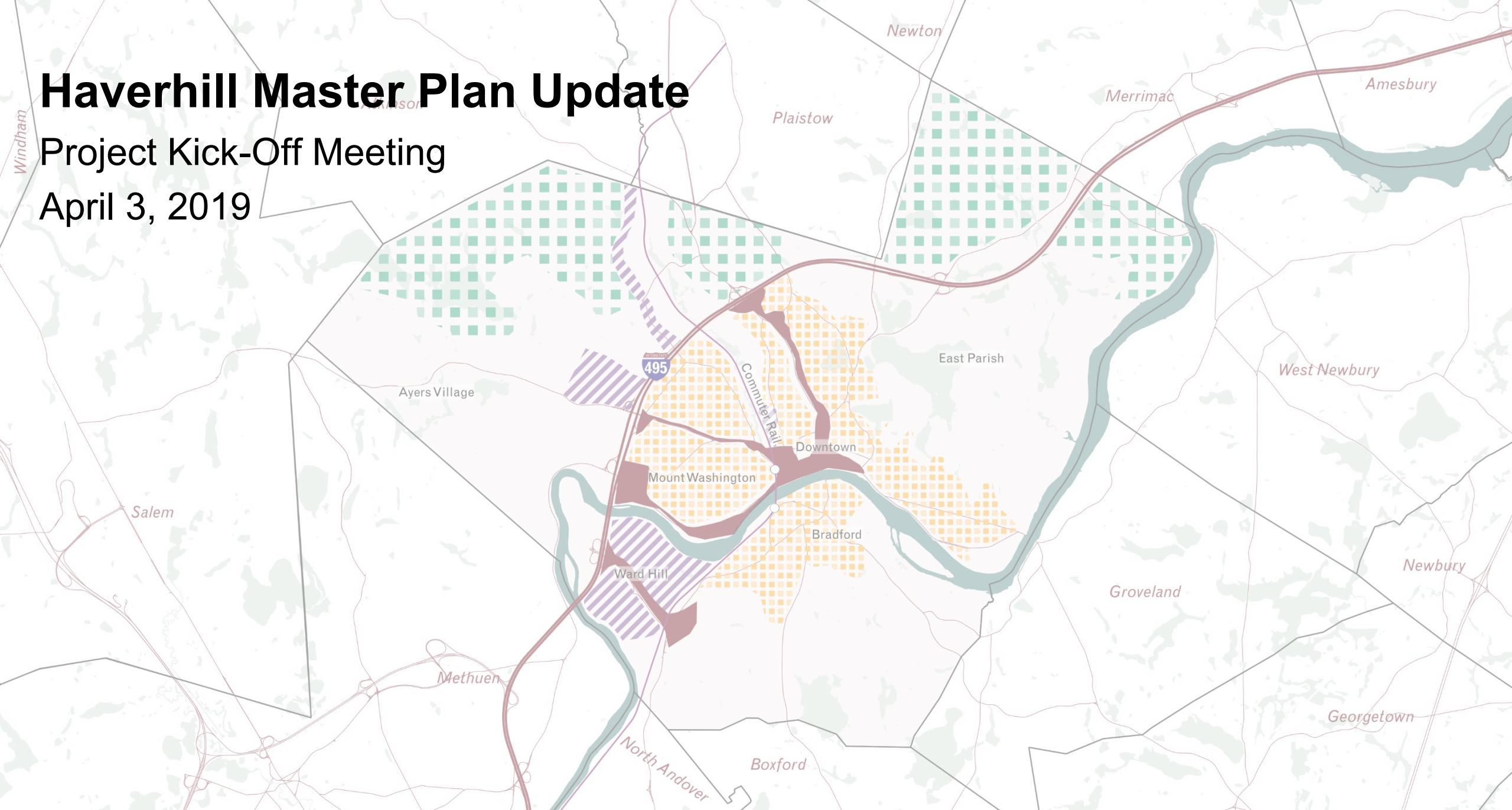


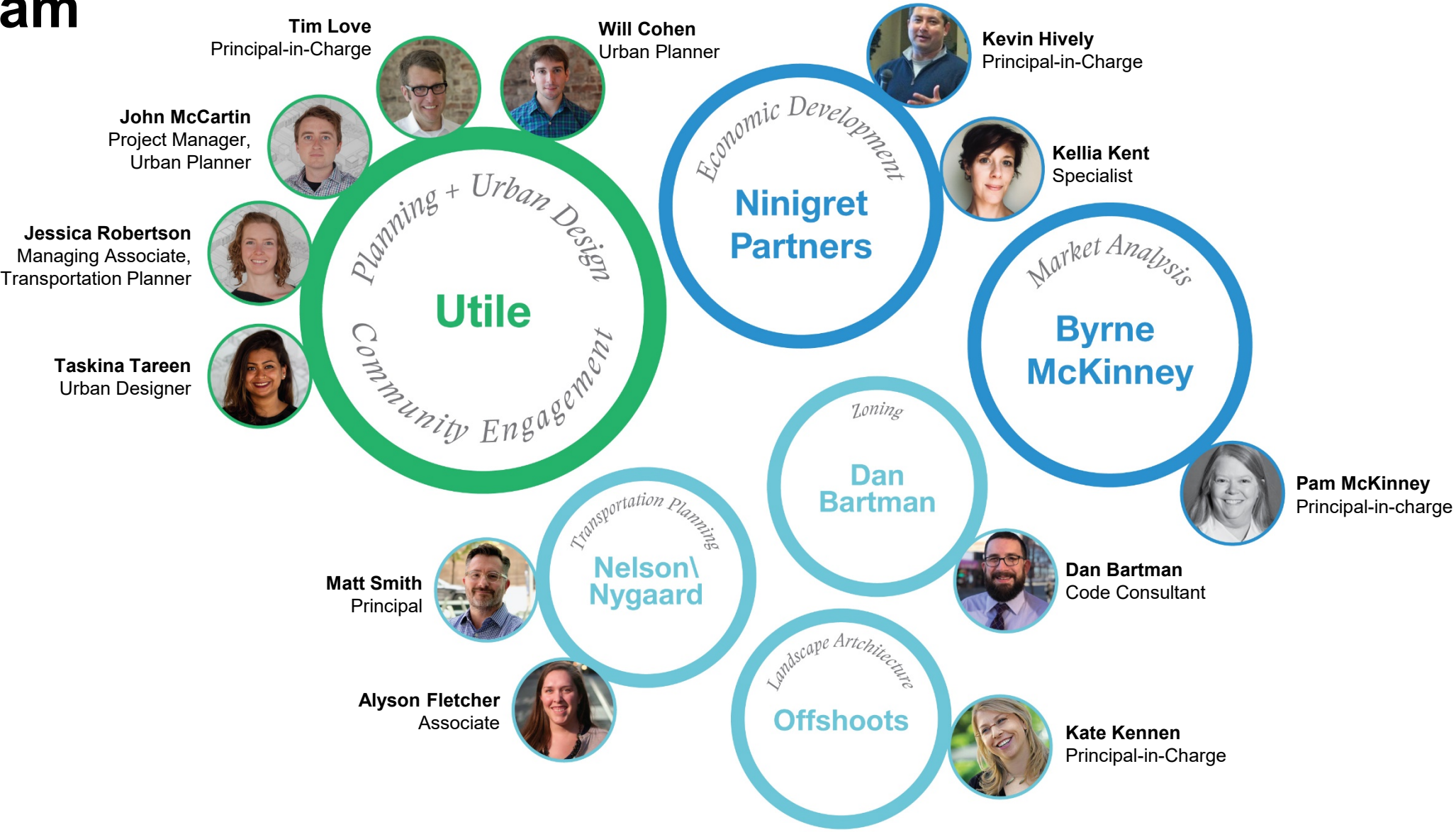
Haverhill Master Plan Update

Project Kick-Off Meeting

April 3, 2019



Our Team



Agenda

- I. Scope & Schedule
- II. Engagement Plan
- III. Communications and Branding
- IV. Discussion

What is a master plan?

