



TOWN OF MEDWAY
COMMONWEALTH OF MASSACHUSETTS
MASTER PLAN COMMITTEE

Medway Town Hall
155 Village Street - Medway, MA 02053
Phone (508) 533-3291 Fax (508) 321-4987
masterplancommittee@townofmedway.org

Thursday, May 12, 2022 @ 6:30 p.m.
Remote Meeting via Zoom

Master Plan Committee (MPC) Members Present: Eric Arbene (arrived at 7:00 PM), Rebecca Atwood, Carey Bergeron, Jess Chabot, Susan Dietrich, John Foresto, Ellen Hillery, Siri Krishna Khalsa (left at 8:30 PM), Tara Kripowicz, Denise Legee, Cassandra McKenzie, Sarah Raposa, Linda Reynolds, Debi Rossi, Kristen Salera (left at 8:00 PM) and Jack Wolfe (left at 8:05 PM).

Members Absent with Notice: Susan Dietrich.

Master Plan Committee Staff: Susy Affleck-Childs, Planning and Economic Development Coordinator; Barbara Saint Andre, Community Development Director; Jeanette Galliardt, Recording Secretary.

Others Present: Consultant Jenn Goldson, Managing Director, JM Goldson, LLC.; Laura Smead, Senior Community Planner, JM Goldson, LLC.

Call to Order

At 6:35 PM Ms. Chabot conducted a roll call of Master Plan Committee members present and called the meeting to order. The following members were present as noted via roll call: Rebecca Atwood, Carey Bergeron, Jess Chabot, John Foresto, Ellen Hillery, Siri Krishna Khalsa, Tara Kripowicz, Denise Legee, Cassandra McKenzie, Sarah Raposa, Linda Reynolds, Debi Rossi, Kristen Salera and Jack Wolfe. This meeting was held entirely via Zoom (remote access); therefore, any votes taken will be by roll call in accordance with the Town's Remote Participation policy. It is noted that Ms. Khalsa and Ms. Salera will have to leave before the meeting has concluded.

Meeting Protocol

Everyone remained muted unless they wished to speak. The Chat function was used to respond to questions or submit new comments/questions. Chat comments will be attached to these minutes. There were no members of

Committee members and affiliated groups

*Jessica Chabot, Planning & Economic Development Board – Chair
Debi Rossi, Board of Parks Commissioners – Vice Chair*

*Eric Arbene, At-Large Member | Becky Atwood, Cultural Council | Carey Bergeron, Energy & Sustainability Committee
Susan Dietrich, School Committee | John Foresto, Select Board | Ellen Hillery, Finance Committee | Siri Krishna Khalsa, Council on Aging
Tara Kripowicz, Conservation Commission | Denise Legee, Open Space Committee | Cassandra McKenzie, Economic Development Committee
Sarah Raposa, At-Large Member | Linda Reynolds, Lions Club | Kristen Salera, Medway Business Council
Jack Wolfe, Affordable Housing Trust & Committee*

the public present at the beginning of the meeting.

Review and discuss results of Phase 3 community engagement on DRAFT Master Plan implementation strategies

The following information was reviewed: PowerPoint presentation. See ATTACHED.

Present: Laura Smead, Senior Community Planner, JM Goldson, LLC.
Jenn Goldson, Director, JM Goldson, LLC

Ms. Smead introduced herself, explaining that she would be sharing the results of recent community engagement along with findings used to develop priority strategies. She noted that this action will wrap up Phase III.

Utilizing a PowerPoint presentation, Ms. Smead briefly reviewed Phases I and II, and then the Phase III schedule. She explained the events, focus groups, and other gatherings that have taken place. Using all the information gathered thus far, the strategies for accomplishing goals were developed. She reviewed engagement points during the earlier phases, the results of which were incorporated into the Draft Vision & Goals. Ms. Smead reminded Committee members that this is an evolving process, and as strategies are developed, the Committee may revisit earlier points.

Next, she turned attention to Spring Engagement Opportunities that have taken place, generating 335 participation points in Phase III with a grand total of 1601 participation points during all of the completed phases thus far. Referring to Participant Characteristics, it was revealed that homeowners were over-represented while younger people were under-represented in all phases. During Phases I and II, families with children were over-represented. She then reviewed Strategy Categories and Middle Priority/Mixed Strategies and explained the Committee would be polled.

When it was time to begin the poll, Ms. Saint Andre, Community and Economic Development Director, raised concerns about keeping this process open and transparent for the public who are participating or would like to participate. She suggested the Raise Hand option. Ms. Smead responded if people use the website for voting, they can capture the information accurately. Discussion followed.

What criteria is most important to you when prioritizing the strategy ideas? Ms. Chabot suggested that members put their answers into the Chat which will be an official record, using their initials. Other options included using the website to record answers. The Chat transcript will be attached to these minutes, and the website data will be gathered there. Examples of responses on criteria include:

- Economic development
- Financial feasibility
- Broad benefits
- Low hanging fruit that is easy to implement to gain momentum for future more complicated strategies
- Economically and environmentally sustainable
- Benefit Medway as a whole to represent the most citizens
- How big is the benefit and how much does it cost to get there?

The following are the specific topics used in polling the Committee members:

Town Center/Route 109 – This refers to ways to encourage establishment of businesses with tax incentives. Members put their responses into the Chat. It was noted that a Special Designation already exists for the Oak Grove area. Results = low to medium priority.

Route 109/Town Center – Special Designation as an Urban Renewal Area. It was noted that eligibility criteria for this particular designation will determine if it can be used. Results = mostly medium priority.

Non-Residential Tax Base – Tax incentives for Industrial Growth, possibly using targeted areas for growth. Results = averaged out to medium.

Non-Residential Tax Base -- Expand Industrial Development – Changes in this would likely involve changes to existing zoning. Results = averaged out to medium.

Multi-Modal Connectivity – Complete Streets – Adopt a Complete Streets policy as part of the Master Plan and increasing walkability and bicycle options especially in commercial areas. Having such a policy in place allows access to the availability of state funding. Results = medium to high priority.

Multi-Modal connectivity – Expanding Public Shuttle Options – This would create more options for those without vehicles, or for senior citizens by expanding the senior shuttle schedule. Results = medium to high priority.

Discussion followed with the following points raised:

- Do not regionalize senior transportation
- Transportation services for seniors/disabled persons ranked higher in priority than for commuters
- Seniors need more options and consideration
- People living longer so more options needed

New Municipal Facilities – Expanding opportunities for recreation, education, and arts; may include the creation of a community center. Results = medium priority. Note that seniors need their own space and that there needs to be a creative way of financing a center.

New Municipal Facilities – Create Free Public Wi-Fi – Mr. Foresto reported there is free wi-fi in the parks already, adding that a user has to sign in. Discussion followed on low-cost services for low-income families or seniors. Concern was expressed for cyber security. Results = low to high priority with a notation of not enough info to vote.

Historic Resources – Local Historic District – Rabbit Hill Neighborhood - It is important to note that this is a restriction, i.e., governing what can be seen from the street, and not an opportunity for property owners to have access to funding. Brief discussion followed. Results = medium to medium-high priority.

Historic Resources – Floating Historic Districts – These buildings/areas reflect the historic architecture of buildings around Town, many of which are located on Village Street. Results = medium to medium-high priority.

Renewable Energy – Zoning to allow Battery Storage Facilities – It was noted that there are initiatives at the state level for both residential and businesses. Results = medium to medium-high priority

Sustainability – Composting Program – Results = medium-high to high priority, with one vote asking for more information.

Inclusivity – AARP Livable Community – Results = low to medium-high priority, with two votes not voting due to lack of information.

Utilizing the slide entitled Confirm Top Strategies – There was discussion on items that were included in the list, and things that seemed a high priority that did not make it to a list. One surprise inclusion was the educational one, specifically, educating community on various programs, but not necessarily meaning anything to do with the school system. Brief discussion followed on similar topics that came up during focus groups. For example, when we hear the words “Welcome Center”, what does that mean?

After reviewing Confirm Bottom Strategies slide, it was suggested “Dam Removal” should be deleted from this list as the local community has no jurisdiction over such action.

Discuss priorities and new strategy ideas

At this time, Ms. Smead presented a list of New Strategies and asked Committee members to review them and think about them for future discussion. A full Phase III report should be ready before the June 13 meeting. This will be a joint meeting with the Planning and Economic Development Board and the Select Board. It will feature a presentation of everything learned thus far, sharing the list of strategies and including strategies that don't fall into a specific category.

Discussion followed during which it was suggested those Committee members hosting a Master Plan booth at PRIDE Day work on getting additional feedback from the community. Concern was expressed for the timeline and whether getting additional feedback is productive at this time; it is noted that work on the final draft is already underway for presentation at the June meeting. Review of the proposed Master Plan would ultimately be turned over to the Planning and Economic Development Board in October. Are there too many strategies? It was noted that the number of strategies is less important than the amount of work they would take. Some are bigger than others. Discussion continued.

Mr. Foresto emphasized that many of these strategy concepts and suggestions are not new, noting that some are already being worked on or have been suggested for future attention.

Upcoming community engagement opportunities: Town Election – Tuesday, May 17, 2022; PRIDE Day – Saturday, May 21, 2022; Other Ideas

There was discussion on how to reach demographic groups that have not been reached at upcoming events such as Pride Day as well as engaging residents in what is important to them to get feedback. Question to ask: Would you be willing to pay a little more in taxes in order to get some benefit from that increased tax? The example discussed was a connective sidewalk network. It was noted that sidewalks are not necessarily feasible on all properties. Question: Would you be willing to give up five feet of property via eminent domain in order to install a sidewalk? Question: How much more would you be willing to pay in taxes in order to fund a community center with a pool? Ms. Chabot reported that residents are not necessarily interested in increasing the industrial base in order to use that revenue to offset the establishment of other programs or facilities.

Presentation and discussion concluded at 8:40 PM

Review of Meeting Minutes – March 28, 2022 Master Plan Committee meeting and April 5 Community Forum

Draft minutes from March 28, 2022 and April 5, 2022 were reviewed. No amendments were submitted beforehand.

There being no proposed amendments, **Ms. Raposa made a motion to approve the minutes of the March 28, 2022 and April 5, 2022 Master Plan Committee meetings, as presented; Ms. Rossi seconded. No discussion. ROLL CALL VOTE: 10-0-0 (Atwood, aye; Chabot, aye; Foresto, aye; Hillery, aye; Kripowicz, aye; Legee, aye; McKenzie, aye; Raposa, aye; Reynolds, aye; Rossi, aye).** It is noted that Ms. Khalsa, Mr. Arbene, and Ms. Salera had exited the meeting prior to this vote.

Review of Correspondence

None

Member comments and questions

None other than those already presented.

The next meeting of the committee will be Monday, June 13 at 6:30 PM as a joint meeting with the Select Board and the Planning and Economic Development Board.

Public Comments

None at this time.

Topics for future meetings

It was noted that the June 13 meeting will be in-person in the presentation room at the Middle School. It will not be a Zoom meeting.

As Mr. Foresto is not seeking re-election to the Select Board, it was noted that he could continue with the committee as an At-Large member. Discussion followed on whether the committee should seek another representative from the Select Board. Mr. Foresto stated he will continue to have close ties with the Select Board and will continue to bring its views to the committee.

