

**Comprehensive Plan Steering Committee
Intro / Kickoff Meeting
RiverMills Senior Center
November 21, 2019**

Meeting Goal:

- About introductions and understanding what the planning process is. Next meeting will be the official kickoff.

Next Meeting:

- January 23, 2020
- 6:15 PM
- RiverMills Senior Center (5 W Main St, Chicopee, MA 01020)

Future Meeting Schedule:

- 4th Thursday of the Month

Introductions of Planning Team:

- Horsley Witten (Planning)
- Camion Associates (Economic Development)
- McMahan Associates (Transportation)

Ice Breaker Activity:

- Write a fact about yourself on paper, create a paper airplane, paper airplanes flown into a pile, participants pick one, read the fact and try to figure out who in the group the fact is from. Then when picked you tell one favorite memory of/from Chicopee
- ***Fun Fact: McKinstry family has been located in Chicopee since 1752!!!!***

Horsley Witten PowerPoint Presentation:

- Horsley Witten advanced a summary overview of what a Comprehensive Plan is and what it does. See PowerPoint slides from Horsley Witten team.
 - o Vision – 10-20 years into the future
 - o Roadmap – how to get there together
 - o Enhancer – make things we love even better
 - o Fixer – address the things that need to be fixed
 - o Protector – protect the things that make Chicopee a great place to live today and for future generations
 - o Tool:
 - Development – what does it look like and where
 - Environment & History – protect these
 - Investments – prioritize for community services and infrastructure
 - Equity – promote fairness and opportunities for all residents to have a voice (think... who benefits from decisions that are being made at the city-level?)
 - Business – support local business development
 - o Why have a Comprehensive Plan?
 - Powerful document to:
 - Prepare for the future
 - Spend tax dollars efficiently and effectively
 - Legacy – make the City better and stronger for the future
 - Policy & Regulation – ensure policy and regulations are consistent with the vision (this is a policy document)

- Funding – not only prioritizing City tax dollars but also supporting city staff in applying for grants and other funding streams
- What goes into a plan?
 - Existing plans
 - Facts and data
 - Needs and Desires of residents – what do they need to live full and happy lives as City residents
 - Steering committee will help team reach out to various communities and groups throughout the city
- What is covered by a Comprehensive Plan?
 - Traditionally
 - Community Services
 - Housing
 - Transportation
 - Future Growth
 - Natural Resources
 - Historic Resources
 - Economic Development
 - Parks & Open Spaces
 - Contemporary
 - Equity
 - Energy
 - Climate Change
 - Public Health/Food Access
 - Governance (communication between govt. and residents / transparency)
 - Special Places
- A Comprehensive Plan is not a Development Plan....a Comprehensive Plan is a broad visioning plan not site specific

Reviewed examples from other communities:

- **Newton, MA** (traditional document - comprehensive but extremely dense, text rich)
- **Shrewsbury, MA** (hybrid traditional / contemporary document - less text + more graphics)
- **Exeter, NH** (extremely contemporary - minimal at 58 pages, right to the point, place and values based)

Steering Committee Members Questions:

- Involvement of other City Departments?
- Has CEL participated to date?
- Surprised not to see health/healthcare as a traditional component of the planning process. Need to focus on 'wellness', beyond just 'health'.
- What groups are not at the table? Who are these groups / individuals?

Expectations, Responsibilities, and Roles:

Steering Committee:

- Provide perspective
- Review various products through the planning process
- Guide public outreach
- Guide plan format
- Implementation
- Present

- Network & Recruit
- Advocate

City Staff:

- Project Management
- Internal Communications
- Public Engagement
- Municipal Collaboration
- Finding Champions
- Present
- Implementation

Horsley Witten:

- Serve, not lead
- Research and Write
- Listen & Learn
- Advise
- Report
- Provide Guidance
- Provide Technical Expertise

The Process:

- Baseline Report
- Comprehensive Plan
- Plan Implementation

Standing Meetings will be on the 4th Thursdays of the Month at 6:15 PM

- Will try to avoid standing meetings on weekends (family time / work schedules)
- Revisit in spring to make sure Thursdays still work
- Materials will always be sent at least a week in advance of a meeting
- May look to create sub-committees as needed to address specific issues that the group feels are really critical to address further (can be any topic, geographic area, etc.)
- Meeting in a box concept – for members to bring out to the community

Website / Branding:

- Need to address ChicopeeCompPlan name – because the name ‘comp’ will get confused with the high school
- Chicopee: Present and Future
- Community master plan
- Plan for the next 20 years
- Chicopee 2040
- Vision Plan
- Envision

Logo:

- City Hall
- City Hall Clock Tower
- City Outline
- Mill Skylines
- C5 planes
- Illustration of Center Skyline (review Lee’s Historic Society presentation)
- The two Rivers

Colors:

- Maroon
- Gold
- Blue

Giveaways:

- Stainless steel water bottles
- Metal straws
- Reusable shopping bags
- T-shirts
- Car decals & bumper stickers
- Car magnets
- Good quality pens
- Hand sanitizers
- Backpack keychains
- Pop sockets & Phone card pocket/holders
- Yo-yos

Communications with the Community:

- Kick-off survey
- Social Media (Instagram, Twitter, Facebook) (high school students, college students)
- Library
- Senior Center
- School open houses / other school events
- Provide incentives (i.e. gift cards, etc.)
- Push notifications via website signups
- Create email newsletter list
- Email survey links
- Text messaging
- Create own social media accounts for this process?
- Churches
- Community centers
- Lorraine's Soup Kitchen
- CEL bill inserts
- Signs in high traffic areas
- Lawn signs for participants
- Billboard??
- Parent Teacher Organizations (PTOs) for Chicopee schools
- Media:
 - o The Reminder
 - o Chicopee Register
 - o 22 News (WWLP)
 - o MassLive / The Republican
 - o Western Mass News
 - o New England Public Radio / WGBY

Online Community Survey:

Horsley Witten to check and ensure that the online survey is active and accessible

Email List:

Staff will collect emails for MailChimp list to keep residents informed

Needed Languages:

Spanish

Arabic

Russian

Polish

Portuguese

For more student demographics contact Cynthia Schonagel the Director of ELL Services and New Educator Development