A statement, through text, maps, illustrations or other forms of communication, that is designed to provide a **basis for decision making regarding the long-term physical development of the municipality.**

(Massachusetts General Laws c. 41 § 81D)

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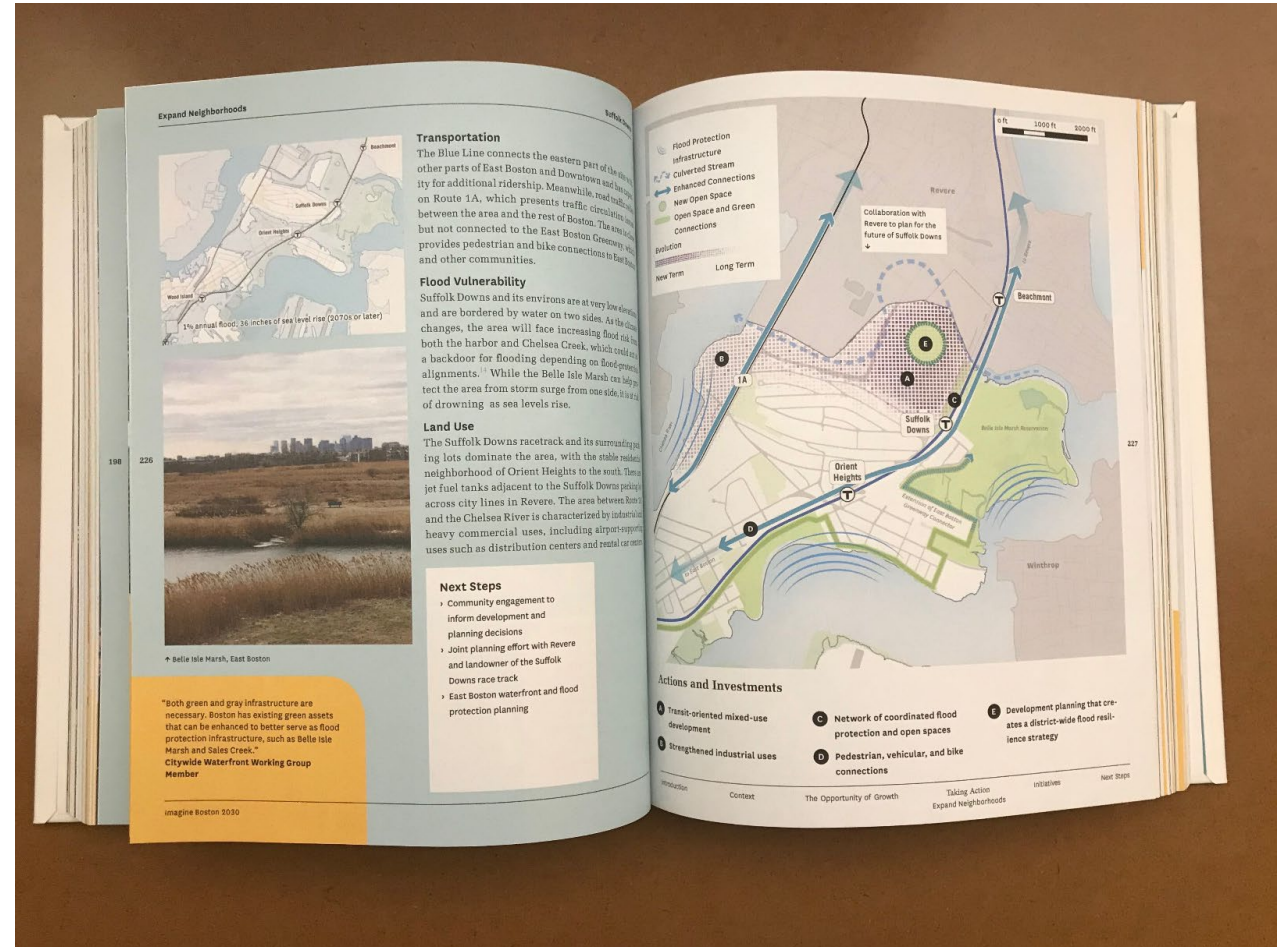
(Massachusetts General Laws c. 41 § 81D)



Working backwards from the end goal

What are the plan's final deliverables?

