

# Envision Our Chicopee: 2040 Steering Committee

July 23, 2020



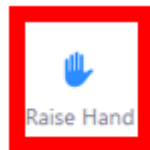
# Logistics

## Welcome to the Steering Committee's second virtual meeting!

- Add your name to your screen
- 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

## **Baseline Report/Key Takeaways Update**

## **Next Steps on Public Engagement**

- **Virtual Open House**
- **Virtual Public Workshop**
- **Meeting-in-a-Box Tutorial**

## **Branding the Plan**

- **Giveaways**

## **Communication – Timeline and Strategies**

- **More effectively spreading the word!**

# Baseline Report & Key Takeaways

## **Baseline Report**

- SO close to having a final, formatted draft done!

## **Key Takeaways**

- Most important points from the Baseline Report
- Text updated based on feedback in June
- Text turned into graphic summaries for the public (limited text with graphs, charts, photos, etc.)
- Will be a major aspect of the Virtual Open House - *which we will preview in upcoming slides!*

# Virtual Public Engagement Workshop

*Save the Date!*

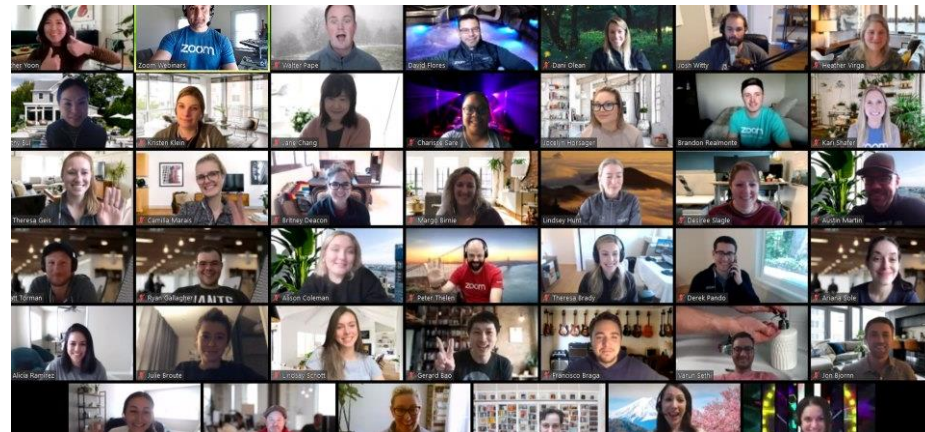
**Thurs, Sept 3 Virtual Public Workshop – 7-9PM**

Can plan to do two in one evening if there is high demand.

***Limit of 100 people per session.***

## **Presentation – via Zoom**

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



# Virtual Public Engagement *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

# Virtual Public Engagement *Open House*

*Leading up to September 3 . . .*

**August 17 – September 3**

**Virtual Open House** – On the project website. People can visit any time leading up to the Workshop.

- Read info boards – demographics, etc.
- Read Key Takeaways – one for each topic
- Take Surveys - *What is your top issue for each topic?*
- Fun, interactive questions

# Virtual Public Engagement Open House Preview

## Welcome to the Virtual Open House & Workshop!

FOLLOW THE 3 EASY STEPS BELOW

**LEARN**

**SHARE**

**ENGAGE**

### STEP 1: LEARN

Please take some time to learn about this project.

Read the [Plan FAQs](#)

Then click below for information on where Chicopee is today.

LEARN

### STEP 2: SHARE

Next, we want to hear what YOU think about Chicopee's future.

Click below to share your thoughts on the most important issues facing Chicopee.

SHARE

### STEP 3: ENGAGE

On September 3, the City will be hosting a live workshop via Zoom. This is a chance for you to discuss your ideas with your neighbors.

Click below to learn more and to register!

