

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered on a white background.

Envisioning Future Holliston Survey Summary

September 14, 2022

Table of Contents

- How we got here
- Survey Timeline and responses
- Summary for 11 sections (averages and long answer summaries)
- General question review
- Recommendations for next steps
- Thank you!

Who/What is Envisioning Future Holliston?

- Comprehensive Long-Range Planning Committee was created at Town Meeting in May of 2021 via Citizens petition.

ARTICLE 35. CREATION OF A COMPREHENSIVE LONG RANGE PLAN
COMMITTEE SPONSORED BY: Citizen's Petition To see if the town will vote to authorize the creation of a Comprehensive Long-Range Planning Committee to develop "Envisioning Future Holliston," a Vision Statement, as Phase 1 of a Comprehensive Long-Range Plan that will guide government and other local actions for the next 10 to 15 years and will protect Holliston's assets and character, enhance its quality of life and balance Town needs with the ability to pay, or take any relative thereto.

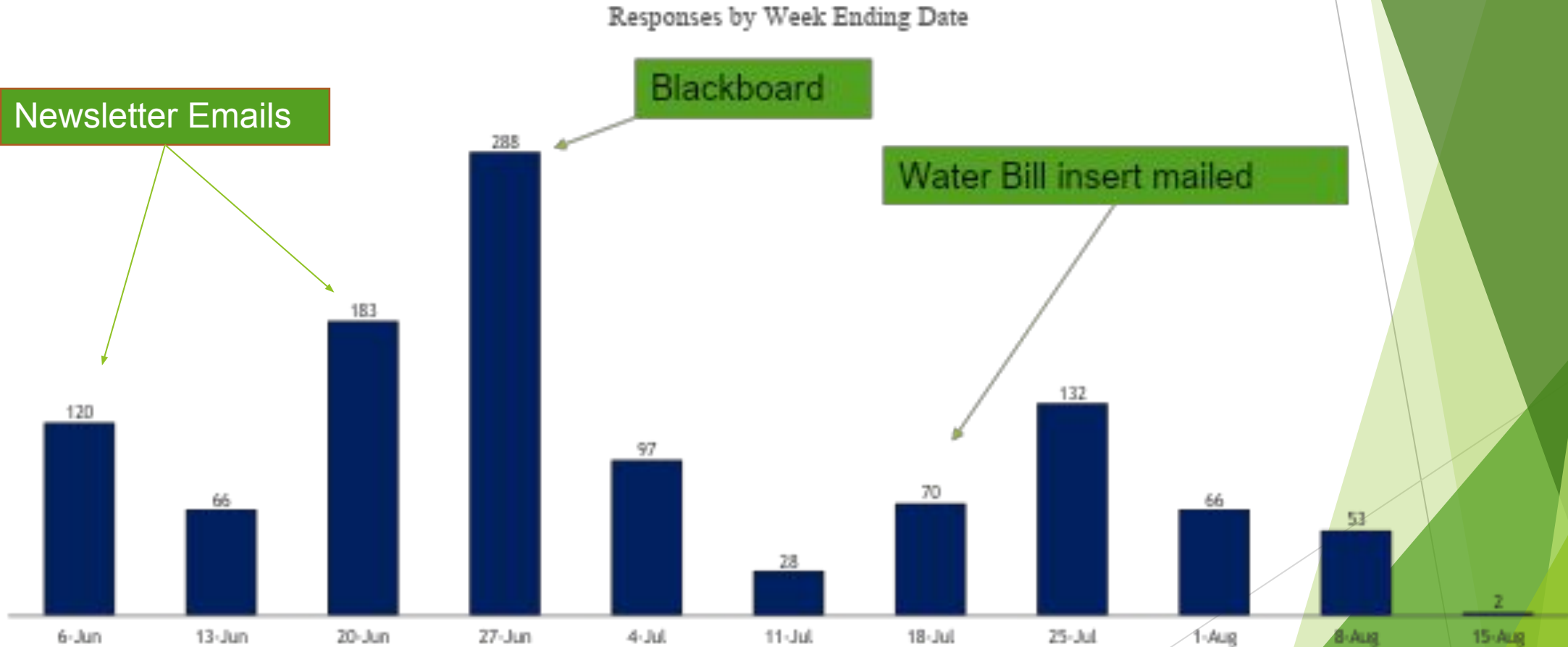
- The committee reports to the Town Administrator
- Name of the group was changed to "Envisioning Future Holliston"
- Go to **[FutureHolliston.com](https://www.futureholliston.com)** or the town website and look for "Comprehensive Long Planning Committee" for more information

More information can be found at: <https://www.townofholliston.us/envisioning-future-holliston-clrpc/pages/mission>

Survey Timeline and Responses

- Town Meeting article May 2021:
- Survey #1: November 2021 – January 2022
 - Analysis can be found at <https://www.townofholliston.us/envisioning-future-holliston-clrpc/pages/findings>
 - Presentation to Town meeting in May 2022: https://www.townofholliston.us/sites/g/files/vyhliif706/f/uploads/clrpc_report_tm_print_version_5.9.22.pdf
- Survey #2 Development: May 2022
 - Open June 2 through August 9
- 1105 Responses or more than 7% of residents
 - 91 Survey questions
 - 8 General questions and 10 Demographic questions
 - Over 5,000 comments over 16 Open answer questions
- Full Survey #2 results can be found:
 - <https://www.townofholliston.us/envisioning-future-holliston-clrpc/pages/surveys>

Responses by Week



A few notes about the Data

- Emails were requested to ensure unique responses
 - Will not be used for any other purpose
- Demographic information was taken to see if the community is represented
 - Most of the information will not be published
 - A few responses needed to be changed due to spelling or clarity (i.e., woman changed to female for consistency)
- Many questions have already been asked in other surveys
 - This survey was meant to get broad representation across groups

How we “analyzed the data”

- Categories of questions are grouped together (Library, Climate, etc)
- Questions that were answered with a scale (between 1 and 5) were averaged.
- Open answers were analyzed for themes by individuals, and the main themes are expressed here
- Raw data will also be published for your reading pleasure (369 pages of data)

Survey #2

Let's review the questions and responses...

