



MEDWAY MASTER PLAN COMMITTEE MEETING

8/23/21

PRESENTATION BY

JENN GOLDSON, AICP

JM GOLDSON LLC

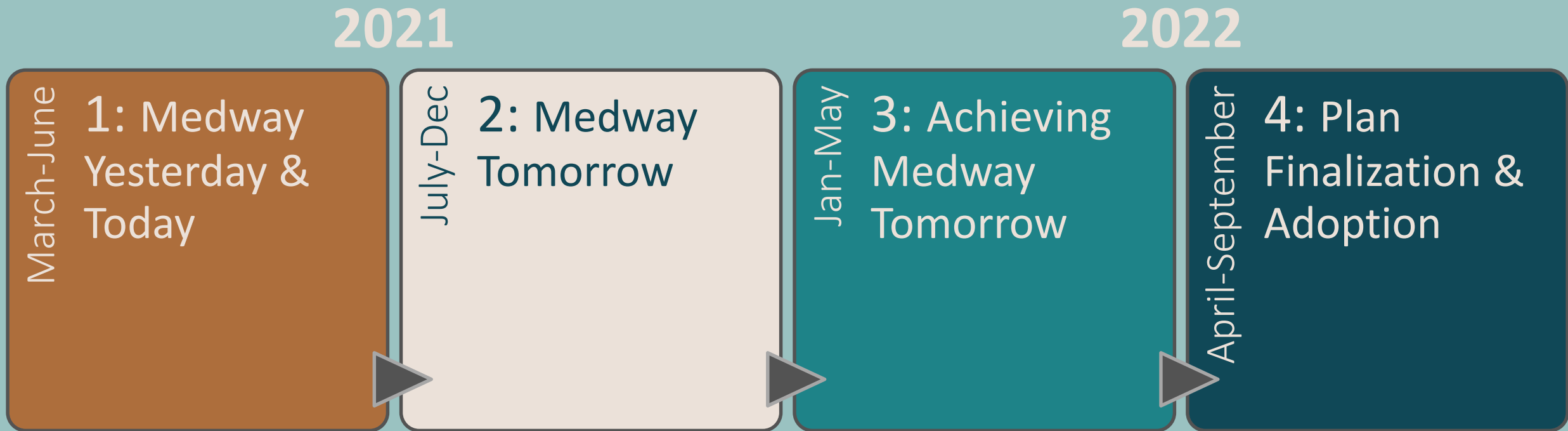
J M GOLDSON

PRESENTATION TOPICS

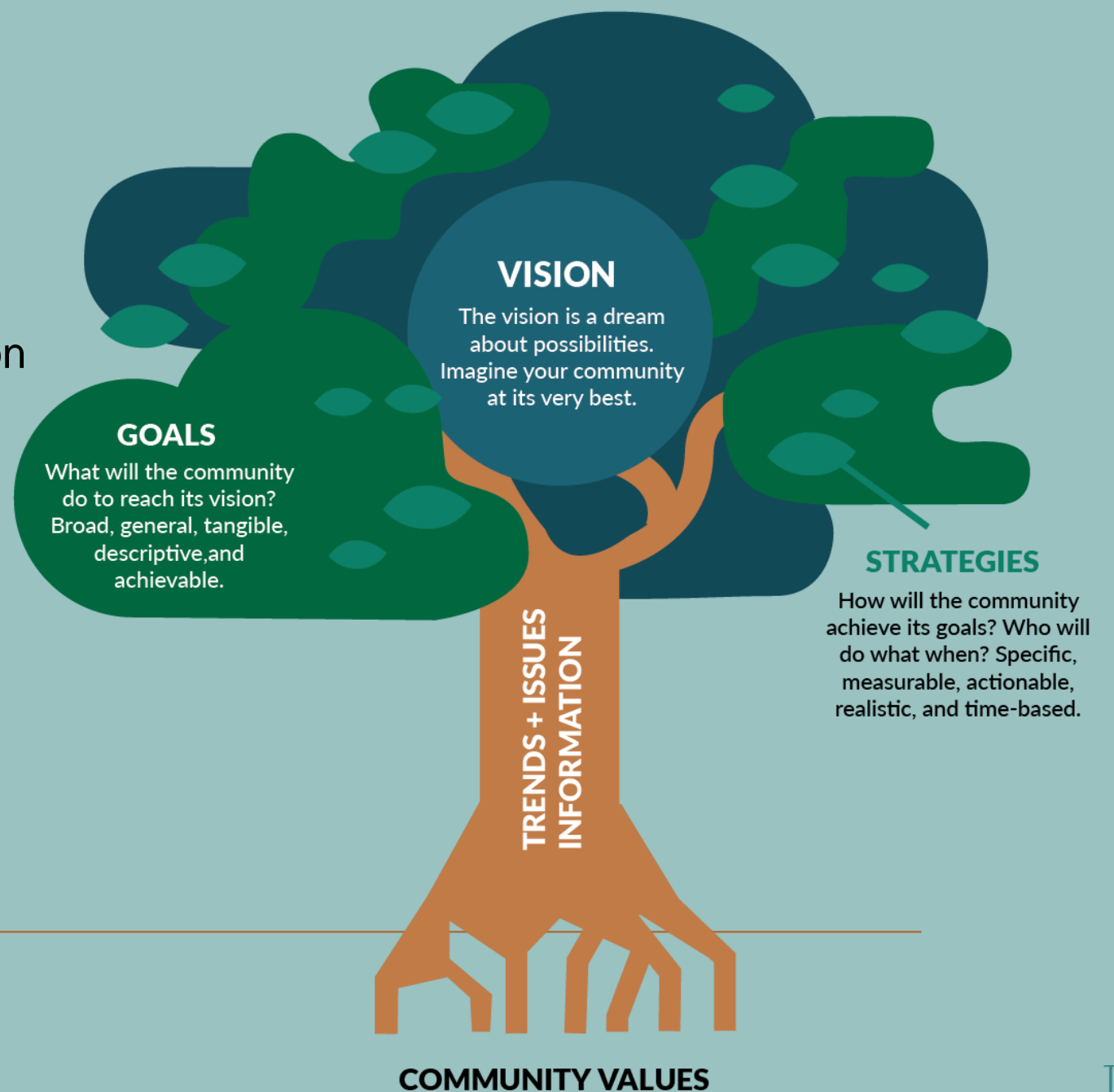
1. Review Overall Phase II Schedule
2. Review Status of Phase II Community Engagement Activities and discuss outreach
3. Review overall design and outreach plan for Oct 3 public forum



THE PLANNING PROCESS



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



JENN'S MP TREE

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)

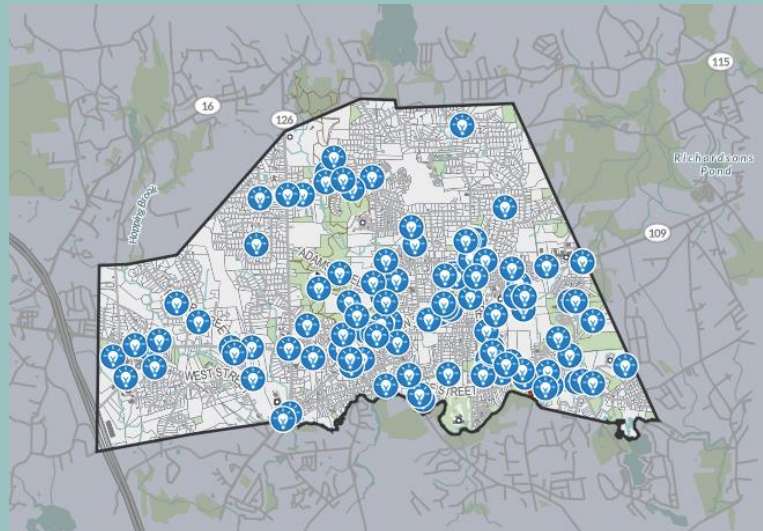
Nov-Dec



PHASE II STATUS OF COMMUNITY ENGAGEMENT ACTIVITIES

STATUS OF ENGAGEMENT TO DATE

- Survey – 667 responses total
- Meeting in a Box – 5 meetings held as of August 23, 2 process planned
- Crowdfunder – 116 points/ideas
- Pop-up events – 9 so far (1 more Farmer's Market this week)



ENGAGEMENT DEMOGRAPHICS

PHASE II – Survey Responses

- About 75 percent of responses are from people 35 to 64, while that age group makes up just about 44 percent of Medway residents.
- A slightly higher proportion of older adults (65+) has taken the survey than is represented in the town (16 percent compared to 13 percent).
- Only 10 percent are from people aged 18 to 34, while that age group makes up 18 percent of residents.
- 67 percent of responses are from women, though the gender split in Medway is roughly equal.

