Master Plan Committee Meeting #3

Meeting Agenda

- **Introductions** (10 minutes)
- **Branding Discussion** (25 minutes)
- **Community Engagement** (25 minutes)
- **Visioning Workshop** (20 minutes)
- **Community Survey** (20 minutes)
- **Other Items/Next Steps** (10 minutes)
- **Public Comment/Adjourn** (10 minutes)
Committee Values and Expectations

• Open-mindedness

• Respect

• Address conflict

• Organized

• Transparent

• Goal minded

• Respect history without fearing change
Introductions
Introductions

Jessica Porter  Co-chair, Planning Board Member
Jay O’Brien    Planning Board Member
Josh Donati    School Committee Member
Tye Donahue    Parks and Recreation Board Member
Sarah MacDonald Co-chair, Select Board Member
Shaw McDermott Select Board Appointee
Dieckmann Cogill AICP Select Board Appointee
Maragaret Adams Whitfield Planning Board Appointee
James Antonizick Planning Board Appointee

Nathan Gauthier Planning Board Appointee
Dan Hart       Planning Board Appointee
Justin A. Humphreys Planning Board Appointee
Daniel T. Maher Planning Board Appointee
Alix M. O’Connell Planning Board Appointee
Sharna Small Borsellino Planning Board Appointee
Scott Steeves  Planning Board Appointee
Andrew Tittler Planning Board Appointee
Town of Dedham Master Plan

MAPC

MAPC Primary Master Plan Staff

Ralph Willmer, FAICP
Principal Planner
Project Role:
Principal-in-Charge

Josh Fiala, AICP AIA
Principal Planner
Project Role:
Project Manager,
Vision; Land Use;
Implementation Plan

Carolina Prieto
Community Engagement Manager
Project Role:
Community Engagement

Josh Eichen
Senior Planner
Project Role:
Economic Development

Alex Koppelman, AICP
Regional Housing and Land Use Planner II
Project Role:
Housing

Travis Pollack, AICP
Senior Transportation Planner
Project Role:
Transportation

Mark Racicot
Land Use Planning Director
Project Role:
Zoning Review

Courtney Lewis
Regional Land Use Planner
Project Role:
Natural, Cultural and Historic Resources; Community Services and Facilities

Mark Fine
Director of Municipal Collaboration
Project Role:
Governance

Elaine Zhang
Public Health Planner
Project Role:
Public Health and Livability

Lily Perkins-High
Analytical Services Manager
Project Role:
Data/Mapping

02/25/2020
Branding Discussion
Master Plan Committee Meeting #3

Master Plan Branding – Additional Inspiration

Town of Dedham Master Plan
Master Plan Branding Elements

Design Dedham

DD 2030
Design Dedham 2030
Master Plan Committee Meeting #3

Master Plan Branding

Design Dedham 2030
Master Plan Committee Meeting #3

Master Plan Branding

Design Dedham 2030

Design Dedham 2030

Master Plan Steering Committee Meeting 02/25/2020
Master Plan Committee Meeting #3

Master Plan Branding

Design Dedham 2030

Design Dedham 2030
Master Plan Branding

**Option A**

**FULL LOGO**

![Full Logo Option A](image1)

**SIMPLE LOGO**

![Simple Logo Option A](image2)

**Option B**

**FULL LOGO**

![Full Logo Option B](image3)

**SIMPLE LOGO**

![Simple Logo Option B](image4)

**Option C**

**FULL LOGO**

![Full Logo Option C](image5)

**SIMPLE LOGO**

![Simple Logo Option C](image6)

**Option D**

**FULL LOGO**

![Full Logo Option D](image7)

**SIMPLE LOGO**

![Simple Logo Option D](image8)
Community Engagement
Community Engagement Plan

Contents of Plan:
• Purpose and Goals of Community Engagement
• Project Leads/Partners
• Contact Management
• Feedback Analysis, Timeliness and Reporting
• The Decision-making Process
• Branding
• Relevant Demographic/Historical/Contextual Information
• Stakeholder Analysis
• Stakeholder Chart
• Approaches
• Outreach Timeline and Activities
Process outline and approach

