# Welcome!

Virtual Public Workshop

September 3, 2020



# Comprehensive Planning 101

# Today's Agenda

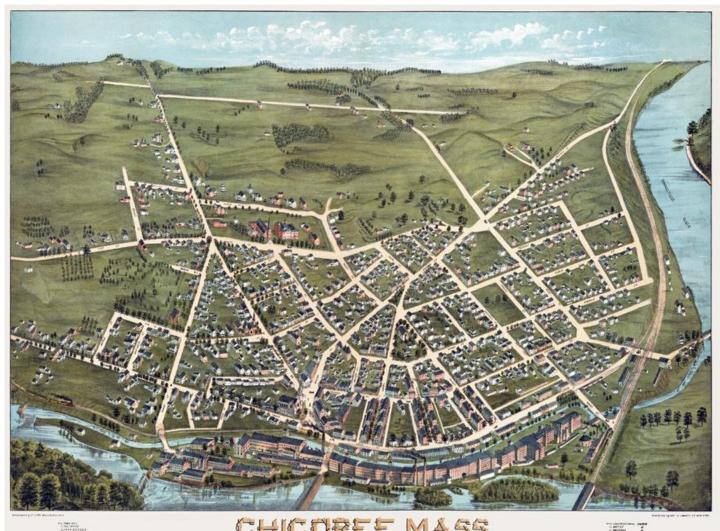
4:05 / 7:05PM Presentation and Instructions for breakout groups

4:20 / 7:20 PM Small Group Discussion

5:40 / 8:40 PM Report Back

5:55 / 8:55PM Closing Remarks

# Comprehensive Planning 101



CHICOPEE.MASS.



## What is a Comprehensive Plan?

**Vision**: Shared vision for the community's future

Roadmap: Guide how we get there together

Enhancer: Make the things we love even better

Fixer: Fix the things that need to be fixed

**Protector**: Protect the things we treasure for

future generations



# What is a Comprehensive Plan?

Tool to make decisions about . . .

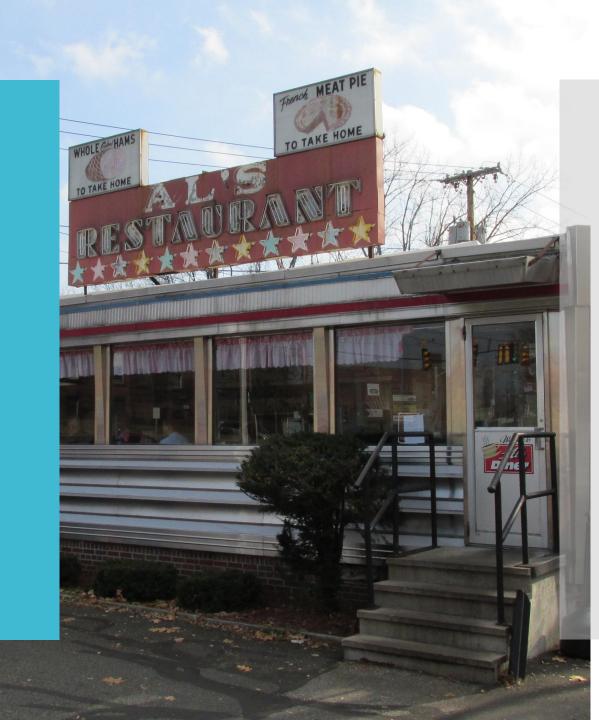
Business: Supporting local business development

**Investments**: Prioritizing community services and infrastructure

**Equity**: Promoting fairness and opportunities for all residents to have a voice

**Development**: What it looks like and where it happens

**Environment and History**: Protecting natural areas and historic sites



# Why should Chicopee have a Comprehensive Plan?

**Preparation**: Be proactive and prepare for the future

**Stewardship**: Spend tax dollars efficiently and effectively

**Policy & Regulation**: Ensure City policies and regulations support the shared vision

**Funding**: Support for grants, financing, and private investment



# What goes into the making of a Comprehensive Plan?

**Existing Plans**: Build on existing work and pull all our best ideas into one place

Facts and Data: What do local demographics and statistics tell us?

