



SouthWest Advisory Planning Committee (SWAP) Work Plan Effective July 1, 2016 – June 30, 2017

Introduction

The purpose of this Work Plan is to outline SWAP's goals for fiscal year 2017 and to provide a schedule of meeting topics and activities the Subregion and Subregional Coordinator will undertake to implement SWAP's purposes:

The purpose of SWAP is to:

- facilitate communication between and among the municipalities, in partnership with MAPC representatives, through the participation of local officials involved with planning issues;
- foster cooperative planning efforts among the municipalities; and,
- create an agenda for action on planning topics including housing, economic development, environment, natural resources, transportation, smart growth, and land use that will help to manage development while maintaining the region's economic prosperity and desirability.

Funding for Subregional Coordination

There are two funding sources for MAPC coordination in each subregion, including SWAP. Federal transportation funds are allocated from the Boston Metropolitan Planning Organization (MPO) to facilitate public participation in the development of the MPO's annual Unified Planning Work Program (UPWP) including the Transportation Improvement Program (TIP). In addition, funding is provided from MAPC's annual assessment collected from its member municipalities.

Membership and Voting

SWAP is composed of ten (10) member municipalities that have been designated by the Metropolitan Area Planning Council (MAPC) as members of one of its eight subregions. These municipalities include Bellingham, Franklin, Dover, Hopkinton, Medway, Milford, Millis, Norfolk, Sherborn, and Wrentham.

Membership in SWAP shall include at least two (2) but no more than three (3) representatives from each municipality to include:

- one person with planning expertise and an interest in advancing the goals of the subregion who shall be designated by the Board of Selectmen;
- one person employed by the Planning, Community Development, Economic Development or Land Use department of the municipality who shall be designated by the Planning Board or, in the event the municipality does not employ such staff, one person with planning expertise and an interest in advancing the goals of the subregion who shall be designated by the Planning Board; and,
- the municipality's duly appointed MAPC Council Representative.



Non-voting Associate members to SWAP may include the following:

- one person designated by the 495 MetroWest Partnership
- one person designated by the MetroWest Regional Transportation Authority
- one person designated by the Greater Attleboro Taunton Regional Transit Authority (GATRA)
- one person designated by MetroWest Tourism Council
- the SWAP representative to the Boston Metropolitan Planning Organization
- one municipal official from each of the following three bordering municipalities: Foxborough, Holliston, and Medfield

Additional Associate Members may be added to the membership subject to annual meeting vote.

SWAP representatives are strongly encouraged to attend all meetings. If a decision at a meeting requires a vote, each community has one vote. A quorum shall consist of six member municipalities; however, a regularly scheduled meeting may occur without a quorum.

Subregion Participation

Identifying a diverse range of individuals and groups that can enrich the SWAP network through participation in subregional meetings, programs, and projects continues to be a priority for MAPC. Assistance from the MAPC Executive Committee and SWAP members will be sought to identify these groups.

The SWAP representatives from each community are responsible for assisting in outreach and helping to identify individuals within their own community who might want to attend SWAP meetings, forums, and workshops when the meeting topic is applicable. SWAP representatives may want to invite participation from municipal planners, public works and engineering departments, public health and safety personnel, municipal boards and committees, chief elected officials, nonprofits, citizens, businesses, and additional Selectmen and Planning Board members who are not official SWAP representatives. Each member municipality is also encouraged to bring more than one representative to major forums and workshops. Meeting notices will be emailed to press contacts and legislators, and occasionally, will be announced with press releases. The Subregional Coordinator will, from time to time, invite the participation of nearby regional planning agencies or subregions regarding meeting topics or subregion projects involving bordering communities.

Leadership and Staff

Christine Madore is the SWAP Subregional Coordinator. The Coordinator shall work with SWAP co-chairs to draft the annual work program, schedule meetings; prepare agendas; organize forums and workshops; provide technical assistance to participating municipalities when needed; and implement subregional projects, and provide regular correspondence regarding MAPC or subregion programs/ projects, events, meetings, announcements, or funding opportunities.



Susy Affleck-Childs (Medway) and Bryan Taberner (Franklin) are Co-Chairs of SWAP. Ms. Affleck-Child's term ends on June 30, 2018 and Mr. Taberner's term ends on June 30, 2017. The chairs are responsible for assisting the Subregional Coordinator with the preparation of meeting agendas; subregional meeting facilitation; appointing sub-committees; ensuring that the Subregional Coordinator carries out SWAP directives; and representing SWAP before other local, regional, or state agencies or organizations.

Dennis Crowley, member of the Medway Board of Selectmen, is the subregion's designee to the Metropolitan Planning Organization (MPO). The current term of SWAP's MPO designee ends on October 31, 2017.

SWAP Bylaws

The SWAP Bylaws were most recently revised and adopted in February 2016. The Bylaws include additional details regarding the purpose of the subregion, officers, and elections, are available on the SWAP website at: <http://www.mapc.org/swap>.

SWAP Goals and Program, FY2017

SWAP will continue to serve as a forum providing members with:

- Timely notification and information on issues of importance
- A critical role in influencing regional transportation policy
- A strong, united voice on planning issues of concern to municipalities
- A forum for exchange of information between and among municipal officials

In particular, SWAP will continue to:

- Monitor and comment on the Regional Transportation Plan, Transportation Improvement Program (TIP), and Unified Planning Work Program (UPWP);
- Ensure SWAP community representation at the MPO;
- Collaboratively identify, recommend, and/or pursue studies or project opportunities involving multiple municipalities in the subregion and possibly immediately adjacent municipalities and subregions;
- Work with the MAPC legislative team and the SWAP representative to the Legislative Committee to advance key legislative priorities; and
- Continue to provide educational programs and opportunities to SWAP communities.