It was noted that the June 27 meeting will be held via Zoom if it is just the committee.

Other business as may come before the Committee

None.

Adjourn

At 8:46PM Ms. Raposa made a motion to adjourn; Ms. Legee seconded. No discussion. ROLL CALL VOTE: 10-0-0 (Atwood, aye; Chabot, aye; Foresto, aye; Hillery, aye; Kripowicz, aye; Legee, aye; McKenzie, aye; Raposa, aye; Reynolds, aye; Rossi, aye).

*Respectfully submitted,
Jeanette Galliardt
Recording Secretary*

*Reviewed and edited by,
Susan E. Affleck-Childs
Planning and Economic Development Coordinator*

J M GOLDSON

—
EMPOWERING PEOPLE.
CREATING COMMUNITY.

MEDWAY MASTER PLAN PHASE III

SPRING ENGAGEMENT RESULTS & PRIORITY STRATEGIES

5/12/22

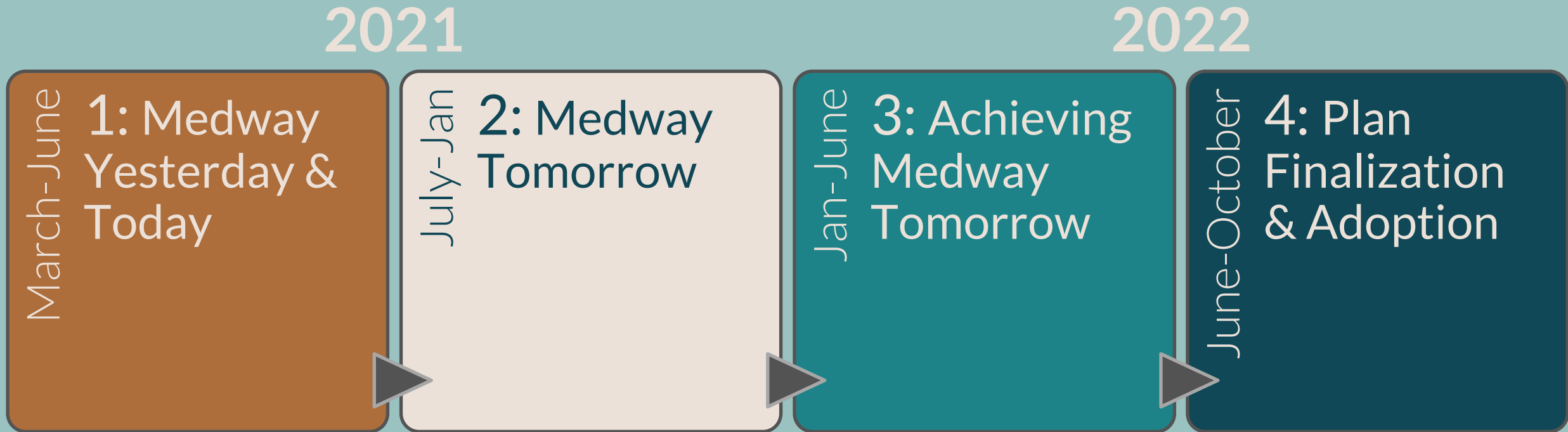
INTERACTIVE PRESENTATION BY

JENN GOLDSON, AICP

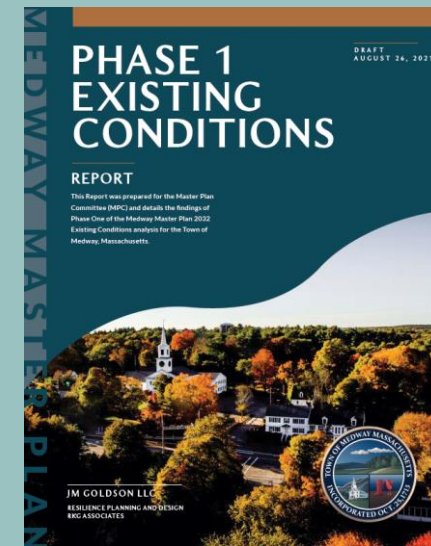
AND LAURA SMEAD, AICP

JM GOLDSON LLC

THE PLANNING PROCESS



- Phase I: Existing Conditions
- Phase II: Vision and Goals
- Phase III: Strategies
- Phase IV: Plan finalization



DELIVERABLES FOR EACH PHASE

PHASE III SCHEDULE

Consultant team brainstorm session to identify best practices and strategy options to support the draft vision and goals

1/24: MPC meeting to review plan for focus groups and discuss stakeholders and town officials to participate

Prepare for focus groups: Coordinate invitations; assemble info on best practices and strategy options; design discussion activities

JAN-FEB

2/15: Focus group on #1: Responsible & Strategic Growth (See pg. 2)

2/28: MPC meeting to provide status report of focus groups and plan for April community engagement

3/1: Focus group on #2: Infrastructure to Support Growth

3/9: Focus group #3: A Supportive Community

FEB-MAR

3/15: Focus group #4: Conservation, Resiliency, & Stewardship

Prepare aggregated summary of focus groups and outline of draft strategy

3/28: MPC meeting to review outline of draft strategy options (RKG to attend)

April: Implement community engagement to solicit feedback on strategy options (see pg. 3)

MAR-APR

4/27 Dept. Manager's meeting to review strategy options and discuss feasibility and capacity

Draft shortlist of priority strategies based on engagement results and Dept. feedback

5/12: MPC meeting to review shortlist of priority strategies

Refine shortlist of strategies

6/13: Present shortlist to MPC, SB, and PEDC at joint meeting

APR-JUNE



QUICK OVERVIEW OF WHERE WE'VE COME FROM

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ENGAGEMENT POINTS PHASES I-II

1. Spring 2021 Focus Groups & Interviews

- Town officials
- Department Managers
- Key stakeholders

2. Spring 2021 Community Forum 1

3. Summer Engagement

- Community Survey
- Various Meetings held by MPC members and others
- Online ideas map
- Master Plan Pop-up table at community events

There were over 1,200 points of participation where Medway community members engaged in this plan during Phases I and II to give their input and feedback and set the direction of the vision and goals.

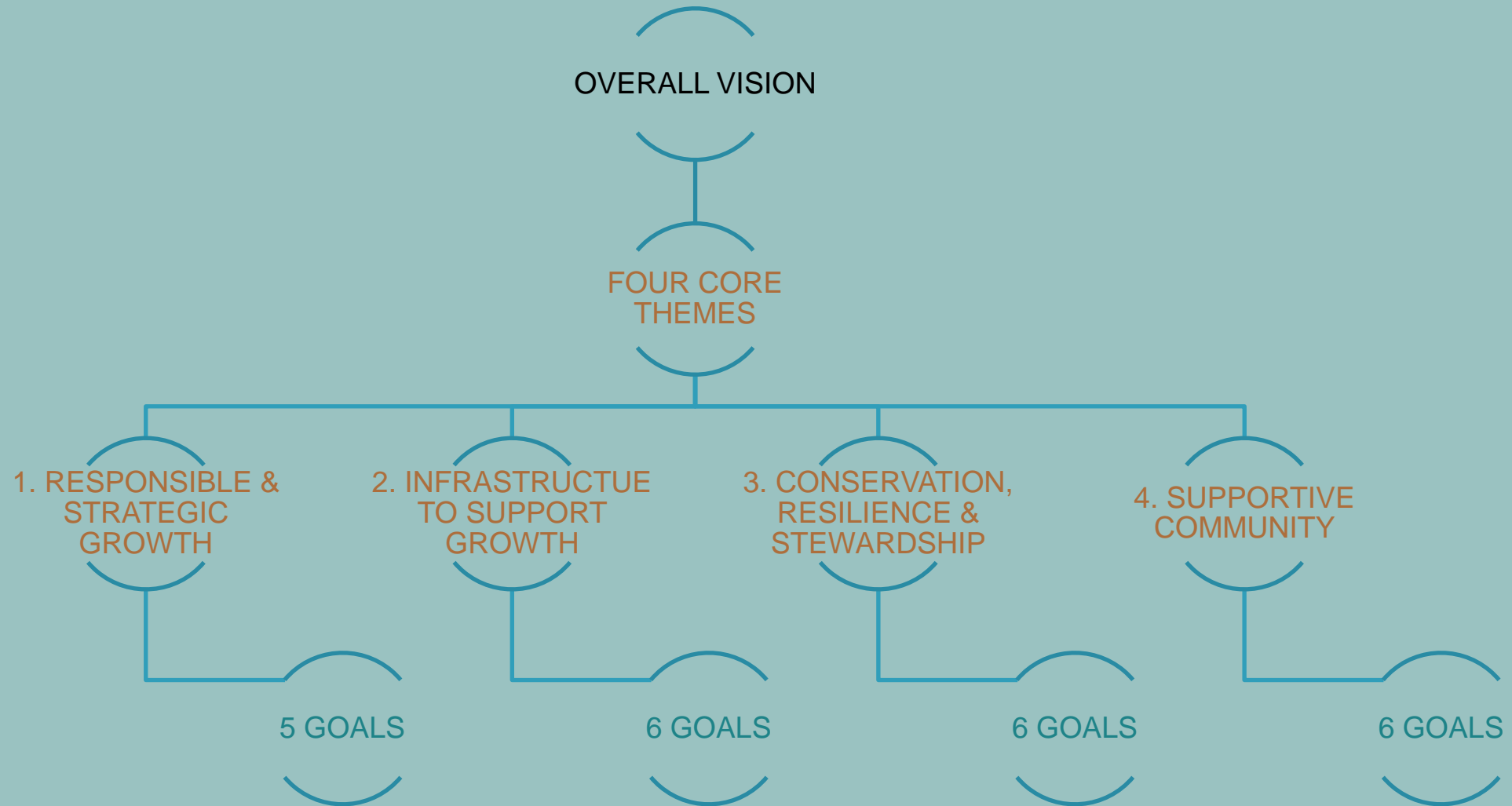
5. Fall 2021 Community Forum 2

- In-Person Open House
- Online Forum

6. Winter 2022 Focus Groups

- One for each of the four core vision themes

DRAFT VISION & GOALS ORGANIZATION



OVERALL VISION

In 2032, Medway continues to be a financially stable and family-oriented small town with active locally owned small farms and a thriving town center, that provides a welcoming atmosphere for all, protects the natural environment through town initiatives, and provides outstanding public facilities for the benefit of all residents.



OVERALL VISION

Medway...

- Is well-run with professional, transparent, and fiscally responsible leadership that excels at delivering public services as well as maintaining and expanding infrastructure and assets with an eye to the future



OVERALL VISION

Medway...

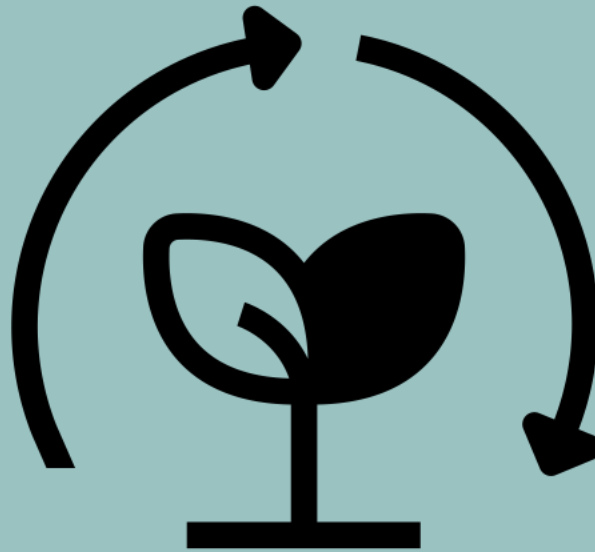
- Is a peaceful, friendly, inclusive community whose residents take care of each other and welcome and embrace new residents of all ages, identities, and backgrounds



OVERALL VISION

Medway...