- Land use plan
- Updated zoning bylaw
 - More accessible to the public
 - Reflect changes in land use plan
- Capital investment priorities
- Other policies ideas (to some extent)
- Metrics and targets
- Attractive and accessible final product
- Process that builds support for ideas



Master Plan Topics

Contemporary master plans address a mix of statutorily required and “bonus” topics

- Housing
- Economic Development
- Transportation
- Environment and Resilience
- Infrastructure
- Open Space
- Social Inclusion and Equity
- Natural and Cultural Resources
- Arts
- Health and wellbeing

Tasks

Management

- Ongoing communication and Committee meetings
- Project initiation

Content analysis

- Existing conditions analysis
- Future trends assessment
- Zoning bylaw analysis

Public Engagement Campaigns

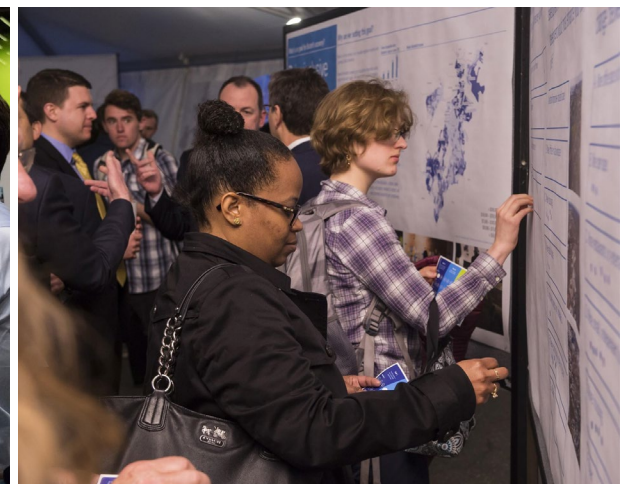
- Education and listening
- Visioning
- Ideas testing
- Launch

Production

- Plan development
- Implementation planning
 - Action prioritization
 - Metrics and targets production
- Final document production
- Approvals

	Task	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Management	Ongoing Communication and Committee Meetings										
	Project Initiation										
Content Analysis	Existing Conditions Analysis										
	Future Trends Assessment										
	Zoning Bylaw Assessment & Update										
Public Engagement	Education and Listening Campaign										
	Visioning Campaign										
	Ideas Testing Campaign										
	Launch										
Production	Plan Development										
	Implementation Planning										
	Final Document Production										
	Approvals										

Engagement Plan



Engagement Plan

1. Master Plan Committee
2. Listening and Education Tour
3. Public Workshops
4. Surveys
5. Online Digital Platform
6. Social Media
7. Focus Groups
8. Business Interviews

Public Workshops



Surveys



**ENVISION
CAMBRIDGE**

Survey 01

Envision Cambridge is a community-wide process to develop a comprehensive plan for a more livable, sustainable, and equitable Cambridge. With input from those who live, work, study, and play in our city, Envision Cambridge will create a shared vision for the future of our city. The plan will result in recommendations on a broad range of topics such as housing, mobility, economic opportunity, urban form, and climate and the environment.

Cambridge, today

When you think of Cambridge, what words or phrases come to mind? (don't think too hard!)

What do you love about Cambridge?

What would you change about Cambridge?

What do you hope the plan will address?

Cambridge, in the future

Envision Cambridge will discuss a broad range of issues. Tell us what matters most to you.

- __Mobility and transportation (traffic, parking, biking and walking, transit)
- __Housing (affordability, types available)
- __Social cohesion (seniors and accessibility, community, income inequality)
- __Urban form (buildings, open space)
- __Environment (climate change, resilience)
- __Economy (jobs, training, job sectors)
- __Other:

Feel free to elaborate on the issues most important to you in the space below:



City of Cambridge

Online Digital Mapping Platform

The screenshot displays the 'Cooks River Alliance' online digital mapping platform. The browser address bar shows the URL: https://cooksriver.mysocialpinpoint.com/cooks-river-community-vision-2030?_ga=2.195026221.1230430275.1552923828-638317876.1548869922&_gac=1.182593170.1550760950.EA1aIQobChMij_bLqMHF4AIVUV8NCh...

The page features a sidebar on the left with the following sections:

- ABOUT** (indicated by an 'i' icon)
- ACTIVITY** (indicated by a speech bubble icon)

The main content area on the left contains the following text:

Imagine the Cooks River

The Cooks River Alliance would like to hear from you about your vision for the future of the river. This will inform future planning.

Have your say on your favourite places and how you imagine the river and catchment in 2030.

How to use this map

Simply click and drag a marker from the top of the screen onto the relevant location on the map. Leave a comment and let us know what you think!

You can also view others' comments and ideas and "like" them.

About the Cooks River Alliance

The **Cooks River Alliance** is an organisation of four councils across the catchment that have united for action for a healthy Cooks River and catchments.