1: Environment (Water Resources and Open Space)

<u>Q#</u>	<u>Environment (Water Resources & Open Space)</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q1	Preserving drinking water and air quality, water resources, wetlands, marshlands and natural habitats.	1098	7	4.70
Q2	Preserving public open spaces, beaches, conservation areas and walking trails.	1098	7	4.57
Q3	Promote actively seeking out land acquisitions that protect natural and water resources, and expands open spaces.	1096	9	4.09
Q4	Promote development placement (zoning) that protects water resources and open spaces.	1096	9	4.36
Q5	Preserve agricultural assets (farms) throughout the community.	1094	11	4.11
Q6	Provide well-maintained high quality open spaces, beaches, lakes and conservation areas.	1098	7	4.47

Environment

Zoning and Development

- Public Sewer to promote business growth, especially restaurants
- Stop bringing businesses to town that will impact ground water, increase noise levels and add more big trucks and traffic on our already stressed roadways
- Increasing density zoning in areas that are not environmentally sensitive to reduce sprawl in areas that are
- Prohibit new development and encourage redevelopment

Solar and Alternate Power

- Going Electric for lawn mowers, plows etc
- Increased use of solar panels (eg school parking lots), electric school bus fleet.
- Reduce town carbon footprint by reducing the number of gas hookups allowed for new development
- Solar power in areas that do not impact residential neighborhoods

Water Quality

- Preserve and provide good quality drinking water is the most important
- Drinking water and air quality are my top priorities
- Water resource protection, environmental clean up of known contaminated areas, ban single use plastics, have recycling bins in public spaces, reduce reliance upon fossil fuels

Open Space

- Protect forested areas from becoming developed or cut down
- Look for ways to link open spaces, parks etc with walking, biking trails away from roads.
- Maintain parks, beaches, trails, and farms
- it's not about "preservation" which for cost reasons usually restricts, it's about enabling use

Keeping our scenic roads filled with trees and woods, also supporting the wildlife that lives there.

Formalize sustainability and resiliency plan for the town. We seem to be very tactical with our current approach with no formal overall plan with key milestones and goals.

2: Community Character and Design

<u>Q#</u>	<u>Community Character and Design</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q8	Preserve historic charm, friendly small town feel and safe, quiet neighborhoods.	1102	3	4.25
Q9	Promote the town's history, historic buildings and sites.	1100	5	3.75
Q10	Preserve existing traditions, community events, festivals, parades, and civic and social clubs that encourage social interactions.	1098	7	3.91
Q11	Expansion of community events and festivals.	1100	5	3.55
Q12	Promote inclusivity and diversity.	1097	8	4.08
Q13	Attract more young people and families.	1101	4	3.84
Q14	Promote responsible residential and commercial growth that doesn't overbuild or overcrowd the community.	1097	8	4.30
Q15	Provide improved design standards and aesthetics to new commercial and residential development, especially downtown.	1097	8	3.93
Q16	Promote ways to eliminate or improve blighted, vacant or nuisance properties.	1103	2	4.20
Q17	Provide places for people to gather, a focal point that creates a sense of identity via (May need to scroll to the right to view all choices 1-5) [Blair Square]	1074	31	3.54
Q18	Provide places for people to gather, a focal point that creates a sense of identity via (May need to scroll to the right to view all choices 1-5) [Goodwill Park]	1072	33	3.78
Q19	Provide places for people to gather, a focal point that creates a sense of identity via (May need to scroll to the right to view all choices 1-5) [Stoddard Park]	1074	31	3.72
Q21	Provide places for people to gather, a focal point that creates a sense of identity via (May need to scroll to the right to view all choices 1-5) [Pleasure Point]	1067	38	3.47

Community Character and Design

Promote Responsible Residential & Commercial Growth: #1 “Sewer” for a “downtown that people actually want to spend time in” by allowing for leisure businesses (restaurants, gathering places) & services (indoor rec center, wellness/care facilities). Balance tax revenues for schools, water quality and town upkeep. Promote “Shop Local” and affordable housing, including new builds in existing neighborhoods.

Blight, Vacant or Nuisance Properties: Remove Gulf station & move car “graveyards” off Washington St., replace w/small business, green gathering spaces and/or town services. Improve landscaping & trash at parks, courts/fields & downtown. Enforce bylaws, bury downtown power lines, clean up East Holliston, consider putting Rail Trail under DPW rather than volunteers and modernize/new high school.

Preserve Historic, Small Town Feel and Safe Neighborhoods: #2 mentioned “Sidewalks” for safety, connectivity and in different neighborhoods. Balance progression/infrastructure with small town feel. “Create a Hub”. Expand Rail Trail amenities. Expand parking. Modernize town to better accommodate young families and inclusion of diversity.

For Tweens & Teens - “Drop-in rather than Sign up” places - sports complex with lights, indoor rec center, skate park and family friendly restaurants.
For seniors – Expand senior center, wellness facilities.
For families – Not spend all their time (& \$) in other towns.
For Fido – Dog park.

“Embrace diversity on all accounts and grow with a mindset that encourages all people to live here, not just focused on preserving historically white charm. Also create access points for businesses to participate in town and are not deterred based on out dated infrastructure or lack of sewage.”

