



MASTER PLAN COMMITTEE

May 29, 2024



AGENDA

1. // MEET OUR TEAM
2. // OUR APPROACH
3. // PLANNING PROCESS
4. // LOGO OPTIONS
5. // WORKING WITH YOU



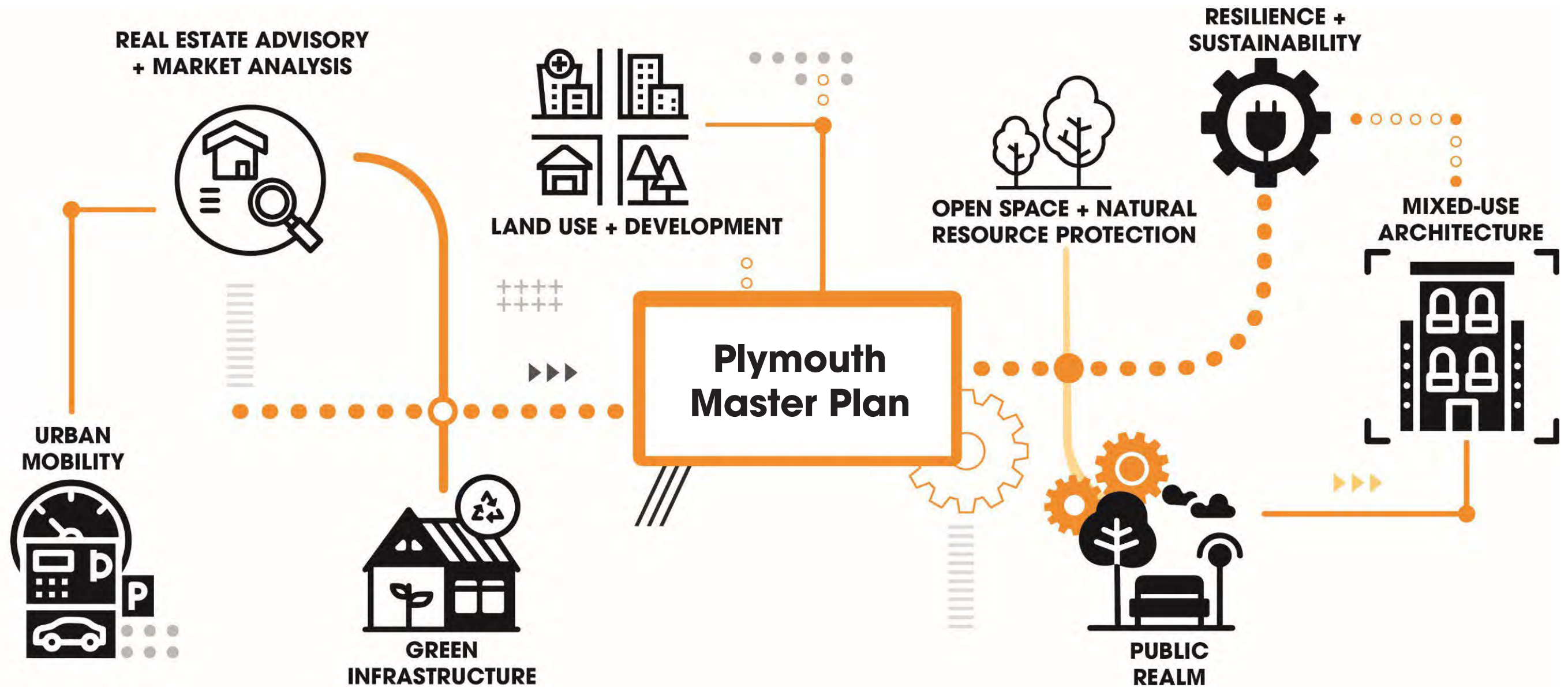


01 // MEET OUR TEAM



WHO WE ARE

Stantec is more than just a collection of technical skills—we provide an integrated approach that “connects the dots” to **solve complex problems** + **unlock bigger opportunities**.





