

Envision Our Chicopee: 2040 Steering Committee

June 25, 2020



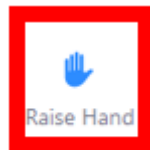
Logistics

Welcome to the Steering Committee's first virtual meeting!

- Please add your name to your screen (we'll walk you through it)
- Please keep yourself on mute until you want to talk
- We're a pretty big group, so if you want to talk . . .
Please raise your hand

Either literally – wave at your camera – though we may not be able to see you

Or click the “raise hand” icon at the bottom of your screen



Today's Goals

What have we been up to since late February?

- Interviews and Other Outreach
- Baseline Report/Key Takeaways
- Kick Off Survey Results

Next Steps on Public Engagement

- Virtual Public Engagement
- Meeting-in-a-Box

Branding the Plan

- Logo
- Giveaways

Communication

- More effectively spreading the word!

Reintroductions

*Because it's been
a while!*

- When we acknowledge you, *please unmute yourself* and say your name and your affiliation
- If you feel so inclined . . . Please share *one thing that has impressed you about Chicopee through the pandemic* (help from neighbors, actions of the City, or anything else!)
- When you are done, *please mute yourself again*

Interviews and Other Outreach

In-person interviews on March 10 and 11, as well as many telephone interviews

Examples of interviewees include . . .

- All City Departments and most non-profit organizations referenced in the Baseline
- Chicopee Housing Authority
- Boys & Girls Club
- Community Development Department
- Chicopee's TDI Fellow
- Elms College
- Westover Metropolitan Development Corporation/
Westover Airport
- Westmass Area Development Corporation
- Western Mass Economic Development Council
- Greater Chicopee Chamber of Commerce
- Hampden County Workforce Board

And more!

**Efforts to talk
with local elected
officials have not
been fruitful so far**

Baseline Report

- **Full draft finished in February**
- **Staff Comments received in late April**
- **HW, Camoin, and McMahon have been working on edits since then**
- **Currently 150 pages and growing!**
- **This is a repository of information for the City . . .
So it is as long as it needs to be**
- **Can be used by the City and stakeholders to:**
 - Build the actions of Envision Our Chicopee: 2040
 - Support grants and other funding opportunities

Key Takeaways

- **Most important points from the Baseline Report**
- **First stab at Key Takeaways presented at the February Steering Committee meeting**
- **Staff provided comments in early June**
- **Goal: Turn Key Takeaways text into very graphic summaries for the public (limited text with graphs, charts, photos, etc.)**

The Baseline Report will be available to everyone!
But Key Takeaways are for the average person who doesn't have time to read a 150-page report

Key Takeaways Example template

LOGO HERE

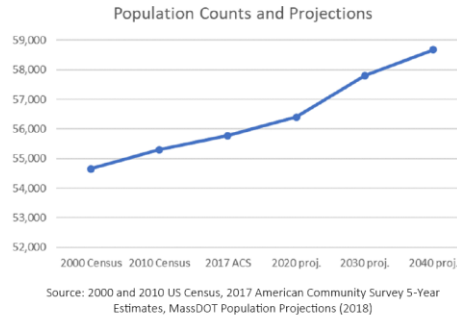
KEY TAKEAWAYS

• DEMOGRAPHICS •

WHY DEMOGRAPHICS MATTER

Understanding the make-up of people that live in the community gives the City of Chicopee guidance into future needs for housing, social services, recreation, transportation, and other factors that contribute to a resident's quality of life. Important attributes of a population to consider are age, racial and ethnic background, household composition, income, and special needs. Shifts in these characteristics within Chicopee and the region can give insight into trends and changing preferences.

POPULATION GROWTH



Chicopee's population is growing slowly but steadily. The City gained 1,125 residents between 2000 and 2017 to 55,363, a growth rate of approximately 2.1%. According to MassDOT projections (Socio-Economic Projections for 2020 Regional Transportation Plans), Chicopee is projected to grow 5.2% between the years 2017 and 2040 to a total population of 58,674, a little higher than the 4.5% growth rate for Hampden County. Massachusetts as a whole is expected to grow a much more significant 12.7%.

However, there is really no way to predict future population with certainty. If Chicopee is successful in planning for housing and jobs, population may grow faster. If the economy slumps, it might be slower.