3: Housing

<u>Q#</u>	<u>Housing</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q23	Preserve existing programs that promote affordable housing.	1098	7	3.70
Q24	Promote an increase of new, affordable housing development.	1098	7	3.27
Q25	Integrate moderate income housing development into existing neighborhoods.	1098	7	3.19
Q26	Preserve current rate and density of new housing developments.	1084	21	3.35
Q27	Expand assistance programs to keep housing affordable for all residents.	1098	7	3.46

Housing

Existing affordable housing programs and the current rate and density of new housing developments are widely supported.

Financial Impact

- Keeping Holliston's real estate taxes under control is important.
- Bringing in new businesses could provide new revenue. Some suggested that providing affordable housing might cause taxes to rise.
- Preserving property values should be a priority.

Programs

-Young adults and seniors would like an expansion of assistance programs to keep housing affordable.

Integration of moderate housing into existing neighborhoods scored the lowest of housing questions.

Infrastructure

There needs to be more done when it comes to infrastructure, specifically water and sewer.

Trend toward very large domiciles replacing smaller homes does not appear to be popular

4: Town Services

<u>Q#</u>	<u>Town Services</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q29	Preserve a strong commitment to public safety.	1097	8	4.45
Q30	Expand emergency medical services, including EMTs and Fire Department.	1096	9	3.93
Q31	Preserve existing services and facilities provided by the town.	1096	9	4.21
Q32	Provide adequate maintenance of municipal buildings, infrastructure, and other assets.	1101	4	4.22
Q33	Improve town water quality.	1096	9	4.63
Q34	Promote connecting those struggling with mental health and substance use disorders with available social services.	1099	6	4.12
Q35	Provide resource connections with organizations that address food security.	1098	7	4.01
Q36	Develop a prioritization list of future services, facilities and infrastructure needs that balances tax revenues, state/federal aid and long-term planning.	1092	13	4.34
Q37	Provide opportunities for effective and transparent communication with the community.	1098	7	4.31

Town Services

Services

- Increase mental health care service capacity in the town (Youth & Family Services)
- Improve/increase recycling opportunities, improve hours for the Marshall St recycling center
- Better upkeep of the downtown area, better snow removal, better water quality at an affordable price, lower taxes
- Police visibility on secondary /cut throughs during peak morning and evening commutes and more presence downtown as vehicles go through red lights or talking/texting on cell phones

Facilities

- New high school - responses for and against
- Replacement of the DPW/Water facilities (current facilities are beyond useful life and unhealthy work environments for employees).

Organization and Communication

- Break down the silos between elected boards, give Town Admin authority to require cross-boards communication and collaboration
- Do away with town meeting
- Have long term planning and effective communication
- Consolidate all town-owned buildings (outside of first responders' facilities) into a single building. Sell off excess town buildings for residential or retail use with conditions.

Fire Dept and EMT

- Full time fire dept seriously needed, surrounding towns already have
- Do not have a full-time fire department with full time ALS ambulance service is an embarrassment
- Have a full time, fully-staffed, paid emergency services including EMTs and Fire department

Sewer system for downtown. Mental health training for police. Road repair and sidewalks needed.

5: Age Friendly

<u>Q#</u>	<u>Age Friendly</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q39	Preserve Senior Center offering programs, activities, education and socialization for seniors.	1098	7	4.04
Q40	Promote enhanced accessibility and amenities for those with disabilities.	1099	6	4.13
Q41	Provide investment in facilities and services for older residents (i.e. health clinics, transportation).	1097	8	3.93
Q42	Provide more multi-generational programs that reach a wider audience.	1097	8	3.60
Q43	Ability to retire and grow old in Holliston.	1098	7	3.97

Age Friendly: “Planning to Retire In Holliston”

Yes: 374 Respondents (34%)

Love Holliston	39%
Already retired here	30%
Family here	12%
Ambience/Small town feel	12%
Other	7%

No: 238 Respondents (22%)

Property and State taxes	35%
Cost of living	22%
Prefer different region	13%
Weather	8%
Lack of amenities	7%
Housing	3%
Other	12%

Maybe/Don't know: 487 Respondents (44%)

Undecided

Too early to consider

Note: Only 20% of respondents indicated a reason.

Age-Friendly

Improve Senior Programs

- Expand free or affordable programs
- Tax relief for seniors
- Make town “age and dementia” friendly
- Make bike riding safer

Sidewalks and Walkability

- Serious problem for everyone, esp. seniors
- Build sidewalks throughout town
- Increase walkability from senior living facilities
- Plowing more sidewalks in winter

Youth Programs

- Combine Senior Center with another facility for multi-generational activity
- More inter-generational activities
- More activities for school age children
- Create a teen center
- Attract young families with indoor athletic facility

Senior Center

- Facility compares poorly to surrounding towns
- Remote location discourages participation
- Combine with another building for efficiencies
- Increase funding
- Should be more multi-generational

6: Climate Resiliency & Sustainability

<u>Q#</u>	<u>Climate Resiliency & Sustainability</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q47	Promote planning and mitigation to address impacts related to a changing climate.	1094	11	3.91
Q48	Promote waste reduction, reuse and recycling.	1100	5	4.21
Q49	Promote reduction in energy consumption and vehicle emissions.	1096	9	3.93
Q50	Promote energy efficiencies and renewable sources of energy.	1095	10	4.11
Q51	Provide public outreach and education on energy conservation and opportunities.	1100	5	3.78
Q52	Promote investment or seek commercial partners for EV charging stations.	1099	6	3.55

Climate Resiliency and Sustainability

Solar

- Projects including large developments, placing over parking, or encouraging home use

Trees

Planting trees and more green spaces throughout town

Trash and recycling expansion

- More options for recycling, especially items like Styrofoam

Reduction of fossil fuel use

- Including alternatives such as EV -charging stations, traffic lights causing emissions in downtown

More education on programs and opportunities, protection of water resources, cost management for any solutions, leave it to state & federal actors and a few people said this was not a real problem.

