

Vision-Funding Matrix

The matrix on the following page shows the results of the survey on two axes.

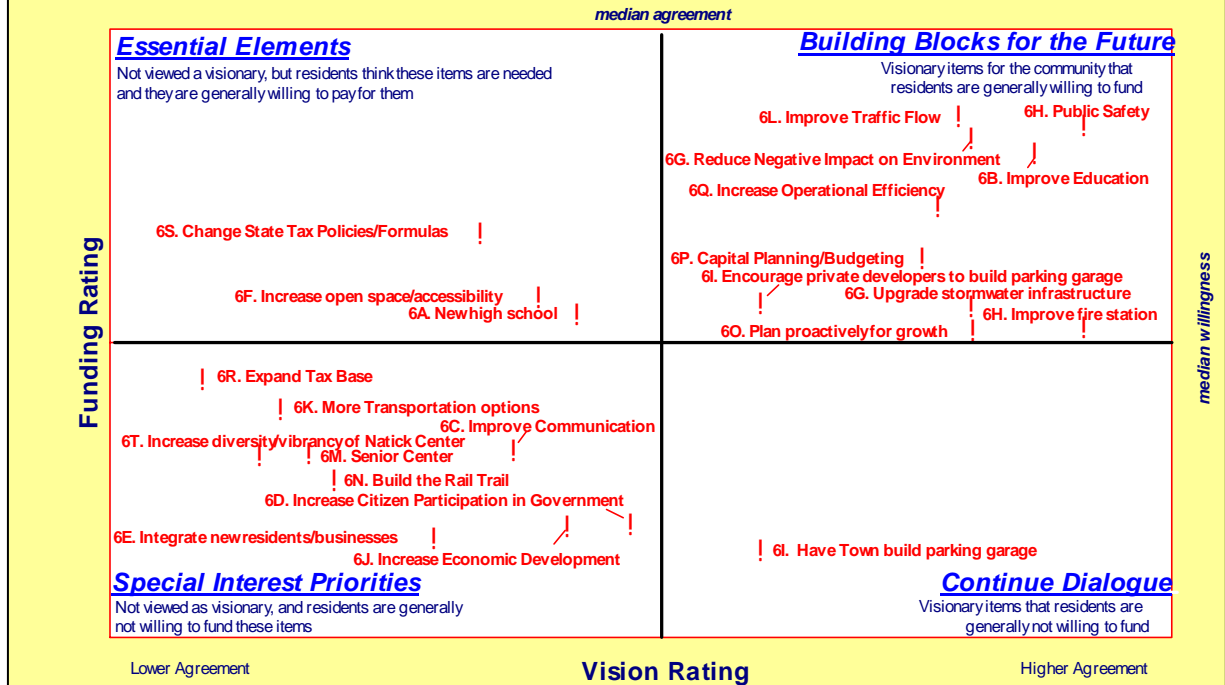
- **Horizontal Axis (Vision).** The percentage of residents who thought the Town should implement each of the strategic planning initiatives is plotted on the horizontal axis. Items to the left of the matrix had a lower level of agreement about implementing the initiative than those on the right side of the matrix.
- **Vertical Axis (Funding).** The percentage of residents who were willing to fund each of the strategic planning initiatives is plotted on the vertical axis. Items in the top half have higher support for funding than those at the bottom of the matrix.

The four quadrants reflect the priority that the Town should place on the implementation of each initiative. Each quadrant is briefly described on the following pages:

- **Upper Right - Building Blocks for the Future.** Items in the top two quadrants should receive the highest priority for implementation. The items in the upper right quadrant should be the items that provide the foundation for the vision that is developed for the strategic plan. These items have high vision and high funding ratings.
- **Upper Left - Essential Elements.** The items in the upper left quadrant are initiatives that residents generally see as being necessary, which is the reason that they are willing to fund them, but these items should not be the cornerstone of the strategic plan. These items are not viewed as “visionary.”
- **Lower Right – Continue Dialog.** The items in the lower right quadrant are initiatives that residents think are good ideas (high level of agreement), but they are not currently ready to fund these items. The Town should continue discussing these initiatives and try to identify alternative sources of funding.
- **Lower Left – Special Interest Priorities.** The items in the lower left quadrant are initiatives that residents are less willing to fund and there is less agreement with “visionary” element of these initiatives. Most of the items in this quadrant will be supported by special interest groups in the community. While continued discussion is appropriate, it is less likely that the community will support large financial investments in these areas in the near future.

