## WRENTHAM 2030 VISION OF TOMORROW MASTER PLAN

Wrentham Master Plan Phase II Survey | Results Summary January 2022





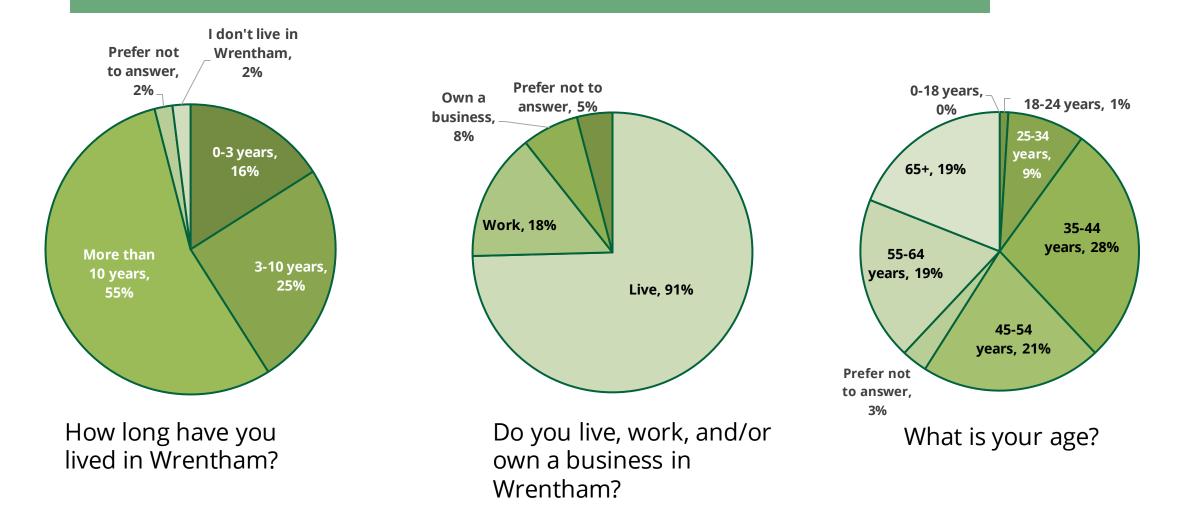




- 777 respondents
- Distribution strategies
  - Postcard mailed to every household
  - Emails to volunteers, Town staff, Town boards, and other interested parties
  - Fliers and emails to residents of The Point at Wrentham apartments
  - Fliers at the Thanksgiving 5K
  - Included in Wrentham Public Schools email
  - Social media
  - Hard copies at Town Hall
  - Posting on electronic sign outside of Town Hall
- Open November 17 to December 20

#### Demographics

## Who took the survey?

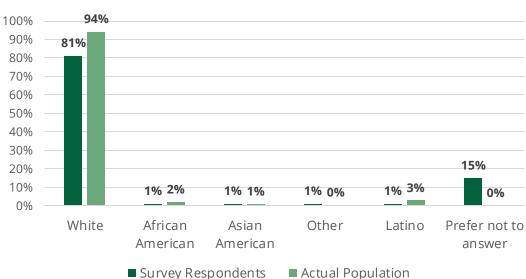


Wrentham 2030 Master Plan: Vision of Tomorrow

## Who took the survey & how do they compare to the Wrentham population?

100% 90% 83% 80% 60% 40% 17% 20% 6% 4% 0% 0% Prefer not to answer Own Rent Survey Respondents Actual Population

Rent or Own



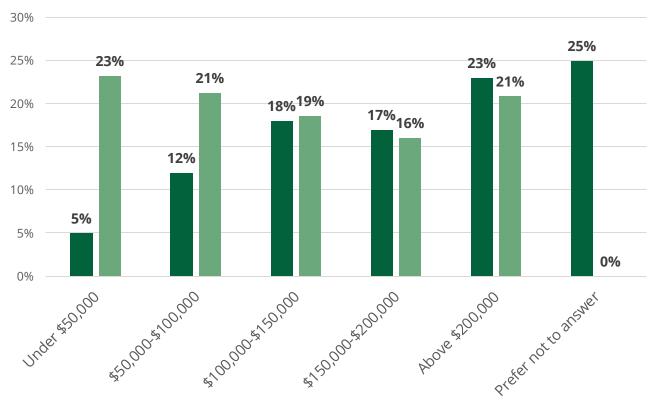
Race

## Wrentham 2030 Master Plan: Vision of Tomorrow

Survey Results Summary | January 2022

**Demographics** 

## Who took the survey & how do they compare to the Wrentham population?



Household Income

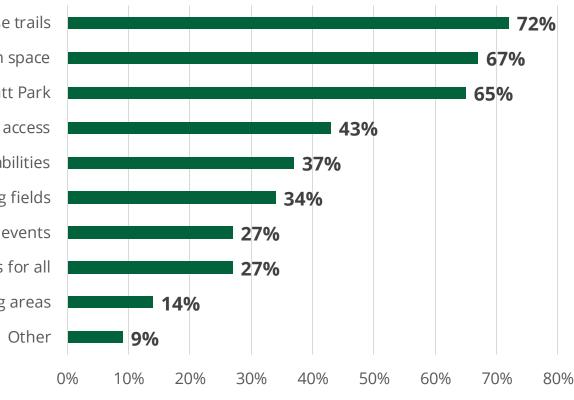
Survey Respondents Actual Population

### Wrentham 2030 Master Plan: Vision of Tomorrow

## Survey Results Summary | January 2022

**Demographics** 

# Over the next 10 years, what are the most important goals for recreation? Choose up to 5.



Create new multi-purpose trails Improve walking/ biking access to parks and open space Invest in the Town Common and Sweatt Park Invest in Sweatt Beach, more lake access Improve parks for seniors, children, and people with disabilities Improve existing playgrounds and playing fields Create more picnic areas and pavilions for outdoor events Host more community events and classes for all Create new off-leash dog areas

