



Welcome to the East Longmeadow Resilient Master Plan Visioning Session!

SATURDAY, FEBRUARY 13, 2021
10:00 AM – 12:00 PM
VIRTUAL SESSION





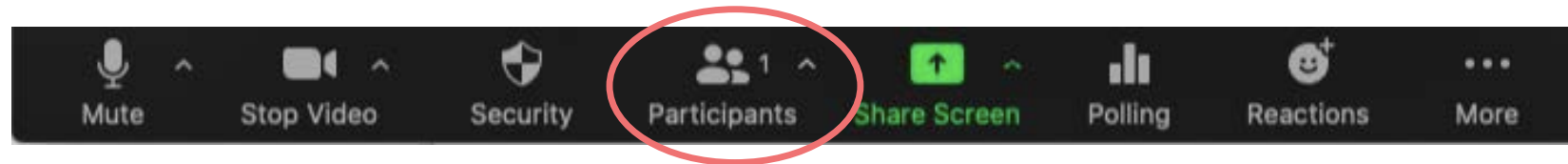
ENVISION

EAST LONGMEADOW

RESILIENT MASTER PLAN

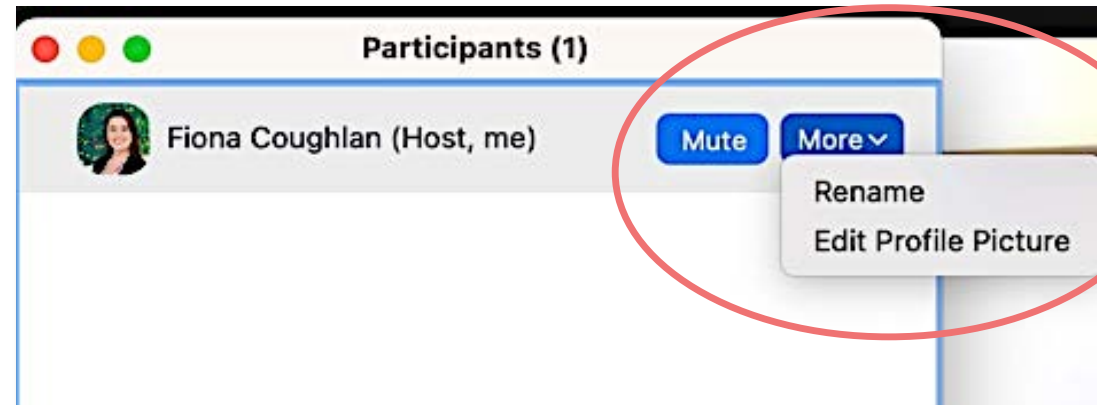
Welcome!

If possible, please update your Zoom name to include your first and last name and affiliation by clicking on the "Participants" tab on the bottom of your Zoom screen and selecting "More" by your name.



Examples:

- *Jack Jones, Resident*
- *Bethany Yeo, Planning & Community Development Director*



MASTER PLAN
EAST LONGMEADOW, MASSACHUSETTS
DECEMBER, 1976

MASTER PLAN COMMITTEE

R. Walter Clarke, Planning Board, Chairman
Joseph F. Dilk, Jr., Industrial Development Committee
K. M. Munnich, George Boyle, Lower Pioneer Valley Regional
Planning Committee
Alfred A. Melien, Jr., Board of Public Works
A. T. Rintoul, Edward W. Betterley, Finance Committee
Mrs. Lillian Cella, Council on Aging
Mrs. Jeanne P. Goodlatte, Historical Commission
James M. Towle, Republican Town Committee
R. Paul Landry, Democratic Town Committee
John M. Whalen, Ralph Rinaldi, Recreation Department
Paul D. Adornato, Conservation Commission
Alfred J. Monahan, Board of Selectmen
Mrs. Beverly Buckley, School Committee

BOARD OF SELECTMEN

John Lundgren
Richard Hickey
Alfred J. Monahan

PLANNING BOARD

James L. Shriver
William O. Dietsche
R. Walter Clarke
Joseph M. Cangro
Robert O. Ouellette

TPA SERVICES, CONSULTANTS
NEW HAVEN, CONNECTICUT

*MTS
ARE THEY STILL IN BUSINESS?*



Master Plan? Have we done this before? I think I am having déjà vu...



