

MILFORD

Comprehensive Plan **2024**

Ad Hoc Committee Meeting #2
April 2, 2024



Agenda

Introductions

Municipal Interview Recap

Community Engagement Plan

Community Meeting (May 13th)

Next steps





Introductions



Milford Comp Plan Ad Hoc Committee

Joseph Calagione, Planning Board

Marble Mainini, Planning Board

Jose Morais, Planning Board

Paul Mazzuchelli, Select Board

Christopher Morin, Finance Committee

Jeffrey Frederick, Conservation Commission

Richard Villani, Town Administrator

Supported by Larry Dunkin, Town Planner



Milford Comp Plan MAPC Team



Project Manager
Josh Fiala AIA AICP LEED AP
Vision/Implementation



Project Manager
Courtney Lewis
Land Use/Vision



Sasha Parodi
Community Engagement



Camille Jonlin
Economic Development



Adi Nochur
Transportation



Jiwon Park
Natural Environment and Open Space



Archana Menon
Cultural and Historical Resources



Lindsay Randall
Cultural and Historical Resources



John Cruz
Housing



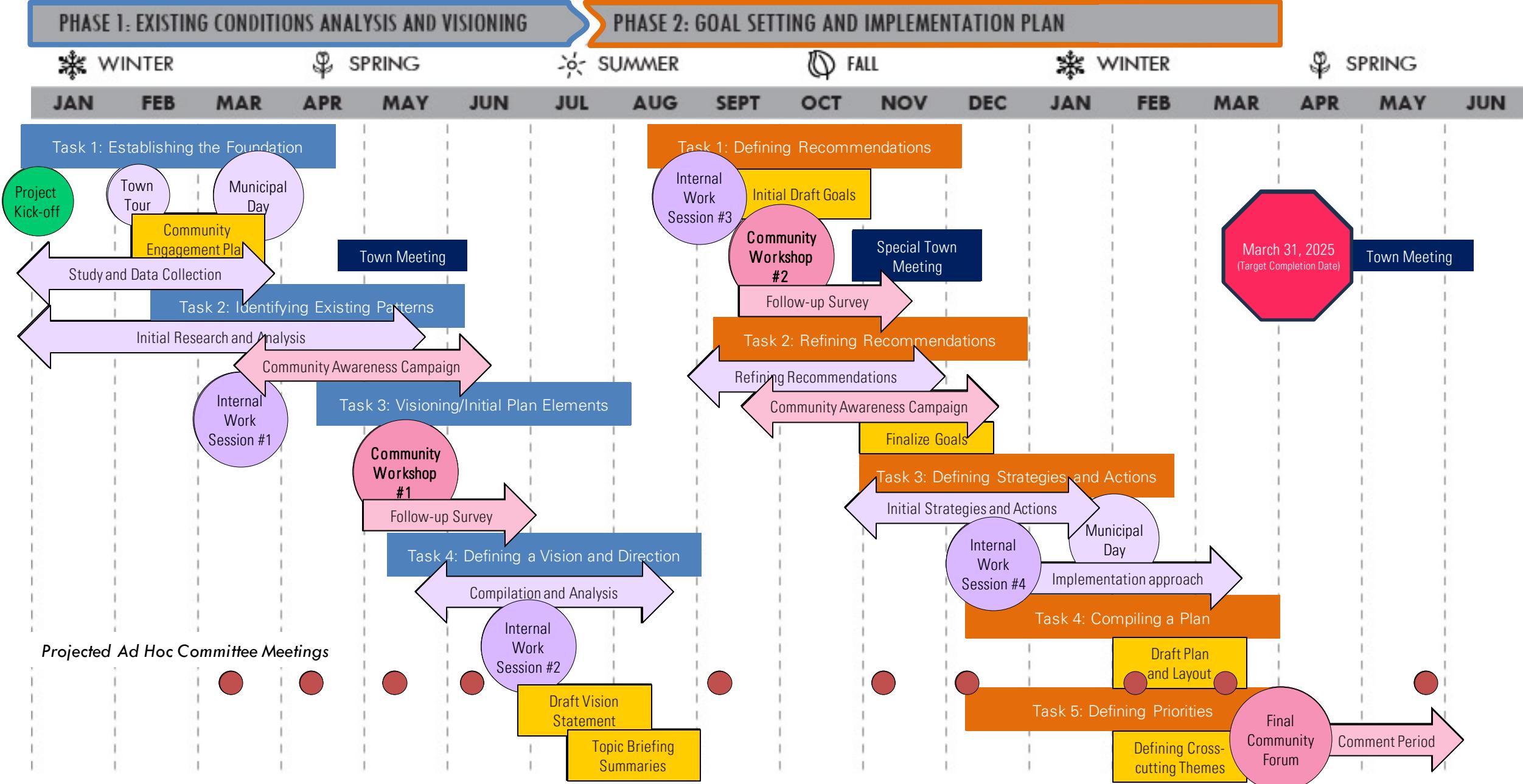
Brian Luther
Community Facilities/Services