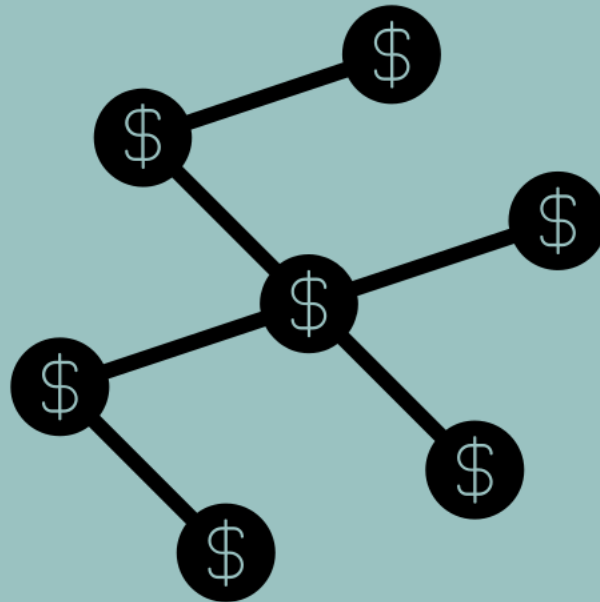
- Protects natural resources to support clean and plentiful drinking water, local food production, agricultural heritage, scenic beauty, passive recreation, and promote carbon absorption



OVERALL VISION

Medway...

- Supports vibrant commercial areas and strategic, responsible residential, business, and industrial growth to promote local jobs and enhance local economic vitality



OVERALL VISION

Medway...

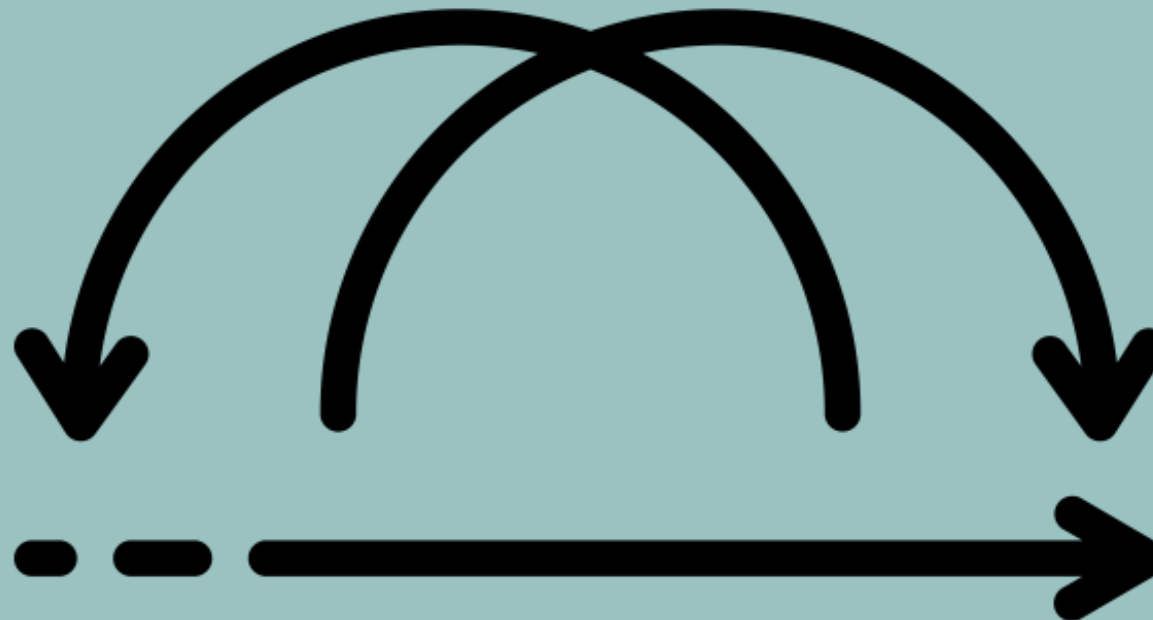
- Provides strong, modernized, and high-quality public schools and facilities, including an interconnected trail system, a well-resourced senior center, community center for all ages, and library



ITERATIVE PROCESS

Remember – this process is iterative.

As we settle on strategies in Phase III that are feasible, we may want to go back to the draft vision and goals to make more refinements so that they align with the strategies.





SPRING COMMUNITY ENGAGEMENT RESULTS

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SPRING ENGAGEMENT

- (4) Focus Groups
- (9) April Roadshow submissions
- (1) Community public forum
- Storymap online engagement platform
- Department Manager's meeting
- Individual and Small Group engagement

335 participation points in Phase III

Over 1601 people helped participate in this plan (so far).

PARTICIPANT CHARACTERISTICS

All Phases

- **Racial identity:** Participants (about 90%) reflect overall demographics of Medway (91%) identifying as White)
- **Homeownership:** Most participants were homeowners, which underrepresents Medway renters (10% of total households)
- **Age:** Most participants were over the age of 45, which does not fully represent the younger demographics of Medway.

Phase I & II only

- **Families with Kids:** Most participants in the survey were families with kids (60%), whereas only about 37% have children under 18 in Medway.
- **Long-term residents:** 63% were long-time residents of Medway, which reflects the proportion of total Medway households who have lived in Medway for 10 years or more (64%).

PHASE III: STRATEGIES

LET'S DISCUSS PRIORITIES



“There is no power for change greater than a community discovering what it cares about.”

- Margaret J. Wheatley, American Writer

STRATEGY CATEGORIES

TOP

- A high amount of consensus
- Consistently rated as a high-priority (4 or 5)

MIDDLE

- Either mixed consensus between groups (some rated high, others low)
- Or Consistently rated as a middling priority (mostly 3s)

Low

- A high amount of consensus
- Consistently rated as a low-priority (1 or 2)

MIDDLE PRIORITY/ MIXED STRATEGIES

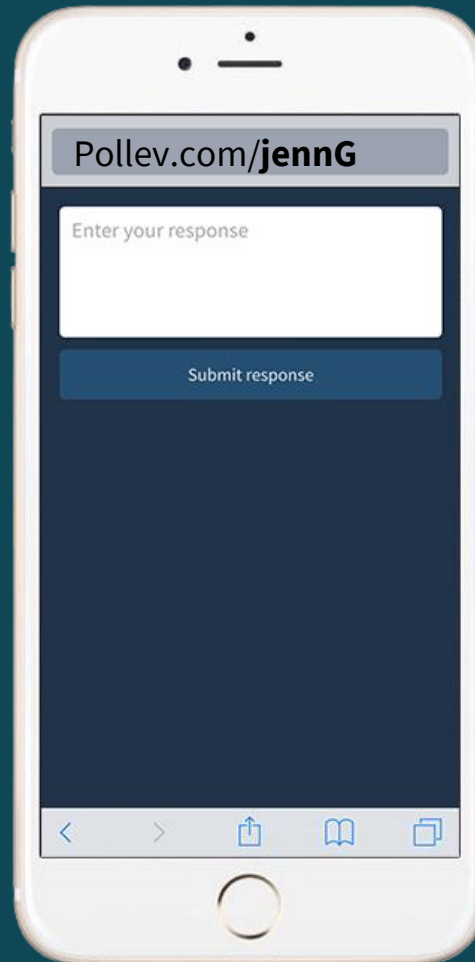
- Tax incentives (Town Center/Route 109)
- Special designation as an urban renewal area (Town Center/ Route 109)
- Expanding industrial development
- Tax Incentives for Industrial Growth
- Complete Streets, or creating more multi-modal infrastructure and services
- Public transportation
- Updating and expanding recreational facilities and services (especially a community center)
- Free Public Wi-fi
- Historic Districts (local, floating)
- Battery Energy Storage Facility
- Composting program
- AARP Designation

Ready to participate?

Go to :
Pollev.com/jennG



QR Code



Web voting

OR



Text voting

What criteria is most important to you when prioritizing the strategy ideas?

TOWN CENTER/ ROUTE 109

Tax Incentives for Redevelopment: Explore tax incentives to promote private development in the Route 109 future town center area.



Route 109/Town Center - Tax Incentives

Low Priority — 1

2

Medium Priority — 3

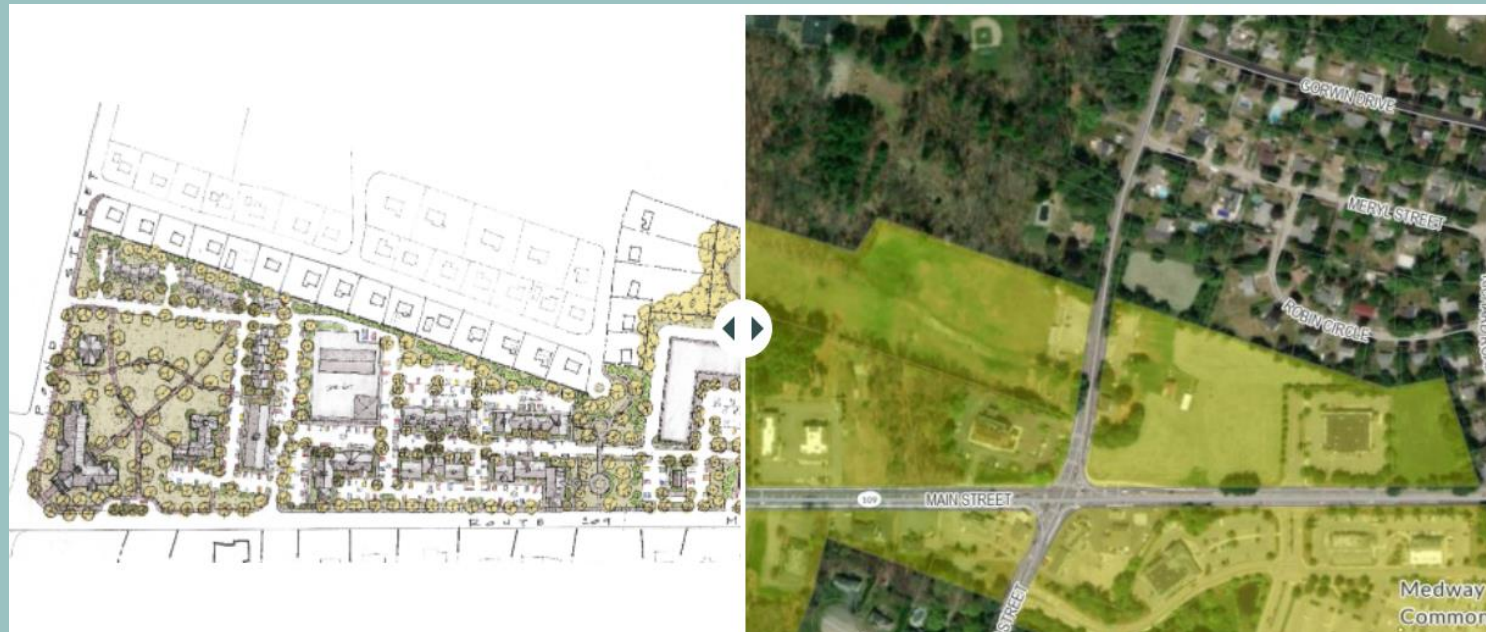
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High Priority — 5

I don't know/no opinion (yet)

TOWN CENTER/ ROUTE 109

Special Designation: Consider special designation for a portion of the Route 109 corridor to promote private development consistent with the community's vision for a traditional town center as the CBD zoning allows.



