

## PLYMOUTH MASTER TASK GROUP

### **Master Plan Task Group**

Meeting: Meeting: via Zoom 8:30 a.m. – April 27, 2023

#### **Attendees:**

Members: Steve Bolotin - Chair, Darice Wareham, Glenn MacGregor, Evelyn Strawn, Lorenzo Pizarro, Don Williams, Kathy Castagna, David Peck and Katheryn Holmes.

Staff: Lee Hartmann and Joanne Zygmunt from OCPC

Mr. Bolotin opened the meeting.

#### **Minutes:**

Mr. Peck moved to approve the minutes of April 6, 2023. Seconded by Ms. Strawn. The vote was (7-0-1).

#### **Master Plan Scope of Work**

The Task Group reviewed the draft Master Plan RFP prepared by Ms. Zygmunt.

Mr. Bolotin noted that the RFP should reflect a 10 year master plan lifespan.

Ms. Strawn suggested creating a brand for the master plan and use it to help seek broad support and town meeting funding.

Ms. Zygmunt gave branding examples from other communities. She noted that some committees also created a master plan logo.

Mr. Williams suggested “Plymouth Together”

Ms. Zygmunt said the group should avoid calling the brand a vision statement. The vision statement should be drafted by the community through the public outreach process. Branding should be viewed as just a catchphrase.

Mr. Peck said he would research quotes about the future, made by famous people.

Ms. Strawn suggested wording to the effect of Where are we? We are we going?

Ms. Holmes noted that Plymouth is recognized as America’s Hometown. It is important to focus on its history but also look towards the future.

Mr. Bolotin likes moving forward together.

Looking at the scope, Ms. Strawn said the RFP should stress nature based activities and add something about the open, undeveloped land in Plymouth.

Mr. Williams said that:

- Traffic;
- Water;
- Sewage Disposal;
- Economic Development;
- Education; and
- Eco-tourism are important to him.

The Master Plan should stress the need for compliance by the various boards and committees.

Ms. Zygmunt suggested that the Task Group consider including provisions in the RFP for volunteer compensation. It is a very common technique used outside of the planning field. But government tends to be under resourced making such a technique difficult. Providing compensation for volunteers will enable a wider range of the public to participate in the process. It could be something as simple as providing daycare during the meetings.

Ms. Castagna said that Plymouth's proximity to Cape Cod, Boston and Providence should be highlighted in the RFP.

Mr. Bolotin suggested referencing Plymouth's commercial and industrial base as stable. The RFP should also describe some of the challenges facing Plymouth.

Ms. Wareham noted that Plymouth has had a lot of residential growth but it hasn't been evenly distributed and it has created blocks of interest.

Mr. Bolotin said that we may want to consider revisiting or redefining the village centers concept and place a greater emphasis on a townwide approach.

Mr. Bolotin said the master plan should include identifiable and trackable goals with a strong emphasis on implementation.

Ms. Strawn said the plan should strive to foster income and cultural diversity in the community.

Mr. Bolotin said the plan needs to identify the challenges before the town and how the public wants to address these issues.

Ms. Wareham said that the RFP should note that Plymouth is designated as an adjacent MBTA Community.

Ms. Castagna said the description should include Plymouth's current efforts to be designated as an age and dementia friendly community.

Mr. Hartmann said another goal of the master plan should be to identify the consistencies and inconsistencies of existing plans with the new master plan.

Mr. Bolotin said the RFP should ask consultants to consider using scenario planning as part of the process. Especially as it relates to land use. The RFP could also ask the consultants to incorporate scenario planning into future master plan implementation activities.

Ms. Zygmunt said that the Town of Lynn's RFP aligns with Plymouth's vision for how to conduct public participation. The Town needs to focus on the scope of public participation and the ability of town staff and volunteers to manage and conduct a robust public participation program. Perhaps some of the many existing civic organizations can assist.

Ms. Castagna recommended weighing the public participation part of proposals more heavily than other sections.

Mr. Bolotin said the public participation needs to be divided by activities conducted by the consultants and those conducted by staff, boards and civic organizations.

Ms. Strawn said the description of Plymouth needs to note its strong town government and active civic groups.

Mr. Bolotin added - and Plymouth's poor voter turn-out.

Ms. Wareham said the description needs to reference Plymouth Harbor.

Mr. Bolotin added - and other waterfront areas.

The Task Group agreed to hold the next two meetings on May 11 and 25.

Ms. Zygmunt will incorporate the comments made today into the draft RFP.

Mr. Peck moved to adjourn the meeting. Mr. Williams seconded. The vote was unanimous.

Approved: May 11, 2023