Lily Perkins-High
Data and Analysis

2024 Timeline

2025





Municipal Interview Recap



Municipal Interviews

- Wednesday March 27th and Thursday March 28th
- **26 individuals interviewed**
- About 15 Town departments
- About 11 Commissions, Councils, and Committees
- We are open to additional interviews as needed

Municipal Interviews - Highlights

- 70% of real estate value of Town is residential, 30% is commercial; split tax rate brings them closer for revenue
- Town collects about 99% of taxes, only 1% uncollected
- External funding sources (pandemic related) are ending, focus on maintaining and controlling operational budget
- Grant pursuit by multiple departments would benefit from additional staff or assistance

Municipal Interviews - Highlights

- Town plans out a 5-year capital improvement plan
- Town didn't have centralized human resources until 2018
- Some overcrowding of Town departments in Town Hall
- Desire from multiple perspectives to increase board, committee, commission collaboration, communication, and joint meetings

Municipal Interviews - Highlights

- Increasing attention on stormwater management with potential staff engineer
- Sidewalks are not everywhere, a community/budget concern
- Town Engineer is the Conservation Agent
- Private water utility acquired by the Town in 2022, now a Town water department
- Discussion of a consolidated DPW and new facility

Municipal Interviews - Highlights

- Allowing and encouraging mixed-use Downtown has been a challenge for years
- Parking is a major concern for Downtown
- Town adding an Economic Development planning position
- Public art is a priority of the Cultural Council
- Additional parking needs at the Senior Center