Route 109/Town Center - Special Designation as an Urban Renewal Area

Low Priority — 1

2

Medium Priority — 3

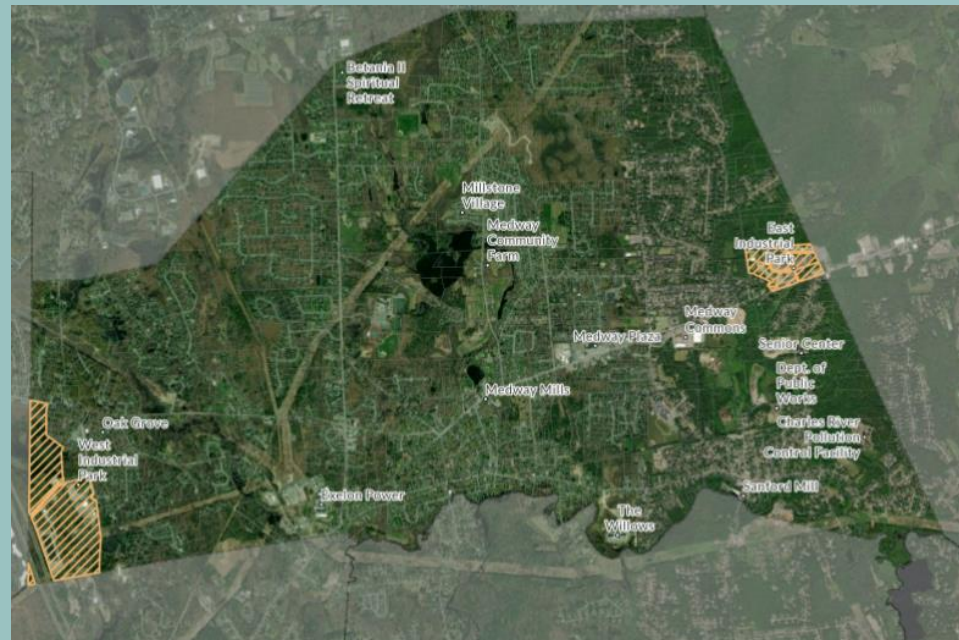
4

High Priority — 5

I don't know/no opinion (yet)

NON-RESIDENTIAL TAX BASE

Tax Incentives for Industrial Growth: Consider offering property tax incentives to encourage redevelopment in Medway's industrial areas.



Tax incentives for industrial growth

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

I don't know/no opinion (yet)

NON-RESIDENTIAL TAX BASE

Expand Industrial Development: Expand the number of industrial-zoned properties, look for new locations for industrial zones, and promote additional industrial development opportunities, including creative industries.



Expanding industrial development zoning districts

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

I don't know/no opinion (yet)

MULTI-MODAL CONNECTIVITY

Complete Streets. Adopt a Complete Street Policy and Prioritization Plan to provide safe and accessible options for all travel modes – walking, biking, transit, and vehicles – for people of all ages and abilities targeting commercial areas and other priority development areas, like those with more municipal buildings, which create additional foot traffic and activity.



Complete Streets designation to leverage other public funding

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

I don't know/no opinion (yet)

MULTI-MODAL CONNECTIVITY

Expand Public Shuttle Options. Expand public shuttle options for Medway commuters who use the MBTA commuter rail facilities, seniors and those with disabilities requiring transportation to daily needs and services, and the general public who would benefit from expanded transit options.



MULTI-MODAL CONNECTIVITY

Regionalize Senior Transportation Options. Look for opportunities to regionalize senior transportation services to provide added services to those who need it most.



Local shuttle service expansion

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

I don't know/no opinion (yet)

NEW MUNICIPAL FACILITIES

Expand Opportunity for Recreation, Education, and Arts. Create space(s) for community activities in Town. Build on the success of the senior center by creating an intergenerational community center.



Creating a community center

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

I don't know/no opinion (yet)

NEW MUNICIPAL FACILITIES

Create Free Public WiFi. Consider providing free WiFi service in common areas of the community, such as at parks or other community gathering spaces



Free public wi-fi

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

I don't know/no opinion (yet)

HISTORIC RESOURCES

Local Historic District. Consider the establishment of local historic districts to further protect Medway's historic resources, including a Local Historic District for the Rabbit Hill neighborhood.



Local historic district - Rabbit Hill neighborhood

Low Priority — 1

2

Medium Priority — 3

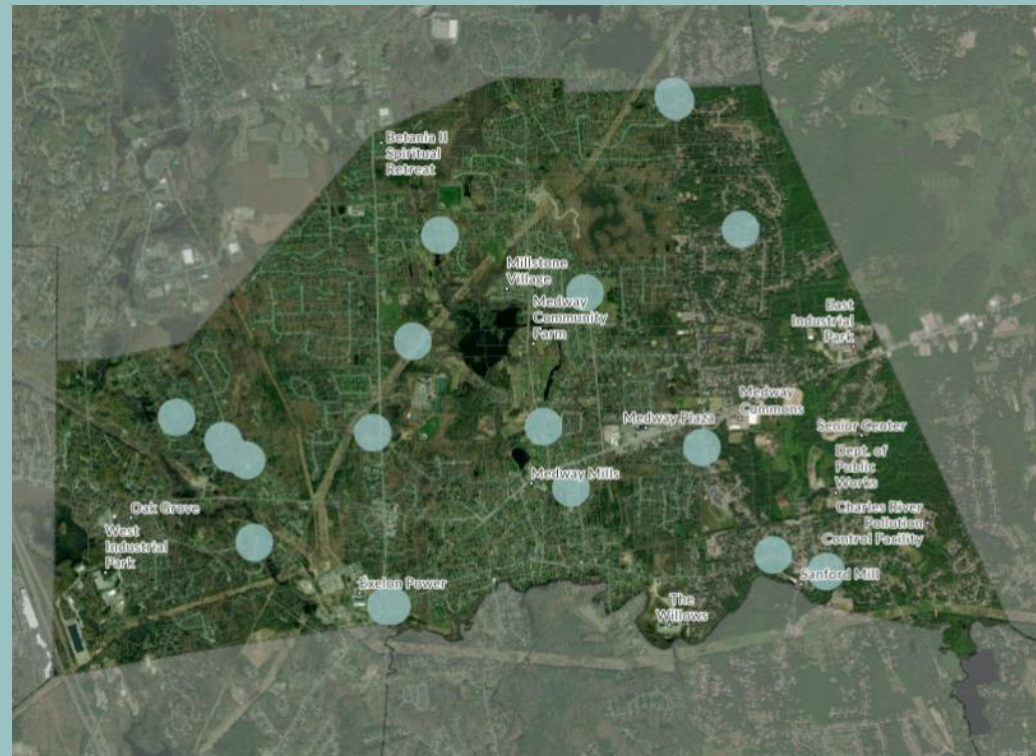
4

High Priority — 5

I don't know/no opinion (yet)

HISTORIC RESOURCES

Floating Historic Districts. Consider the establishment of a floating Local Historic District to protect Colonial and Federal (pre-1800) buildings



Floating local historic district - antique properties (17th & 18th century)

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

I don't know/no opinion (yet)

RENEWABLE ENERGY

Zoning to allow Battery Storage Facilities. Consider adopting zoning for battery storage facilities in Medway.



Battery storage zoning

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

I don't know/no opinion (yet)

SUSTAINABILITY

Composting Program. Consider creating a town-wide composting program.



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

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INCLUSIVITY

AARP Livable Community. Seek designation as an AARP Livable Community to advance local efforts to help people of all ages and abilities live easily and comfortably in the community.



AARP Designation

Low Priority — 1

2

Medium Priority — 3

4

High Priority — 5

donor.gov/areobation (yet)

CONFIRM TOP STRATEGIES

- Town services as related to basic community health and safety measures
- Variety of housing types, housing authority property maintenance, especially for seniors, low-income residents, and first-time homebuyers
- Protection of open space and natural resources (strategic acquisition, nature-based design)
- Updating police and fire station, town hall
- Small-scale redevelopment/ zoning changes (village style commercial, placemaking)
- Educational campaigns (historic)
- Sustainable goals: renewable energy, electric vehicles, green building
- Support and expansion of agricultural uses: farm business potential, farmer's market

CONFIRM BOTTOM STRATEGIES

- Welcome Center
- Edible Food Forest
- Dam Removal

NEW STRATEGIES

- Co-housing or shared services for housing.
- Broadening accessory dwelling units being allowed for the general population to rent.
- Expanding options at Medway Community Farm (reduction in food share costs to low-income individuals)
- Historic strategy to preserve historic structures such as dams, bridges, and monuments
- Multi-purposed buildings (Town Hall, Fire, Police)
- A more generalized plan towards healthy aging, with a separate strategic plan for health and human services; Council on Aging Department needs additional money, staff, and space.
- Moving Town Meeting to a weekend day to boost participation.
- Increased resources for the library.
- More focus on positive incentives to CHOOSE options that also work toward the public good.
The best example is the excellent idea of increasing the options available to agricultural owners.
- Increased reliability for two-way communication for first responders (in progress)
- Regional dispatch should be a high priority
- Feasibility study on VFW site (need a plan)

THANK YOU!



J^M_C

J M G O L D S O N

EMPOWERING PEOPLE — CREATING COMMUNITY

SUMMARY OF PHASE III SPRING ENGAGEMENT

MEDWAY MASTER PLAN

MAY 2022

DRAFT 05/09/2022

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DRAFT

INTRODUCTION

The purpose of this report is to summarize the key findings of the spring engagement during February, March, and April for Phase III of the Medway Master Plan. Community engagement efforts included 4 focus groups, 9 independently organized April Roadshow submissions, a public community forum, comments on the Esri Storymap online engagement platform, and a Department Manager's meeting to review strategy options. Through these efforts, the project team sought to understand the community's preferred strategies for how they want to achieve the community's goals over the next ten years.

The spring engagement process built off the project team's work during Phase II of the project, which included 10 pop-up events, two community forums, 9 independently organized meeting-in-a-box submissions, comments on the Esri Crowdmap, a community survey, and a survey for high school students, that informed the findings of Phase II Vision and Goals report and influenced the design and content of the spring engagement activities. In all, the Master Plan has had 291 additional community feedback touchpoints in Phase III.

SUMMARY OF KEY FINDINGS

Community growth and change is a source of tension for community members. Many people want to preserve rural and environmental characteristics and the small town, quaint feel of Medway and many people also want to create a more vibrant, sustainable, and welcoming community. Medway's challenge will be to find the right-sized approach to balance these community values.