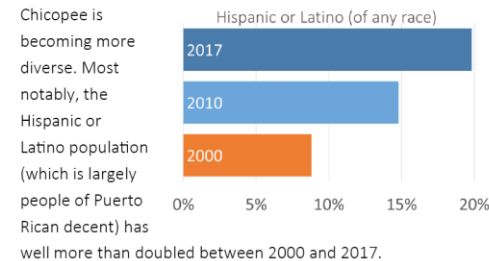
MEDIAN AGE



Unlike the rest of Massachusetts which is quickly growing older, Chicopee has grown a bit younger since 2010, from a median age of 40.1 in 2010 to 39.6 in 2017. This is an unusual trend for New England cities and towns, and one that could be very positive for Chicopee if it continues.

What is driving this trend? Unlike much of New England, the population in Chicopee between the ages of 20 and 34 has been growing its share. This is probably a positive sign. If the City continues to attract young adults, there could be more young families with children and more working age adults in the next ten years, compared with its neighbors.

RACE & ETHNICITY



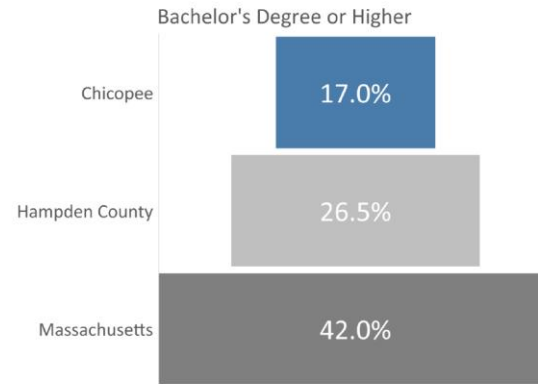
Will add
logo and
change the
color
scheme to
match

Key Takeaways

Example template

EDUCATION

Chicopee adults tend to have lower levels of formal education than in Massachusetts overall, with about half having only a high school degree or less. However, the percentage of people with high school and college diplomas has been improving over time. Since 2000, the portion of adults with a high school degree or higher has increased by over 11 percentage points, and the number with a bachelor's degree or higher has increased by 4.7 percentage points.



HOUSEHOLDS

Married couple households with children have been a small portion of households in Chicopee for many years and now represent only 12.8% of households.

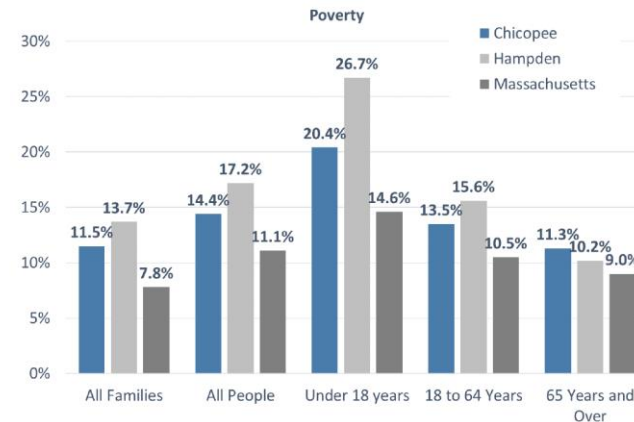
The number of children in Chicopee has been declining and only about 25% of households had children as of 2017. However, with the uptick in young adults in Chicopee, there may also be an uptick in young children in the next ten years.

VETERANS

Almost 10% of Chicopee's adults are Veterans. Compared with non-veterans, Veterans in Chicopee have higher median incomes, lower unemployment rates, lower rates of poverty, and better educational attainment. However, nearly 30% of Chicopee Veterans report some sort of disability – much higher than non-veterans. This may be a testament to the success of the many local support programs available to Veterans in Chicopee, and continued support for veteran physical and mental health will be important.