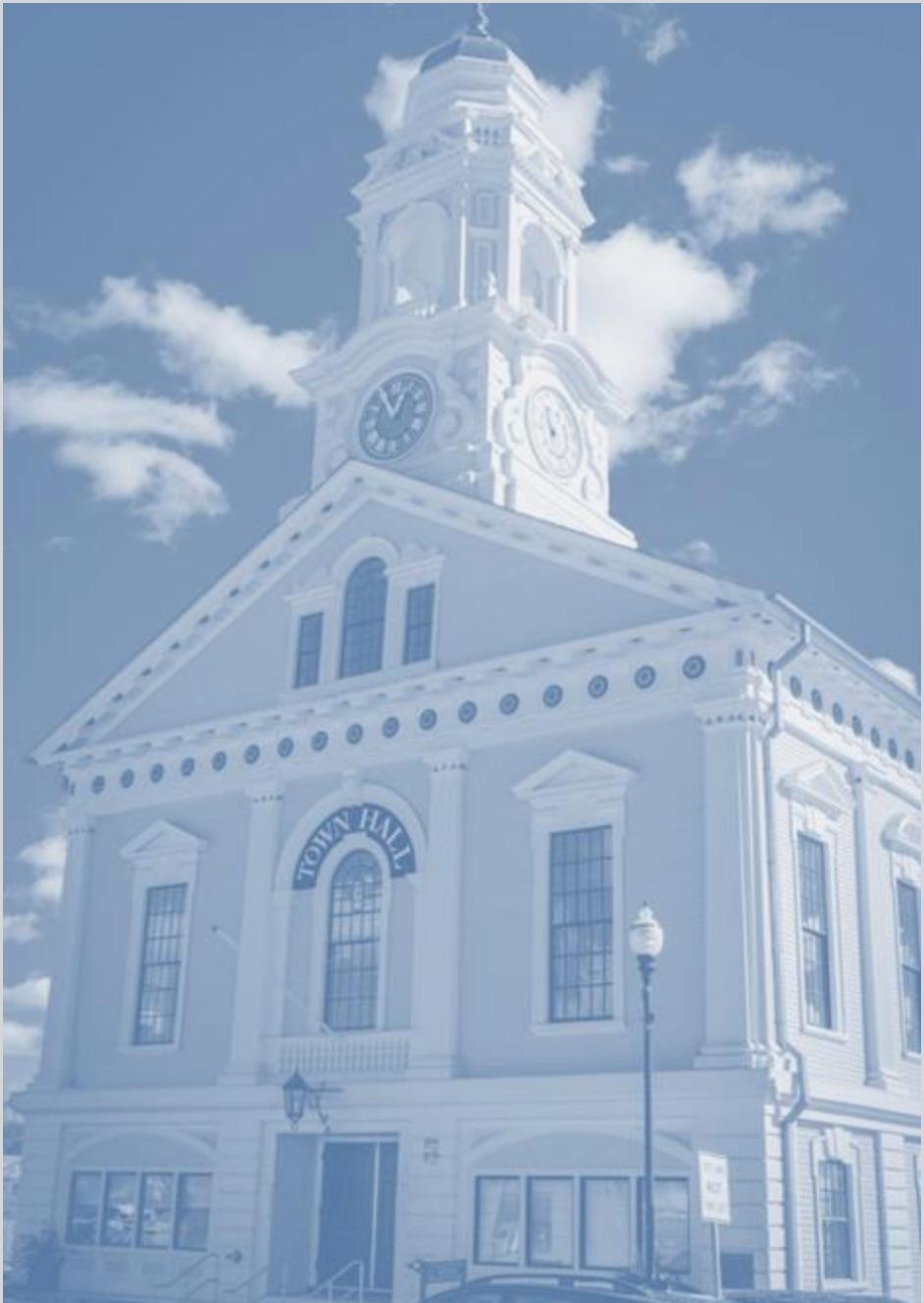
Municipal Interviews - Highlights

- Milford has always been a gateway community
- Cultural celebration of seven immigrant cultures of Milford including residents from Italy, Ireland, Portugal, Armenia, Brazil, Ecuador, and Egypt
- Demographic shifts in past decade increased English learner population, Schools and Library responding
- Overcrowding of housing is a health and safety concern

Municipal Interviews - Highlights

- High school feasibility study underway soon
- Youth Center is a unique Town asset offering free after school program and discounted summer program
- About 1/3 of Youth Center revenue is from facility rentals
- Library strategic plan is underway (projected completion in October)
- Updating to online permitting for fields and events





Community Engagement Plan



Why Community Engagement?

Equitable Community Engagement is the practice of using diverse, numerous strategies to provide opportunities for all residents particularly those historically excluded, underrepresented or under-resourced to be informed and participate in public planning and decision-making processes to achieve equitable outcomes.



Engagement:

Supports Community Members in being active participants in their city/town;

Supports decisions, programs and investments in being responsive to the needs and priorities of community members, specifically those most impacted by those decisions;

Strengthens existing social fabrics and fosters opportunities for new relationship building.

Milford Community Engagement Team



Javier Gutierrez,
Community Engagement Director



Najee Nunnally
Community Engagement
Specialist II



Sasha Parodi
Community Engagement
& Subregional Programs Manager

Milford Comp Plan: Engagement Purpose



To meaningfully include the perspectives of Milford communities:

Share perspectives on priorities for Milford
Offer feedback on plan components
Receive follow up on input provided



Strengthen relationships between community-based organizations, service providers, municipal staff and community members in Milford.

