

ENVISION EAST LONGMEADOW RESILIENT MASTER PLAN

EAST LONGMEADOW MASTER PLAN COMMITTEE

MEETING #1
DECEMBER 3, 2020

2:30 PM, VIRTUAL MEETING

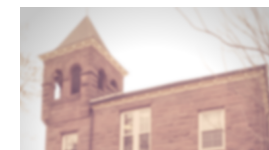


NOTES ON PUBLIC PARTICIPATION

- This meeting is being recorded.

Questions and comments can be directed to:
Bethany Yeo, Director of Planning and Community Development
bethany.yeo@eastlongmeadowma.gov

- A recording of the meeting will be posted ELCAT.



AGENDA

1. Welcome and Introductions
2. What is a Resilient Master Plan?
3. Community Engagement
4. MPC Meeting Schedule
5. Committee Responsibilities
6. Next Steps



MPC MEMBERS

Pamela Blair – Assistant Superintendent, East Longmeadow Public Schools

Anne DeWolfe – Technology Manager – Data, Economic Development Council

George Kingston – *Resident/Vice Chair*, Planning Board

Tim Murphy – Local Business Owner (4Run3)/Writer/Entrepreneur

Connor O'Shea – *Resident/Member*, Planning Matters Subcommittee

Gordon Smith – Superintendent, East Longmeadow Public Schools

Joe Williams – *Resident/Volunteer* on local sports boards/Experience in lending for commercial/residential properties

Staff

Bethany Yeo – Director, Planning and Community Development





Pioneer Valley Planning Commission

PROJECT TEAM

Project Managers

Kenneth Comia, AICP

Senior Land Use Planner

Land Use/Zoning, Housing, Open Space & Natural Resources

Catherine Ratté

Section Head

Climate Adaptation and Sustainability, Resiliency

Content Specialists

Lori Tanner

Economic Development Manager

Economic Development

Gary Roux

Section Head

Transportation

Shannon Walsh

Historic Preservation Planner

Historical and Cultural Resources

Ray Centeno

Graphics/Website Designer

Graphic Design and Website

Jake Dolinger

GIS Specialist

GIS Mapping and Data

Douglas Hall, PhD

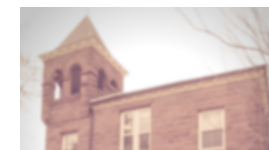
Data Manager & Analyst

Data Manager

Todd Zukowski

Section Head

GIS/Data and Communications



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2

WHAT IS A RESILIENT MASTER PLAN?

MASTER PLANNING in MA

- Guided by MGL c. 41, §81D
- Blueprint for the future
 - Describes a long-term vision and how to achieve it
- Guides zoning changes, capital improvements, budgeting and decision making
- Covers a time frame of 10 years
 - Ongoing reviews and convening of a Master Plan Implementation Committee keeping the Plan current and relevant

A MASTER PLAN IS **NOT**:

- A Zoning Bylaw
- Subdivision Regulation
- Capital Improvement Program
- Other Regulatory Document

ELEMENTS OF A MASTER PLAN

1. Goals
2. Land Use
3. Housing
4. Economic Development
5. Cultural and Historic Resources
6. Natural Resources, Open Space and Recreation
7. Transportation (Circulation)
8. Public Facilities, Services & Energy
9. Climate Adaptation & Sustainability—not required by MGL
10. Implementation



IMPLEMENTATION

- The Resilient Master Plan = policy guidance document.
- The Town Council and the Planning Board and other boards and commissions, oversee implementation of the Plan's recommendations.
- East Longmeadow's boards and commissions should consistently use this document to guide their decision making process with regard to major town decisions—for example, permitting decisions by the Planning Board and Zoning Board of Appeals, capital expenditure proposals by the Finance Committee, and general town governance decisions by the Town Council

RESILIENCE = Capacity to Recover

"Climate change is a challenge that will affect every government agency and every community across the Commonwealth, and our coordination in addressing this challenge will help protect Massachusetts residents, infrastructure and natural resources while improving quality of life year-round"

- Governor Charlie Baker



RESILIENT MASTER PLAN PROCESS

1. Review existing conditions to identify issues, challenges and needs
2. Distill public input gained via survey and series of meetings into Guiding Principles that will help us develop Goals
3. Develop strategies to achieve goals
4. Implementation



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3

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

Purpose: assure robust and meaningful participation in East Longmeadow's Resilient Master Plan of these target audiences:

- a plurality of residents, with a focus on older adults as they are the most vulnerable to the climate crisis
- existing town board members and members of existing commissions
- Town staff and volunteers
- elected officials and other key decision-makers from the Town, the region, the Commonwealth and the federal government as appropriate
- the business community
- frequent visitors to the town
- regional players such as the W Mass Economic Development Council, and other key stakeholders.