TEAM INTRODUCTIONS



PROJECT MANAGERS

Kenneth Comia, AICP	Senior Land Use Planner	<i>Land Use/Zoning, Housing, Open Space & Natural Resources</i>
Catherine Ratté	Section Head	<i>Climate Adaptation & Sustainability, Resiliency</i>

ENGAGEMENT CONSULTANTS

Alexis Lanzillotta	Project Analyst	<i>Engagement and Outreach</i>
Fiona Coughlan, AICP	Community Planner	<i>Engagement and Outreach</i>

CONTENT SPECIALISTS

Lori Tanner	Economic Development Manager	<i>Economic Development</i>
Gary Roux	Section Head	<i>Transportation</i>
Shannon Walsh	Historic Preservation Planner	<i>Historical and Cultural Resources</i>
Ray Centeno	Graphics/Website Designer	<i>Graphic Design and Website</i>
Jake Dolinger	GIS Specialist	<i>GIS Mapping and Data</i>
Douglas Hall, PhD	Data Manager & Analyst	<i>Data Manager</i>
Todd Zukowski	Section Head	<i>GIS/Data and Communications</i>

RMPC 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 - RMPC Chair/Resident/Member, Planning Matters Subcommittee

Gordon Smith - Superintendent, East Longmeadow Public Schools

Joe Williams - RMPC Vice Chair/Resident/Volunteer on local sports boards/Experience in lending for commercial/residential properties

Marybeth Dowd - Executive Director at the Council on Aging

Staff

Bethany Yeo - Director, Planning and Community Development

THANK YOU!

AGENDA



WELCOME, INTRODUCTIONS,
AGENDA REVIEW

10:10 AM – 10:35 AM

BREAKOUT GROUPS

- STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) DISCUSSION

WHAT'S NEXT AND HOW TO
STAY ENGAGED!

11:35 AM – 11:50 AM

10:00 AM – 10:10 AM

10:35 AM – 11:35 AM

11:50 AM – 12:00 PM

VISIONING SESSION PRESENTATION –

- WHAT IS A MASTER PLAN?
- WHAT'S ALREADY BEEN DONE?
- POLLING EXERCISE
- WHY IS VISIONING IMPORTANT?
- DEMO & "FUN FACTS!"