ENGAGE





# Virtual Public Engagement *Open House* *Preview*

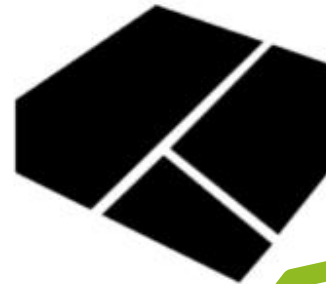
## LEARN

There's a LOT going on in Chicopee. What topics interest YOU the most? Click any of the topics below to learn about existing conditions and trends in Chicopee.



### DEMOGRAPHICS

Things like age, income, education, race, and more.



### LAND USE

How does the City decide what uses go where?



### HOUSING

Where do we live? What are our housing needs?



# Virtual Public Engagement Open House Preview



## KEY TAKEAWAYS •HOUSING•

### WHY HOUSING MATTERS

Providing residents with opportunities to have safe, affordable homes is a cornerstone of the economic and social health in any community. A balance of diverse housing opportunities and adequate supply can build the local labor workforce and support the spectrum of housing needs through a lifetime – an apartment after graduation, a family's first home, or downsizing for empty-nesters or retirees. Not everyone needs or wants a single-family home at every stage of life, so it's important for Chicopee to have smaller alternatives, such as studio and one-bedroom apartments. The type of housing available, its cost, and its condition are important attributes families and individuals evaluate when choosing a place to live.

#### HOUSING STOCK

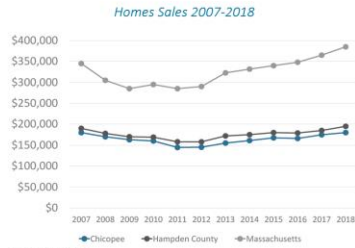
Construction of multi-family housing since 2010 has been increasing at twice the rate of single-family homes. This generally suggests that Chicopee has been successful in increasing its housing diversity, which is important given the City's demographic changes. As average household size shrinks, there is more of a demand for alternatives to single-family homes. Given that both household size and families with children continue to shrink in Chicopee (as does the purchasing power of local incomes), there is likely to be greater demand for smaller homes with one bedroom or studio apartments. Currently, just under 17% of homes in Chicopee fit this description. Proposed conversions of mill buildings (i.e. Cabotville and Dwight Manufacturing) into multi-family residences will add a significant number of one-bedroom and studio apartment homes in Chicopee.

#### HOUSING AFFORDABILITY

Rental rates are affordable by Massachusetts standards, but have been increasing at a much faster rate than Massachusetts overall. This may suggest that demand for rental housing is high compared with Chicopee's neighbors.



Median home sales prices in Chicopee have consistently been lower than those in Massachusetts as a whole and did not exceed pre-recession levels until 2018 (\$180,000). Overall, this is reflective of the general economy in and around Chicopee and is not necessarily a bad sign. Chicopee's housing prices are more in line with local

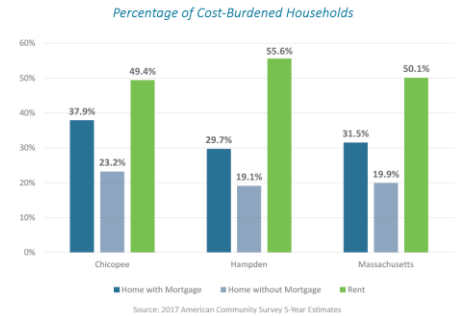


incomes and what people can afford to pay. Prices are increasing here slowly, steadily, and manageably, hopefully enough to encourage owners to keep reinvesting in their properties but not enough for people to be priced out.

### COST-BURDENED HOUSEHOLDS

A household that spends more than 30% of its income on housing is considered "cost burdened." In 2017, Chicopee had a higher %age of cost burdened homeowners (37.9% of households with a mortgage and 23.2% without) than Massachusetts (31.5% vs. 19.9%), but slightly lower cost burdens for renters (49.4% vs. 50.1%).