Phase III outreach comprised approximately 291 participants across several in-person and online events and platforms. Please note that some participants counted may have participated in multiple engagement events, meaning this number may be an overestimation due to double counting. The project team used interactive activities, polling questions, and other engagement tools to solicit feedback on what the community wants for its ten-year future.

These activities and tools produced data across four main categories, which shape the structure of this report – 1) Top Strategies; 2) Middle Priority Strategies - or Mixed Findings; 3) Low Priority Strategies 4) New Strategy Suggestions. The following includes a brief description of key findings in each of these categories with more detail on the following pages.

Top Strategies

- Town services as related to basic community health and safety measures
- Variety of housing types, housing authority property maintenance, especially for seniors, low-income residents, and first-time homebuyers
- Protection of open space and natural resources (strategic acquisition, nature-based design)
- Updating police and fire station, town hall
- Small-scale redevelopment/ zoning changes (village style commercial, placemaking)
- Educational campaigns (historic)
- Sustainable goals: renewable energy, electric vehicles, green building
- Support and expansion of agricultural uses: farm business potential, farmer's market

Middle Priority or Strategies with Mixed Findings

- Route 109 redevelopment strategies (tax incentives, special designation)

Medway Master Plan – Phase III Spring Engagement Summary, May 2022

- Complete Streets, or creating more multi-modal infrastructure and services, especially public transportation
- Updating and expanding recreational facilities and services (especially a community center)
- Expanding industrial development or providing tax incentives for Industrial Growth
- Free Public Wi-fi
- AARP Designation
- Historic Districts (local, floating)
- Some sustainability programs: Composting program, Battery storage

Low Priority Strategies

- Welcome Center
- Edible Food Forest
- Dam Removal

New Strategies Proposed

- Co-housing or shared services for housing.
- Broadening accessory dwelling units being allowed for the general population to rent.
- Expanding options at Medway Community Farm (reduction in food share costs to low-income individuals)
- Historic strategy to preserve historic structures such as dams, bridges, and monuments - not just buildings.
- Multi-purposed buildings (Town Hall, Fire, Police)
- A more generalized towards healthy aging, with a separate strategic plan for health and human services.
- Council on Aging Department needs additional money, staff, and space.
- Moving Town Meeting to a weekend day to boost participation.
- There was also no mention of the library. When we consider resources for our community this should be one of them!
- More focus on positive incentives to CHOOSE options that also work toward the public good. The best example is the excellent idea of increasing the options available to agricultural owners.
- Reliable two-way communication for first responders (in progress)
- Regional dispatch should be a high priority
- Feasibility studies on VFW sites (need a plan)

Focus Groups

From February 15 through March 15, 2022, JM Goldson conducted four focus groups to discuss Phase III draft strategies with community leaders. Each focus group was centered on one of four core themes of the Master Plan: 1) Responsible and Strategic Growth; 2) Infrastructure to Support Growth; 3) Conservation, Resilience and Stewardship; and 4) A Supportive Community. The focus groups had between 17 to 20 attendees each, for a total of about 75 people, including three to four members of the Master Plan Committee and one staff member, who served as facilitators for small-group discussions.

Key Findings

- There were many strategies throughout the focus groups that participants strongly agreed with, including basic community health and safety measures, the provision of support for seniors and low-income residents, and the protection of certain natural resources.
- Many participants were hesitant about strategies that appeared costly or involved state regulations, including redeveloping a portion of the Route 109 corridor, creating more walkability and bike access on town streets, and implementing or updating town facilities such as a swimming pool, community center, and police and fire station.

Medway Master Plan – Phase III Spring Engagement Summary, May 2022

- Many participants were on the fence about strategies that would shift Medway towards more public transportation or electric vehicle use but did agree that more connectivity is desirable.
- Many participants supported lower-cost or potentially lower impact strategy ideas including small-scale redevelopment, zoning changes, educational campaigns, and strategic/limited environmental protections, that will help Medway stay a welcoming and sustainable community into the future.

April Road Show

During the April Roadshow, various boards and committees discussed the strategy approaches supporting one or two different goals at one of their regularly scheduled April meetings. After discussing strategies' pros and cons, they then rated the levels at which each of these strategies should be priorities for the master plan (5=high priority; 3=medium priority; 1=low priority). Board members were encouraged to refer to more information on the engagement website ahead of the meeting: which included descriptions, focus group summaries, graphics, and links to resources.

The April Roadshow activity produced feedback from residents representing an array of stakeholders. Groups who provided feedback include the Design Review Committee, Zoning Board of Appeals, Planning and Economic Development Board, Facility Review Committee, a Senior Center focus group, Conservation Commission, Cultural Council, Open Space Committee, Historical Commission, a presentation at the Medway Community Farm, the Agricultural Commission, and the Energy and Sustainability Committee. This activity allowed for opinions about the strategies for Medway in 2032 to be expressed and discussed among various boards, committees, and produced helpful comments about which actions are strongly supported, some that need more clarification, and a few that low on the priority list. In total, about 73 people provided feedback during the April Roadshows.

High Priority Strategies (rated mostly 4 or 5):

- Placemaking
- Village-style commercial
- Variety of housing types
- Modernization and rebuilding housing authority properties
- Expand opportunities for recreation, education, and the arts
- Strategic acquisition
- Natural resources protection zoning
- Historic education
- Local historic district
- Electric vehicle infrastructure
- Renewable energy
- Green building
- Business potential (farm)
- Farmer's market

Medium Priority Strategies – or Mixed Results (rated mostly 3 or mixed results)

- Tax Incentives for Redevelopment
- Special Designation
- Tax Incentives for Industrial Growth
- Free Public Wi-fi
- AARP Designation
- Tree canopy bylaws
- Floating historic district
- Composting program

Low-Priority Strategies (rated mostly 1 or 2)

- Expanding Industrial development zoning
- Dam removal
- Edible food forest

Strategies not Evaluated:

- Complete Streets
- Expand public shuttle
- Regionalize senior transport
- Skate Park
- Additional parking for recreation
- Expanding recreation services
- Solar Power
- Zoning for a Battery Storage Facility
- Welcome Center

New Strategies Proposed:

- Co-housing or shared services for housing.
- Broadening accessory dwelling units being allowed for the general population to rent.
- Expanding options at Medway Community Farm (reduction in food share costs to low income individuals)
- Historic strategy to preserve historic structures such as dams, bridges, and monuments - not just buildings.
- Multi-purposed buildings (Town Hall, Fire, Police)
- A more generalized towards healthy aging, with a separate strategic plan for health and human services.
- Council on Aging Department needs additional money, staff, and space.
- Moving Town Meeting to a weekend day to boost participation.

ESRI Storymap Engagement Platform

The Master Plan Story Map Engagement Platform, which was created by the project consultants and marketed via social media, the project website, and Medway town staff, was designed to gather community feedback on the strategies of the master plan. The survey was widely distributed and gathered an average of 66 responses from community members (range of 46 to 110 records per strategy).

High Priority Strategies (rated mostly 4 or 5):

- Placemaking improvements (110 records)
- Community feedback (46 records)
- Composting program (46 records)
- Nature based design (48 records)
- Green building (55 records)
- EV infrastructure (57 records)
- Renewable energy (59 records)
- Community farm (54 records)
- Business potential (65 records)
- Historic education (64 records)
- Tree canopy bylaws (68 records)
- Zoning (open space) (67 records)
- Strategic acquisition (71 records)
- Community Center (69 records)

Medway Master Plan – Phase III Spring Engagement Summary, May 2022

- Complete Streets (80 records)
- Modernization and rebuilding of housing (75 records)
- Promote a variety of housing types (89 records)
- *Smaller village style commercial (79 records)

Medium Priority Strategies – or Mixed Results (rated mostly 3 or mixed results)

- Farmer's market (59 records)
- Tax incentives for redevelopment (88 records)
- Tax incentives for industrial growth (75 records)
- Special designation (81 records)
- Expand services (70 records)
- Additional parking (67 records)
- Skate Park (67 records)
- Battery storage (50 records)
- Solar power (49 records)
- Floating historic districts (57 records)
- Local historic districts (62 records)
- Regionalize senior transportation (72 records)
- Free public wifi (71 records)
- Expand public shuttle options (74 records)
- *Expand industrial development (67 records)
- AARP Livable Community (49 records)

Low-Priority Strategies (rated mostly 1 or 2)

- Welcome Center (46 records)
- Edible Food Forest (65 records)
- Dam Removal (80 records)

New Strategies Proposed

- There was also no mention of the library. When we consider resources for our community this should be one of them!
- Contiguous sidewalks to access all town buildings, parks, fields and schools should be a priority.
- I'd like to see more on infrastructure and services - e.g., public streets, sidewalks, utilities, buildings, recreation, etc., and their impact upon the tax base.
- More focus on positive incentives to CHOOSE options that also work toward the public good. The best example is the excellent idea of increasing the options available to agricultural owners.

Community Forum #3

The third Medway Community Forum was held on April 5, 2022, with 37 participants. After a brief presentation on the Master Plan process so far, participants were asked a few questions about themselves. About half (53%) of respondents were Medway residents, and other 35% serve as a town official. Remaining respondents were employed in Medway, owned a business in Medway, or represented a local organization. Of the Medway residents, all 22 respondents owned their own home, and most were over the age of 45 (75%) (24 respondents). The vast majority of the forum attendees (96%) had participated in previous Master Plan meetings, surveys, or activities (26 respondents).

Medway Master Plan – Phase III Spring Engagement Summary, May 2022

After another brief presentation on the master plan overall vision, four core themes, and strategy process - participants were given an opportunity to provide feedback on the criteria with which strategies will be evaluated. Strategy criteria provided to participants included:

- Greatest positive impact to the most people
- Biggest bang for the buck
- Effect on residential property taxes
- Promoting diversity, equity, and inclusion
- Promoting sustainability and resilience

Participants were then asked what other ideas they had for how to determine the plan's priority strategies. Many criteria listed were duplicative of the provided criteria. Additional suggested criteria centered around the following themes:

- Responding to the needs of today and the future
- Keeping a small town feel with modernization
- Positioning Medway for a well-managed and sustainable financial future
- Transparency
- Achievable, practical, meaningful and realistic strategies
- Being a cultural center

The participants then tried out these criteria as applied to a couple of different examples and explained their rating. Next, attendees were invited to participate in the online engagement platform before April 30th and to spread the word about it. Finally, the forum concluded with the next steps of Phase III.

Department Managers Meeting

A Department Manager's work session was held on April 27, 2022 on Zoom, with 16 department participants. After introduction and welcome by Michael Boynton and Susan Affleck Childs, Jenn Goldson provided an overview of the work session and project schedule. The Department Managers were divided into four small groups to discuss the implementation discussion worksheet. This worksheet was completed individually by department managers in advance of the meeting. It asked each department manager to identify what he/she thought was the ten most important strategies on the preliminary list that should be prioritized in the next ten years and why. It also asked which strategies were problematic, and any recommendations to overcome those issues. Next, department managers were asked which strategies they would recommend eliminating or significantly reworking. Finally, they were asked what other strategies should be considered that were not included on the preliminary list. After a lengthy discussion, a representative from the small groups reported out to the larger group on key takeaways.