7: Economy

<u>Q#</u>	<u>Economy</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q54	Promote support for existing small businesses.	1097	8	4.33
Q55	Ensure agricultural space is actively used for its intended agricultural purpose.	1099	6	4.09
Q56	Utilize town resources (i.e. money, public space, utilities) to support existing, qualifying businesses from closure or disruption.	1095	10	3.52
Q57	Preserve the current residential/commercial tax base ratio of 87% / 13% to retain the character of the town.	1078	27	3.13
Q58	Expand the commercial tax base to benefit municipal services, schools and affordability.	1084	21	3.94
Q59	Proactively attract new, small businesses that will diversify or expand local goods and services offered.	1096	9	4.20
Q60	Proactively attract new, sustainable corporations to expand goods, services and job opportunities.	1094	11	3.90
Q61	Expand town sewer to downtown (Washington/Central) to diversify business, wellness and municipal offerings.	1094	11	4.00
Q62	Ensure town industrial parks are at or near full capacity with tenants.	1091	14	3.71
Q63	Utilize incentives (i.e. rezoning, tax rate adjustments) to attract new businesses and expand commercial tax base.	1094	11	3.57
Q64	Enhance enforcement mechanisms to address commercial property neglect, blight, nuisance, noise, and/or pollution.	1096	9	4.17

Economy

New Business and Economic Development

- Holliston needs a more proactive, professional and systematic approach to economic development, in particular to attract new business to town.
- Attract more new business, with preference for small and mid-sized. More locally relevant business, like restaurants, shopping, entertainment, to become a destination for Holliston residents, neighbors and visitors
- Maintain Holliston's historic charm and character: most commenters are proponents, often mentioning the "small town feel". However, the survey also shows that there are different views on what people mean by "Holliston's character" and what the town's culture should be going into the future.
- Protect the local environment to ensure continued quality of life and long-term sustainability of any development while minimizing potential adverse impacts.

Sewerage

- Most support the downtown sewer expansion
- Some raise concern about its cost and unequal access
- Some support for town-wide sewer

Taxation

- Reduce taxes by:
- Attracting new business
- Being more fiscally responsible

Downtown

- Needs new commercial development, mobility and design improvements
- Some residents commented that the town also needs to focus on developing other areas beyond downtown

Additional themes included the need to support existing business, improve traffic management and invest in the schools.

8: Connectivity and Mobility

<u>Q#</u>	<u>Connectivity & Mobility</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q66	Preserve existing nature paths and trails.	1095	10	4.55
Q67	Promote traffic safety by managing congestion and reducing speed.	1096	9	4.10
Q68	Promote traffic safety improvements, pedestrian and bicycle accommodations for downtown, Central Street and schools.	1097	8	4.17
Q69	Promote easier and expanded access to the regional bus service programs.	1094	11	3.36
Q70	Provide more pedestrian and bicycle infrastructure (i.e. sidewalks, bike lanes and shared use pathways).	1095	10	3.83
Q71	Provide improved connection between existing trails and destination locations (i.e. Central Street).	1093	12	3.82
Q72	Provide adequate funding for road maintenance and drainage programs.	1097	8	4.31
Q73	Improve access to centralized, municipal parking lots with pedestrian connectivity to downtown businesses and rail trail.	1096	9	3.67

Connectivity and Mobility

Maintenance

- Roads must be properly maintained and plowed as well as sidewalks.
- Sidewalks need to be added because they are crucial to child safety when walking to school.

Traffic

- Traffic volume and the downtown lights
- Suggestions for sign locations
- Enforcement of speed limits especially where children are present.
- Highland/Prentice intersection pointed out before new signage.

Bus Service

- Regional bus service is rated important by both seniors and young adults.

Holliston Rail Trail

- High praise as an asset to Holliston
- Request to pave rail trail
- Requests for safe access (sidewalks) to trail from various points – Queens, Locust St, South St, Norfolk St

Existing paths and trails are very popular and should be preserved.

9: Public Recreation

<u>Q#</u>	<u>Public Recreation</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q75	Preserve existing recreational programs and camps.	1095	10	4.14
Q76	Preserve existing parks, playgrounds, beach facilities, golf courses and conservation areas that offer walking, hiking and biking trails.	1095	10	4.49
Q77	Promote expansion and protection of conservation areas and trails.	1095	10	4.18
Q78	Explore commercial partnerships to expand year round recreational opportunities (i.e community center, after-school).	1093	12	3.98
Q79	Promote entertainment options (i.e. farmer's markets, food trucks, outdoor festivals, kids theater, animal shows).	1096	9	4.07
Q80	Provide well-maintained recreational facilities and conservation trails.	1096	9	4.39
Q81	Preserve existing access to water through public boat launches, beaches, and town ways to water.	1095	10	3.98
Q82	Provide improved water quality to maintain swimming, fishing and water recreation (kayaking, canoeing) of Lake Winthrop.	1093	12	4.34
Q83	Improving conditions of the town's athletic fields.	1090	15	3.83

Public Recreation

Athletic Fields

- Improve maintenance of existing fields - Many comments identified the fields and parking lots as embarrassing, neglected, and in need of major maintenance. This included public as well as school fields.
- Upgrade existing fields – Comments suggested improved lighting, safety features (such as AEDs), and trail access to fields.
- Additional fields – Comments recommended more fields for multi sport teams, better facilities, and ideas around being able to charge / profit from hosting sporting events.