This suggests that even though the cost of housing is much lower in Chicopee than in Massachusetts overall, incomes are even lower in comparison, and more people have to spend more of their incomes in order to buy and maintain a home. And while renters are slightly "better off" in Chicopee, nearly half are paying more than 30% of their incomes on housing.



#### SHI UNITS

Massachusetts maintains a Subsidized Housing Inventory (SHI) that tracks each municipality's affordable housing stock. Municipalities throughout Massachusetts are encouraged to have at least 10% of their housing stock on the SHI. This ensures that there will always be a supply of homes in each community affordable to households making low to moderate incomes, regardless of market prices. At 10.4%, Chicopee is currently among just 12% of Massachusetts municipalities that have 10% or more of their housing stock on the SHI, which is great for City residents. However, the deed restrictions on many of these units will expire in the next ten years. The City will almost certainly lose its 10% status after 2030 if it does not find ways to renew the affordability of most of these units.

#### Why does this matter?

Having 10% gives Chicopee greater control over local housing development. Without it, affordable housing developers have the right to appeal if the City does not approve a development proposal.

#### HOMELESSNESS

Homelessness has been generally on the decline in Hampden County since 2015, and 98% of homeless are being sheltered. In the last Point-in-Time count in January 2019, only 21 of the county's 2,000+ homeless individuals were located in Chicopee.

However, most emergency shelter beds in the County are located in Springfield and Holyoke. Chicopee has none. It is very possible that when residents of Chicopee have unstable housing situations and are forced into homelessness, their next step is to seek out a shelter in Springfield or Holyoke.

Based on demographic data, Chicopee has a significant population that tends to be at risk of homelessness, including those living in poverty (14.4% of all Chicopee residents) and certain disabilities, including mental illness and drug addiction. While we do not know the % of Chicopee residents with mental illness and drug addiction, we know the rates are much higher than in Massachusetts overall.

Services that prevent homelessness in the first place should continue to be a priority for the City, along with maintaining and expanding the current stock of transitional and permanent supportive housing.

# Virtual Public Engagement *Open House Preview*

## Welcome to the Virtual Open House & Workshop!

FOLLOW THE 3 EASY STEPS BELOW

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**ENGAGE**

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ENGAGE



# Virtual Public Engagement *Open House* *Preview*

## SHARE

### PLEASE TAKE OUR SURVEYS!

Let us know what YOU think are the most important issues in Chicopee. Click on a topic below to share your thoughts. You can share on one or all of these topics. Click on whatever topics you care about most!



SERVICES & FACILITIES



LAND USE



HOUSING



# Virtual Public Engagement *Open House* *Preview*

The screenshot shows a survey interface with a green header and navigation bar. The navigation bar includes links for 'Dashboard', 'My Surveys', and 'Plans & Pricing'. Below the navigation bar, a breadcrumb trail shows the current step: 'PREVIEW & SCORE'. The main content area features the 'ENVISION OUR CHICOPEE 2040' logo and the title 'Chicopee Virtual Open House - Services & Facilities'. Underneath, the section 'Services and Facilities' is defined, followed by a question: '1: What is your top issue related to Public Services and Facilities?'. A text input field is provided for the answer. At the bottom, there is a 'Device View' toggle, a 'NEXT' button, and a progress indicator showing '0 of 6 answered'.

Open ended questions . . . ***"What is your top issue related to . . . ?"***

Virtual Public  
Engagement  
*Open House*  
*Preview*

**“Getting to Know You” questions . . .**  
***We will ask these at the end of each survey***

- **How do you identify?** (Male – Female – Other)
- **In what neighborhood do you live?** (List of specific neighborhoods plus “Other/I don’t live in Chicopee”)
- **How do you identify your race or ethnicity?** (No specific choices – let people use their own terms)
- **How old are you?** (specific age range options)
- **What is your annual household income?** (specific income range options)

***Anything else we should ask?***

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Virtual Public  
Engagement  
*Open House*  
*Preview*