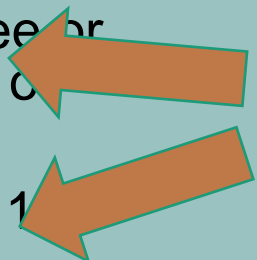


Discuss targeted outreach to 18-34 age group?

ENGAGEMENT DEMOGRAPHICS

PHASE II – Survey Responses

- 83 percent of responses are from those with a bachelor's degree or higher, while only about 59 percent of residents have that level of educational attainment.
- Only 2 percent of responses are from renter households, while 11 percent of Medway's residents live in rental housing.
- The income spread is broad, with all income levels represented in the survey. However, over 17 percent of respondents preferred not to answer the question about income level.
- Less than 3 percent are not residents of Medway.
- The racial make-up of survey respondents is similar to the racial make-up of the town. A little over 92 percent of respondents identify as White (compared to 91 percent in the town), 3 percent identify as Black or Asian American, and 5 percent preferred to self-identify.



Discuss targeted outreach to people with a variety of education levels and renter households?

POP-UP EVENTS

Pop-Up Events		
7-Jul	Movie	Sarah Raposa and Jenn Goldson
8-Jul	Farmer's Market	Not staffed
12-Jul	Concert	Not staffed
14-Jul	Movie	Not staffed
15-Jul	Farmer's Market	Sarah Raposa and Linda Reynolds
19-Jul	Concert	Linda Reynolds and Debi Rossi
21-Jul	Movie	Jess Chabot and Tara Kripowicz
22-Jul	Farmer's Market	Sarah Raposa and Cassandra McKenzie
28-Jul	Movie	Not staffed
29-Jul	Farmer's Market	Jenn Goldson and Tara Kripowicz
2-Aug	Concert	Jess Chabot and Barry Fradkin
4-Aug	Movie	Cassandra McKenzie and Denise Legee
5-Aug	Farmer's Market	Cancelled
9-Aug	Concert	Not staffed
11-Aug	Movie	Not staffed
12-Aug	Farmer's Market	Cancelled
19-Aug	Farmer's Market	Jamie Shalvey and Sarah Raposa
26-Aug	Farmer's Market	Sarah Raposa and Ellen Hillary

Thank you MPC members for volunteering for these pop-up events! We look forward to reviewing all the activity submissions!

STATUS OF OUTREACH

- Water Bill insert created to provide widespread knowledge of survey – will go out next week (8/31)
- Becky, Susan, and Faina signed up to distribute survey flyers at businesses all over Medway, including:
 - Medway Place Shopping plaza
 - Medway Commons
 - Gould's plaza
 - Medway Mill
 - Route 109 businesses
- High schools sending out survey link for high schoolers on 9/1 to take in the first week of classes
- Medway Cable bulletin board submitted
- Susy emailed town employees
- Multiple social media posts by Sandy to encourage engagement

NEXT STEPS FOR FINAL PUSH!

- Sign up to distribute survey flyers at Choate and Oakland parks
- Hold a Meeting-in-a-Box
- Spread the word on your own social media accounts about the survey and crowd mapping platform
- Start to spread excitement about the community forum in October



OVERALL DESIGN

- **Objective:**
 - **Share what we've learned so far including draft vision and goals options and solicit community feedback to help confirm, refine, redirect**
- Open house style
- 3 scheduled presentations
- Multiple activity stations with information and opportunity to provide input
- Will need your help at stations
- 11am-3pm at the High School on Sunday, Oct 3



SUBCOMMITTEE REPORT

- **Objective:** This is a community event. It's not your typical public meeting. It is a chance for community building – let's have fun and be welcoming.
- Food
- Entertainment and Art
- Kid's activities:
 - High school student assistance
 - Read-aloud
- Giveaway of gift cards to local businesses



Box City teaches children about the process of urban development and the principles that make for sound architecture, design, and planning. Photo by Ryan Dravitz.

OUTREACH PLAN

- Social media posts
- Community Forum flyer
- Email blasts



THANK YOU!

QUESTIONS?



J^M_C