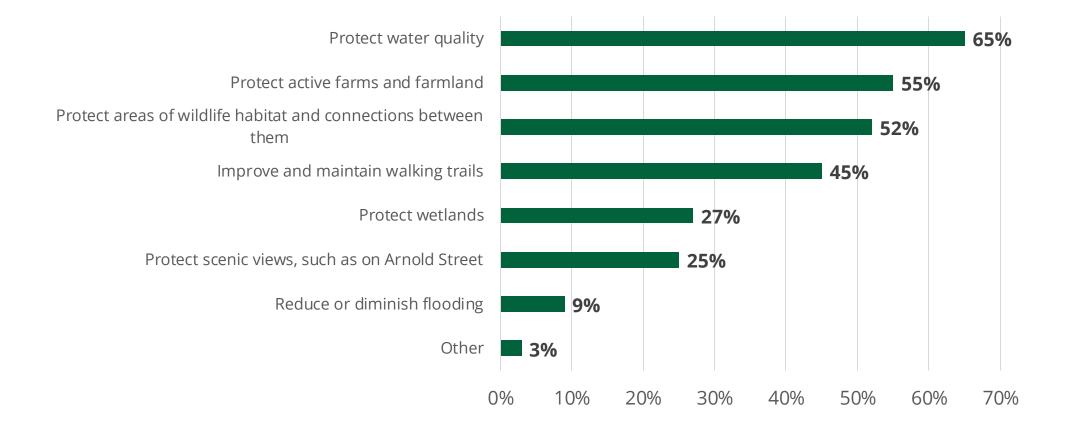
"Since Covid, people have rediscovered outdoor spaces and this would bring a lot to our community"

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### Survey Results Summary | January 2022

## Open Space

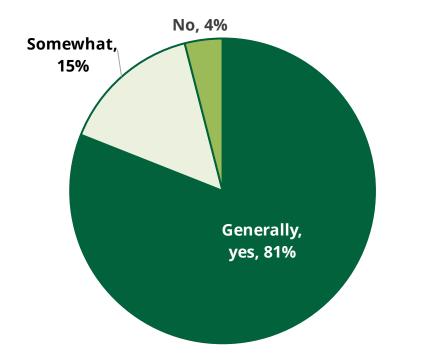
# Over the next 10 years, what are the most important goals for open space? Choose up to 3.



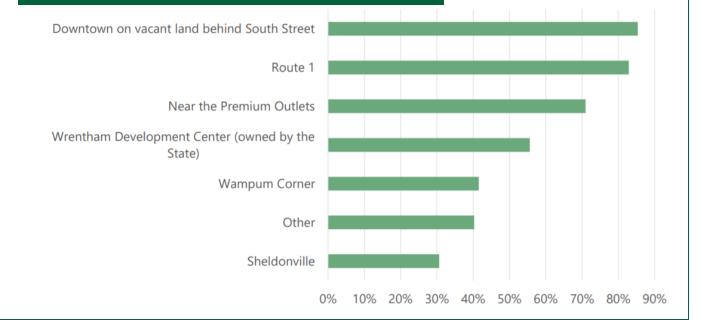
## Open Space

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## **Do results from the Phase I Survey reflect your priorities?**



## Phase I Survey Question: Where should new growth go?



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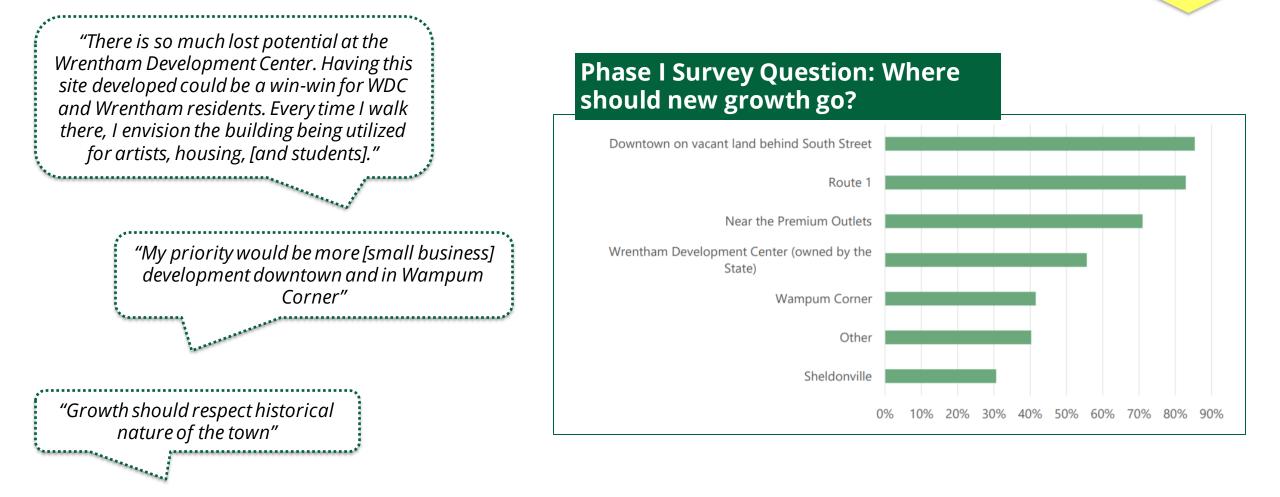
Survey Results Summary | January 2022

