compile community forum results

**Sept-Oct**

Prepare draft vision and goals for MPC review

**11/22:** Master Plan Committee (MPC) meeting to review draft vision and goals

Prepare full draft vision and goals report

**12/20:** MPC meeting to review draft vision and goals report

Present draft vision and goals report to PEDB (date to be determined)

**Nov-Dec**



# STATUS OF ENGAGEMENT TO DATE

- Survey – 281 responses total
- Meeting in a Box – 3 meetings held as of July 26
- Crowdmap – 78 points/ideas
- Pop-up events – 5 so far (6 more already with volunteers)





# ENGAGEMENT DEMOGRAPHICS

## PHASE II – Survey Responses

- Vast majority of responses are from people 35 or older (92%), while that age group makes up just about 57 percent of Medway residents.
- 70 percent of responses are from women.
- 95 percent of responses are from homeowners, while about 10 percent of Medway households are renter-occupied
- Less than 3 percent are not residents of Medway.
- About 94 percent of responses are from people who identify as White, while about 91 percent of Medway residents identify as White alone.

# SURVEY OUTREACH

- See matrix - done by town staff (Susy and Sandy)
- Newspaper outreach (Sandy):
  - *Milford Daily News*
  - *Country Gazette*
  - *Millis/Medway monthly*

MP Community Survey - Outreach	
	DATE
Posted to TOM Facebook - Sandy	7/9/21
Included in Community Bulletin - Sandy	
Worked with Medway Public Schools to include on social media and special email from Dr. Pires - Sandy	7/22/21
Emailed to MP Committee and PEDB members - Susy (Asked them to forward for friends, etc.)	7/9/21
Emailed to MP e-mail list (attendees at community forum and focus group participants) - Susy	7/9/21
Emailed to Julie Dennehy & Faina Shapiro for MBC Facebook - Susy	7/14/21
Emailed to Linda Reynolds for Lions Club communications - Susy	7/14/21
Emailed to Rev. Carl Schultz for Medway Community Church enewsletter - Susy	7/12/21
Emailed to Deb Rossi to distribute to sports groups and Parks & Rec- Susy	7/14/21
Emailed to Larry Ellsworth for Town Democratic Committee Facebook - Susy	7/14/21
Emailed to Leanne Harris for Town Republican Committee Facebook - Susy	7/14/21
Emailed to Charlie Ross to post to Open Space and Trail Club Facebook pages - Susy	7/14/21
Posted to Friends of Medway Facebook - Jess	7/15/21
Emailed to Margaret Perkins for Library Facebook - Susy	7/14/21
Provided hard copies to Medway Housing Authority - Susy	7/7/21
Provided hard copies to Library and Senior Center - Morgan	7/13/21
Supplied nice posters at Town Hall, Library and Senior Center - Sandy	7/13/21
Posted flyer on bulletin boards at Muffin House and Starbucks - Morgan	7/13/02
Emailed to Marty Dietrich for Medway Marches Facebook - Susy	7/15/21
Emailed to Gail Hachenberg and Jordan Warnick for Medway Cultural Council Facebook - Susy	7/15/21
Emailed Susan Dietrich for Medway Village Church and Food Pantry and talked with Esther - Susy	7/15 & 7/20/21
Emailed Jeanne Johnson for Christ Episcopal Church and talked with Terry Hoffman - Susy	7/20/21
Emailed Rich Eustis for St. Josephs church - Susy	7/21/21
Emailed Paul Galante at Medway Food Pantry - Susy	7/26/21



# POP-UP EVENTS

<b>POP-UP at COMMUNITY EVENTS</b>	
Table at Movies in the Park - Jenn Goldson and Sarah Raposa	7/7/21
Table at Farmers Market - Sarah Raposa and Linda Reynolds	7/15/21
Table at Concerts in the Park - Linda Reynolds and Debi Rossi	7/19/21
Table at Movies in the Park - Jess Chabot and Tara Kripowicz	7/21/21
Table at Farmers Market - Sarah Raposa and Cassandra McKenzie	7/22/21
Table at Farmers Market - Jenn Goldson and Tara Kripowicz	7/29/21
Table at Concert in the Park - Jess Chabot and Barry Fradkin	8/2/21
Table at Movies in the Park - Cassandra McKenzie and Denise Legee	8/4/21
Table at Farmers Market - Becky Atwood and Siri Krishna Khalsa	8/5/21
Table at Concerts in the Park - ???	8/9/21
Table at Movies in the Park - ???	8/11/21
Table at Farmers Market - Becky Atwood and Ellen Hillery	8/12/21
Table at Farmers Market - Jamie Shalvey and ????	8/19/21
Table at Farmers Market - ???	8/26/21

# OTHER IDEAS FOR OUTREACH

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- Tax bill insert
- Distribute survey flyers at Choate
- Schools sending out survey link
- Interview on Medway Cable Access
- Medway Cable bulletin board
- Email town employees
- Others?



# NEXT STEPS AND HOW YOU CAN HELP

- Sign-up for pop-up table at a community event – open dates:
  - Wed , 7/28 (movie) – 2 slots
  - Mon, 8/9 (concert) – 2 slots
  - Wed, 8/11 (movie) – 2 slots
  - Thurs, 8/19 (farmer's market) – 1 slot
- Hold a Meeting-in-a-Box
- Spread the word on your own social media accounts about the survey and crowd mapping platform

THANK YOU!

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QUESTIONS?



J<sup>M</sup><sub>C</sub>