**Needs and Desires**: What do residents need and want to live a happy and full life?

Our most important task will be hearing from YOU and your neighbors!





- Online survey
- Closed on June 15, 2020
- Over 500 responses thank you!

# What you love best?

#### What is the one thing you love best about Chicopee?

**People -** close-knit community with diverse people

**Proximity -** easy access to the highways and other parts of the region

**Affordability -** electric service, taxes, housing, and services

**Education -** great pride in local schools

**City Services -** library, police and first responders, senior services, parks

**Character - "small-town feel" within the City** 

# What you most want to change?

# What is the one thing about Chicopee you most want to change?

**Trash and Recycling** – Bigger barrels desired

**Cleaner City** – Lack of cleanliness/litter takes away from the City's beauty

**Crime Rate** – Perceived increase in crime, desire to see it reduced

**Downtown Revitalization** – Need to invest more in this area to attract more business - want to see cafes, restaurants, and small shops

**Traffic** – Reduce congestion and speeding, improve walking/biking options

# What you really want to see?

# What is one thing you really want to see in Chicopee that is missing?

**Entertainment** – Museum, movie theater, family-friendly activities, and venues to hold events

Sports Activities – Sports complex, more activities for youth

**Economic Development** – Small local businesses, coffee shops, restaurants, healthier food options

**Downtown** – Revitalized with shops/restaurants, be a place people gather

Open Space – Trails, playgrounds, dog parks

3 words thatdescribe whatChicopee is liketoday . . .

#### **Top Answers**

#### **POSITIVE**

Friendly

Diverse

Busy

Community-Oriented

Affordable

Potential

History

Home

Safe

#### **NEGATIVE**

Crime-Ridden

Dirty

Boring

you want Chicopee to be like 20 years from now . . .

#### **Top Answers**

## **CLEAN** and **SAFE**

Vibrant
Community/Family-Oriented
Thriving
Affordable
Welcoming
Progressive
Homey

# Other Opportunities for Feedback Online Topic Surveys

Tell your friends and neighbors!

#### Visit: www.EnvisionOurChicopee2040.com/virtual

#### Welcome to the Virtual Open House & Workshop!

**JUST FOLLOW 3 EASY STEPS** 

AND CONSIDER HOSTING A "MEETING-IN-A-BOX" (SEE BELOW)

#### **LEARN**

#### **SHARE**

#### **ENGAGE**

#### STEP 1: LEARN

Please take some time to learn about this project.

Read the Plan FAQs

Then click below for information on where Chicopee is today.

#### STEP 2: SHARE

Next, we want to hear what YOU think about Chicopee's future.

Click below to share your thoughts on the most important issues facing Chicopee.

#### STEP 3: ENGAGE

On **September 3**, the City will be hosting 2 live workshops via Zoom. This is a chance for you to discuss your ideas with your neighbors.

Click below to learn more and to register!

LEARN



ENGAGE

## Other Opportunities for Feedback

Meeting-in-a-Box

Tell your friends and neighbors!

#### Visit: www.EnvisionOurChicopee2040.com/virtual

#### Meeting-in-a-Box

Are you unavailable on September 3? Or uncomfortable participating in a Zoom meeting?

Click below to learn how you can participate in the workshops from your own home on your own schedule with friends and family.





#### **Breakout Discussions**

You will be moved into the small groups automatically

We encourage you to use your video and audio to engage with each other

Each group has 8-11 participants, a facilitator, and a note taker

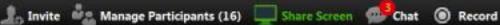
You will be asked 3 questions to discuss as a group

After 75 minutes, you will automatically return to the full group











## Thank you!!

# Report Back & Closing Thoughts



www.EnvisionOurChicopee2040.com