Land

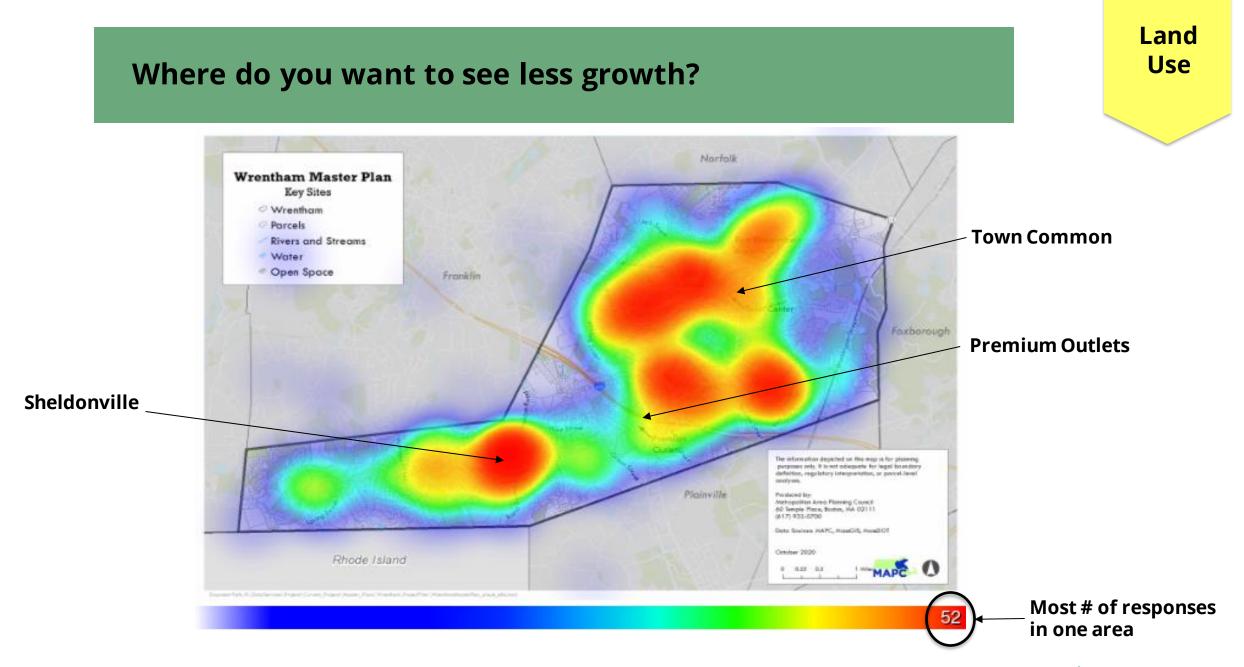
Use

## **Comments about growth**

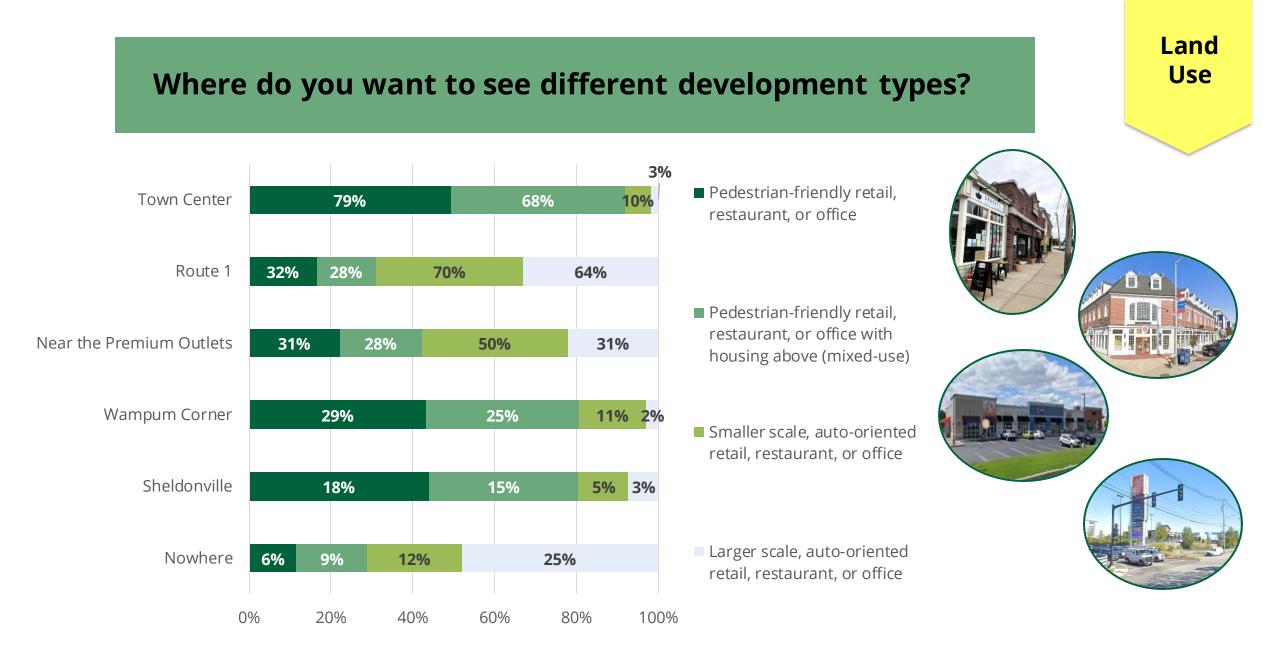
Land Use



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### Wrentham 2030 Master Plan: Vision of Tomorrow



