



SouthWest Advisory Planning Committee (SWAP) Work Plan Effective July 1, 2018 – June 30, 2019

Introduction

The purpose of this Work Plan is to outline SWAP's goals for fiscal year 2019 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 and knowledge sharing 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. Planning Board members in particular play a critical role representing their communities at the subregional meetings. 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

Kasia Hart is the SWAP Subregional Coordinator. The Coordinator shall work with SWAP co-chairs to draft the annual work program, schedule meetings; prepare agendas; coordinate speakers for monthly meetings; 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 Jim Kupfer (Bellingham) are Co-Chairs of SWAP. Ms. Affleck-Child's term ends on June 30, 2018 and Mr. Kupfer's term ends on June 30, 2019. The incoming co-chair's term will run from July 1, 2018-June 30, 2020. 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.

Glenn Trindade, member of the Medway Board of Selectmen, is the subregion's designee to the Metropolitan Planning Organization (MPO). The SWAP MPO representative's advocacy is essential for leveraging transportation funding for SWAP communities. The current term of SWAP's MPO designee ends on October 31, 2020.

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, FY2019

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 served. 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. Additionally, the Subregional Coordinator will meet with each community's Planning Board, Select Board, and Town Administrator to explain the purpose of SWAP, discuss local planning challenges and successes, and highlight resources available via MAPC.

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 2019. In June, a new work plan will be devised for FY20. 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 FY2019, 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.

MAPC Regional Plan Update

MAPC will be updating its regional plan, MetroFuture, over the course of the new two years. SWAP members' participation will be essential in assessing local challenges and opportunities, understanding how to communicate SWAP planning priorities in the regional plan, and devising methods for engaging with residents across the subregion. It is expected that the Subregional Coordinator and other MAPC staff will ensure SWAP members play an active role throughout the two-year process.

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 9:15 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:

- Networking and socializing over light refreshments
- Community Exchange: opportunity to share notable municipal achievements or updates. The host community may offer an extended update on a project of note that may be of interest to the group.
- 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.



Additionally, SWAP will also receive periodic updates from CTPS on the status of the TIP, UPWP, and other transportation planning effort that may impact the subregion, as well as MAPC's Department of Strategic Initiatives, which is spearheading the update to MAPC's regional plan, MetroFuture.

Proposed SWAP FY2019 Meeting Program

Date	Time	Special Topics	Location
September 11th	9:30 – 11:30 am	Setting legislative priorities: A Discussion with MAPC Government Affairs Staff	Sherborn
October 9th	9:30 – 11:00 am	MPO Policy Discussion with CTPS: How to get more SWAP Projects funded through the TIP & UPWP	Millis
November 13th	9:30 – 11:00 am	40B Implementation and Oversight: Discussion of Best Practices For Monitoring Affordable Units with the Mass Housing Partnership	Hopkinton
December 11th	9:30 – 11:00 am	Updates on MS4 Permit Guidelines	Milford
January 8th	7:30 – 10:00 am	SWAP Legislative Breakfast	Medway
February 12th	9:30 – 11:00 am	Arts and Culture in SWAP	Franklin
March 12th	9:30am-11:00am	Regional Transportation Challenges & Opportunities in SWAP: Keeping Pace with Housing Development	Norfolk
April 9th	9:30 – 11:00 am	Housing Education and Advocacy Workshop with the Mass Housing Partnership	Bellingham
May 14th	9:30 – 11:00 am	Responding To A Changing Workforce: How Business Incubators Can Support Industry Diversity Begin work on FY2018 SWAP Work Plan	Wrentham
June 11th	9:30 – 11:00 am	Age Friendly Living in SWAP Adopt FY2018 Work Plan and elect officers	Dover

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

Possible additional topics:

- Complete Streets
- Community Supported Agriculture
- Update on outcomes of Living Little project
- Housing Choice Update