Lakes and Beaches

- Maintenance and upkeep, water quality improvements, and general care of the lakes, as well as restrooms (care of and lack of availability).
- Citizen access – Several comments questioned the cost of access and expressed a desire for prioritizing access by Holliston residents
- Additions – Several comments suggested additions such as water stations, more racks for watercraft, and facilities improvements.

Facility Additions / Upgrades

- Additions – Many comments requested additions including bathroom facilities to be added to existing recreation locations and parks, expanded tennis (and pickleball) courts, and new trails / sidewalks to access existing facilities
- New – New facility requests include a community pool (very popular overlap), a community center, and indoor sport/activity facilities. Several statements noting a lack of options for youths.
- Overlapping - A notable overlapping theme included many requests for more playgrounds.

Additional requests included more community activities, dog friendly areas, expansion of golf club offerings.

10: Schools & Education

<u>Q#</u>	<u>Schools & Education</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q85	Provide educational, technological, professional and infrastructure standards in our K-12 public schools that align with surrounding towns.	1085	20	4.48
Q86	Promote child and teacher safety.	1096	9	4.56
Q87	Promote investments and partnerships which improve school rankings and student performance.	1086	19	4.37
Q88	Preserve high quality vocational training at the Keefe Regional Technical School and Norfolk County Agricultural School.	1093	12	4.12
Q89	Promote a balanced working relationship with our teachers, administrators and educational partners.	1088	17	4.34
Q90	Promote integration of after school programs into the overall community.	1088	17	4.03
Q91	Explore a plan for renovation or replacement of high school.	1087	18	3.85
Q92	Improve technology access, interactive software and reliable hardware for K-12 public schools.	1093	12	4.18
Q93	Ensure safe, well-maintained recreational facilities, playgrounds, fields, courts and parking lots.	1089	16	4.36
Q94	Administrators communicate prioritization of future updates, needs and desired programs to enhance student and teacher outcomes.	1081	24	4.13
Q95	Promote expansion of educational opportunities for all ages (including Adult programming)	1087	18	3.82
Q96	Preserve arts and educational programs provided by senior center, historical society, private and religious institutions.	1089	16	3.85

Schools and Education

Facilities

- Need new high school
- Facilities need upgrades and maintenance

Safety, Social Emotional Learning and Diversity

- Ensuring that students had a safe and supportive environment that also fostered and encouraged diverse offerings.

School Rankings

- HPS schools are not ranked as highly compared to other towns.
- Rankings have been slipping

Teachers

- Better pay
- Hire more teachers

Supporting the arts, special education, languages and sports. Better cost management of schools. More communication from the schools. Several comments indicating the importance of schools in the community.

11: Library

<u>Q#</u>	<u>Library</u>	<u>Responses</u>	<u>Skipped</u>	<u>Average</u>
Q98	Preserve public library facilities, programs, materials and activities.	1093	12	4.35
Q99	Promote libraries as education centers.	1093	12	4.13
Q100	Modernize library facilities to accommodate changing generational needs and ways information is acquired:	1094	11	4.07
Q101	a. Serve as a multi-generational meeting place.	1090	15	3.75
Q102	b. Promote and expand a variety of activities for young children.	1087	18	3.93
Q103	c. Allow for rental of rooms/space for residents and town businesses.	1087	18	3.65
Q104	Pursue potential alternative spaces for a library.	1085	20	3.10

Library

Highlights

- Library is perfect, a gem, amazing through COVID with curbside pick up or home delivery
- Great partnership with Minuteman library network for books, e-books, and audiobooks
- Nice meeting space for town groups (e.g., Girl Scouts)
- Great programs: e.g., One Book, One Holliston (community read)
- Existing space is fine because of all the network services
- A few question the purpose of the library bearing in mind current online access to materials; libraries are obsolete

Ideas for Change

- Hold performances and art exhibits
- Combine with senior center for a community building with library, pool, gym, gathering space
- Create workspaces for people or companies working from home
- Create state of the art conference rooms for rental
- Lend items like tools, boats, cross-country skis
- IT help to residents setting up new devices or installing a program

Suggested improvements

- Should expand
- Fix parking issues
- Fund Sunday and longer evening hours
- More programming for teens and children
- Expand children's area
- Promote programs more widely

Location

- Most comments supported keeping library in center of town
- Easily walkable for students
- Architecturally significant since it's a Carnegie library
- Should be near trails, parks, playground and pedestrian foot traffic
- Use other buildings if need to for library functions
- Central location not important—we drive most places