INCOME & POVERTY

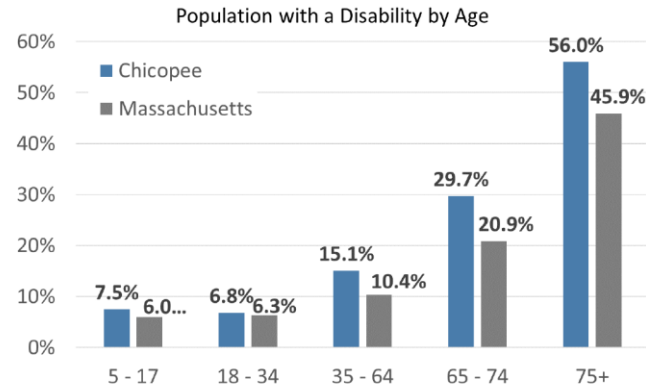
When adjusted using the Consumer Price Index, relative incomes actually decreased in Chicopee and Hampden County from 2000 to 2017 while they increased slightly in Massachusetts overall. This means that since 2000, even though people's incomes have gone up, it is now harder for the average household in Chicopee to pay for goods and services. Poverty is especially a problem for children. Over 20% of Chicopee's children were living in poverty in 2017 vs. 13.5% of adults under 65 and 11.3% of adults 65 and older.



Key Takeaways

Example template

PEOPLE WITH DISABILITIES



Chicopee has a higher rate of disability across all age groups compared with Massachusetts overall. Especially concerning is the rate of disability among working age adults between 35-64 years old, which is 15.1% compared with 10.4% in Massachusetts. This means more working age adults will have difficulty entering the workforce, and in fact people with a disability in Chicopee are far less likely to be employed than in Massachusetts overall. On top of the existing City services geared toward seniors with disabilities, there may be a need for services geared more specifically toward middle-aged adults with disabilities.

ENVIRONMENTAL JUSTICE

Environmental Justice (EJ) communities are the parts of Chicopee with lower-income, minority, and/or non-English speaking residents. Environmental justice means that everyone in Chicopee should enjoy the benefits of a healthy environment, and no neighborhoods should be stuck with the brunt of environmental problems.

Areas with two or more EJ conditions are clustered in Willimansett, Chicopee Center, and Chicopee Falls. Most EJ communities in Chicopee are designated for low income alone, located in swaths of Aldenville and Fairview.



Will add map
of
Environmental
Justice areas



Key Takeaways *Discussion*

Do these Key Takeaways tell the whole story?

Is there anything critical you feel is missing that should be highlighted for the community?

500+ responses!

Kick Off Survey Results

What is the one thing you love best about Chicopee?

Closed June 15

- People:** Close-knit community with diverse people
- Proximity:** Easy access to the highways and other parts of the region
- Affordability:** Electric service, taxes, housing, and services
- Education:** Great pride in local schools
- City Services:** Library, police and first responders, senior services, parks
- Character:** "Small-town feel" within the City

Center also State Park school system s home activities taxes cheap Nothing different
Affordable especially diversity many library way services neighbors Memorial Drive
within grew generations great shopping centers still house Convenience restaurants
Low convenient location downtown Love downtowns feel enough areas Proximity
home Quiet small travel good retail parks City services
location Safety community Central location people
easy access city shopping Chicopee nice family easy
neighborhoods hometown feel S size small town feel
seems schools everybody love safe businesses Food Elms College
Community spirit highways people friendly close Chicopee Electric
Sense community big Close everything look lot Polish heritage Convenient
work places Mostly small town electric rates everything stores Szot park Cheap electric
history prices live cost living beautiful hometown offered friendly everything need

Kick Off Survey Results

What is the one
thing about
Chicopee you
most want to
change?

Waste: Bigger Trash and Recycling Barrels

Cleaner City: Lack of cleanliness/litter takes away from the City's beauty

Crime Rate: Perceived increase in crime, desire to see it reduced

Downtown Revitalization: Need to invest more in this area to attract more business
- want to see cafes, restaurants, and small shops

Traffic: Reduce congestion and speeding, improve walking/biking options

used focus see thriving housing homeless Traffic Willimansett take parts bigger trash
low income low income housing entertainment one feeling litter especially safe activities
buildings needs help Walmart city government Less back want living
downtown area help town schools community every bring food streets
Keep Chicopee Center safety center river people police
clean nice need restaurants crime city small
downtown really area find better neighborhoods
Chicopee need clean businesses conditions parks services
roads blight many walk lack lot Make draw trash bigger shops size run fees
crime rate years rid way Nothing come Increase love see things much
small businesses future family Revitalize downtown go people live around revitalized old times
speeding will

Kick Off Survey Results

What is one thing
you really want to
see in Chicopee
that is missing?