Milford Comp Plan: Engagement Purpose

30% residents are people of color

29% are youth

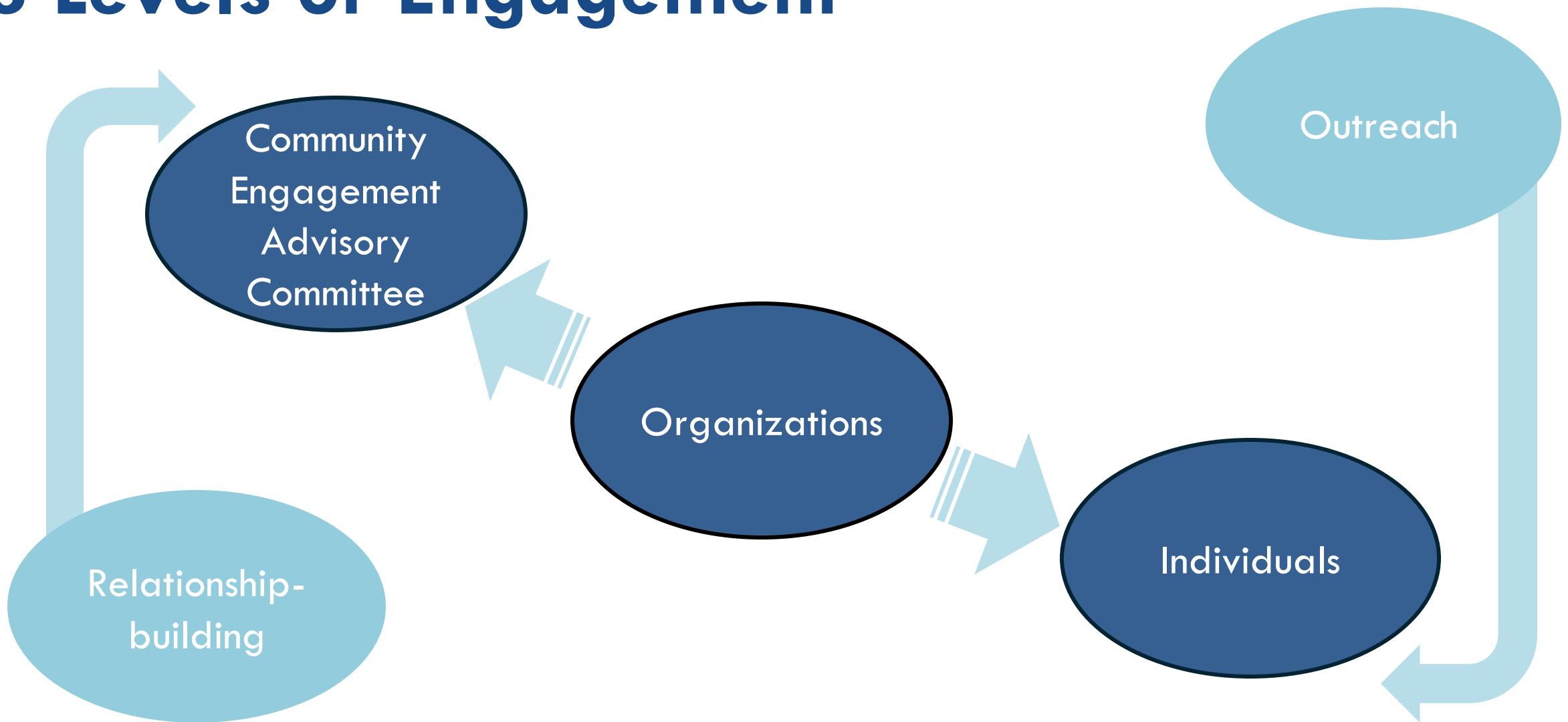
28% are living with a disability

31% are cost-burdened households

35% speak languages other than English

- 10-15% speak English less than well

3 Levels of Engagement



Community Engagement Advisory Committee

Who:

Community Leaders
Faith-based leaders
Staff of Community Based Organizations and/or Service Providers
Representative from each geographic areas of town/each ward