Most important strategies:

- **Encouraging Village Centers:** especially Town Center/placemaking
- **Sustainability:** Encourage renewable energy use and ensuring stability of electric infrastructure, community composting
- **Multi-modal connectivity:** walkability on 109, local transit
- **New public facilities:** Town Hall, and Police/Fire Station
- **Affordable housing:** Especially for seniors, first-time homebuyers
- **Open Space and agriculture protection**
- **Town services:** welcoming center service, youth and family services, police department and especially mental health
- **Recreation:** new programming, growth, and parking
- **Historical resources** (community education)

Medway Master Plan – Phase III Spring Engagement Summary, May 2022

Problematic strategies:

- **Recreational opportunities** were seen to be an expensive challenge: expanding the Senior Center, creating a Community Center, doing the Rail Trail (ownership issues too), and the thought that just focusing on expansion of the Parks & Recreation Department was too narrow (departmental capacity should be assessed comprehensively).
- **The urban renewal area on Rte. 109** was also seen as expensive to implement, and the major property owner in the area is a big challenge and a barrier. Lots of land on Route 109 is privately owned, so redevelopment improvements need to be incentivized while working with businesses (this will take research and planning).

Development and infrastructure can be seen to be at odds with other priorities:

- Tension was seen between the goals of increasing Industry and development and preserving open space and agricultural uses.
- Likewise, a tension was found in trying to add more sidewalks and bike lanes (adds impervious surface) and accommodating green infrastructure and stormwater requirements.
- How does growth make things more affordable?
- Would rather see incentives for smaller businesses rather than for industrial uses.

A couple strategies needed more information for evaluation:

- Public Wi-Fi (concerned with cybersecurity)
- Dam removal

Strategies to eliminate or rework: None

Strategies to add:

- Reliable two-way communication for first responders (in progress)
- Regional dispatch should be a high priority
- Feasibility studies on VFW sites (need a plan)

Individual and Small Group Engagement

Throughout the engagement process, including in Phase III, members of the project team were in dialogue with local stakeholders, including members of the Master Plan Committee and town officials. The Master Plan was more informally discussed at meetings of the Community Preservation Committee (10 members), the Affordable Housing Committee (4 members), the Parks Commissioners (5 members), and the Select Board (5 participants).

The Community Preservation Committee expressed concern that the recent Housing Choice legislation (MBTA Communities) and pending DHCD guidelines will negatively impact the appearance and character of the town by requiring the creation of a large zoning district for dense multifamily housing. They mentioned the desire to create a town common in the town center area in the area of Thayer Property and Choate Park. They also discussed a concern for affordable housing, especially for seniors and first-time homebuyers.

The Affordable Housing Committee have worked the past 6 months with JM Goldson on an updated Housing Production Plan, so that document can be referred to for more specific housing strategies. However, the four core Master Plan themes were discussed, and the committee was updated on Master Plan progress and next steps. They were invited to provide feedback on the strategies website.

The Parks Commission had a presentation on the Master Plan process and were asked to complete the online strategy survey. They were surprised to see that a skate park was a master plan strategy, as they have not received any requests or interest in building this. They have had numerous groups/people express interest in other recreational activities - swimming pool, ice rink, more basketball courts, mountain bike trails, etc. Generally, they felt

the online strategy survey was too long and seemed a bit overwhelming, and it only seemed to stay open if you kept your browser open - so you could not save their responses and come back to them later.

The Select Board went over the Master Plan process and next steps. They requested that everyone take the online strategy survey. Physical copies are also available at various locations. They asked that incentives be explored to improve participation.

DATA COLLECTION

The project team curated engagement methods to best suit the event, organization, or platform. Some activities were more appropriate logistically for certain events or through certain platforms. For example, group discussion-based activities were more appropriate for public workshops and quick individual activities were better suited for events.

This diverse community engagement enabled a variety of voices and perspectives to be heard and for people to participate at their level of preference (for example, short focus group exercises, more in-depth April Road show participation, or 30 minutes participating in the online StoryMap action survey). Multiple methods and events targeted certain populations (such as older adults at the Medway Senior Center and other targeted interest groups) which helped to broaden the pool of participants and feedback representation.

The project team compiled data from each event into an individual in-depth report of results with a summary of findings from the specific event or platform. The project team collectively analyzed these summaries to produce this comprehensive aggregated Phase II summary engagement report highlighting both qualitative and quantitative data.

PARTICIPANT CHARACTERISTICS AND REPRESENTATION

Formal demographic data collection was limited at most of the outreach events. The findings below reflect formal polling of participants at the community forum, in the community survey, and informal observations and reports from the rest of the engagement methods.

Well Represented or Overrepresented

Racial Identity

Participants' racial and ethnic identities generally reflect the overall demographics of Medway, with most of the participants identifying as White.

Homeowners

Most participants were homeowners.

Age

Most participants were over the age of 45 years old.

Underrepresented

This analysis, shown below, indicates that the following groups were likely underrepresented in Phase III spring engagement feedback: youth and younger residents and renters.

Youth and Younger Residents

Youth and younger residents were underrepresented across all participation platforms in Phase II.

Renters

About 10 percent of Medway's total households rent their home, but fewer than this number participated in the Phase III engagement activities.

LIST OF ALL STRATEGIES

Core Theme 1. Responsible and Strategic Growth

1.1 Consider designating a portion of the Route 109 corridor as an Urban Renewal Area, if eligible, which would include all or a portion of the existing CBD zoning district to promote private development consistent with the community's vision for a traditional town center as the CBD zoning allows.

1.2 Build on Medway's streetscape improvements by leveraging public and private invest in placemaking improvements to the public realm to bring visible cohesion and interest to the district and to create an attractive identity as a town center and in the Village Center area.

1.3 Explore adoption of an Urban Center Housing Tax Increment Financing (UCH-TIF) zone to promote private housing and commercial development in the Route 109 future town center area

1.4 Leverage funding and execute Phase I and Phase 2 activities of the Oak Grove Redevelopment Plan including acquiring and assembling parcels, transportation safety improvements, coordinating with developers, and ensuring water and wastewater capacity as described in the Oak Grove Urban Renewal Plan.

1.5 Consider offering Economic Development Incentive Program (EDIP) Tax Increment Financing (TIF) to encourage redevelopment in key priority development areas for economic growth, such as BI, EI, WI industrial districts.

1.6 Rezone the area on Main St/Route 109 from Medway Mill west toward Slocumb Place as a Village Commercial (VC) district.

1.7 Encourage Smaller-Scale Redevelopment at "Village" Centers around Medway.

1.8 Expand the number of industrial-zoned properties and promote additional industrial development opportunities, including creative industries.

1.9 Rezone residential neighborhoods to more closely match the prevailing existing development patterns, such as the Brentwood neighborhood and other neighborhoods with modestly-sized housing stock on smaller lots to help preserve these types of smaller housing options.

1.10 Revise zoning provisions for accessory apartments, infill bylaw, multi-family overlay, affordable housing provisions, and other zoning revisions such as cottage cluster provisions to promote greater variety of housing types including senior, accessible, and affordable options in accordance with the most current Housing Production Plan.

1.11 Support and promote the modernization and rebuilding of Housing Authority properties at Lovering Heights and Kenny Drive to provide safe, decent, accessible housing for low-income elderly and individuals with disabilities by leveraging federal and state funding with local seed funds.

1.12 Proactively market the town's development, real estate, and business opportunities through the creation and maintenance of an online clearinghouse containing property, funding, networking, and other opportunities.

1.13 Create initiatives and collaborations to promote agri-entrepreneurs to unlock untapped business potential, such as farm-to-table initiatives, and review zoning provisions for areas with active farms to allow such business uses and programs to support the financial stability of local farms.

1.14 Adopt a Complete Street Policy and Prioritization Plan to provide safe and accessible options for all travel modes – walking, biking, transit, and vehicles – for people of all ages and abilities targeting commercial areas and other priority development areas.

1.15 Consider the expansion of recreational services and options at existing recreational facilities, like Choate Park.

Core Theme 2. Infrastructure to Support Growth

2.1 Continue to support the construction of the Populatic Water Treatment Plant.

2.2 Purchase additional wastewater capacity of about 150,000 GPD as a first phase and more as needed to accommodate both permitted development projects and to account for projected future growth resulting from the Master Plan and implement wastewater system recommendations per the Integrated Water Resources Management Program.

2.3 Consider adopting water neutral growth policies to promote increased water conservation and implement the other drinking water goals of the Integrated Water Resources Management Program to meet the Town's current water resource needs and sustainably support future growth and development.

2.4 Implement the recommendations included in the Code Review for Medway's Municipal Separate Storm Sewer System (MS4) permit to update codes, bylaws, rules, and regulations pertaining to stormwater.

2.5 Update facility assessments at regular intervals to prioritize maintenance and repairs on public facilities to ensure their useful life and longevity.

2.6 Evaluate staffing for the Parks & Recreation Department to ensure the current programming and operations are sustainable.

2.7 Consider the creation of a new Town Hall and the intentional repurposing of the existing Town Hall.

2.8 Consider creating a joint fire and police station to further support and coordinate public safety.

2.9 Implement recommendations of the feasibility study that will evaluate the creation of a joint dispatch center for police calls with surrounding towns.

2.10 Pursue federal and state grant programs to leverage local funds to expand pedestrian and bicycle facilities in town.

2.11 Expand public shuttle options for Medway commuters who use the MBTA commuter rail facilities, seniors and those with disabilities requiring transportation to daily needs and services, and the general public who would benefit from expanded transit options.

2.12 Consider measures to increase accessibility for electric vehicle infrastructure in Medway, such as the adoption of an Electric Vehicle Readiness Policy and a zoning audit focused on ways your local regulations can encourage EV charging infrastructure on private properties.

2.13 Consider removing dams, like the Sandford Mill Dam and Choate Park Dam.

2.14 Build a gazebo on the GAR property across from the police station using CPA/Tri-Valley/Eagle Scouts. The site has been overlooked for many years but close to seniors in the area that can walk to it and gather.

2.15 Continue to keep town finances on solid footing and maintain town's favorable AAA bond rating.

2.16 Consider providing free WiFi service in common areas of the community, such as at parks or other community gathering spaces.

2.17 Consider adopting zoning for battery storage facilities in Medway.

Conservation, Resiliency, and Stewardship

3.1 Plan a phased approach to move Medway's public buildings and infrastructure towards Net Zero Energy with the ability to power their operations and fleets, and run independently from the grid as needed, utilizing solar, wind, or geothermal power.

3.2 Support zoning changes to incentivize high performance green building initiatives and create ways for businesses to pursue sustainable building

3.3 Review drinking water infrastructure to ensure that the system has adequate energy resources that enable pump and treatment systems to operate if the grid were down to ensure safe and clean drinking water for Medway residents in case of an emergency.

3.4 Review and revise the land use regulations to ensure that new development activity will integrate nature-based design solutions along public streets and within parking areas to reduce stormwater runoff, protect surface and groundwater quality, reduce heat island impacts, and provide other benefits.

3.5 Facilitate an education campaign to provide information to residents and businesses about the advantages of conservation, resiliency, and stewardship and incentivize actions that promote these values. Demonstrate these site design and management strategies on municipal properties so they can serve as demonstration sites that aid in this public education initiative.

3.6 Promote and utilize Mass Save and the Commonwealth Energy Tool for Savings (energyCENTS) for Medway residents, which address heating, cooling, lighting, appliances, weatherization, air source heat pumps, etc.