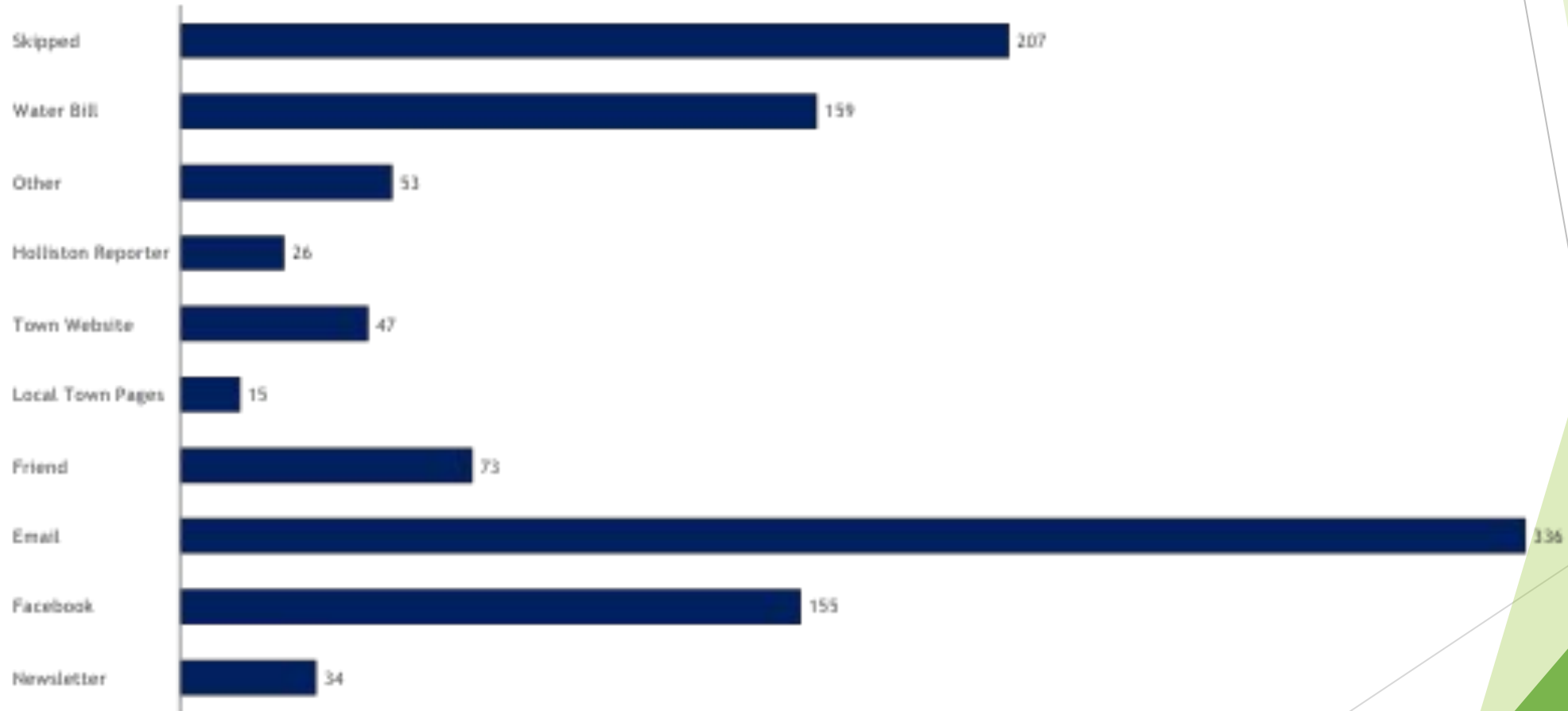
Coffee shop in library? Drag Queen Story Hour

General Questions

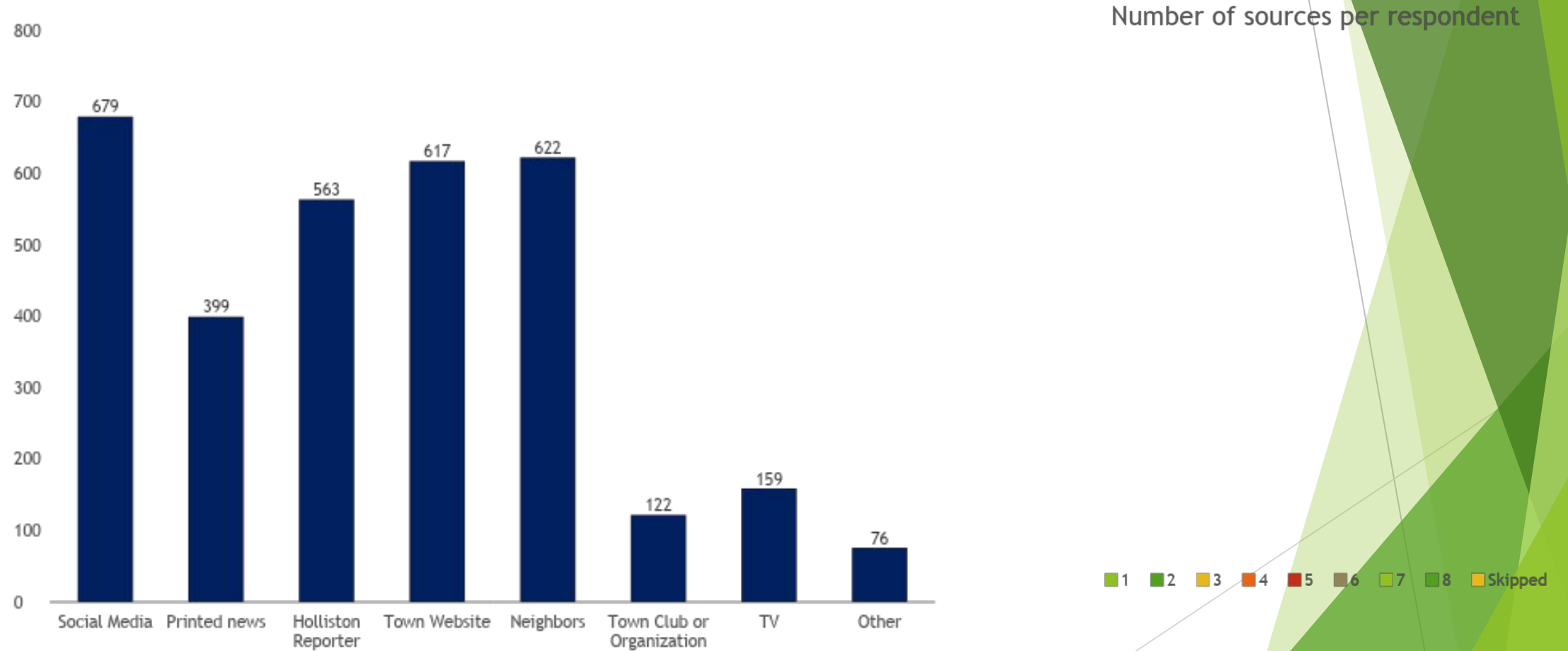
<u>Excluding the direct impact of COVID, my quality of life in Holliston is:</u>		
Better than it was 5 years ago	178	16%
The Same as it was 5 years ago	557	50%
Worse than it was 5 years ago	159	14%
Don't know/ Have not been here that long	161	15%
Skipped	50	5%
<u>Are you satisfied with the structure of Holliston's government?</u>		
Responses	1077	
Skipped	28	
Sum	3516	
Average	3.26	
<u>Do you think the town is better served by a 3-person or 5-person Select Board?</u>		
3- Person (current)	167	15%
5- Person	547	50%
Does not matter/don't know	375	34%
Skipped	16	1%
<u>How many Town Elections have you voted in the last 5 years?</u>		
zero	231	21%
one	120	11%
two	186	17%
three or more	549	50%
Skipped	19	2%