Purpose:

Advise on engagement strategy;
Provide input/feedback on the plan and incorporating engagement feedback into content;
Advise on what communication should be shared out/back

Potential Activities:

Quarterly meetings:

- Visioning & Engagement Design
- Outreach
- Feedback
- Evaluation

Large event participation
Coffee hour participation

Organizational Engagement

Who:

Faith based organizations
Community based organizations
Small Businesses

Purpose:

Gain insight to community-member priorities;
Ask for feedback on plan content;
Foster relationships/connection opportunities across municipality;

Potential Activities:

Community Immersion Day
Interviews
Participation in Advisory Committee

Relationship Building Priority



Identify potential organizations and/or leaders who can support in connecting the project team to community members through events, but also through collaboration on engagement opportunities (i.e. working with us to host a focus group, survey distribution etc.);



Put together comprehensive database and resource page of all service providers and community-based organizations in the area for future use;

Community Member Engagement (Targeted):

Who:

People of Color
Cost-burdened households
Brazilian Portuguese Speakers
Spanish Speakers
Haitian Creole Speakers
Youth
People with Disabilities
Older adults
Veterans

Purpose:

Get a better understanding of needs & priorities;
Connect to resources and/or organizations within Milford;
Create connections with each other;
Get input on plan content;

Potential Activities:

Focus Groups
Community Workshops;
Coffee Hours;
Large Public Events;

General Outreach:

Milford Comprehensive Plan Landing Page:

- Community Survey
- Events/engagement calendar
- Project timeline
- Milford resources

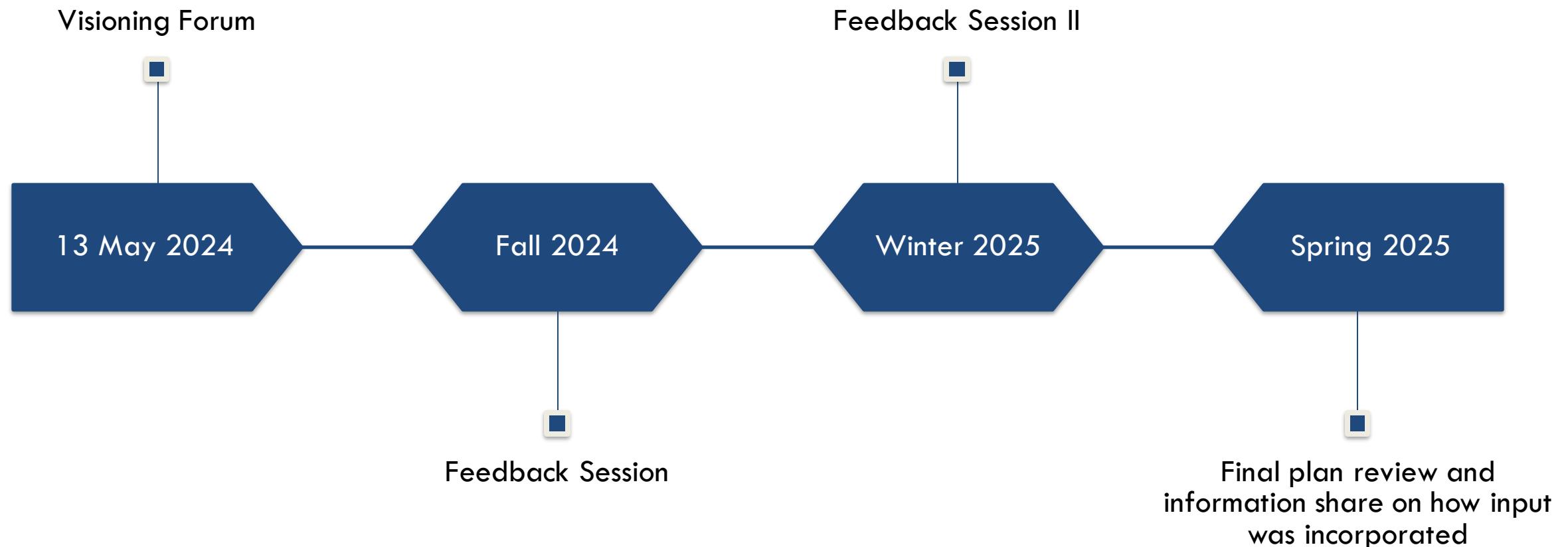
Outreach Materials (to be used throughout engagement):