BREAKOUT DISCUSSION LEADER
RECAP

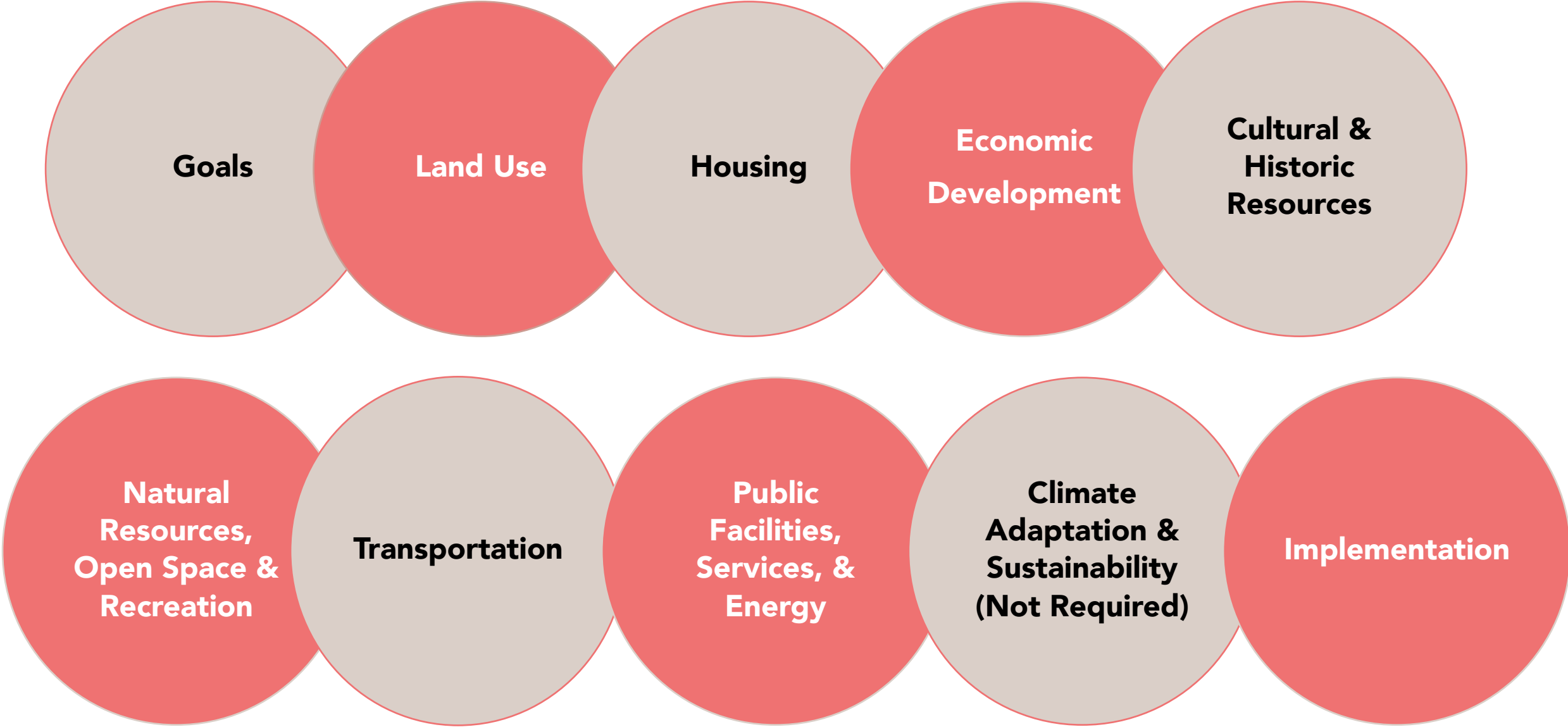


WHAT IS A MASTER PLAN?

- Guided by MGL c. 41, §81D – must follow legal framework
- Blueprint for the future
- Describes a long-term vision and how to achieve it
- Guides zoning changes, capital improvements budgeting, general decision-making/policy implementation
- Covers a time frame of 10-20 years
- Ongoing reviews and convening of a Master Plan Implementation Committee

****A Master Plan is not a zoning bylaw, subdivision regulation, Capital Improvement Program, or other regulatory document!***

ELEMENTS OF A MASTER PLAN



PROCESS

- ❑ **Review** existing conditions to identify issues, challenges and needs.
- ❑ **Distill public input** gained via surveys, the Visioning Session, MPC meetings, and future public forums into Guiding Principles that will help us develop Goals.
- ❑ **Develop strategies** to achieve goals.
- ❑ **Implementation**



IMPLEMENTATION

- ❑ The Resilient Master Plan is a **policy guidance** document—not law.
- ❑ The town’s **legislative and executive bodies** implement the Plan’s recommendations., i.e., Town Council, Planning Board, etc.
- ❑ Boards/Commissions/Staff should use the Master Plan to **guide major decision-making** processes such as permitting decisions and general governance by Town Council.

WHAT'S ALREADY BEEN DONE?

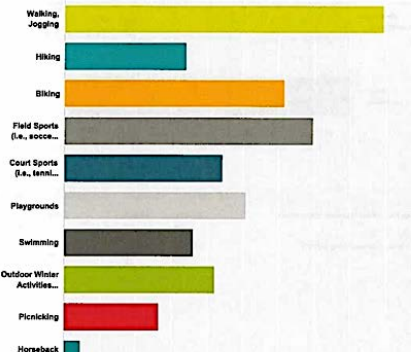
- Master Plan (1960; 1976)
- Community Development Plan (2003)
- Hazard Mitigation Plan (2016)
- Open Space and Recreation Plan (2019)
- Vulnerability Preparedness Community Resilience Building Workshop (2019)

However... East Longmeadow's last Master Plan was in **1976!**

Open Space and Recreation Survey


Q6 Which of the following recreational activities does your household presently do in East Longmeadow? Please check all that apply.