<u>How many Town Meetings have attended in the last 3 years?</u>		
zero	545	49%
one	210	19%
two	178	16%
three or more	157	14%
Skipped	15	1%
<u>Do you participate in a local organization or sit on a town board/committee?</u>		
Yes	228	21%
No	732	66%
Have in the past	130	12%
Skipped	15	1%
<u>Have you attended a board/committee meeting via zoom or in person in the past year?</u>		
Yes	526	48%
No	500	45%
Have in the past	66	6%
Skipped	13	1%

How Did You Learn About this Survey?



How Do You Get News About Town?



If You Do Not Attend Town Meeting, Why not?

Time

- Takes too long,
- Too late in the day
- Conflicts with work

Communication

- When the meeting is taking place
- What is on the agenda
- Having an opportunity to ask questions

Child Care

- One or both parent/guardians cannot attend because child-care is needed

Irrelevant

- Voice does not matter
- Items are already decided
- Many people speak to hear themselves talk
- Voices do not represent expertise.

Some are unaware that Town Meeting exists; (COVID and being new to town)

What Changes (if any) Would You Make to the Government in Holliston?

Town Meeting

- Relic
- Needs to be easier to understand and participate in
- Better communication about topics

Communication

- With residents
- Between boards

Size of Select Board

- Expand the Select Board to 5 Members

Town Administrator

- Change the role from “Administrator” to “Town Manager”

Other items: keeping virtual meetings, seeing the town move forward, and a more regulated Finance Committee

Given Potential Financial Constraints, What Areas of Improvement Would You Like the Town to Prioritize in the Next 3 Years?

Schools

- New High School

Infrastructure

- Water
- Sidewalks
- Roads
- Reducing traffic

Business Development

- Downtown and commercial tax base expansion
- Add sewers

Environment, Parks, and Preserving Open Space

- Maintaining existing resources

Fire/EMS improvements, Community Center, reducing taxes

Closing Comments

Thanks

- Asking for input and the work done by volunteers

Progress

- Town moving ahead and modernizing
- Keeping up with other towns

Survey comments

- Did not know about the first survey
- Hoping to see the results;
- Some of the questions were misleading or confusing

Business

- Looking to attract more businesses, especially downtown

Other Items of Note: Awareness of financial constraints in making decisions, planning ahead, new High School, infrastructure improvements (sewers, roads, and sidewalks), keeping the small town feel

Respondent Demographics

<u>Ages</u>		
18 or under	10	0.9%
19 - 24	5	0.5%
25 - 34	70	6.3%
35 - 44	274	24.8%
45 - 59	359	32.5%
60 - 74	273	24.7%
75 or over	101	9.1%
Skipped	13	1.2%
<u>Gender</u>		
Female	592	53.6%
Male	388	35.1%
Two residents completed	2	0.2%
Skipped/Other	123	11.1%
<u>How long have you lived in Holliston?</u>		
Less than 5 years	204	18.5%
5 - 10 years	217	19.6%
11 - 20 years	191	17.3%
More than 20 years	481	43.5%
I do not live in Holliston	2	0.2%
Skipped	10	0.9%
<u>Do you own or rent your home?</u>		
Own	1064	96.3%
Rent	22	2.0%
Skipped	19	1.7%

<u>Do you have children under the age of 18 in your home?</u>		
Yes	526	47.6%
No	553	50.0%
Skipped	26	2.4%
<u>Do you own or manage a business in Holliston?</u>		
Yes	92	8.3%
No	985	89.1%
Skipped	28	2.5%
<u>Did you take survey #1?</u>		
Yes	438	39.6%
No	603	54.6%
Skipped	64	5.8%
<u>What is your ethnicity?</u>		
White Non-Hispanic	734	66.4%
Asian	30	2.7%
Hispanic	10	0.9%
2 or More	7	0.6%
Other	12	1.1%
Skipped	312	28.2%

Challenges

- The survey had an excellent response rate (1105 responses with 15,411 residents),
- Several groups that had statistically low response rates
- People often responded that most questions were important (4 or 5), so the scale is skewed toward greater importance

Next Steps

- Sharing data with relevant stakeholders throughout town (boards and departments)
- Build and share the vision document
- Comparing existing strategic plans and by-laws with vision
- Recommendation to Town Meeting: what do we need to finish these tasks?
- Does this group continue or is it dissolved?
- Creating recommendations on how to improve the survey for the next time (5 years from now or 2027)