The image is a screenshot of a web browser displaying a registration page. The browser's address bar shows a URL starting with 'ly110-gDLoz77/CogCe-KrGg/viewform'. The browser's tab bar includes several tabs: 'Boston Parks Prior...', 'Boston Parks Prior...', 'french chartrusse...', 'Hingham Compr...', and 'Virtual Open Hou...'. The browser's bookmark bar contains 'ezping', 'Background Resour...', 'APA', 'Plans', 'Stoughton', 'Horsley Witten Off...', and 'Photos'. The main content area has a green background. At the top, there is a banner with a landscape image and a laptop displaying a website. The banner text reads: 'Envision Our Chicopee: 2040 Virtual Community Workshop' and 'Sept 3 @ 7-9pm on Zoom'. Below the banner, there is a white box with the text: 'Thanks for registering to attend our Virtual Community Workshop!' and 'Complete the following form and we will email you the link to join the Virtual Community Workshop.' Below this text is a red asterisk followed by the word 'Required'. At the bottom, there is another white box with the text: 'EVENT: Envision Our Chicopee: 2040 Virtual Community Workshop' and 'DATE & TIME: Thurs, Sept 3rd @ 7-9pm // On Zoom'.

Workshop Registration Page



# 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
- Packets ready with instructions and paper materials
- Can be hosted by staff, Steering Committee members, or anyone in the community!

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

# How to host your own *Meeting-in-a-Box*

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

# Choose Your Group and Assign Roles

## Group

- Could be family, friends, co-workers, a church group, club, or anyone you are currently comfortable seeing in person!
- For a manageable conversation, 8 – 12 participants per facilitator is a good rule of thumb

## Roles

- **Host:** Coordinates the meeting logistics
- **Facilitator:** Keeps conversation on track, makes sure everyone is heard
- **Note-Taker:** Takes notes throughout the discussion

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

# Invitation and Set Up

## Invitation

- **Date/Time:** Find a date and time that work for your group
- **Invite:** A sample invitation letter is provided – feel free to make it your own!
- **Remind:** Send a reminder 1-2 days before the meeting

## Set Up

- **Location:** Pick a location where people can comfortably sit, ideally in a circle, and 6 feet apart if needed
- **Materials:** Prepare copies of handouts for participants
- **Supplies:** Make sure there are plenty of pens/pencils and paper

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

# Running the Meeting

## Welcome & Introductions

- **Introductions:** If people in the group don't know one another
- **What is Envision Our Chicopee: 2040?:** Pass out and discuss the FAQ, to get people up to speed
- **Remind:** Send a reminder 1-2 days before the meeting

***Note: How you run the meeting is really up to you, so long as you ask the same questions!***

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

# Running the Meeting

**Meeting Overview** – let people know what they can expect, and how their feedback will be used to build the plan

## **Meeting Purpose**

- Encourage small group conversations about Chicopee today and what Chicopee should be in the future.
- Identify the things about Chicopee that are most important to residents.
- Identify the things that are missing or could be improved to make Chicopee a better place.
- Make this planning process more equitable and inclusive by making sure the voices of *everyone* in Chicopee are heard.

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

# Running the Meeting

**Group Discussion Guidelines** – use these or develop your own!

- Everyone should have an equal opportunity to talk and be heard.
- Keep the conversation on topic.
- Listen to others and avoid criticizing.
- Respect limited time and keep your answers to the point.
- Be honest and try to understand other viewpoints.
- It's okay to disagree.
- Try not to interrupt the facilitator or other group members.
- Cell phones on silent.