3.7 Expand the role of the Energy & Sustainability Committee.

3.8 Create a community-supported solar project for residents that don't own their homes or can't afford to install solar infrastructure.

3.9 Promote the use of regenerative farming practices on agricultural land through education and leadership to support carbon sequestration and preservation of water sources.

3.10 Strategically acquire and conserve unprotected open space in Town to protect important open space connections, wildlife corridors, and natural resources through fee acquisition or deed restrictions.

3.11 Consider adopting Natural Resource Protection Zoning as an alternative to the existing Open Space Residential Development Zoning.

3.12 Inventory the existing tree canopy in Medway and consider adoption of a tree preservation bylaw to protect Medway's tree canopy

3.13 Expand and create walking tours, publications, and online information to promote awareness of Medway's history, including the history of Native American, immigrant, and other historically marginalized populations.

3.14 Consider the establishment of local historic districts to further protect Medway's historic resources, including a Local Historic District for the Rabbit Hill neighborhood.

3.15 Consider the establishment of a floating Local Historic District to protect Colonial and Federal (pre-1800) buildings.

3.16 Consider preserving natural spaces in Medway in ways that benefit the community, such as an edible food forest.

3.17 Consider creating a town-wide composting program.

3.18 Create initiatives and collaborations to promote agri-entrepreneurs to unlock untapped business potential, such as farm-to-table initiatives, and review zoning provisions for areas with active farms to allow such business uses and programs to support the financial stability of local farms.

3.19 Expand the Farmer's Market, which is an avenue for local businesses to educate the public and sell their products and promote its utilization.

3.20 Consider improvements to habitat areas like historic streams and wetland restoration areas, including planting pollinators and new trees.

3.21 The Energy Committee should take a bigger role in climate change mitigation and active climate resilience/adaptation.

3.22 Involve integrated partners in implementing strategies, including schools, which could plant and sustain a pollinator garden and create more hands-on experiences for children.

Core Theme 4: A Supportive Community

4.1 Consider the construction of a new, larger community center that could serve a wide variety of needs, including the Council on Aging, recreation, youth activities, and more.

4.2 Continue to invest in modernizing the Town's IT infrastructure and technology.

4.3 Strategically invest in Medway School buildings, including in appropriate technology, to ensure the town's students continue to receive an excellent education.

4.4 Evaluate the current and future use of the Burke-Memorial Elementary School.

4.5 Consider expanding the mental health clinician program shared by Medway and Franklin Police Departments to full-time to further meet the mental health needs of Medway residents.

4.6 Implement the recommendations of the Inclusion, Diversity, and Equity Committee, which is tasked with providing feedback and recommendations to the Select Board geared toward policy development that will promote and foster a community that is inclusive and welcoming to people of all backgrounds, beliefs, and cultures.

4.7 Coordinate with the Medway Business Council to assist new business creators, especially non-white and immigrant entrepreneurs.

4.8 Seek designation as an AARP Livable Community to advance local efforts to help people of all ages and abilities live easily and comfortably in the community

4.9 Look for opportunities to regionalize senior transportation services to provide added services to those who need it most.

4.10 Welcome opportunities for collaborative activities. One example of this in the past is the Town Square series the Medway Village Church sponsored several years ago with speakers to discuss Issues of the day and promote dialogue.

4.11 A commission for public art with a juried artist collaborative to make decisions and give direction and support. There is no current defined town process for approving and creating public art. The commission would increase focus on the arts, which in turn can foster diversity and bring multi-dimensional enrichment to town, including drawing businesses.

4.12 Consider constructing a skate park in Medway to enrich the community and provide more options for recreation.

4.13 Consider opening a Welcome Center in a Town building that could help new residents by providing resources about the community.

4.14 Consider adding additional parking at recreational locations in town like Choate Park and Thayer Homestead.

4.15 Consider ways for the public to submit feedback to the Town so that community members can express their views. This could be a change to Town Meeting or another vehicle for public comment.

4.16 Seek ways to improve and expand the Community Farm, which provides educational programs, makes a positive impact on the climate, and supplies food to food pantries and the community.

4.17 Create a rail trail from Millis to Medway to provide connections and recreation opportunities.

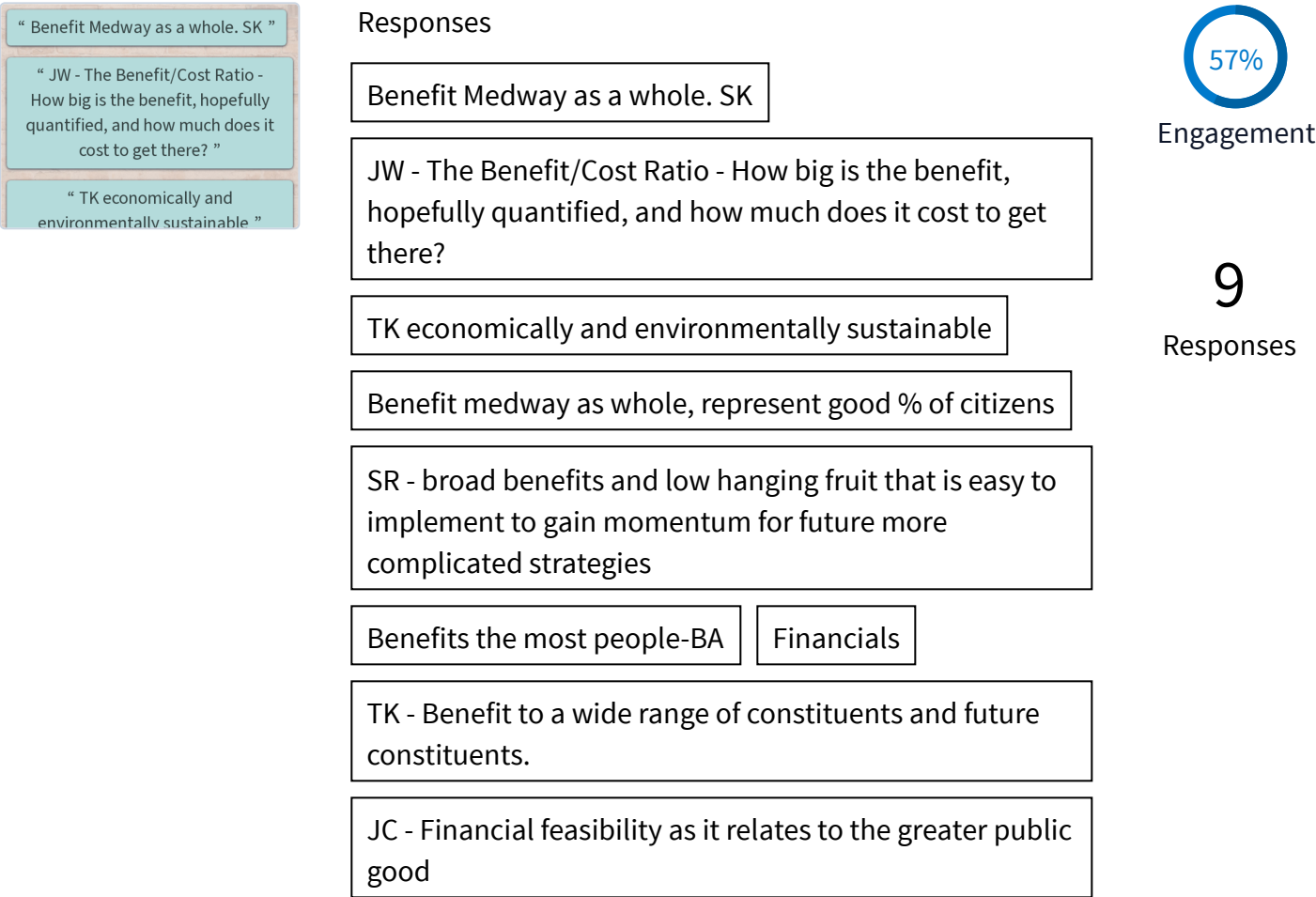
Medway Master Plan Steering

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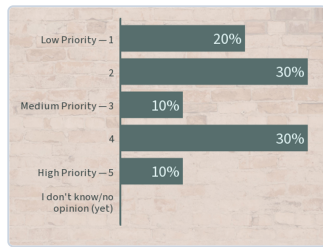
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What criteria is most important to you when prioritizing the strategy ideas?



Route 109/Town Center - Tax Incentives



Response options

Count Percentage

Low Priority — 1

2 20%

2**3 30%**

Medium Priority — 3

1 10%

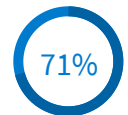
4**3 30%**

High Priority — 5

1 10%

I don't know/no opinion (yet)

0 0%

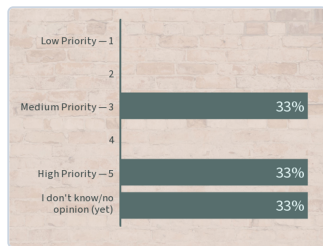


Engagement

10

Responses

Route 109/Town Center - Special Designation as an Urban Renewal Area



Response options

Count Percentage

Low Priority — 1

0 0%

2

0 0%

Medium Priority — 3**3 33%**

4

0 0%

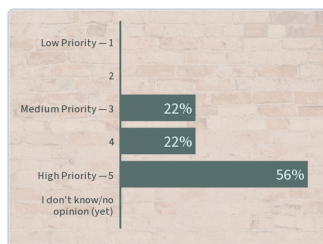
High Priority — 5**3 33%****I don't know/no opinion (yet)****3 33%**

Engagement

9

Responses

Complete Streets designation to leverage other public funding



Response options

Count Percentage

Low Priority — 1

0 0%

2

0 0%

Medium Priority — 3

2 22%

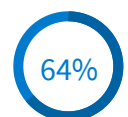
4

2 22%

High Priority — 5**5 56%**

I don't know/no opinion (yet)

0 0%

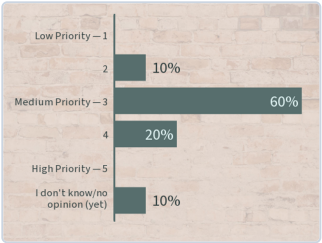


Engagement

9

Responses

Local shuttle service expansion



Response options	Count	Percentage
Low Priority — 1	0	0%
2	1	10%
Medium Priority — 3	6	60%
4	2	20%
High Priority — 5	0	0%
I don't know/no opinion (yet)	1	10%

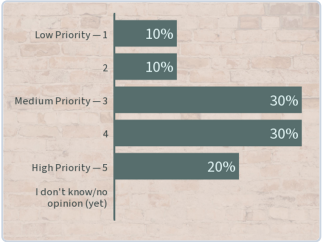
71%

Engagement

10

Responses

Creating a community center



Response options	Count	Percentage
Low Priority — 1	1	10%
2	1	10%
Medium Priority — 3	3	30%
4	3	30%
High Priority — 5	2	20%
I don't know/no opinion (yet)	0	0%

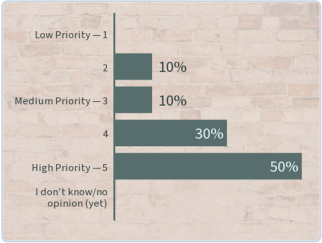
71%

Engagement

10

Responses

Expanding industrial development zoning districts



Response options	Count	Percentage
Low Priority — 1	0	0%
2	1	10%
Medium Priority — 3	1	10%
4	3	30%
High Priority — 5	5	50%
I don't know/no opinion (yet)	0	0%