Contributions

- **Original Town Meeting Article:** Mary Greendale
- **Committee members:** Peter Eagan (Council on Aging), Diane McDermott-Roy (Housing Trust), Barbara Peatie (Planning), Glenn Brown (Economic Development), Joshua Mann (Board of Health), Stacey Raffi (Schools), Matt Putvinski (Youth and Family Services), Ken Henderson (Rail Trail), Steve Bigelow (Parks and Recreation), Ann Marie Pilch (Conservation), Rich Rosenberry (Sustainability), Lixy Carey (Open Space), Frank Chamberlain (Historical), Sue Nersessian (Finance), Ben Sparrell (Select Board). Patricia Boyd (NV), Damon Dimmick (NV). (Library trustees and Public works are open seats)
- **Town Meeting Presentation**_(May 2022): Ken Henderson, Matt Putvinski, Stacey Raffi
- **Draft Vision:** Kathleen Buckley (Assistant Town Administrator), Diane McDermott-Roy, Stacey Raffi
- **Survey Development:** Barbara Peatie, Glenn Brown, Lixy Carey, Ben Sparrell
- **Survey Analysis:** Peter Eagan, Barbara Peatie, Glenn Brown, Rich Rosenberry, Patricia Boyd, Damon Dimmick, Victoria Sadlovska (NV), Ben Sparrell
- **Survey Presentation:**_Ben Sparrell, Stacey Raffi, Patricia Boyd, Barbara Peatie, Peter Eagan
- **Town meeting Presentation** (October 2022): ?

□ NV is “Non-voting” volunteer who contributed.

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central text is set against a white background that is framed by these green shapes.

Envisioning Future Holliston Draft Vision



Like Holliston's historical 8 Arch Bridge, our vision is the path from the past to the present and towards the future. The arches represent the values that we hold: Holliston is and should continue to be a great place to LIVE, WORK, PLAY, LEARN, and CREATE.

We want Holliston to be:

- **An attractive, affordable, agricultural, and inclusive small-town community with a clean, healthy environment.**
- **Town that provides excellent education.**
- **Town with a strong economic base with diverse business interests.**
- **Community with civic minded residents who value civil discourse.**
- **Town with picturesque locations for exercise, leisure and socializing**
- **Home to the arts.**

A Great Place to LIVE

As a great place to LIVE, Holliston is a Town that...

- Celebrates its rich history through many community events.
- Improves and protects its unique natural environment, water resources and open spaces; and maintains the “small town” feeling.
- Supports local farms and agriculture.
- Enjoys and values a strong sense of community that fosters belonging and inclusivity.
- Is aesthetically pleasing with attractive residential developments, commercial corridors and historic districts.
- Offers quality housing.
- Is a **safe place to live with high quality municipal services, facilities and infrastructure.**
- Cares for the more vulnerable members of the community.
- Communicates effectively and transparently.
- Offers robust senior services and facilities.
- Minimizes adverse impacts on the environment through planning and mitigation.

A Great Place to WORK

As a great place to WORK, Holliston is a Town that...

- Has a thriving, diverse economy with a variety of quality job opportunities and businesses.
- Promotes our quaint, picturesque, and historical landscape.
- Protects the environment while promoting economic development.
- Is business friendly.
- Embraces walkability, bike ability and public transit access.

A Great Place to PLAY

As a great place to PLAY, Holliston is a Town that...

- Has an abundance of recreational opportunities, programs and entertainment for all ages.
- Has opportunities to socialize through civic/social clubs, volunteerism and community events.
- Appreciates our volunteers and opportunities for neighbors to care for neighbors.
- Offers public access to beaches, miles of rail trail access, and natural resources for recreation.

A Great Place to LEARN

As a great place to LEARN, Holliston is a Town that...

- Has an innovative mindset in our schools that allows educators to feel empowered to design personalized learning experiences for students.
- Supports our educators so they feel confident to take risks, work together for students, and create learning experiences that encourage student agency and self-discovery.
- Strives for educational excellence and well-maintained public-school facilities in a cost-effective way.
- Provides opportunities for life-long learning.
- Has modernized facilities (this could be library, rec center, senior center) that offer a variety of activities and programs for all ages.

A Great Place to CREATE

As a great place to CREATE, Holliston is a Town that...

- Supports the Arts in all forms.
- A vibrant cornerstone of the community that inspires and fosters expression.

Recommendation for Fall Town Meeting 2022

ARTICLE __: REPORT OF “ENVISIONING FUTURE HOLLISTON”

SPONSORED BY: CLRPC

To hear a report of the Comprehensive Long Range Plan Committee, also known as Envisioning Future Holliston, at which point the original charge will have been fulfilled and the Committee shall be disbanded in its current form, or take any action relative thereto.

CLRPC COMMENTS: Presentation at Town Meeting.

ARTICLE __: UPDATE TO ENVISIONING FUTURE HOLLISTON CHARGE

SPONSORED BY: Town Administrator

ESTIMATED COST: _____

To see if the Town will vote to approve the charge and makeup of the revised Envisioning Future Holliston Committee, to be a 7 member Committee appointed by the Town Administrator, with up to 5 associate members, for the purpose of representing the community in an engagement with a consultant to develop a Town-wide Strategic Plan, using data from Envisioning Future Holliston's surveys and existing departmental strategic plans, and further to raise and appropriate or transfer from available funds \$ _____ for strategic planning initiatives; or take any action relative thereto.

TOWN ADMINISTRATOR COMMENTS: The original Town Meeting vote (Art. ____ Annual Town Meeting May 2021) that established the Comprehensive Long Range Planning Committee, or Envisioning Future Holliston, directed the group to report back to a future Town Meeting with its findings. That report was accomplished under Article __ above. This article asks that Town Meeting reduce the size of the group for ease of meeting the necessary quorum to do business, and amend the charge of the group as the community's selected volunteers that will interface with a 3rd party consultant for a Town-wide Strategic Planning initiative. The 3rd party consultant will be tasked with using the survey data from Envisioning Future Holliston's 2nd survey, with over 1,100 responses, and taking existing Strategic Plans from the Holliston Public Schools, Police Department, Parks & Recreation, and many more, to put together a cohesive and comprehensive Strategic Plan for the Town.

Thank You!