Answered: 344 Skipped: 0

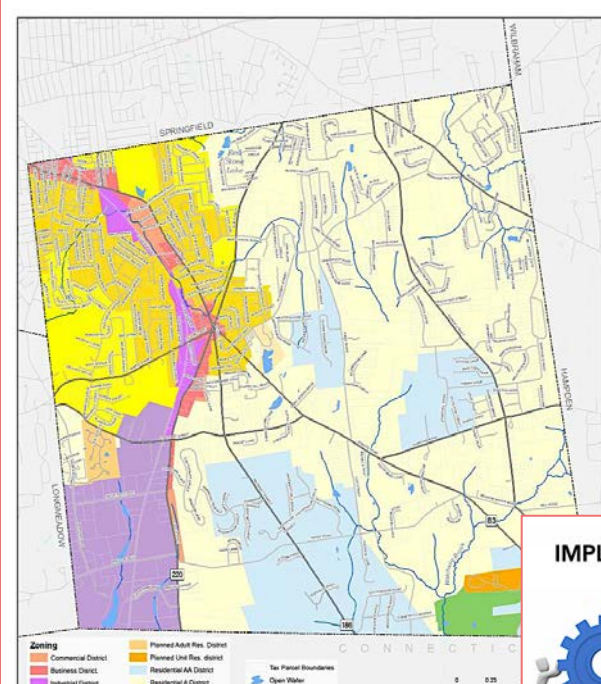


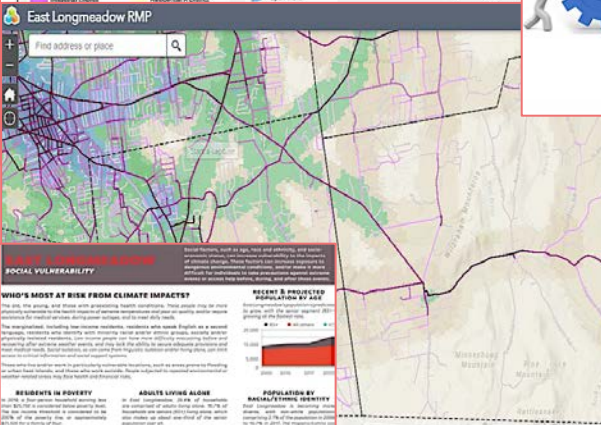
Activity	Count (Approximate)
Walking/Jogging	340
Hiking	150
Biking	200
Field Sports (i.e., soccer...)	250
Court Sports (i.e., tennis...)	180
Playgrounds	150
Swimming	120
Outdoor Winter Activities...	100
Picnicking	80
Horseback	20


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.








EAST LONGMEADOW Community Development Plan



Route	Screen Name	Functional Classification	Truck Route
	ACTION ROAD	3	0
	ACTION STREET	0	0
	WEST STREET	6	0
	WESTFORD STREET	5	0
	OLD CHURCH	0	0



POLL QUESTION 1:

East Longmeadow's MVP report includes the recommendation: Become a Massachusetts Department of Energy Resources (DOER)-certified Green Community. Do you support this recommendation?

- Yes
- No
- Unsure



Polling 1: Polling Questions

1. What is your favorite color?

- Red
- Green
- Blue

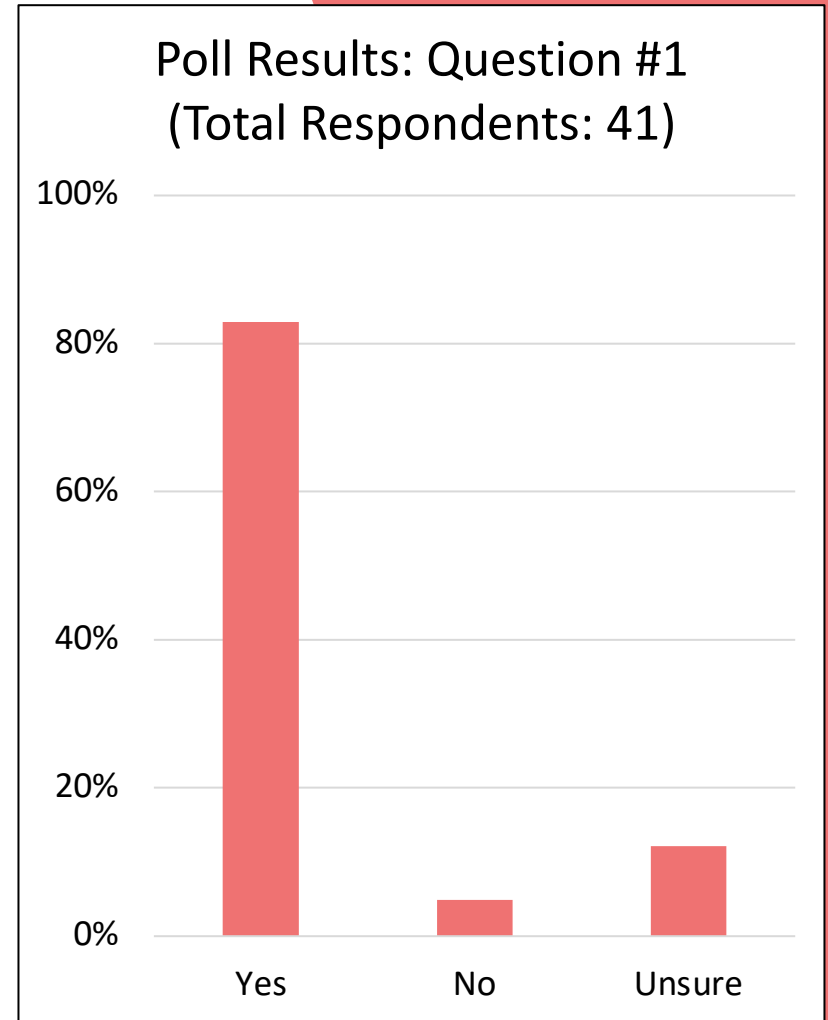


****You should see the Poll appear on your screen, like the image above.***

QUESTION 1 RESULTS:

East Longmeadow's MVP report includes the recommendation: Become a Massachusetts Department of Energy Resources (DOER)-certified Green Community. Do you support this recommendation?