OUR SUBJECT MATTER EXPERTISE



LAND USE/GIS

SCENARIO PLANNING

FISCAL IMPACTS

HOUSING

TRANSPORTATION/MOBILITY

NATURAL RESOURCES + OPEN SPACE

HISTORIC + CULTURAL RESOURCES

PUBLIC FACILITIES + SERVICES

IMPLEMENTATION

COMMUNITY ENGAGEMENT:



ECONOMIC DEVELOPMENT:



ENVIRONMENT + CLIMATE RESILIENCY:





02 // OUR APPROACH

ADDRESSING GROWTH + DEVELOPMENT

- **Managing change for community benefit** - establish a shared vision
- **Looking forward** - identify opportunities that build on assets
- **Balancing competing priorities** - evaluate tradeoffs to inform policies

Growing Population

+8.4% 2010-2020

Aging Population:

Median age
increased 6.1 years
2010-2020

Housing

Median Sale Price
of Homes in Plymouth

\$674,000

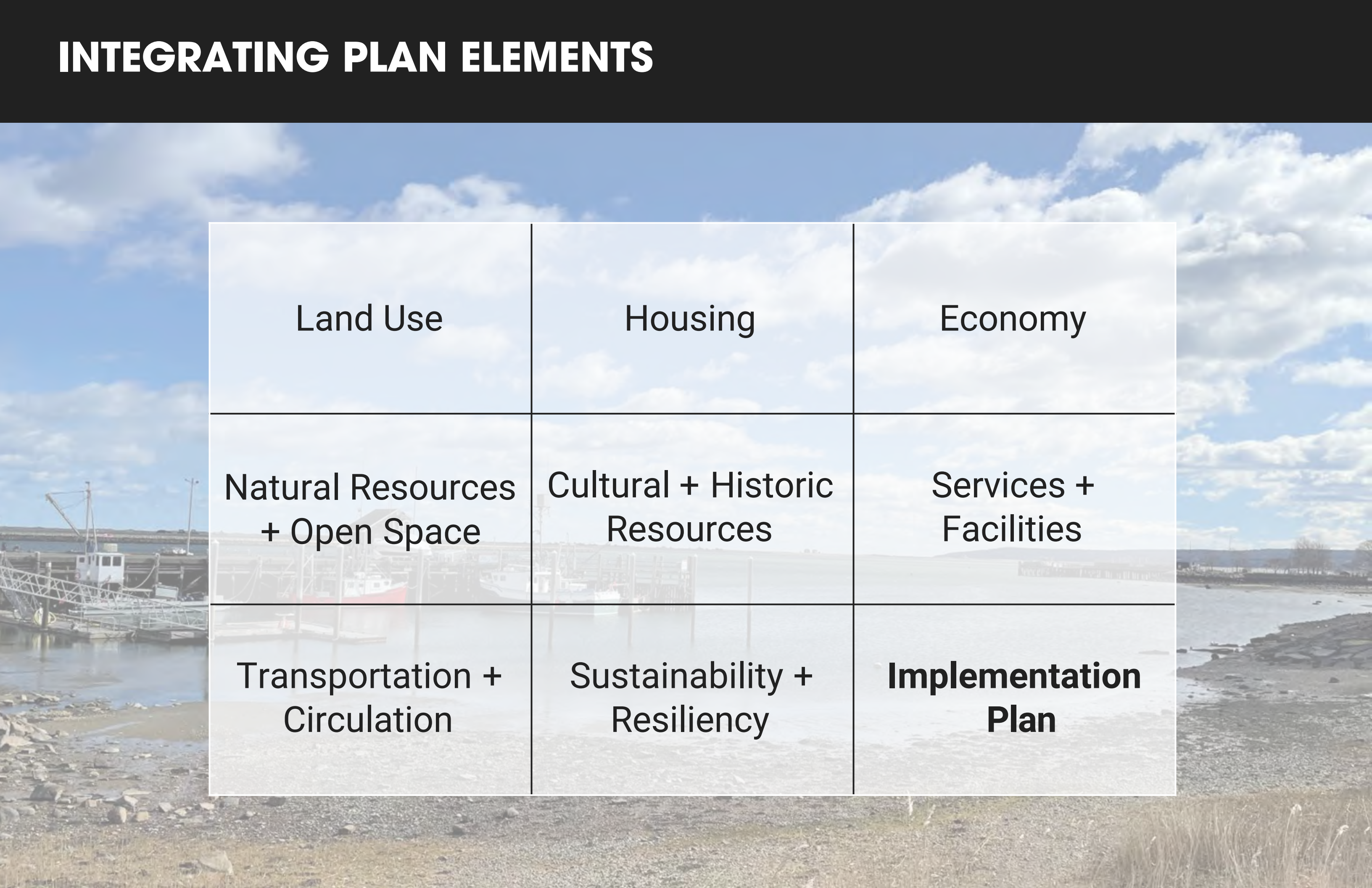
+25% year-over-year

Employment

26,000 jobs in 2022
(average monthly
employment)

42% work in
management, business,
science, and arts

INTEGRATING PLAN ELEMENTS



Land Use	Housing	Economy
Natural Resources + Open Space	Cultural + Historic Resources	Services + Facilities
Transportation + Circulation	Sustainability + Resiliency	Implementation Plan

BEGIN WITH IMPLEMENTATION IN MIND

How can we best serve affordable housing needs for our seniors?

How can we create all-season outdoor recreation?

How do we increase access to, from and within Plymouth as growth continues?

How do we ensure we protect our most important natural resources while providing outdoor recreation?

- Build support through ongoing, responsive public engagement
- Work with Town staff to identify responsibilities and priorities
- Define success – What does it look like? What are key metrics?

How does this plan support more workforce housing and resources?

Change is happening so fast. I don't want to lose the Plymouth I know & love.

Can this plan improve our resilience and reduce impacts of climate change?

How do we make Plymouth more walkable and bikeable?

What kind of policies can help us balance the new with the existing fabric of our community?

PROGRESS UPDATE

- Guided driving tour around Plymouth
- 11 interviews so far with 23 Town staff across departments
- Reviewing 30+ past plans and reports
- Reviewing mapping information and other data sources
- Preparing promotion and outreach material for upcoming public kickoff meeting
- Preparing project website to go live



03 // PLANNING PROCESS

SEEING YOU THROUGH THE ENTIRE PROCESS



OUTREACH AT KEY POINTS



Visioning
Forum

Topic or
Neighborhood
Workshops

Draft Plan
Open House

APPROACH TO INCLUSIVE ENGAGEMENT

- Strive to build consensus
- Adaptable and interactive outreach
- Accessible and equitable
- Multi-channel
- Team collaboration