# Running the Meeting

**Group Discussion Questions** – same questions to be used at the Virtual Public Workshop

## **Reflect**

- Facilitator reads the first question out loud
- Facilitator asks participants to write their thoughts on a worksheet

## **Discuss**

- Go around the room and ask people to share one or two thoughts
- Note-Taker records the conversation

## **Review**

- Facilitator summarizes everyone's thoughts
- Each person is asked to write down their **3 top ideas** out of everything shared

***Repeat for each question!***



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

# Running the Meeting

## Wrap-Up

- **Reconvene:** If you've divided into smaller groups, reconvene the whole group
- **Report back** on top ideas from the smaller groups
- **Feedback:** Ask participants to fill out a feedback questionnaire and a "Get Involved" sign-up sheet if they want
- **Collect** all sign-in sheets, worksheets, questionnaires, and notes, and return to Lee Pouliot within 7 days
- **Code your materials!** So we don't lose track of who said what when.

Your initials + date of the meeting = JCD-0830

***This can take as little or as much time as you have!***  
***Though most will run 1-2 hours***

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

# Facilitator Tools

## Other Tools in the Meeting-in-a-Box Packet

- **Invitation Letter:** Feel free to use as-is or make it your own
- **Facilitator/Note-Taker Sign-In Sheet:** So we know how to contact them if there are any questions about the notes
- **Participant Sign-In Sheet**
- **Meeting Agenda:** Feel free to customize
- **Participant Worksheets**
- **Getting to Know You:** Demographic questionnaire
- **Participant Questionnaire:** How was the meeting/how can it be improved?
- **Get Involved Sign-Up:** Sign-up sheet to volunteer
- **Host Questionnaire:** How was the meeting for YOU as a host?

Branding the  
Plan  
*Giveaways*

Yard Signs & Bookmarks

- City is working on designs and printing

**YOUR CITY.  
YOUR FUTURE.**

**GET INVOLVED @**

**EnvisionOurChicopee2040.com**

**YOU HAVE**

**INSIGHTS**



**IDEAS**

**HELP PLAN THE  
FUTURE OF  
CHICOPEE!**

**EnvisionOurChicopee2040.com**



# Branding the Plan *Giveaways*

**Giveaway Options** – Prices vary, these are example costs for 500 of each item

- **Masks** (printed with project website) - \$3,975 (\$7.95 each)
- **Magnets** (business card size) – \$150 (about 30 cents each)
- **Reusable Grocery Bags** –\$555 (about \$1.11 each)
- **Ceramic Coffee Mugs** –\$860 (about \$1.72 each)
- **Stainless Steel Water Bottles** – \$2,995 (about \$5.99 each)
- **Seed Packages** – \$375 (about 75 cents each)

Communication  
*We Need You!*

## Advertising Materials will include . . .

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

*If you need anything else, just let us know!*

Communication  
*We Need You!*

**HOW DO YOU ENVISION CHICOPEE?**

Join the virtual Open House and Public Workshop to tell us more!

**ENVISION  
OUR CHICOPEE: 2040**

**CITY'S FIRST-EVER COMPREHENSIVE PLAN**

Starting August 20- September 3, 2020  
at the project website:  
[www.EnvisionOurChicopee2040.com](http://www.EnvisionOurChicopee2040.com)

**ENVISION OUR  
CHICOPEE  
2040**

*Work in progress . . . Example social media post*

Communication  
*We Need You!*

# Advertising the Virtual Engagement

- We've made assignments! Check the GoogleDocs spreadsheet
- Everyone has been assigned 4-5 people or groups to reach out to
- Feel free to switch with your fellow committee members, but we had to start somewhere!
- HW and staff will e-mail outreach materials when finalized

*Staff and HW will take care of  
traditional media outlets*

Virtual Public  
Engagement  
*Projected Timeline*

*Here's the Plan . . .*

**August 3: Mayor's Press Release** – Media kick off announcement

**August 3 – September 3: Steering Committee Op-Eds** - Who wants to write one??? Why is this important to you?

**August 3 – September 3: Outreach to Organizations and Media**

**September 3: Virtual Public Workshop**



Keep Us  
Posted!

*Whatever you need to help spread  
the word, just let us know!*

*Next meeting: August 27*