- Yes
- No
- Unsure



POLL QUESTION 2:

Do you think East Longmeadow functions well as a bedroom community (i.e., a commuter town), or would you like to see more local job opportunities?

- Functions Well Now
- Want More Options
- Unsure



Polling 1: Polling Questions

1.What is your favorite color?

Red

Green

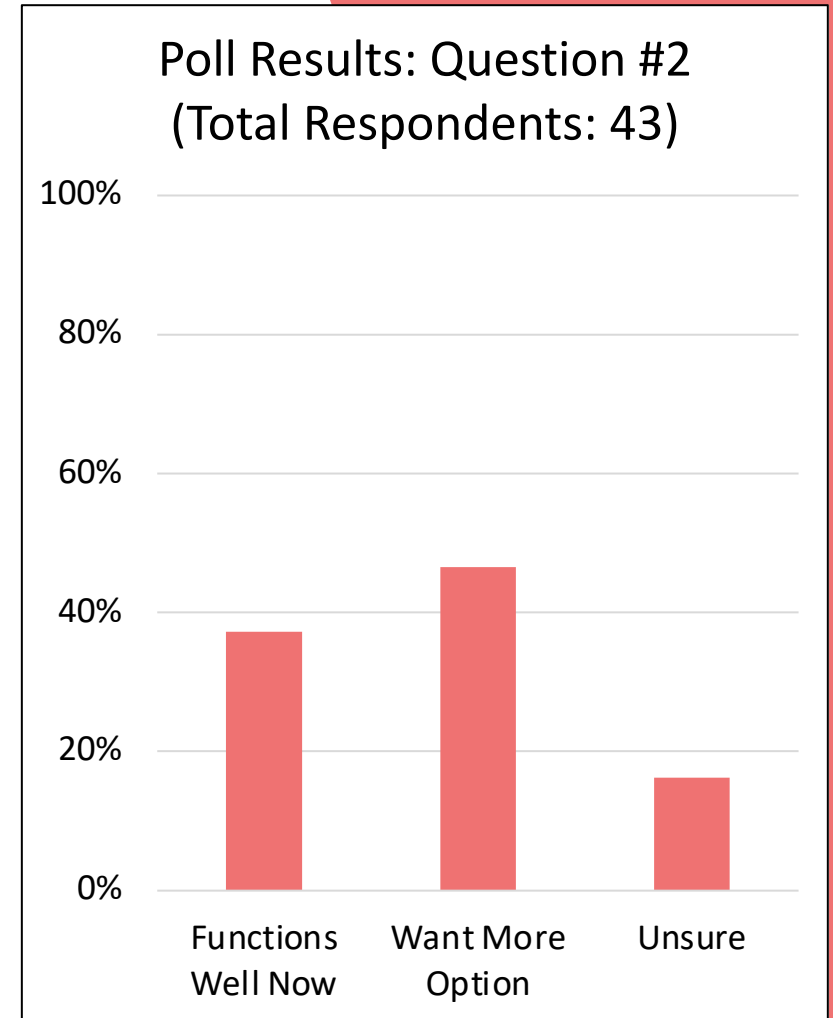
Blue

****You should see the Poll appear on your screen, like the image above.***

QUESTION 2 RESULTS:

Do you think East Longmeadow functions well as a bedroom community (i.e., a commuter town), or would you like to see more local job opportunities?

- Functions Well Now
- Want More Options
- Unsure



POLL QUESTION 3:

Do you want to see improved recreation space in Town? (For example, better ball fields and improvements to Heritage Park.)