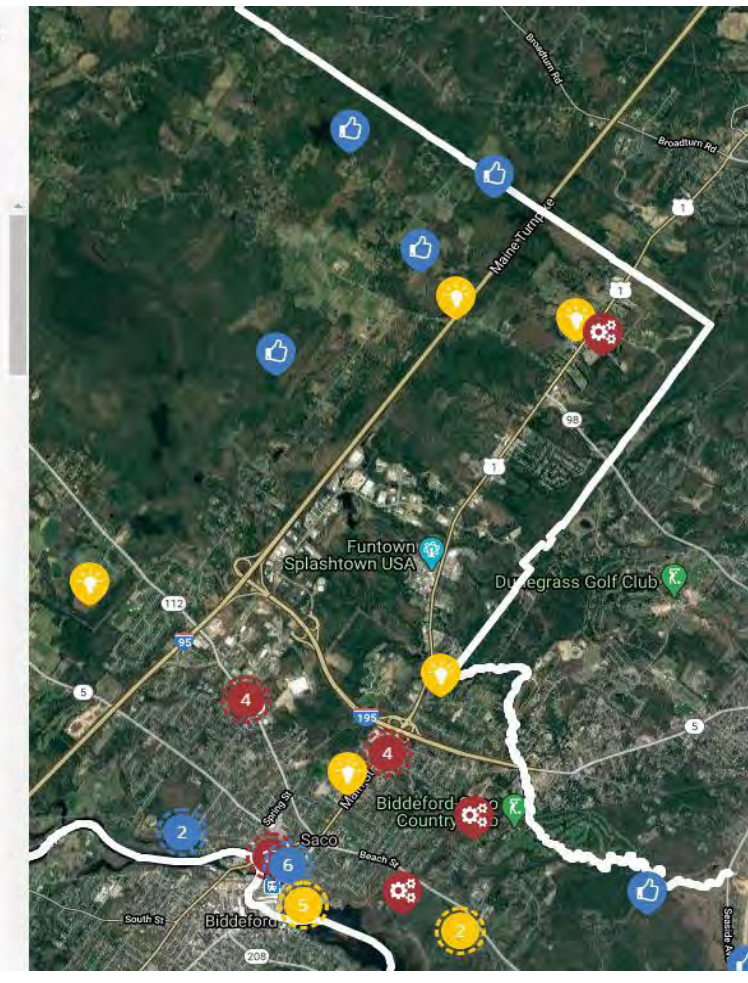
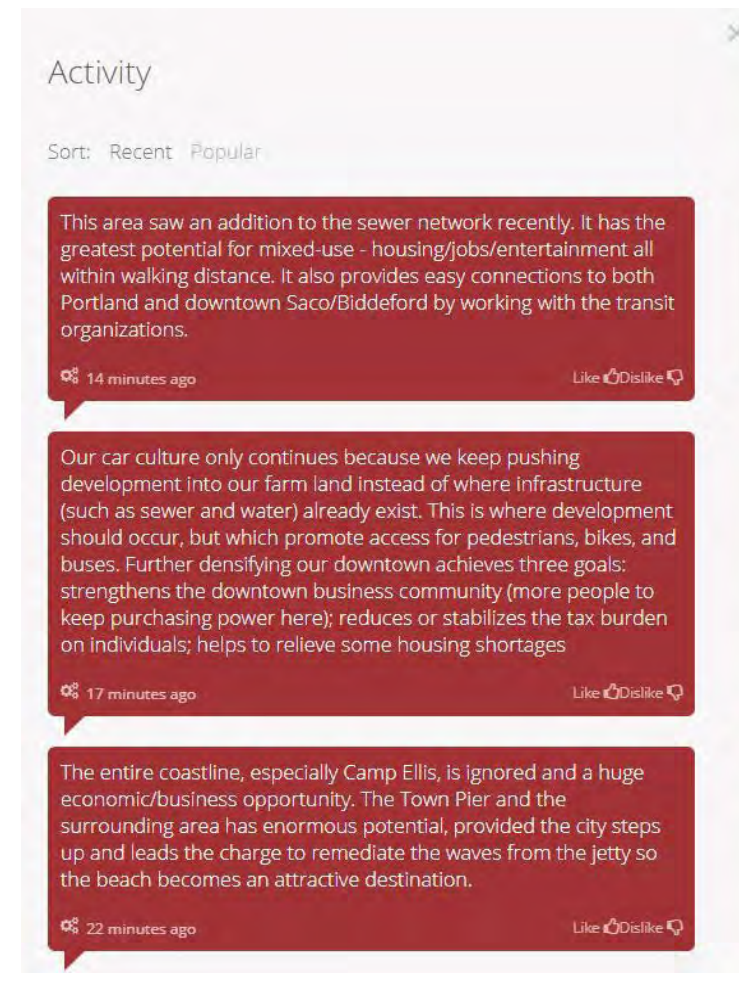