#### Wrentham 2030 Master Plan: Vision of Tomorrow

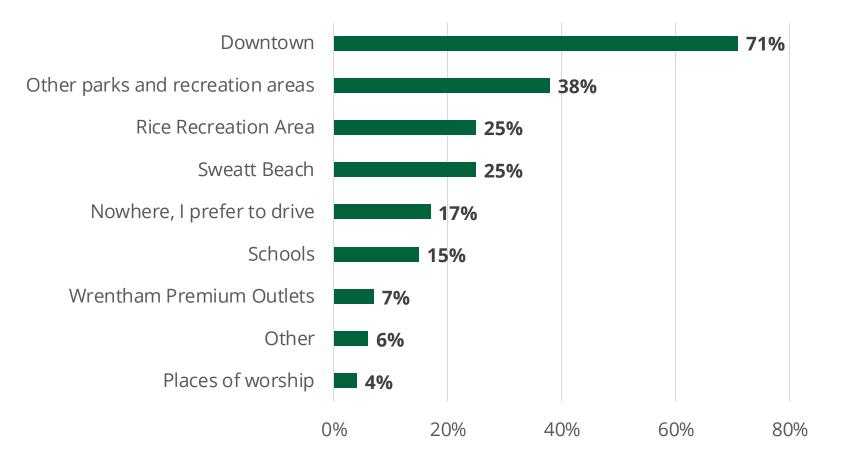
#### Transportation

## What transportation improvements are most important?

Improve safety at high-collision intersections Make it safer/easier to walk to/within Downtown Make it safer/easier to walk/bike to school Improve and maintain roadways Make it safer/easier to walk throughout Town Reduce vehicle speeds through Downtown/residential areas Make it safer/easier to park Downtown Better manage or reduce truck traffic Improve the Route 1 corridor Other Expand the I-495/Route 1A interchange Improve public transit, including commuter rail 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% Least Important Most Important Don't Know/Not Applicable Important

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## Where would you go more often if it were easier to get there via walking, biking, or transit? Choose up to 3.

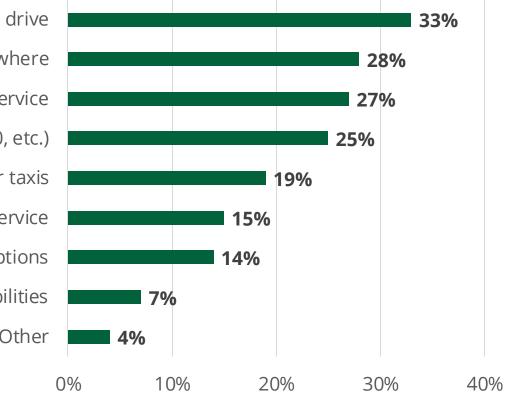


Transportation

#### Wrentham 2030 Master Plan: Vision of Tomorrow

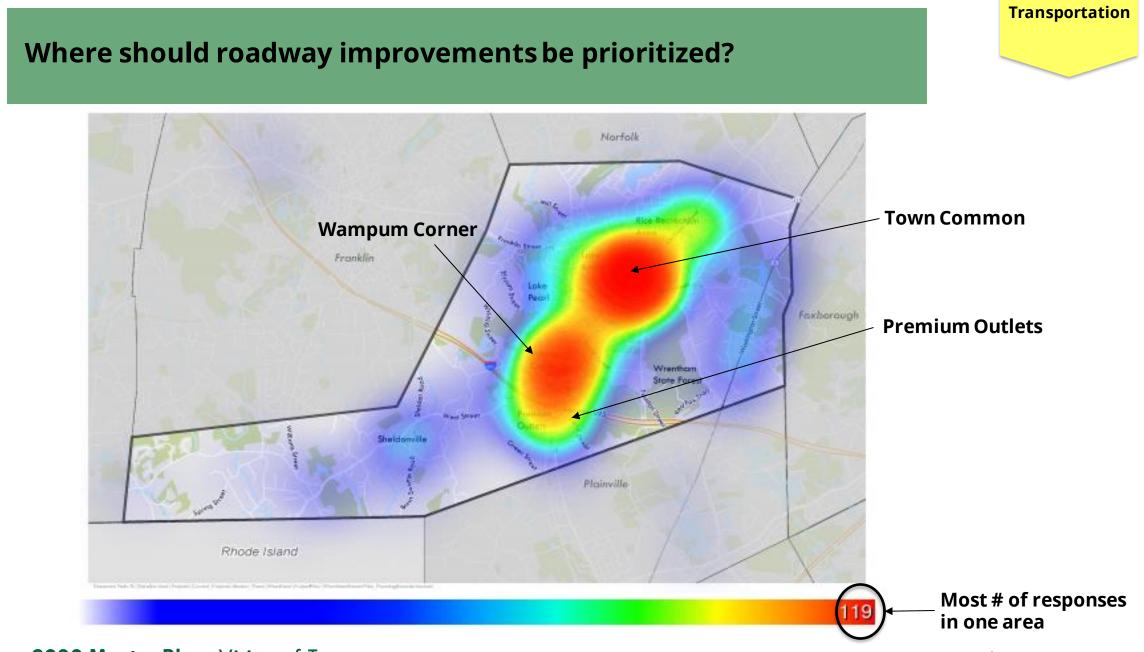
#### Transportation

## What would make it easier to make longer-distance trips from Wrentham to adjacent towns, Boston, and Providence? Choose up to 3.