- Yes
- No
- Unsure

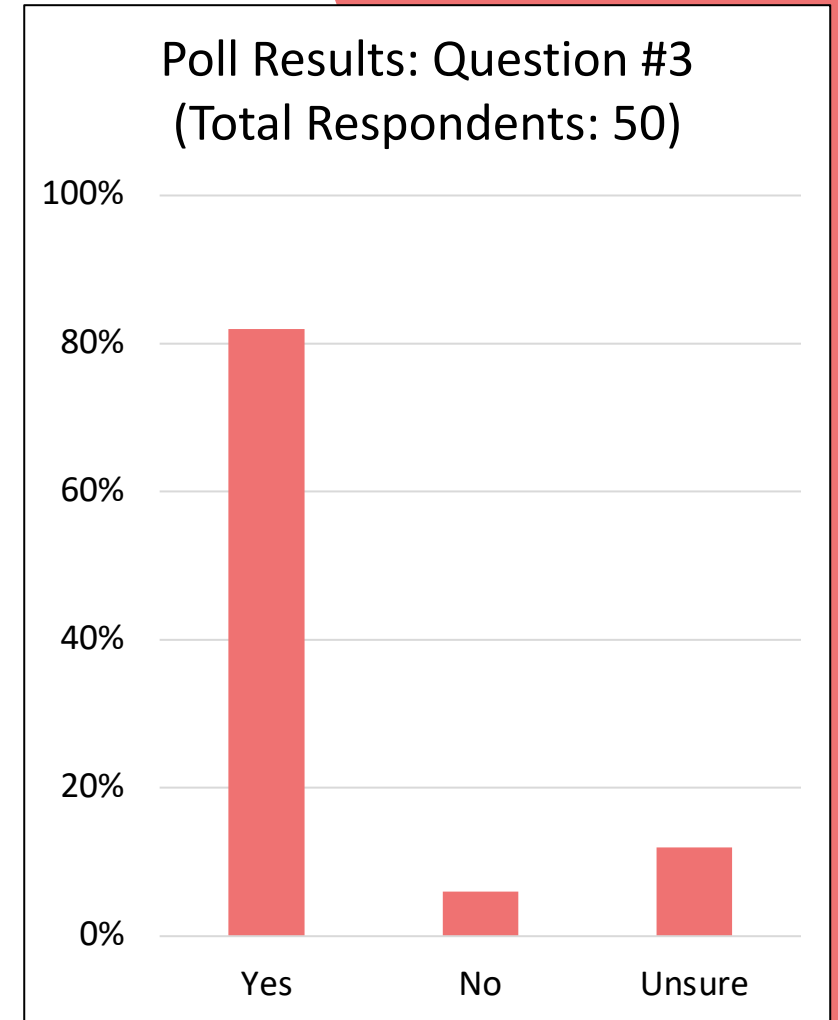
A screenshot of a mobile poll interface. At the top, a dark grey header contains the text "Polling 1: Polling Questions". Below the header, the question "1. What is your favorite color?" is displayed. Three radio button options are listed: "Red", "Green", and "Blue". Each option is preceded by a small white circle with a grey border. The interface is clean and minimalist.

****You should see the Poll appear on your screen, like the image above.***

QUESTION 3 RESULTS:

Do you want to see improved recreation space in Town? (For example, better ball fields and improvements to Heritage Park.)

- Yes
- No
- Unsure



POLL QUESTION 4:

Do you want to see an expansion of the Redstone Rail Trail?

- Yes
- No
- Unsure



Polling 1: Polling Questions

1.What is your favorite color?

Red

Green

Blue

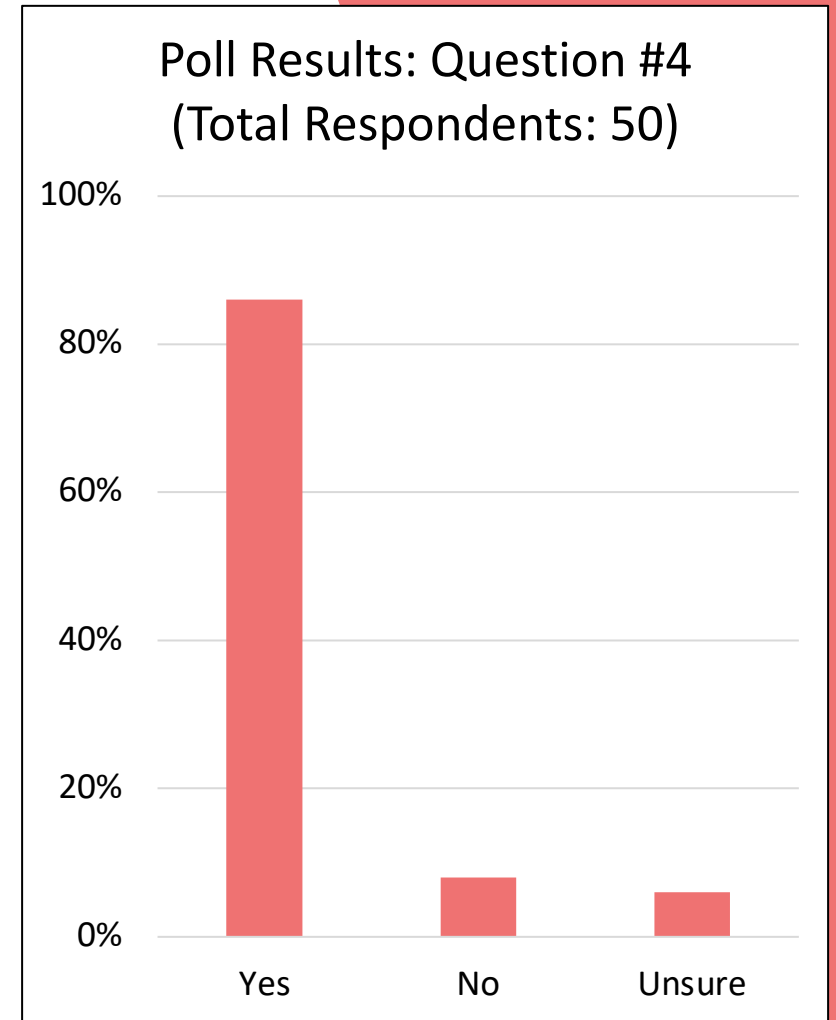
****You should see the Poll appear on your screen, like the image above.***