KEY PUBLIC ENGAGEMENT COMPONENTS

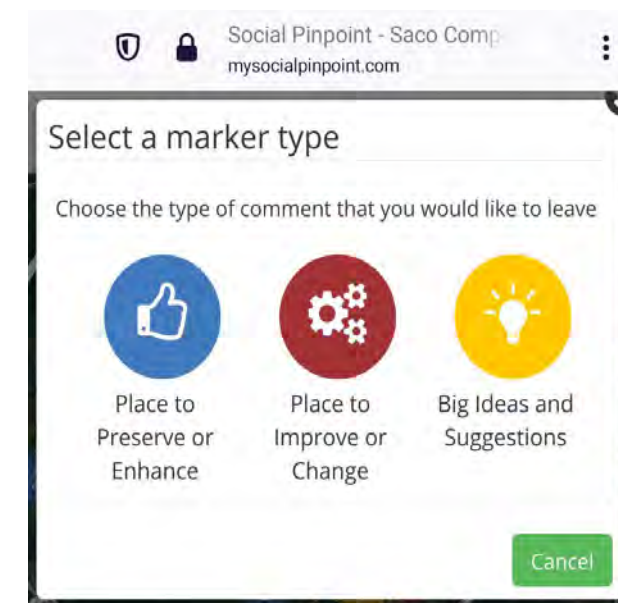
- Listen and respond
 - o Two-way conversations
 - o Track issues and share responses
 - o Remain accessible to community
- Identify stakeholders and build relationships
- Cement early connections while continuing to build new relationships

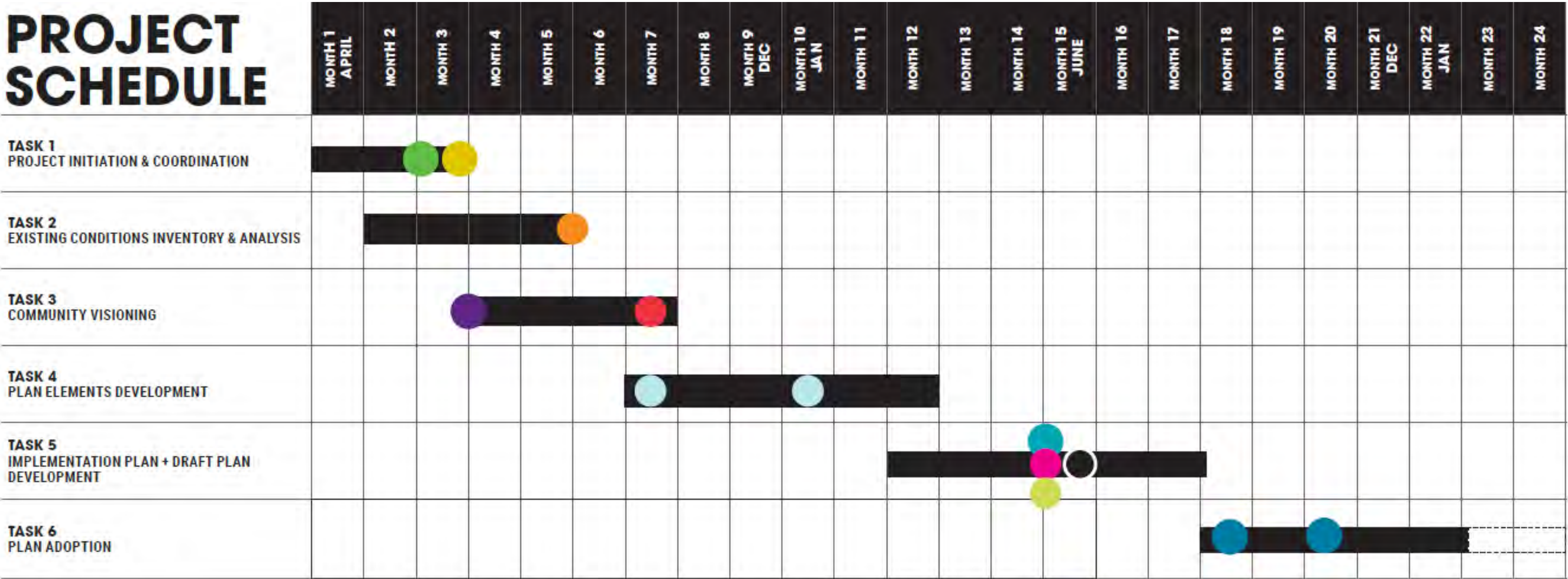


KEEPING THE MOMENTUM – ONLINE ENGAGEMENT



- Interactive map
- Ideas Wall
- Surveys
- Past meeting presentations and summaries
- Draft project documents





The above schedule reflects an overall 24-month project schedule: approximately 18 months to a draft plan and 6 months for local review and adoption