Entertainment: Museum, movie theater, family-friendly activities, and venues to hold events

Sports Activities: Sports complex, more activities for youth

Economic Development: Small local businesses, coffee shops, restaurants, healthier food options

Downtown: Revitalized with shops/restaurants, be a place people gather

Open Space: Trails, playgrounds, dog parks

bring near music street Open section make property museum Nothing sure dining
neighborhood clothing stores spaces Cultural etc love see safe green spaces outdoor
people go river great small businesses Take art pools Bike path development nicer
walk Chicopee center outdoor dining center options stores Chicopee Falls
Dog park businesses restaurants Chicopee see area safe downtown
shops vibrant city live restaurants Target
downtown together Better Szot Park park walking trail
people Higher end businesses thriving downtown community
thriving places downtown area small money events access local want clean
something schools Texas Roadhouse vibrant downtown Skating rinks entertainment
Walking bike trails residents recreational help facilities Pride need feel safe high town Fairview
activities One things go theater lots kids real Movie theater seniors will public

Kick Off Survey Results

Write down three words that describe what Chicopee is like today.

1.	2.	3.
Friendly	Tie: Crime-Ridden / Safe	Diverse
Diverse	Community-oriented	Potential
Dirty	Diverse	Tie: Friendly / Safe
Busy	Dirty	Tie: History / Busy
Crime-Ridden	Tie: Affordable / Boring	Tie: Low-income / Home

Kick Off Survey *Results*

Write down three words that describe what you want Chicopee to be like 20 years from now.

1.	2.	3.
Clean	Safe	Safe
Safe	Clean	Clean
Vibrant	Affordable	Welcoming
Community/family-oriented	Vibrant	Affordable
Thriving	Tie: Welcoming / Progressive	Community-oriented/homey

Virtual Public
Engagement
*Open House and
Workshop*

What we planned for April . . . But online!

Date and Time TBD, but ASAP – Could do two in one evening

Open House – Could be open on the project website for several days or longer leading up to the Workshop

- Info boards – demographics, etc.
- Topic boards – one for each topic
- *What is your top issue for each topic? - survey*
- Fun, interactive questions

Presentation – via Zoom

- Importance/role of Envision Our Chicopee: 2040
- Brief overview of demographics/trends
- Instructions for small group discussions

Virtual Public
Engagement
*Open House and
Workshop*

Small Group Discussions – via Zoom Rooms

- Q1: What is something **positive** happening in Chicopee? Why is it positive?
- Q2: What has potential but **needs improvement**? What might some of those improvements be?
- Q3: What is something that could be **transformed** to meet your vision of Chicopee's future? What does that transformation look like? What are the opportunities and challenges to making this happen?

Report Back – back to the full Zoom view

- Top Transformations from each Group

In Person Engagement *Meeting-in-a-Box*

*Now that larger (but not very large)
groups of people can gather . . .*

Meeting-in-a-Box

- Meetings people can hold on their own with the people they're currently comfortable meeting (family, friends, church group, outdoor sports, etc.)
- Same questions as small group discussions
- Can be hosted by staff, Steering Committee members, or anyone in the community!
- Packets with step-by-step instructions have been prepared

Each SC member should commit to hosting at least **one** Meeting-in-a-Box and finding at least **two** other people to host their own

First Question! *Which color scheme do you prefer?*

Branding the
Plan
*Introducing the
project logo . . .*



1



2

Second Question! *Which design do you prefer?*



1

2



3

4



Branding the Plan *Giveaways*

- Does it still make sense to invest in “giveaways” (magnets, pens, etc.) to remind people of the project?
- **Refresher: Top 5 ideas were . . .**
 - Stainless steel water bottle
 - Coffee mug
 - Grocery bag
 - Car magnet
 - Seed packages

Communication
We Need You!

Existing Advertising Materials we will be updating . . .

- **Press Release**
- **Letter of Introduction** (for organization contacts)
- **Outreach Text** (for e-blasts, newsletters, etc.)
- **Flyer** (can also be blown up to poster size)
- **Project website** (with Open House materials and surveys)

Communication
We Need You!

Advertising the Virtual Engagement

- Mayor's Press Announcement
- Distribute Press Release (Mayor's Office)
- Distribute Letters of Introduction and Outreach Text (Steering Committee, Staff, Horsley Witten)
- Distribute Flyers and Posters

***Who did YOU reach out to for the Kick Off Survey?
Who ELSE can you reach out to for the virtual
engagement?***

***Using your contacts and networks is the most effective
way for us to reach people – we need everyone's help!***