

MWRC Minutes

Thursday, September 25, 2025
8:00-9:30 am
Via Zoom

Attendees

Ashland: Yolanda Greaves, Melisa Adams (Assistant Town Planner), Jasmin Farinacci (Planning Director)
Framingham: Yvonne Johnson, Joe Norton; Rick McKenna (EDC)
Holliston: Tina Hein
Marlborough: Katie Robey
Natick: Morgan Griffiths, Amanda Loomis
Sherborn: Marian Neutra, Robert Wolff; Heidi Doyle (Town Planner)
Southborough: Meme Luttrell; Alan Belniak (PB), Debbie DeMuria (PB & MAPC Council)
Wayland: Mary Antes, Robert Hummel
Wellesley: Eric Arbeene, Colette, Aufranc; Sheila Page (Transportation Planner)
Weston: Tom Palmer, Imai Aiu
Associate Members: Elissa Landre (MassAudubon); Jason Palitsch (495/MW Partnership); Susan Nicholl (Senate President Spilka's Office)
MAPC Coordinators: Travis Pollack, Camille Jonlin
MAPC Staff: Eric Bourassa, Sasha Parodi
Guests: Ethan LaPointe, Adriana Jacobsen (CTPS/Boston MPO)

Welcome & Call to Order

- Quorum reached and Yolanda called the meeting to order at 8:03.

Approval of June 2025 Minutes – Yolanda Greaves

- Motion to approve by Colette, seconded by Robert H. Approved by show of hands.

Election of MWRC Executive Board – Yolanda Greaves

- Executive Board for FY26 nomination: Yolanda Greaves (Chair), Amanda Loomis (Vice Chair), Eric Arbeene (Clerk), Katie Robie (at-large). Motion to approve Executive Board by Colette, seconded by Imai. Motion passed by show of hands.

MPO Municipal Elections – Eric Bourassa, MAPC

- Eric Bourassa described the process for MPO Municipal Elections.
- MPOs were established in 1960s by Federal Law. MPOs set the long-range vision for transportation in the region - 25 years. The Long-Range Transportation Plan (LRTP) plans and sets policy plans for goals for transportation. Transportation Improvement Plan (TIP) is adopted each year, setting out capital plans for the next 5 years, for the programming of projects that meet vision and goals of the LRTP.
- MPO has 22 voting members. Some are permanent, like MassDOT, MBTA, Port Authority, City of Boston, MAPC. Numerous municipal seats that come up every few years. There's one seat of every subregion. Plus some are at-large.

- 4 seats are up in subregions – MWRC, South Shore, MAGIC, Inner Core. One municipality holds subregion seat for 3 years. The members vote as MPO board to make decisions on capital plan, long-range plan, and various research studies.
- For MWRC open seat, Framingham has submitted nomination. Framingham has been MPO seat for MWRC for many years. Other municipalities can submit nomination. Deadline is 10/6. See link for nomination process. A municipality can nominate self, but need three total to support nomination. For a city Mayor needs to submit the form and be the rep and set designee; for a town, it's the Select Board Chair (not Town Manager or Administrator).
- Yolanda: what if there are multiple nominees? Eric B: If multiple, municipalities in MWRC subregion would vote for who would be rep. MPO sends out electronic ballot. 10/6 nominations due. Ballots are set later that week. Voting closes 10/29.
- Dennis Giambetti is the designee by the Mayor of Framingham.
- Katie: what is needed if someone wants to nominate? Eric B: need nomination from your community, plus two others. Yolanda: Framingham nominee was supported by Ashland and Natick. Eric B: Natick, Wayland, and Marlborough supported Framingham.
- Eric B: if/how a muni supports nomination is up to them.
- More information can be found [here](#). You can email Eric at ebourassa@mapc.org

Approval of FY26 Work Plan – Yolanda Greaves and Camille Jonlin, MAPC

- MAPC sent out old workplan erroneously; correct workplan was sent just before meeting. Camille noted MWRC does workplan each year. Camille and Travis have worked with MWRC on creating workplan that creates topics/work for whole year.
- Pages 2 to 3 have list of meeting topics that was revised and is the substantive change in Work Plan.
- Morgan: for October, can we do Safe Routes to Schools as part of Transportation? Tina: will ask outreach at SRTS.
- Motion to approve Work Plan by Colette, seconded by Imai. Motion passed by show of hands.

Review and Approval of Engagement and Communications Project – Camille Jonlin & Sasha Parodi, MAPC

- Yolanda noted MWRC was once separate organization, but now is a special subregion within MAPC with own special assessment. This proposed project is example of what MWRC can fund with special assessment funds.
- Sasha Parodi presented the proposed Engagement and Communication project. Proposal and slides are attached.
- Camille: first phase of this was a Communications study in FY25. Results of that are included as attachment to proposal. The results of the communication study led to this engagement proposal.
- Sasha: MAPC has had Community Engagement staff for many years; became separate Department at MAPC about 4 years ago.
- Goal of project is to create ongoing relationship building. This is a challenge. Building relationships is something needed for communications today. MAPC is working with the Inner Core subregion on this.