COMMUNITY ENGAGEMENT ACTIVITIES

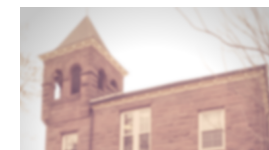
- Stakeholder interviews, focus groups, research, design, development, and implementation of a community survey and two (2) community-wide forums (Visioning and Implementation)

VISIONING workshop

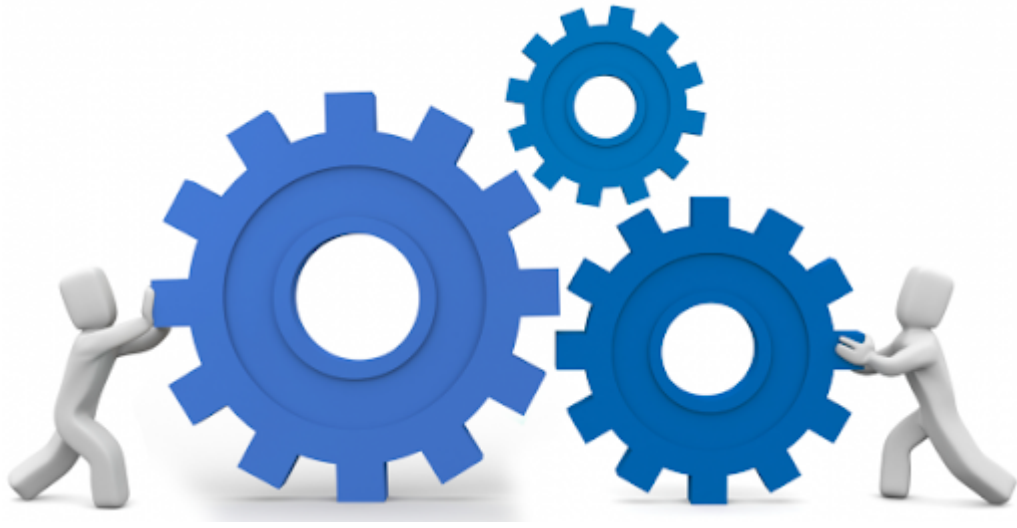


- The community visioning session will be conducted using a strategic planning approach assessing strengths, weaknesses, opportunities and threats (SWOT) to engage residents and local officials in an interactive discussion identifying and capitalizing upon East Longmeadow's strengths, while minimizing its weaknesses, and creating new opportunities for the community.

➔ An overall vision statement will be crafted based upon the input received at the visioning session, and at other public forums.



IMPLEMENTATION workshop



- The community implementation session will be designed for maximum substantive and meaningful engagement to advance high priority action recommendations that emerged from the Resilient Master Planning process and that can garner a majority of residents' support. This will require creative ways to achieve community consensus such as values hierarchy and visual preference surveys.



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4

MPC MEETING SCHEDULE

Tasks	Dec	Dec/Jan	Jan	Feb	Mar	Apr	May	Jun
Interactive Resilient Master Plan website	up soon	----	---	---	----	---	---	---
Steering Committee meetings	1	2	3	4	5	6	7	8
Community Vision Workshop		discuss at Comm	hold	or?				
GIS Analysis								
Data Collection & Analysis								
Goals Chapter			draft					
Land Use Chapter			draft					
Transportation Chapter			draft					
Housing Chapter				draft				
Economic Development Chapter				draft				
Historic/Cultural Chapter					draft			
Natural Resource/Open Space Chapter					draft			
Public Facilities/Services Chapter						draft		
Implementation Chapter						draft		
Community Outreach and Engagement • 3 additional engagement events - one during work day								
Focus groups		inform						
Stakeholder Interviews								
Media presence								
Posters and flyers								
Stormwater Regulatory Review and Improvements		sub-consultant	Dodson/	Flinker				
Survey to engage community and prioritize Action Recommendations					====	=====	====	
Community Implementation Workshop							hold	
Finalize Master Plan--integrate the recommendations into the draft chapters								done



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5

COMMITTEE RESPONSIBILITIES

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- Responsibilities
- Election of Chair and Vice Chair
- Chapter Captains



MPC Responsibilities

- Attend monthly RMPC meetings;
- Comment on PVPC's review of existing plans / visions / proposed actions;
- Identify distinct populations and groups that have a vested interest in the town for stakeholder interviews to be conducted by PVPC;
- Review and provide input in the drafting of survey questions for a community-wide survey and assist with identifying ways to inform all residents about the survey;
- Attend and participate the Public Education Events;
- Attend and participate in the Visioning Workshops;
- Review and comment on data analysis conducted by PVPC for each of the master plan chapters;
- Assist in the drafting of goals / strategies / action steps (implementation) for each of the master plan chapters;
- Review and edit master plan chapters, as developed;
- Attend resilient master plan public forums / hearings, as scheduled.



MPC Chair/Vice Chair

- Chair
 - Open, conduct and adjourn meetings on-time
 - Be available, as necessary to assist in the preparation of agendas and how to best involve the full RMPC in tasks
 - Act as spokesperson, upon approval of RMPC, during public involvement processes and public exchanges
- Vice Chair
 - Serve in the role of Chair in the event Chair is absent or cannot otherwise fulfill their duties

Chapter Captains

- Volunteers who live or work in East Longmeadow--may or may not serve on the Master Plan committee.
- People who care about the chapter topic and who want to be a local contact with whom the PVPC staff specialists working on the chapter can talk regularly to make sure the work is East Longmeadow-specific.
- Work time commitment is estimated to be 5 hours per month from December to March.
- Draft chapters will be complete by the end of March.
- April to June-an additional 2-3 hours each month to refine the recommendations for inclusion in the final resilient Master Plan.
- Chapter captains are also expected to attend both the community visioning and community implementation workshop as well as related meetings/focus groups/interviews as possible.

Total time commitment over 8 months = approximately 40 hours





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6

NEXT STEPS



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QUESTIONS & DISCUSSION

CONTACT

Kenneth Comia, AICP
kcomia@pvpc.org

Catherine Ratté
cratte@pvpc.org



Pioneer Valley
Planning Commission