Nothing, I prefer to drive Better bike infrastructure to transit and elsewhere Better commuter rail service Improvements to key corridors (Rt 1A, 121, 140, etc.) More on-call services such as Uber, Lyft, or taxis Better GATRA bus service More access to senior transportation options More transportation options for people with disabilities Other

### Wrentham 2030 Master Plan: Vision of Tomorrow



### Wrentham 2030 Master Plan: Vision of Tomorrow

Where are the most memories made in Wrentham? Is there a place or event you think of?

Historical & Cultural Resources



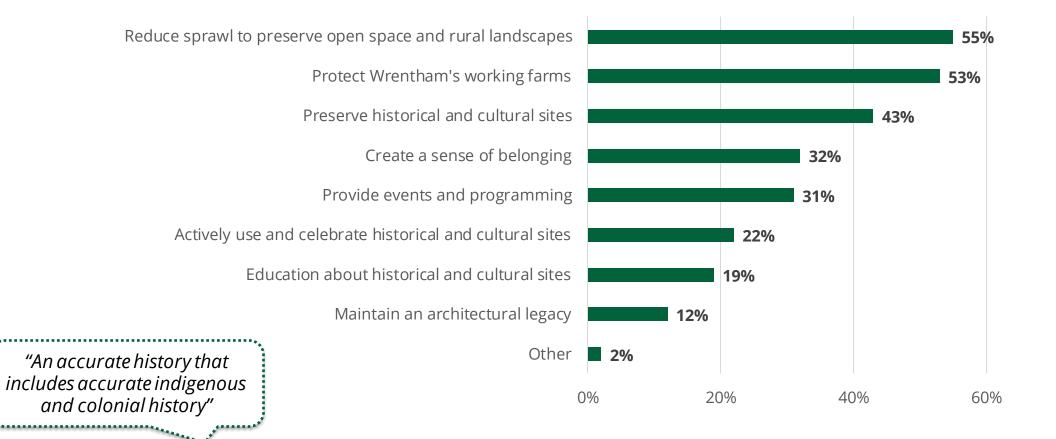
## What places & people define the history and culture of Wrentham? Choose up to 3.

Town Center, inc. Town Common and Sweatt Park 59% Conserved open spaces (i.e., Joe's Rock, State Forest) 48% Lakes 42% Colonial history 35% Indigenous/Native American history 27% Agricultural heritage 25% Proximity to Gillette Stadium 14% Regional High School and other schools 14% Community events 6% Other **1%** 0% 20% 40% 60% 80% Historical & Cultural Resources

## Wrentham 2030 Master Plan: Vision of Tomorrow

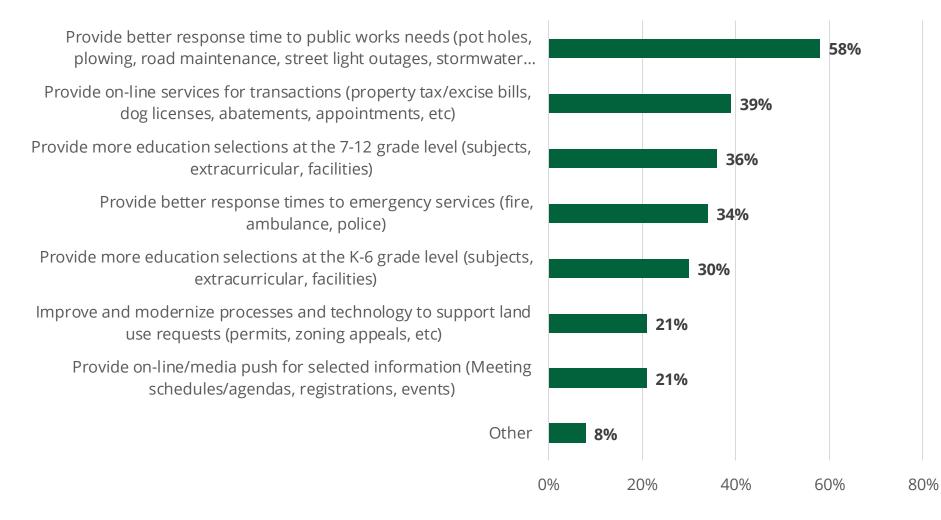
Historical & Cultural Resources

## What is most important to you regarding preserving, promoting, and interpreting Wrentham's history and heritage? Choose up to 3.