KEY ▶ ▶

DELIVERABLES

- PUBLIC PARTICIPATION PLAN
- PROJECT WEBSITE
- PLYMOUTH AT A GLANCE DOCUMENT
- COMMUNITY VISION AND GOALS
- "CHARTING OUR FUTURE" MASTER PLAN
- EXECUTIVE SUMMARY
- IMPLEMENTATION PLAN

PUBLIC MEETINGS/ EVENTS*

- TOWN-WIDE VISIONING FORUM
- WORKSHOPS
- DRAFT PLAN OPEN HOUSE
- PUBLIC HEARINGS

* SCHEDULE SUBJECT TO CHANGE

JOIN US! PUBLIC KICKOFF MEETING 6/20

KICKOFF VISIONING FORUM JUNE 20 FROM 6-8PM PLYMOUTH SOUTH MIDDLE SCHOOL

Overview presentation

- o Planning process
- o Key trends

Small group discussions

- o Plymouth's strengths, opportunities, and challenges
- o Vision and goals for the future
- o Important issues to explore further

First in a series of meetings and events over the next 18 months to hear from as many people as possible

PLYMOUTH MASTER PLAN

TAGLINE

“Charting Our Future Together”

LOGO

???

“CHARTING OUR FUTURE TOGETHER” LOGO OPTIONS

3 logo options
2 color palettes



1A



1B



1C



2A



2B



3A



3B

1: NAUTICAL + FORWARD-LOOKING

1A



1B



1C

Option 1: nautical theme with compass rose graphic and forward-pointing arrow behind project title

2: WAVES + SUN



2A



2B

Option 2: coastal theme with sun graphic and wave-like element beneath project title

3: DISTINCTIVE FEATURES



3A



3B

Option 3: graphic incorporates pine barren/forest (tree), coast (ship's wheel), and ponds (curve element beneath)

“CHARTING OUR FUTURE TOGETHER” LOGO OPTIONS



1A



1B



1C



2A



2B



3A



3B

- **3** logo options
- **2** color palettes



04 // WORKING WITH YOU

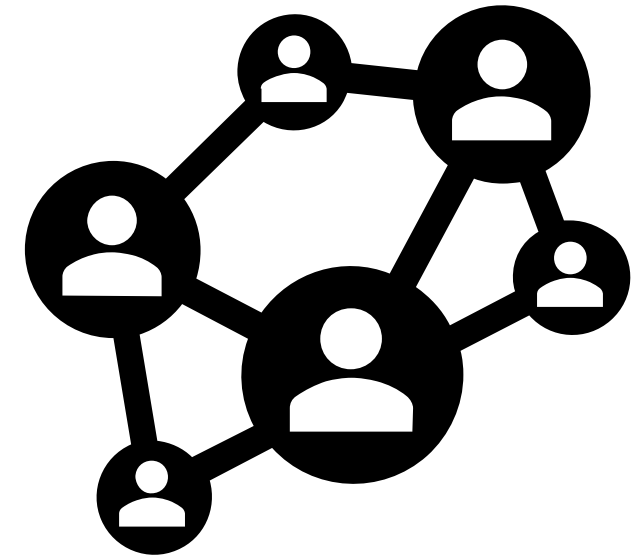
MPC LOGISTICS

- Wednesday evening meetings, frequency TBD
- Agendas will include presentation of work in progress, discussion of key topics and public outreach efforts
- Plymouth is big – suggest holding some MPC meetings in different locations throughout town



MPC ROLE: GETTING THE WORD OUT

- Share promotional flyers via email and/or distributing print copies
- Share social media posts with networks
- Encourage neighbors and friends to participate in-person and online
- Be an ambassador for the planning process and resulting plan



HEARING FROM YOU

- What are the **best aspects** of Plymouth today?
- What **future opportunities** should the planning process consider?
- What **challenges** is Plymouth facing?



CHARTING OUR FUTURE TOGETHER

KICKOFF VISIONING FORUM

JUNE 20 AT 6PM

PLYMOUTH SOUTH MIDDLE SCHOOL