- People use social media and digital media. Residents are often disconnected by technology, the lack of traditional media, and being more online. Digital media is good for getting information, but doesn't allow as much connections to be created between government with residents and business. Building relationships is needed – this creates Trust, Knowledge, Communication.
- The Project: Work with 3 or 4 MWRC Communities to:
 - Establish relationship foundations with key populations so that municipalities can better share out information with those communities.
 - Focus on engaging populations historically marginalized by or excluded from public process.
 - Approach engagement from an evaluation lens, setting specific metrics for success in reaching targeted populations through specific strategies.
 - Document and adapt the process beyond the 4 participating communities, creating replicable strategies for other MWRC communities to try.
 - Funding request \$35,000
- Project Goals:
 - Foundational community engagement practices
 - Build/strengthen existing relationships
 - Implement strategies to engage with priority populations
 - Identify recommendations on digital/media, comms. outreach strategies
- Deliverables include resource guide that all MWRC communities can view.
- Timeline: start Oct 2025, wrap up and present findings Aug 2026.
- Imai: this is good. Weston maybe not a good candidate; how to stay engaged to learn? Sasha: can keep others informed; monthly update with partners, to MWRC or others. Can join as needed to see what's going on.
- Colette: which communities? Camille: communities who want to volunteer. Colette: want to but need to ask Wellesley Communications team first. Need to see if Board supports resources for staff.
- Katie: Did Executive Board discuss? Yolanda: Yes, but no commitment. Yolanda: can vote today on funding, then decide which municipalities participate later.
- Yvonne: Framingham interested but need to ask staff.
- Sasha: can meet separately to chat with any staff/leadership. Email: sparodi@mapc.org
- Morgan: Shared with Natick Comms director; any examples of previous work products? Sasha: Not exact work product. Can share what was done with Milton - did door knocking as example of direct engagement with community.
- Tina: would interested municipality need specific engagement topic? Sasha: No, it's to first establish relationships. If muni has topic, can include that as part of process first. Tina: Who would be point of contact? Sasha: Whoever would likely continue with efforts once pilot stops. Have worked with staff, can be even elected official. Open to who that is.
- Eric A: newspapers are gone. Don't have one source anymore with communications. Started newsletter here; have Comms staff, but trying to figure best way to get communications. Sasha: yes, and digital media has splintered how people communicate and get information. We're trying to find ways to connect, and use the channels such as digital media, newsletters, etc. Example –

- 125 going to food pantry is effective way to reach non-English language speakers. This works in most
126 or all communities.
- 127 • Camille: funding request is \$35,000. Have \$75,000 in subregional funds available. Though 3 or 4
128 municipalities participate, findings will apply to all members. Staff participation is shown in slides
129 and would be limited; meet with MAPC and others during project.
 - 130 • Motion to approve by Imai, seconded by Colette. Project and funding approved by show of
131 hands.
 - 132 • Yolanda: If there are 5 communities interested, or only 2 or 3, would budget change? Sasha: can
133 look at this. If budget stays same, change would be how much activity occurs in each participating
134 municipality.

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136 **Community Share – Yolanda Greaves**

- 137 • Everyone was asked to introduce themselves, especially for new voting members – Yvonne
138 Johnson, Joe Norton (Framingham) and Tom Plamer (Weston).
- 139 • Everyone was placed in breakout rooms to meet each other, with this discussion prompt: *What*
140 *brings you to your work and keeps you in your work?*
- 141 • Reports from break rooms include:
 - 142 ○ Appreciation for those with new ideas
 - 143 ○ Reaffirming that good and caring people work in these communities
 - 144 ○ Good to learn what keeps members involved and engaged, what people care about, and
145 why they're involved
 - 146 ○ Appreciation of all who volunteer, including Select and Planning Board members
 - 147 ○ People's knowledge and care is deep and wide

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149 **Other Business Not Known at Time of Posting**

- 150 • Camille: Please take MAPC's Technical Assistant Project (TAP) survey. Emails were sent. Not a
151 commitment to apply, just helps MAPC in making program more effective.
- 152 • October meeting will be on Transportation.
- 153 • Yolanda: appreciate all who joined, including those not official appointees/voting members. All
154 meetings open to public. Use each other as resources.

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156 Motion was made to adjourn the meeting by Colette, seconded by Imai. Meeting adjourned at 9:28, by
157 show of hands.

158 **Attachments:**

- 159 • Community Engagement Project Scope and Funding Request
- 160 • Community Engagement Project Slides
- 161 • Adopted FY26 MWRC Work Plan

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163 *Minutes compiled by Travis Pollack, MAPC*

164 *Minutes approved October 23, 2025*