2020

Winter:
- Soft launch
- Visioning
- Setting goals

Spring:
- Defining strategies

Summer:
- Plan Drafting

Fall:
- Plan Stewarding

Community-wide meetings/events:
- Survey Workshop

Element existing conditions:
- Problem statements
- Topic goals/strategies
- One-sheeters

Full elements and support:
- Actions/Implementation

Master Plan Committee meetings:
- #1
- #2 Tour

2021

Winter:
- Visioning
- Setting goals

Spring:
- Defining strategies

Summer:
- Plan Drafting

Fall:
- Plan Stewarding

Master Plan Committee meetings:
- #1
- #2 Tour

Town of Dedham Master Plan
02/25/2020
Save the date!

Visioning Workshop

Saturday, April 4th, 2020
10:00 am
Avery Elementary School

Please save the date for a community-wide Visioning Workshop to kick-off the next Dedham Master Plan. We need your help to define a vision, goals and strategies for the next 10 years.

MORE INFORMATION TO FOLLOW...
Visioning Workshop
• Welcome and introductions
• Master Plan orientation
• Community vision
• Setting the stage for the plan
• Staying engaged with the process
Visioning Workshop Draft Agenda

• Welcome and introductions
  • Town leadership
  • Steering Committee
  • MAPC

• Master Plan orientation
  • What is a Master Plan? Plan timeline and components
  • Wealth of information from previous plans
  • Baseline information – demographics, brief existing conditions analysis
  • Initial survey findings

• Community vision
  • Presentation about components of a vision, how it will be used
  • Previous vision statements for the Town
  • Interactive visioning exercise(s)

• Setting the stage for the plan
  • Interactive exercises organized by topic and place to engage the audience
  • Small group or one-on-one interactions
  • Feedback on boards, large sheets, dot-voting, post-it notes, etc.

• Staying engaged with the process
  • How to be involved
  • Next steps
Community Survey
Community Survey Draft

• Brief introduction
• Creating a Shared Community Vision
  • Community values (choose several from a list)
  • What is most important for the future of Dedham (choose several from a list)
  • Your Vision for the future (open answer)
• About the Town
  • General town-wide: Greatest assets (choose several from a list), greatest challenges (choose several from a list)
  • Specific place-based: Greatest concern for Dedham Square, Providence Highway, etc.
  • Specific topic-based: Greatest concern for transportation, economic development, livability, etc.
  • Important ideas for the Master Plan: Rank importance of including focus on addressing traffic congestion, pedestrian safety, affordable housing, etc.
• About you (demographics)
  • Household: Age(s), Household income, Number of people in household
  • House: Location (neighborhood and zip code), rent or own home? How long have you lived in Dedham? How long do you plan to live in Dedham?
  • Travel: How do you get around? What are best improvements for your travel needs?
  • Information: How informed do you feel about issues the Town is facing? How do you get information about what is going on in the Town? What would be helpful to keep you informed?
  • Master Plan Involvement: Would you be likely to attend/participate future Master Plan meetings/events? What would help you attend?
Other Items/Next Steps
Other Items/Next Steps

• Initial outreach

• Town coordination meetings

• Committee Bus Tour (Saturday March 7th)

• Next Committee Meeting (March 17th)

• April Community Forum (Saturday April 4th)

• Existing conditions analysis
**Process outline and approach**

**2020**
- Winter: Soft launch
- Spring: Visioning
- Summer: Setting goals
- Fall: Defining strategies

**2021**
- Winter: Plan Drafting
- Spring: Plan Stewarding

**Community-wide meetings/events:**
- Survey Workshop
- Visioning
- Setting goals
- Defining strategies
- Plan Drafting
- Plan Stewarding

**Element existing conditions**
- Problem statements
- Topic goals/strategies
- One-sheeters

**Full elements and support**
- Actions/Implementation

**Master Plan Committee meetings:**
- #1
- #2
- Tour

**Town of Dedham Master Plan**
Dedham Master Plan

Master Plan Committee Meeting #3
Tuesday February 25th, 2020