### Wrentham 2030 Master Plan: Vision of Tomorrow

## What should be the top priorities for Town <u>services</u>? Choose up to 3.

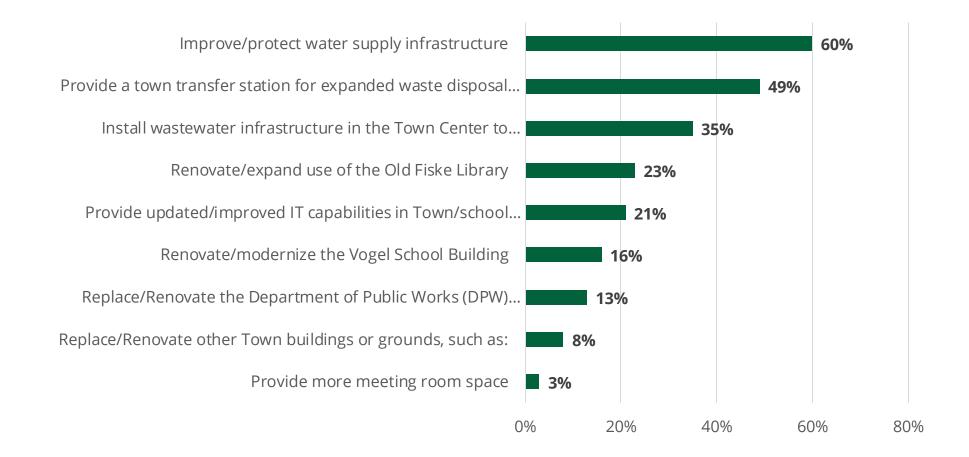


Public Services

## Wrentham 2030 Master Plan: Vision of Tomorrow

## Public Services

## What should be the top priorities for Town <u>facilities</u>? Choose up to 3.



### Wrentham 2030 Master Plan: Vision of Tomorrow

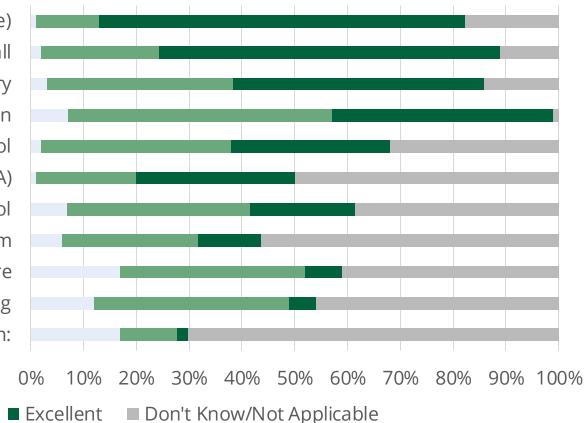
## Public Services

## Please rate the following public facilities based on overall physical condition.

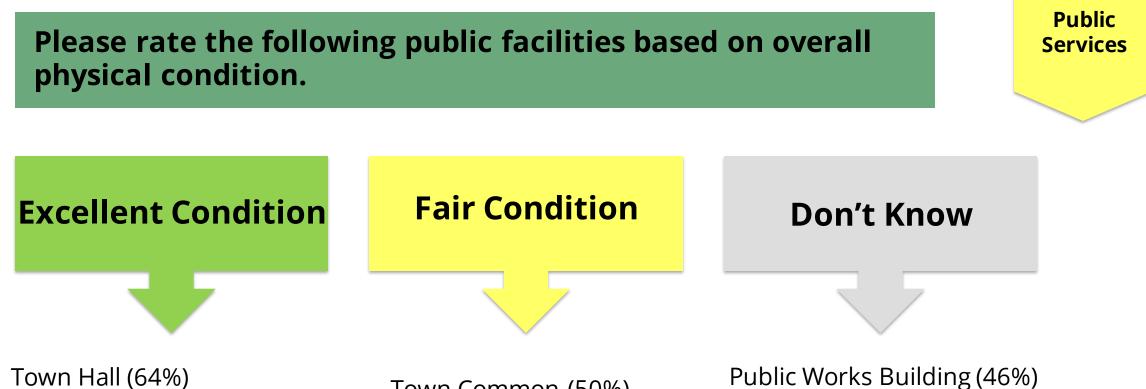
Public Safety Building (Police & Fire) Town Hall Fiske Public Library Wrentham Town Common Delaney Elementary School Wrentham Senior Center (COA) Roderick Elementary School Old Fiske Museum Water infrastructure Department of Public Works (DPW) building Other, please explain: 0%

Poor

Fair

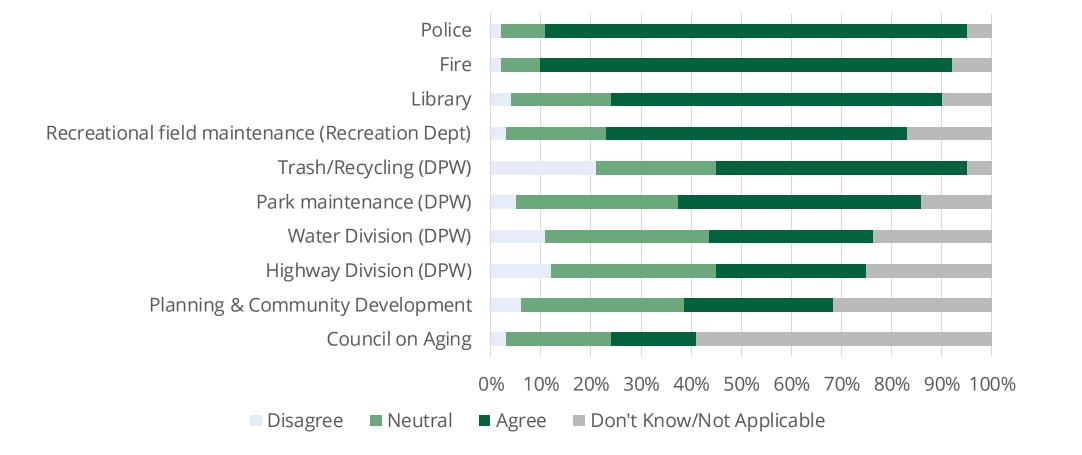


### Wrentham 2030 Master Plan: Vision of Tomorrow



Fiske Public Library (47%) Public Safety Building (70%) Town Common (50%) Delaney Elementary (36%) Public Works Building (46%) Senior Center (50%) Old Fiske Museum (57%) Roderick Elementary (39%) Water infrastructure (41%)