Logos for the member councils are displayed:

- CANTERBURY BANKSTOWN
- Bayside Council
- INNER WEST COUNCIL
- STRATHFIELD COUNCIL

The map on the right shows the Cooks River area with various markers and a legend:

- Imagine 2030** (indicated by a yellow star icon)
- Favourite places** (indicated by a pink star icon)

A pop-up window shows a comment: "Great spot for looking down the river at sunset under the trees". It includes options to "Like (2)", "Dislike", "Zoom in", and "5 months ago".

The map also shows various locations such as Mackey Park, Marrickville Cricket Club, Concordia Club, Basketball Court, Public Toilets, River Canoe Club of NSW, Bike Rack, and Term Station.

The bottom of the map includes a "Legend" section and a "Map data ©2019 Google" notice.

Targeted Outreach Events



Engagement Activities

Phase 1 (May-June 2019): Education and Listening

- Kick-off workshop
- Focus groups and business interviews
- Social media outreach
- Digital mapping platform
- Targeted outreach events

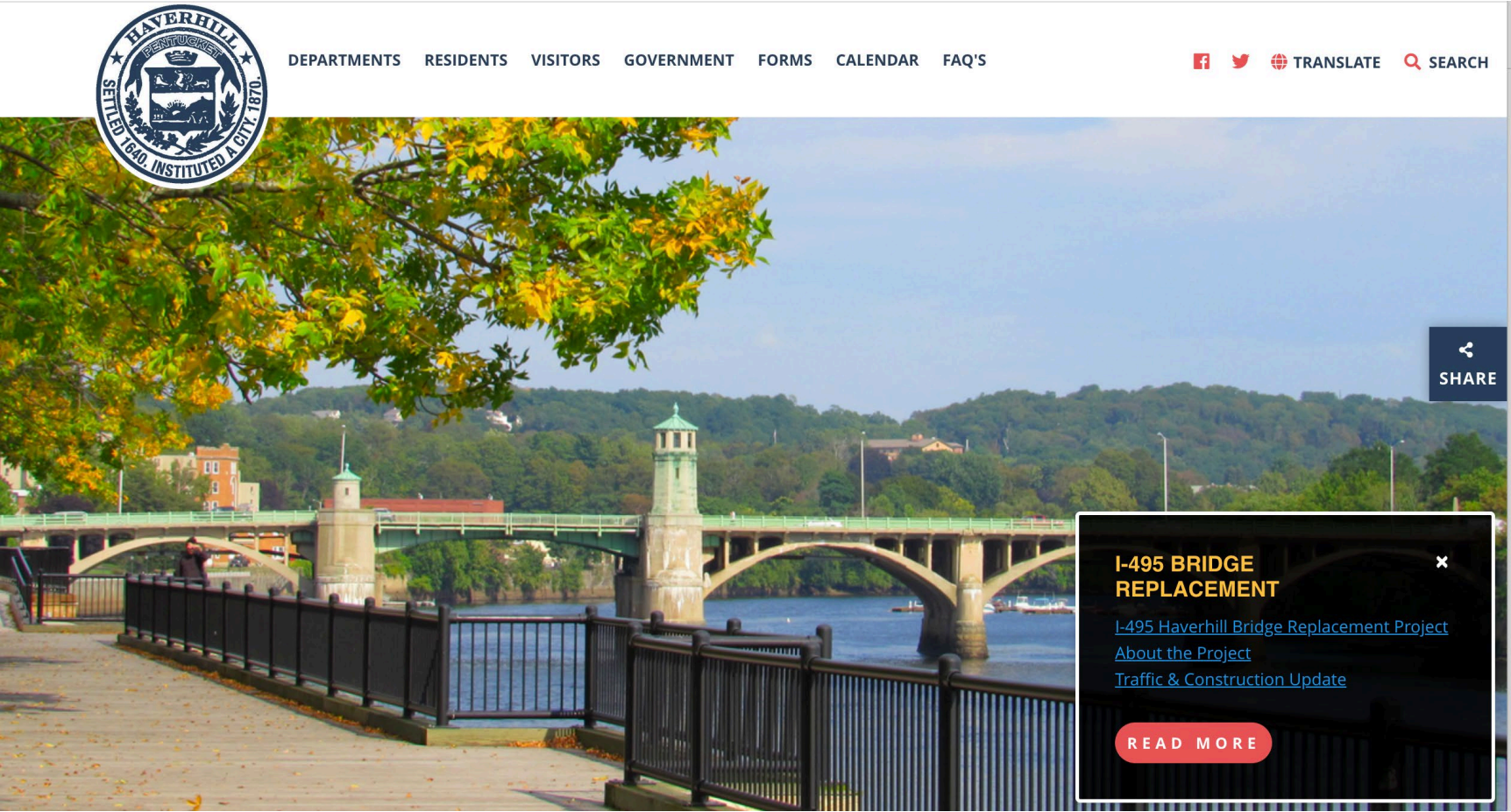
Phase 2 (June-July 2019): Visioning

- Visioning workshop
- Survey #1
- Comment cards
- Targeted outreach events

Phase 3 (September-October 2019): Plan Development and Ideas Testing

- Plan development workshop
- Survey #2
- Comment cards
- Digital mapping platform
- Targeted outreach events