- Business cards (that scan to landing page)
- QR Codes
- Flyers for events

Informational/Plan Materials:

- 1 Pager Summaries for each section of plan
- Quarterly plan updates

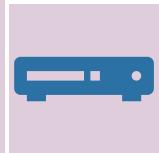
Big Events



Built-In Engagement



We need your help! Help us identify what events/activities we could join/participate in?

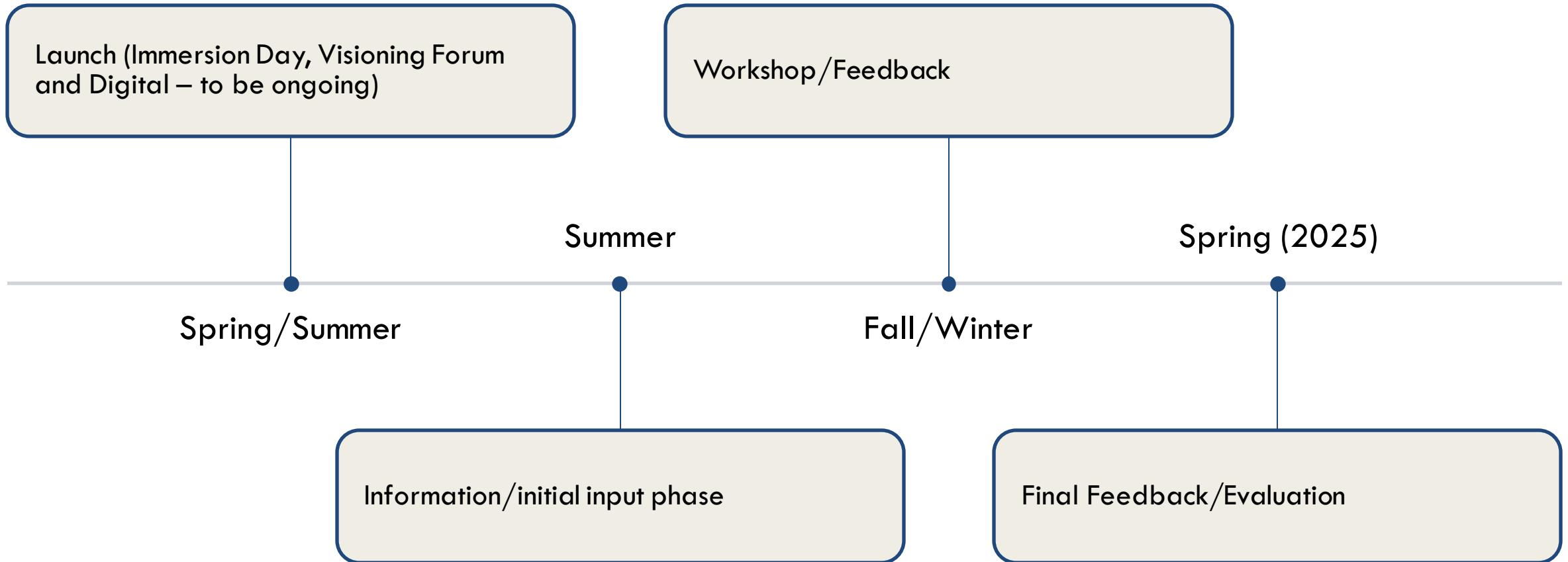


Part of CBO Outreach strategy – determining which events we can attend;



Goal to table at least one event a month;

Timeline (General):



Translation & Interpretation



What languages?

Brazilian Portuguese
Portuguese
Spanish
Haitian Creole



What are the costs?