Outreach

SWAP strives to be a forum that is representative of and accountable to the municipalities we serve. While our core membership is municipal staff and volunteers serving on municipal boards and on the MAPC Council, the subregion is also committed to ensuring the participation of individuals who live and work in the subregion who are representative of the region's diversity in terms of ethnicity, age, gender, ability, professional background and other characteristics.

Expanding subregion designees. The Subregional Coordinator will work to expand membership in the subregion by revisiting the list of appointed designees and extending formal invitations



to newly appointed members of Planning Boards and Boards of Selectmen. When Planning Board and Board of Selectmen members are unable to attend meetings, the Coordinator will recommend or work with the local boards to identify a community designee whom they may designate to participate in the Council in the place of their participation.

Outreach and engagement in the subregion. The SWAP mailing list will continue to be broadened to include non-municipal representatives from non-profit, business, environmental, housing, education, and other community groups. To accomplish this, the Subregional Coordinator will work to engage and maintain existing relationships as well as conduct targeted outreach to new contacts before each meeting, forum, or workshop to increase overall meeting attendance. The Subregional Coordinator will also schedule site visits to each municipality over the course of the year to meet with SWAP members and network with new contacts in the subregion.

As part of SWAP's outreach plan, SWAP members may be asked to meet with their respective Boards of Selectmen and Planning Boards in order to educate key local elected officials about past and future activities in the SWAP subregion.

Meetings, Workshops, and Forums

This work plan will cover meetings through June 2017. In June, a new work plan will be devised for FY18. Topical meetings, workshops, or forums may occur throughout the year. SWAP may team with other subregions for an event. SWAP will continue to offer topical meetings on transportation, zoning, and other ongoing topics of importance. SWAP will also hold at least one evening forum that may be co-sponsored with another entity that aims to attract a new audience of volunteers who may serve on municipal boards and other interested individuals who can only attend night meetings.

In FY2017, SWAP will seek opportunities to hold joint meetings or forums with other subregion(s) on mutually beneficial topics, including meetings to which the broader public is invited.

Technical Assistance

The Subregional Coordinator may provide small-scale technical assistance on an as-needed basis to member municipalities on topics related to 2008 regional plan for Metro Boston, MetroFuture, goals and objectives. Support may include data collection and analysis, assistance with proposal writing, and collaborative project development. The Subregional Coordinator will also aim to connect SWAP members with funding and technical assistance programs administered by MAPC and work with communities to develop and/or undertake projects that may be funded through a combination of MAPC, municipal, or other resources.

Meeting Structure

All SWAP meetings are open to the public. Official meeting notices are posted on the MAPC website at www.mapc.org/publicmeetings at least a week in advance of each meeting. Local SWAP members will arrange to have notices posted with the Town Clerk.



Meeting agendas are posted on the SWAP webpage of the MAPC website at www.mapc.org/SWAP at least a week in advance of each meeting. Meeting summaries will be kept on file at MAPC and made available upon request, and shall be distributed by the Subregional Coordinator to all SWAP members and Associate members on a regular basis.

SWAP Meeting Schedule and Topics

Meetings will generally be held from 9:30 a.m. to 11:00 a.m. on the 2nd Tuesday of the month unless circumstances require a change in meeting time. No meetings will be held during the months of July or August unless a time-sensitive matter arises that requires a meeting of the membership. Meetings locations will rotate among the communities, allowing each an opportunity to host a meeting. Locations are subject to change depending on venue availability.

Standing Agenda Items

Each meeting agenda will endeavor to include time for:

- Community Exchange: opportunity to share notable municipal achievements or updates
- Legislative update: update on legal precedents pertaining to land use and updates on state legislation of note and information regarding advocacy for SWAP or MAPC legislative priorities. These updates will be provided by the MAPC Government Affairs staff in person or by conference call.
- Programs, workshops, funding opportunities, meetings, etc. sponsored by MAPC and others that SWAP members may be interested in attending.

Proposed SWAP FY2017 Meeting Program

Date	Time	Special Topics	Location
September 13 th	9:30 – 11:00 am	Setting legislative priorities: 2017-2018 Updates and best practices on Municipal Separate Storm Sewer Permits (MS4)	Bellingham
October 11 th	9:30 – 11:00 am	Regional Economic Development: Presentation on MAPC's Prosperity Indicators and Comprehensive Economic Development Strategy (CEDS)	Wrentham
November 8 th	9:30 – 11:00 am	Focus on Zoning: Update on Zoning Reform / Innovative Tools and Model Bylaws – a joint subregion meeting with TRIC	Franklin
December 13 th	9:30 – 11:00 am	Understanding Design Review: Who, What, How	Sherborn
January 10 th	9:30 – 11:00 am	SWAP Legislative Breakfast	Medway
February 14 th	9:30 – 11:00 am	Unified Planning Work Program (UPWP) and Transportation Improvement Program (TIP) update and drafting comment letter to Boston MPO	Norfolk



Date	Time	Special Topics	Location
March 14th	7:00 – 9:00 pm	Municipal Collaboration and Knowledge-share in the SWAP Subregion – a special evening forum	Millis
April 11th	8:00 – 10:00 am	Achieving Housing Diversity: A Regional Housing Forum with MWRC and TRIC	Hopkinton
May 9th	9:30 – 11:00 am	Topic TBD Begin work on FY2018 SWAP Work Plan	Milford
June 13th	9:30 – 11:00 am	Topic TBD Adopt FY2018 Work Plan	Dover

Note: Meeting dates, times, and topics are subject to change.

Possible additional topics:

- Tiny Houses: Local perspectives, tools, and best practices.
- Managing GIS Resources at Town Hall