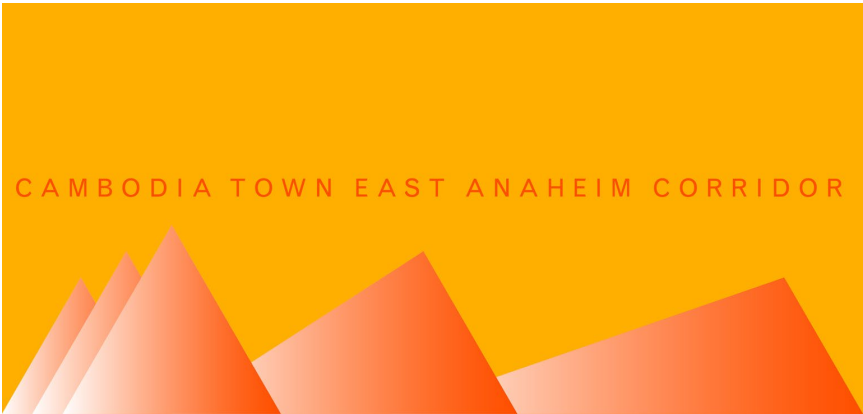
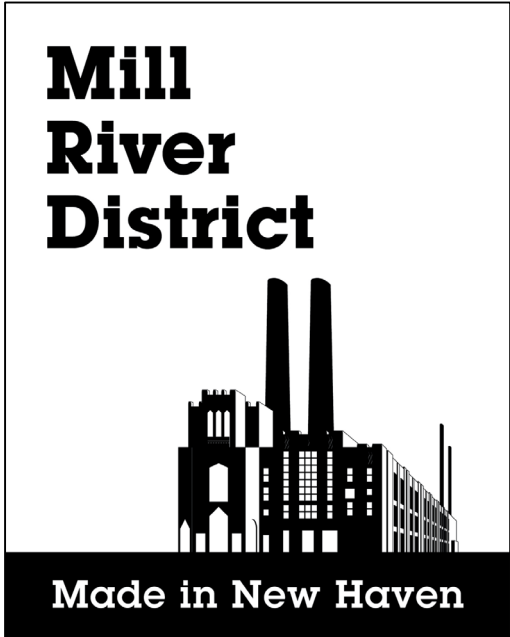
Communications and Branding



Comprehensive Plan Branding Strategies



Comprehensive Plan Branding Strategies



Comprehensive Plan Branding Strategies



MetroCommon × 2050 × Community Listening Session

Your Voice Our Future



February 28, 2019
Nevins Hall
150 Concord St
Framingham, MA 01792

**Drop in anytime
between 3PM - 8PM**



MetroCommon × 2050

What do we want for our region in 2050?



metrocommon.mapc.org

Master Plan Talking Points

You are ambassadors for this process

- What is the City of Haverhill Master Plan?
- Why are we doing this planning process now?
- How does this plan relate to Haverhill's other planning efforts?
- What is the timeline?
- How can I get involved?

Discussion

Which topics require particular attention?

Major master planning topics (Jumping off points, be as specific as necessary)

- Housing
- Economy
- Transportation
- Environment and Resilience
- Social Inclusion and Equity
- Community Resources
- Arts & Culture
- Public Health

Which engagement methods or communities require

Engagement Tactics (Jumping off points, be as specific as necessary)

1. Master Plan Committee
2. Listening and Education Tour
3. Public Workshops
4. Surveys
5. Online Digital Platform
6. Social Media
7. Focus Groups
8. Business Interviews