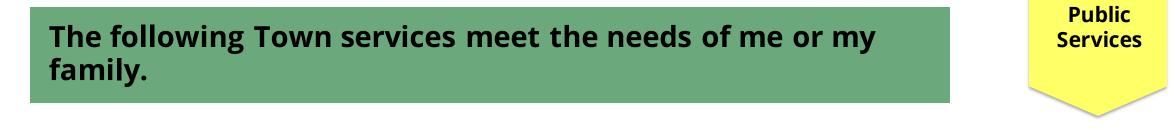
## The following Town services meet the needs of me or my family.

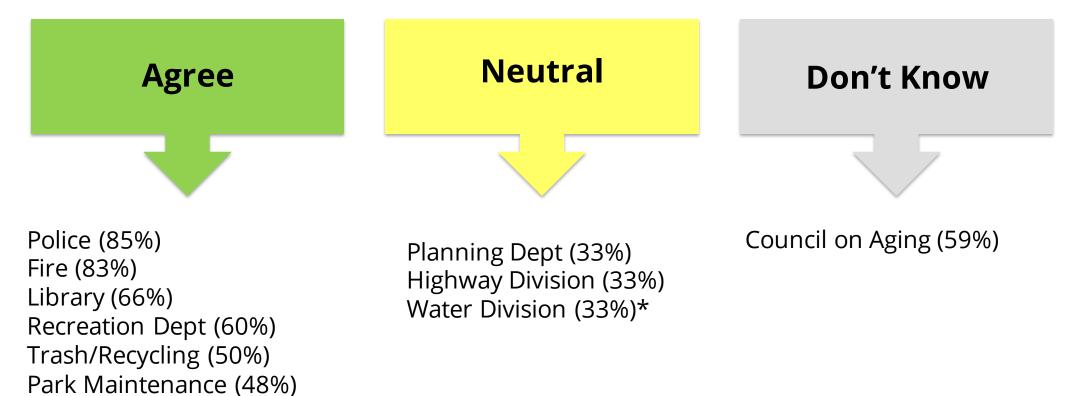


#### Wrentham 2030 Master Plan: Vision of Tomorrow

## Survey Results Summary | January 2022

Public Services



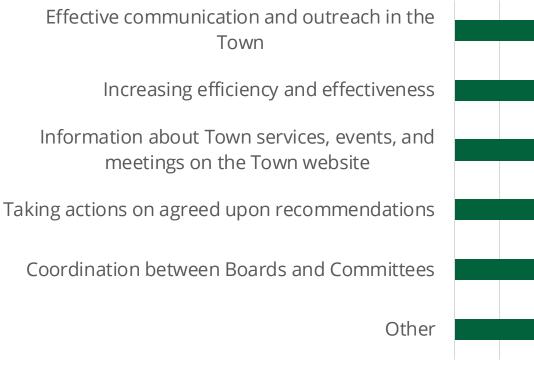


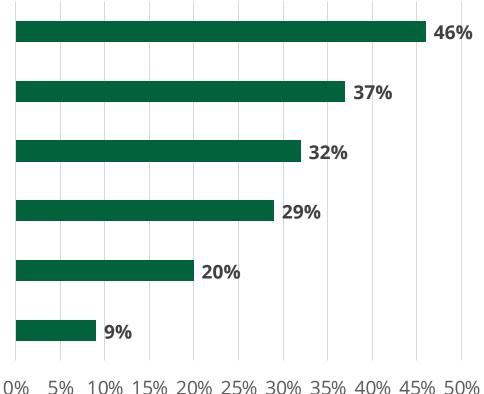
\*equal shares in two categories

Water Division (33%)\*

## What are the most important challenges in terms of governance and services? Choose up to 2.

Public Services

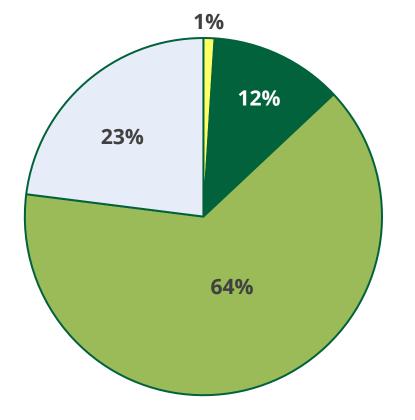




#### Wrentham 2030 Master Plan: Vision of Tomorrow

## What is your familiarity with Wrentham's 2018 Community Resilience Building workshop and plan?





- Yes, I was involved in the workshop
- Yes, I have heard of it
- No, but I would like to learn more
- □ No, and I am not interested