POLL QUESTION 4:

Do you want to see an expansion of the Redstone Rail Trail?

- Yes
- No
- Unsure





SO, WHY IS VISIONING IMPORTANT?

- Ties together **what has been done** and what **needs to be done**.
- Is an opportunity for **community participation** in the planning process.
- Provides feedback for a **long-term vision** for East Longmeadow.
- Is a **cohesive** statement crafted by **YOU!** A successful Visioning Session results in a **shared sense of purpose**.
- Feedback will **influence the Plan's goals and implementation strategies** that make the vision a reality!
- Helps meet East Longmeadow's specific needs and values **today**. What worked in the past may not work now!
- Will be crafted **throughout** the planning process; will not be finalizing the Vision Statement today.

East Longmeadow SNAPSHOT

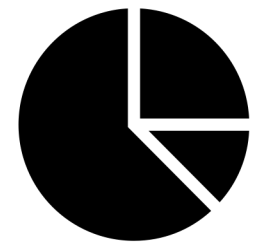
***Data is an essential component of a Master Plan! Data of current conditions and trends strongly affect the VISION, as well as the goals, recommendations and implementation of the plan.**



East Longmeadow's tax base is 82% residential, 9% commercial, 5% industrial, 4% personal property.



East Longmeadow's population is projected to grow by 1,451 people between 2020 and 2040.



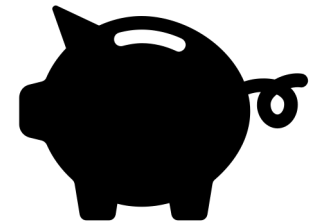
East Longmeadow's senior population grew 3% from 2010 to 2019.



Most East Longmeadow workers live in Springfield, and most East Longmeadow residents also work in Springfield.



87% of East Longmeadow's housing is single-unit detached homes. 40% of units are 60+ years old.

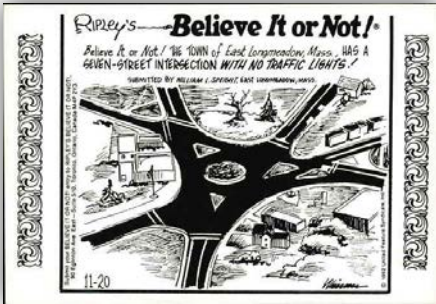


East Longmeadow's median household income was \$87,748 in 2019.

Sectors Employing East Longmeadow Workers	Share %
Manufacturing	23%
Health Care and Social Assistance	20%
Retail Trade	10%
Educational Services	9%
Accommodation and Food Services	7%

FUN FACTS!

Statistics are great and all...but tell me some cool facts!



The East Longmeadow Rotary made the "Ripley's Believe-It-Or-Not" daily cartoon!



East Longmeadow is the hometown of many famous athletes including Nick Ahmed (Baseball, AZ Diamondbacks), Tim Daggett (Olympic Gold Medal Gymnast), and Frank Vatrano (Hockey, FL Panthers)



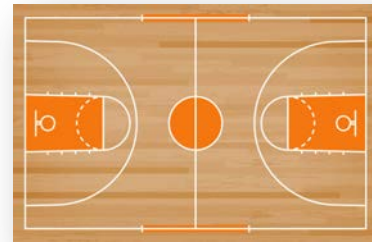
Red and brown sandstone from East Longmeadow was used in buildings and monuments across the USA, including the Smithsonian Institution in Washington DC



A party was held to celebrate East Longmeadow separating from Longmeadow in 1720. Only one person was invited from Longmeadow!