Natick Strategic Planning Vision-Funding Assessment Matrix Random Sample Only

(points on the graph show deviations from the median agreement (Q6) and willingness to pay (Q8) ratings given by respondents to the survey)



Vision-Funding Rating

The Vision Funding Rating (VF Rating) was used to objectively rank the priority that should be placed on the implementation of each of the 23 initiatives that were assessed on the survey. The VF Rating table on the following page shows the relative priority that should be placed on each of the items as described below:

- **Top Tier.** These items had VF Ratings of from 0-15. All of the items identified as Top Tier priorities were also located in the upper right quadrant of the Vision-Funding Assessment Matrix.
- **Middle Tier.** These items had VF Ratings of from 16-30. Four of the seven items identified as medium/long-term priorities were located in the upper right quadrant of the Vision-Funding Assessment Matrix. Two of these items were located in the upper right quadrant. Three were located in the upper left quadrant and two were located in the lower left quadrant.
- **Lower Tier.** These items had VF Ratings of 31 or more. All of these items were located in the lower half of the Vision-Funding Assessment Matrix.

Vision-Funding Assessment Rating

2007 Natick Strategic Plan

Community Survey Results: Random Sample

Q#	Initiative Description	Vision: Q6 (Agree %)*	Vision Rank	Funding: Q8 (Willing %)**	Funding Rank	Vision- Funding Rating***	VF Rank	VF Matrix Quadrant
Top Tier of Priorities for the Strategic Plan (VF Rating 0-15)								
6h/8m	Maintain public safety commensurate with growth	91.2	1	78.4	2	3	1	UR
6l/8u	Traffic flow on routes 9,27 and 135 need improvement	83.3	5	79.4	1	6	2	UR
6b/8l	Improve education outcomes for all students	88.1	2	75.3	4	6	3	UR
6g/8c	Reduce negative impacts on the environment	84.1	4	77	3	7	4	UR
6q/8f	Increase the Town's operational efficiency	82	6	69.6	5	11	5	UR
6h/8r	Improve West Natick fire station	91.2	1	56.5	12	13	6	UR
6p/8e	Improve Town's capital planning and budgeting process	81	7	63.9	7	14	7	UR
6g/8q	Make upgrades to stormwater infrastructure	84.1	4	58.7	10	14	8	UR
Middle Tier of Priorities for the Strategic Plan (VF Rating 16-30)								
6o/8j	Plan proactively for growth	84.2	3	56.1	13	16	9	UR
6i/8d	Provide downtown parking through encouraging private developers	70.8	8	59.1	9	17	10	UR
6s/8h	Work to change State tax policies/formulas	53.1	14	66.7	6	20	11	UL
6f/8p	Increase open space and accessibility	56.8	12	59.7	8	20	12	UL
6a/8o	Natick should build a new high school	59.2	10	57.9	11	21	13	UL
6c/8k	Town should improve communication with citizens	55.2	13	43.1	16	29	14	LL
6d/8a	Increase citizen participation in government	62.6	9	35.1	20	29	15	LL
Lower Tier of Priorities for the Strategic Plan (VF Rating 31+)								
6i/8s	Have Town Provide downtown parking	70.8	8	32.3	23	31	16	LR
6j/8n	Increase economic development in Natick center	58.6	11	34.9	21	32	17	LL
6k/8t	More Transportation Options	40.5	18	47.6	15	33	18	LL
6r/8g	Expand Town's base tax by encouraging development	35.6	20	50.8	14	34	19	LL
6m/8v	Build a senior/community center	42.3	17	42.8	17	34	20	LL
6n/8w	Build the Rail Trail	43.9	16	39.9	19	35	21	LL
6t/8l	Increase diversity/vibrancy of Natick Center	39.2	19	42.6	18	37	22	LL
6e/8b	Integrate new residents and Rte 9 businesses	50.2	15	33.6	22	37	23	LL

Notes:

***Agreement %** reflects the percentage of residents who agreed or strongly agreed with the item

****Funding %** reflects the percentage of residents who were somewhat or very willing to fund the item

*****Vision-Funding Rating** is the sum of the (Vision Rank) and the (Funding Rank)

VF Matrix Quadrant refers to the quadrant the item was shown on the matrix (UL=upper left, UR=upper right, LL=lower left, LR=lower right)