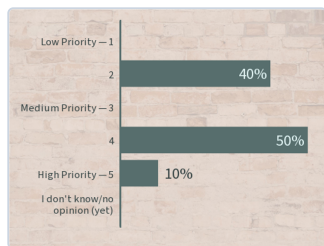
71%

Engagement

10

Responses

Tax incentives for industrial growth



Response options

Count Percentage

Low Priority — 1

0 0%

2

4 40%

Medium Priority — 3

0 0%

4

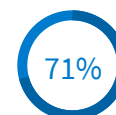
5 50%

High Priority — 5

1 10%

I don't know/no opinion (yet)

0 0%

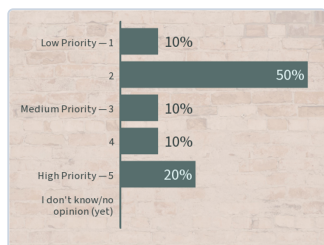


Engagement

10

Responses

Free public wi-fi



Response options

Count Percentage

Low Priority — 1

1 10%

2

5 50%

Medium Priority — 3

1 10%

4

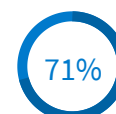
1 10%

High Priority — 5

2 20%

I don't know/no opinion (yet)

0 0%

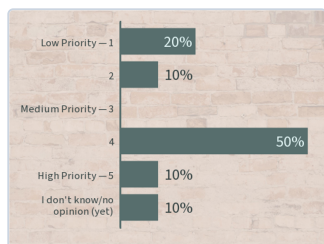


Engagement

10

Responses

AARP Designation



Response options

Count Percentage

Low Priority — 1

2 20%

2

1 10%

Medium Priority — 3

0 0%

4

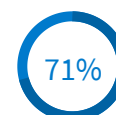
5 50%

High Priority — 5

1 10%

I don't know/no opinion (yet)

1 10%

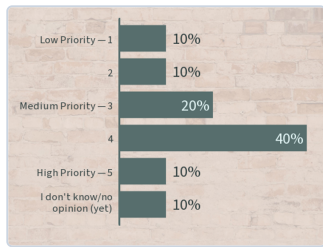


Engagement

10

Responses

Local historic district - Rabbit Hill neighborhood



Response options

Count Percentage

Low Priority — 1

1 10%

2

1 10%

Medium Priority — 3

2 20%

4

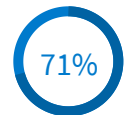
4 40%

High Priority — 5

1 10%

I don't know/no opinion (yet)

1 10%

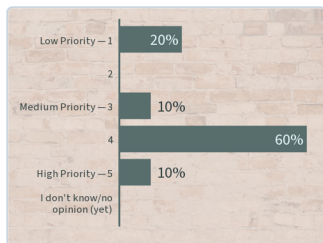


Engagement

10

Responses

Floating local historic district - antique properties (17th & 18th century)



Response options

Count Percentage

Low Priority — 1

2 20%

2

0 0%

Medium Priority — 3

1 10%

4

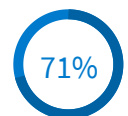
6 60%

High Priority — 5

1 10%

I don't know/no opinion (yet)

0 0%

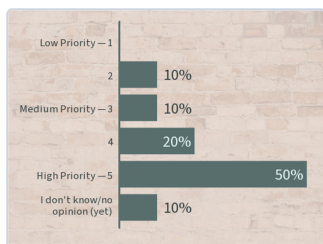


Engagement

10

Responses

Composting program



Response options

Count Percentage

Low Priority — 1

0 0%

2

1 10%

Medium Priority — 3

1 10%

4

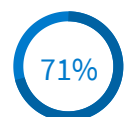
2 20%

High Priority — 5

5 50%

I don't know/no opinion (yet)

1 10%

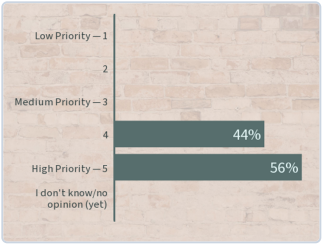


Engagement

10

Responses

Battery storage zoning



Response options	Count	Percentage
Low Priority — 1	0	0%
2	0	0%
Medium Priority — 3	0	0%
4	4	44%
High Priority — 5	5	56%
I don't know/no opinion (yet)	0	0%

64%

Engagement

9

Responses

Medway MSC Questions 05-12-22 by Participant

Current run (last updated May 13, 2022 11:22am)

14

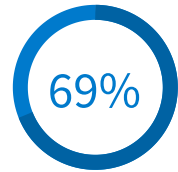
Participants

14

Activities

10

Average responses



Average engagement

Survey

What criteria is most important to you when prioritizing the strategy ideas?

Route 109/Town Center - Tax Incentives

Route 109/Town Center - Special Designation as an Urban Renewal Area

Complete Streets designation to leverage other public funding

Local shuttle service expansion

Creating a community center

Expanding industrial development zoning districts

Tax incentives for industrial growth

Free public wi-fi

AARP Designation

Local historic district - Rabbit Hill neighborhood

Floating local historic district - antique properties (17th & 18th century)

Composting program

Battery storage zoning

Responses

Participant	Question	Response
Unregistered	1	SR - broad benefits and low hanging fruit that is easy to implement to gain momentum for future more complicated strategies
05/12/22 05:55 PM CDT	2	<i>No response</i>
	3	<i>No response</i>

Participant

Question Response

4 *No response*5 *No response*6 *No response*7 *No response*8 *No response*9 *No response*10 *No response*11 *No response*12 *No response*13 *No response*14 *No response*

Unregistered

1 Financials

05/12/22 05:53 PM CDT

2 *No response*3 *No response*4 *No response*5 *No response*6 *No response*7 *No response*8 *No response*9 *No response*

10 *No response*

11 *No response*

12 *No response*

13 *No response*

14 *No response*

Sarah Raposa (Unregistered)

1 *No response*

05/12/22 06:02 PM CDT

2 High Priority — 5

3 High Priority — 5

4 High Priority — 5

5 Medium Priority — 3

6 4

7 High Priority — 5

8 High Priority — 5

9 2

10 4

11 4

12 4

13 4

14 High Priority — 5

TK (Unregistered) 1 TK - Benefit to a wide range of constituents and future constituents.

05/12/22 05:53 PM CDT

2 *No response*

3 *No response*

4 *No response*

5 *No response*

6 *No response*

7 *No response*

8 *No response*

9 *No response*

10 *No response*

11 *No response*

12 *No response*

13 *No response*

14 *No response*

TK (Unregistered)

1 TK economically and environmentally sustainable

05/12/22 05:55 PM CDT

2 2

3 I don't know/no opinion (yet)

4 High Priority — 5

5 4

6 Medium Priority — 3

7 4

8 2

9 2

10 4

11 4

12 4

13 High Priority — 5

14 *No response***Debi (Unregistered)**

1 Benefit medway as whole, represent good % of citizens

05/12/22 05:55 PM CDT

2 *No response*3 *No response*4 *No response*5 *No response*6 *No response*7 *No response*8 *No response*9 *No response*10 *No response*11 *No response*12 *No response*

13 *No response*

14 *No response*

EH (Unregistered)

1 *No response*

05/12/22 06:03 PM CDT

2 4

3 Medium Priority — 3

4 High Priority — 5

5 4

6 4

7 High Priority — 5

8 4

9 2

10 4

11 2

12 Medium Priority — 3

13 High Priority — 5

14 High Priority — 5

Siri Krishna Khalsa (Unregistered)

1 Benefit Medway as a whole. SK

05/12/22 06:00 PM CDT

2 4

3 High Priority — 5

4 *No response*

- 5 Medium Priority — 3
- 6 Low Priority — 1
- 7 Medium Priority — 3
- 8 2
- 9 High Priority — 5
- 10 Low Priority — 1
- 11 Low Priority — 1
- 12 Low Priority — 1
- 13 High Priority — 5
- 14 4

Jessica Chabot (Unregistered)

05/12/22 05:52 PM CDT

- 1 JC - Financial feasibility as it relates to the greater public good
- 2 Low Priority — 1
- 3 Medium Priority — 3
- 4 High Priority — 5
- 5 Medium Priority — 3
- 6 High Priority — 5
- 7 4
- 8 2
- 9 2
- 10 4

11 4

12 4

13 4

14 High Priority — 5

Becky Atwood (Unregistered)

1 Benefits the most people-BA

05/12/22 05:54 PM CDT

2 2

3 High Priority — 5

4 High Priority — 5

5 I don't know/no opinion (yet)

6 High Priority — 5

7 High Priority — 5

8 4

9 Medium Priority — 3

10 Low Priority — 1

11 *No response*

12 Low Priority — 1

13 High Priority — 5

14 4

Jack Wolfe (Unregistered)

1 JW - The Benefit/Cost Ratio - How big is the benefit, hopefully quantified, and how much does it cost to get there?

05/12/22 05:58 PM CDT

- 2 *No response*
- 3 *No response*
- 4 Medium Priority — 3
- 5 2
- 6 4
- 7 2
- 8 2
- 9 High Priority — 5
- 10 High Priority — 5
- 11 Medium Priority — 3
- 12 4
- 13 2
- 14 High Priority — 5

Denise Legee (Unregistered)**05/12/22 06:03 PM CDT**

- 1 *No response*
- 2 2
- 3 I don't know/no opinion (yet)
- 4 4
- 5 Medium Priority — 3
- 6 2
- 7 High Priority — 5

- | | |
|-----------|-------------------------------|
| 8 | 4 |
| 9 | 4 |
| 10 | I don't know/no opinion (yet) |
| 11 | 4 |
| 12 | High Priority — 5 |
| 13 | High Priority — 5 |
| 14 | 4 |

Debi (Unregistered)

05/12/22 06:01 PM CDT

- | | |
|-----------|-------------------------------|
| 1 | <i>No response</i> |
| 2 | 4 |
| 3 | Medium Priority — 3 |
| 4 | Medium Priority — 3 |
| 5 | Medium Priority — 3 |
| 6 | Medium Priority — 3 |
| 7 | 4 |
| 8 | 4 |
| 9 | 2 |
| 10 | 2 |
| 11 | I don't know/no opinion (yet) |
| 12 | 4 |
| 13 | I don't know/no opinion (yet) |

14 High Priority — 5

Karl (Unregistered)

1 No response

05/12/22 06:05 PM CDT

2 Low Priority — 1

3 No response

4 No response

5 No response

6 No response

7 No response

8 No response

9 No response

10 No response

11 High Priority — 5

12 No response

13 No response

14 No response

ERIC ARBEENE (Unregistered)

1 No response

05/12/22 06:05 PM CDT

2 Medium Priority — 3

3 I don't know/no opinion (yet)

4 4

5 Medium Priority — 3

- | | |
|----|---------------------|
| 6 | Medium Priority — 3 |
| 7 | High Priority — 5 |
| 8 | 4 |
| 9 | Low Priority — 1 |
| 10 | 4 |
| 11 | Medium Priority — 3 |
| 12 | 4 |
| 13 | Medium Priority — 3 |
| 14 | 4 |