East Longmeadow does not allow drive-thru restaurants



The person who created the three-point line in basketball is from East Longmeadow!

IT'S TIME FOR OUR SWOT EXERCISE!

(But what is a SWOT?)



A SWOT helps determine what is working, what isn't working, what could be improved, and what can be left behind as East Longmeadow looks forward!

We will now break into smaller groups for one hour to discuss! Further directions will be provided by your Discussion Leader.

SWOT RECAP FROM DISCUSSION LEADERS



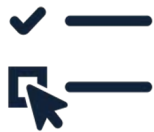
- What were the recurring topics of conversation?***
- What were some key ideas? Recurring themes?***
- What did your group want to see the most over the next 10 years?***
- What did you learn?***
- Final conclusions?***
- Any last thoughts?***

STAY ENGAGED!

Scan me or visit the URL to the left!



Visit the **PROJECT WEBSITE** to learn more about East Longmeadow's Master Plan
<http://eastlongmeadowmp.pvpc.org>



Also visit the **TOWN WEBSITE** for more information
eastlongmeadowma.gov



Continue the discussion and share your thoughts on the interactive Padlet!
<https://padlet.com/BarrettPlanningGroup/EastLongmeadowRMP>



WE ARE ON SOCIAL MEDIA!

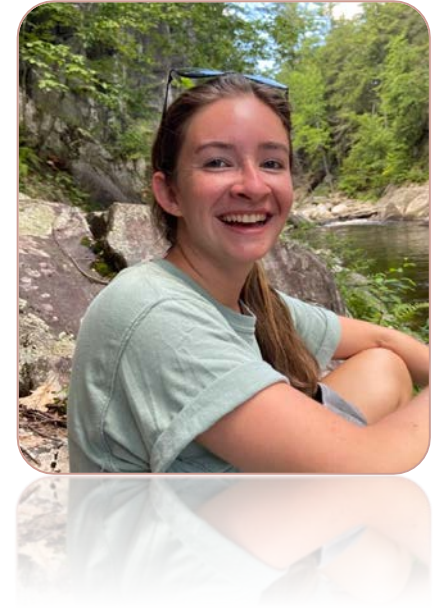


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LIKE US AT
[@ELongmeadow](#)
&
[@PVPlanning](#)

Meet the
awesome intern
running our Tik
Tok: Amber!



Keep tabs on this project by tagging us on your favorite social media accounts: [#eastlongmeadowmasterplan](#)



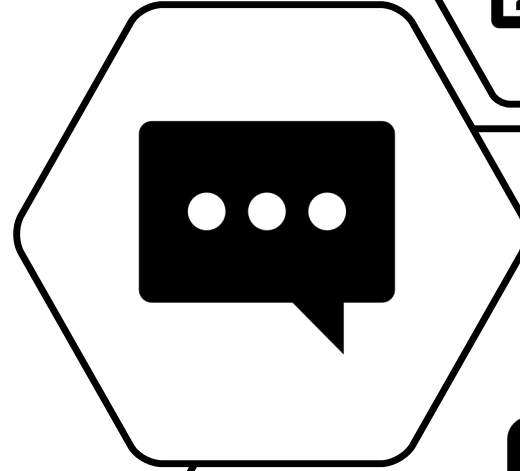
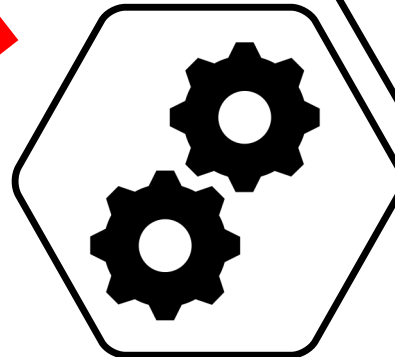


UPCOMING EVENT!

Stay tuned for the Master Plan Implementation Session in May!

- Designed for maximum engagement
- Will advance action recommendations from the planning process thus far
- Will garner support for the Plan
- Will require creative ways to achieve consensus
- We need to hear from you!

Sign up via the LINK in the CHAT to stay informed!





Thank you for attending the East Longmeadow Resilient Master Plan Visioning Session!

SEND US YOUR IDEAS BY EMAILING OR CALLING:

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Ken Comia, kcomia@pvpc.org

(P): 413-285-1175

Bethany Yeo, bethany.yeo@eastlongmeadowma.gov

(P): 413-525-5400 Ext.1700

Connor O'Shea, connor.oshea@eastlongmeadowma.gov

(P): 413-386-3784