### Wrentham 2030 Master Plan: Vision of Tomorrow

## Rank your concern about the following local climate impacts.

2% Power outages from extreme weather events 13% 37% 47% Drought 3% 18% 42% 36% Heat waves 32% 42% 21% **5%** Flooding 44% 19% 8% 29% 0% 20% 40% 60% 80% 100% Not concerned Concerned Very Concerned Don't Know/Not Applicable

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Survey Results Summary | January 2022

**Energy** & **Sustainability** 

## Rank your concern about the following local climate impacts.

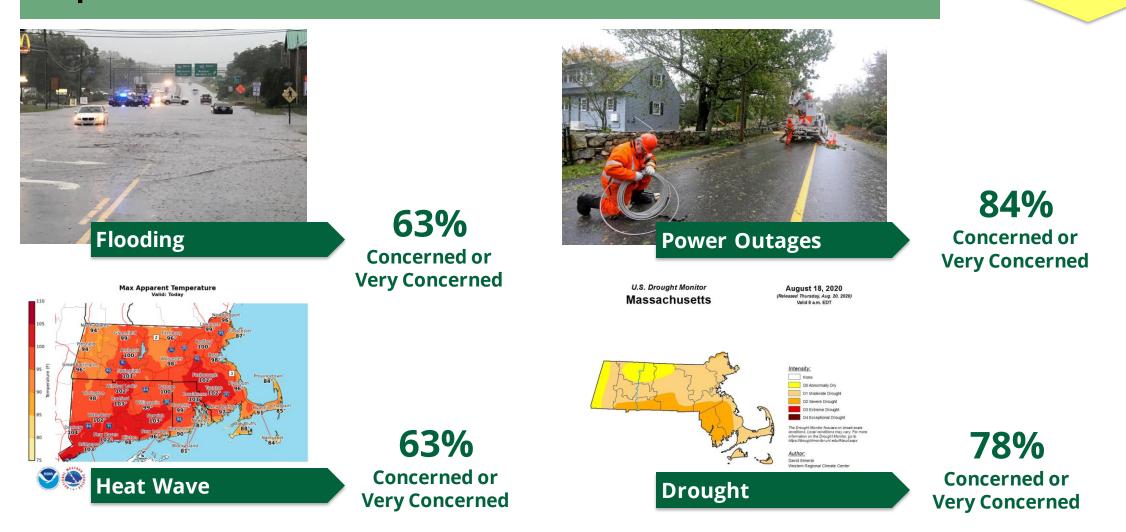


Photo sources: Oxford MA Police; National Weather Service Boston; Stuart Cahill/Boston Herald; US Drought Monitor

## Wrentham 2030 Master Plan: Vision of Tomorrow

## Survey Results Summary | January 2022

Energy & Sustainability

## How important are the following energy & sustainability goals?

Promote new clean energy generation	16%	38%	41%	5%
Develop a community-wide Climate Action Plan	21%	41%	33%	5%
Support residents and businesses in reducing their GHG emissions and energy costs	17%	46%	32%	6%
Reduce municipal GHG emissions and energy costs	21%	43%	29%	7%
-	% 10% 209 /ery importa			0% 100%

## Wrentham 2030 Master Plan: Vision of Tomorrow

## Survey Results Summary | January 2022

### Energy & Sustainability

## How important are the following energy & sustainability goals?



Promote new clean energy generation

**79%** Important or Very Important



Support local reductions in GHG emissions & energy costs

**78%** Important or Very Important



Develop a Climate Action Plan

**74%** Important or Very Important



Reduce municipal GHG emissions & energy costs

72% Important or Very Important

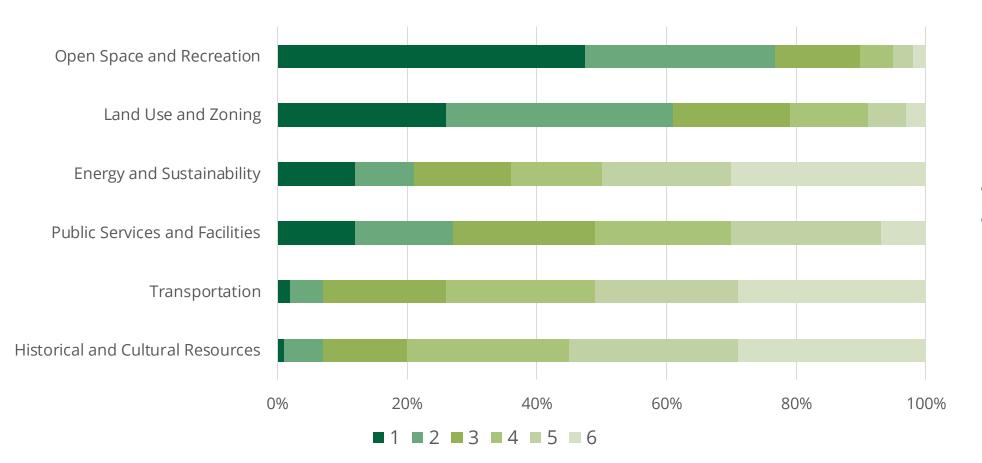


Survey Results Summary | January 2022

**Energy** &

**Sustainability** 

## Rank the Master Plan topics most important to you.



Open Space & Recreation and Land Use & Zoning ranked highest

Master Plan Process

### Wrentham 2030 Master Plan: Vision of Tomorrow

## Final thoughts on the Master Planning Process



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Master Plan Process