

Envision Our Chicopee: 2040 Steering Committee

September 29, 2020



Today's Goals

Recap of Virtual Community Workshops

Recap of Comments Received by Workshop Registrants

Group Brainstorming: Themes for the Plan

Outreach!

Updates on Meeting-in-a-Box, online surveys, op-eds, yard signs, and more

Recap of Virtual Community Workshops

What is something positive happening in Chicopee?

- Sense of Community
- City Services (utilities, schools, parks, events, etc.)
- Revitalization of Downtown Chicopee
- Transportation and Access
- Neighborhood Identity
- Law Enforcement/Safety
- Housing Affordability
- Economic Development (access to jobs, reuse of mills)

Recap of Virtual Community Workshops

What has potential in Chicopee but needs improvement?

- **Economic Development**
 - Fill vacancies and support local businesses
 - Fix up/clean buildings and the public realm
 - Improve access to healthy foods
 - Expand Arts & Entertainment
 - Increase number and diversity of jobs in the city
 - Be mindful of gentrification and displacement

Recap of Virtual Community Workshops

What has potential in Chicopee but needs improvement?

- **Downtown and Neighborhood Revitalization**
 - Start with downtown, but revitalize ALL neighborhood centers – avoid sprawl
 - Better mix of things to do – attract people from in the city and outside the city
 - Keep up the work with mill building redevelopment

Recap of Virtual Community Workshops

What has potential in Chicopee but needs improvement?

- **City Services**
 - We love our schools, but make them better
 - Continue with virtual engagement and access, even after the pandemic
 - Better trash collection/recycling – add composting
 - More festivals and events year round – activate public spaces

Recap of Virtual Community Workshops

What has potential in Chicopee but needs improvement?

- **Public Health & Social Services**
 - Assistance and housing for the homeless or those at risk of homelessness
 - Improve addiction treatment and prevention
 - Improve ADA accessibility
 - Expand farmers market and community gardens
 - Be prepared for additional public health and social service needs when the pandemic spikes again

Recap of Virtual Community Workshops

What has potential in Chicopee but needs improvement?

- **Transportation and Access**
 - Make it easier for people to get around within Chicopee without a car: bus, bicycle, foot, etc.
 - Improve downtown, Memorial Drive, and other problematic traffic patterns
 - Advocate for better bus service and east-west rail

Recap of Virtual Community Workshops

What has potential in Chicopee but needs improvement?

- **Sense of Community**
 - Better engagement of youth
 - Have higher expectations for our future
- **Environment**
 - Promote the importance of native species, pollinators, permaculture, street trees, composting, urban agriculture, etc.
- **Parks & Recreation**
 - More recreation programming for youth/families
 - Better access to riverfronts
 - Better maintenance/access to existing parks

Recap of Virtual Community Workshops

What has potential in Chicopee but needs improvement?

- **Law Enforcement/Safety**
 - Seek a “clean and safe” Chicopee, but without punitive treatment of communities of color
 - Community-focused activities can help change safety perceptions of certain areas
- **Housing**
 - Need for more housing in general – affordable and market rate
 - Need for more housing types (alternatives to single-family homes)

Recap of Virtual Community Workshops

What is something that could be transformed to meet your vision of Chicopee's future? *These have been placed in potential "buckets" roughly in order of amount of discussion:*

- **Downtown and Neighborhood Center Revitalization**
- **Activate Public Spaces**
- **Expand Public Traffic**
- **Double Down on Public Schools**
- **Diversity in Civic Involvement**
- **Improve Memorial Drive Corridor**
- **Rethink Law Enforcement**
- **Overall Implementation Challenges**

Recap of Virtual Community Workshops

Discussion Questions

What worked well?

What could have we done better?

What did you hear that surprised you?

What did you hear that you expected?

Recap of Comments Received by Workshop Registrants

What has the City heard?

How is the City responding?

Group Brainstorming: Themes for the Plan

Based on baseline material reviewed to date and feedback from the public workshop, what larger issues are emerging that we should be addressing in the **Master Plan**? *Come up with your own, or reiterate one of our existing "buckets"*

- **Downtown and Neighborhood Center Revitalization**
- **Activate Public Spaces**
- **Expand Public Traffic**
- **Double Down on Public Schools**
- **Diversity in Civic Involvement**
- **Improve Memorial Drive Corridor**
- **Rethink Law Enforcement**
- **Overall Implementation Challenges**

Group Brainstorming: Themes for the Plan

Top 2-3 Ideas! What next?

What do you think are the conditions/factors causing/leading to this issue?

Who is or might be impacted by this issue?

Who do we include in the conversation as we develop policies/actions to address this issue?

**How do we include them? (survey, working group, etc.)
Where would this issue 'live' in the Master Plan?**

Outreach!

- *Meeting-in-a-Box*
- *Online surveys*
- *Op-eds*
- *Yard signs*
- *City mailings*
- *Send info to your assignments again!*

Next meeting: October 22