

# MEMO

**To:** Brian Szekely, Town Planner

**From:** Jennifer M. Goldson, AICP, JM Goldson community preservation + planning (JM Goldson)

**CC:** Master Plan Steering Committee (MPSC)

**Date:** March 15, 2019

**Re:** Master Plan Spring Outreach: Day at the Races Tabling Event

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The purpose of this memo is to provide a summary of the first spring outreach tabling event for the current Master Plan project. On March 3, 2019, the Winchester League of Women Voters hosted a political debate event to provide the opportunity for various candidates for the upcoming local election to make public statements and respond to questions about key issues in the community. The Master Plan Steering Committee (MPSC) saw this as an opportunity for the Master Plan project to have a presence in the community and to solicit feedback from the public. As consultants for the Master Plan project, JM Goldson community preservation + planning (JM Goldson) staffed a table at the event with designed interactive activities and informational materials.

## RESULTS FROM THE EVENT

Many, if not all, candidates referenced the Master Plan as an important and valuable resource to guide key challenges and decisions in the coming years. Several attendees visited the Master Plan table throughout the event to pick up an informational pocket book or to ask a question about the process. A few attendees participated in the designed feedback exercises:

### **In 2030, I imagine Winchester will be... (what do you hope the community will be like?)**

One participant shared his/her hopes for Winchester's future:

- "more mixed economically and racially"

### **What are your biggest concerns about the future in Winchester?**

*Participants were provided a matrix in which to place their concerns. The X-axis represented four scales: "me," "my family," "Winchester," and the "Boston Region." The Y-axis represented level of priority: low, medium, or high.*

Four participants shared their concerns for Winchester's future:

- If you want to downsize, where is there affordable housing to stay in Winchester? (scale: me; priority: high)

- What is being done to bring businesses to offset the high taxes that homeowners pay to live in Winchester? (*scale: Winchester; priority: high*)
- Need for more affordable housing to be more diverse. (*scale: Winchester; priority: high*)
- Need for affordable housing to serve the greater community. (*scale: Winchester; priority: high*)

Of the responses from both activities, sixty percent of the limited responses were about housing options and affordability and forty percent were about population diversity.

Four people provided contact information to stay informed about the project.

### **CONCLUSIONS**

This memo is intended to serve as a record of the event and to help inform the vision and goals that will result from Phase II of the Master Plan project. This memo may be shared with members of the project team, key stakeholders, or interested individuals—and may be published online for public record.