\$100 per interpreter, per hour
50¢ per word, per language



Where to prioritize?

Use of **plain language** across the engagement/public-facing materials
Materials actively used in engagements
Plan summaries/key takeaways
one pagers

Community stakeholders

- Brainstorming community groups or partners to engage
- Potential stakeholder groups: general public, Hispanic and Latino communities, renters, business owners, parents/families, single parents, youth



Community Meeting (May 13th)



Community Meeting

What's your vision for Milford?

Join us at the 1st Community Meeting!

An introduction to the Comprehensive Plan will be presented. This will be followed by interactive exercises to learn about your vision for the Town, including challenges and opportunities you see for the Town. Join us:

Monday, May 13, 2024
7:00-8:30 pm
Town Hall (upper room)
52 Main Street

Community Meeting purpose

- First Town-wide community meeting of the process
- Focus of the meeting:
 - Introduce Comprehensive Plan process
 - Identify components of a Town-wide community vision
 - Identify challenges to address
- Interactive in-meeting polling and conversation

Community Meeting agenda

- Welcome and introduction (Town and MAPC)
 - Audience poll – who is participating
- Comprehensive Plan overview
- Initial topic overview and challenges
 - Audience small group engagement and exercises
- Initial Community Priorities and Vision
 - Audience small group engagement and exercises
- How to stay involved
 - Audience engagement – involvement preferences
- Next Steps

Community Meeting Committee roles

- Help to welcome attendees into the space
- Stand when the Committee is introduced during the presentation
- Participate in in-meeting polling and discussion

Community Meeting outreach

- Flyers
- Emails to existing lists
- Social media
- Message boards/websites
- Town website and Town channels
- Newsletters



Community Survey

- Open from 5/13 to mid-June
- Survey link released at Community Meeting
- Promoted in follow-up after the Community Meeting
- Complementary to discussion and feedback gathered at the Community Meeting

Community Organization Interviews

- After the 5/13 Community Meeting
- Additional outreach and engagement to gather feedback and insights
- Opportunity to share and promote the Community Survey

Project website

Get Involved!

Sign up for updates about this process:

mapc.ma/milford-plan24

Keep up to date with the Milford Comprehensive Plan by joining our [email list](#). We'll share updates throughout the process and let you know when there are engagement opportunities to provide your input!

How can I learn more?

Visit the **plan website** at **<https://mapc.ma/MilfordCompPlan>** to learn more about the process and how to get involved.

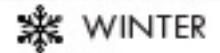


Next steps



PHASE 1: EXISTING CONDITIONS ANALYSIS AND VISIONING

PHASE 2: GOAL SETTING AND IMPLEMENTATION PLAN



WINTER



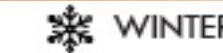
SPRING



SUMMER



FALL



WINTER



SPRING

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

Task 1: Establishing the Foundation



Town Tour

Municipal Day

Community Engagement Plan

Task 2: Identifying Existing Patterns

Study and Data Collection

Initial Research and Analysis

Community Awareness Campaign

Internal Work Session #1

Task 3: Visioning/Initial Plan Elements



Follow-up Survey

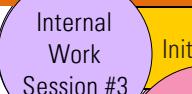
Task 4: Defining a Vision and Direction

Compilation and Analysis

Projected Ad Hoc Committee Meetings



Task 1: Defining Recommendations



Initial Draft Goals

Community Workshop #2

Follow-up Survey

Task 2: Refining Recommendations

Refining Recommendations

Community Awareness Campaign

Finalize Goals

Task 3: Defining Strategies and Actions

Initial Strategies and Actions

Municipal Day

Implementation approach

Task 4: Compiling a Plan

Draft Plan and Layout

Task 5: Defining Priorities

Defining Cross-cutting Themes

March 31, 2025
(Target Completion Date)

Town Meeting

Comment Period

Topic Briefing Summaries

Draft Vision Statement



Next steps

- Community meeting outreach and promotion
- **Community Meeting –**
May 13th 7:00 pm
- **Next Ad Hoc Committee Meeting –**
May 21st 7:00 pm