Natick 360
Honoring Our Past. Planning Our Future.

Joint Boards and Committees Meetings
April 3, 4 and 5 ✳ 7:00-9:00 p.m.
Schools Training Room, Town Hall, 3rd Floor

Purposes of the Meeting
1. To write potential goals for the next five years (FY2008-09 – FY2012-13) for each focus area
2. To list potential policies, programs and projects that will address those goals.

Next Steps
- Consultant consolidate the three joint meetings' results into a draft Strategic Options report.
- SPOC members work with boards and committees to review draft Strategic Options report.
- Town Staff will develop costs under the consultant's guidance.
- Consultant integrate the cost information into the Strategic Options Report.
- SPOC members work with boards and committees to accept Strategic Options report by May 4.
- SPOC members share the accepted Strategic Options with the public (education campaign).
- The public develop input on priorities in person June 8-10 at the Strategic Options Workshops, or through a web survey from mid-May to June 10.

Handouts Included in This Package
1. Guidelines and examples for good potential goals and policies, programs and projects.
2. Lists of some change verbs, product verbs and process verbs.
3. Summary of preliminary input from Board and Committee Members, organized by focus areas.
4. Raw preliminary input from Board and Committee Members, organized by focus areas.
5. A summary of preliminary input from the Public will be available at a later date.

Pre-Work
Please read all of these materials in advance, and come to the meeting with your ideas for:
1. Two or three Goals for each Focus Area; and
2. Two or three Policies, Programs, and/or Projects for each Goal.

Process: 2 Hours
- Overview of the process
  - Purposes of the meeting
  - The task: Write potential goals and policies, programs and projects for each focus area.
  - Process: Four small groups will each address one focus area, then report to larger group, get feedback, gain consensus, and return to small groups to tackle a second focus area.
- Assignment for one focus area:
  - Write two or three potential goals that, when achieved, would move Natick toward its vision.
  - Write two or three policies, programs or projects that would help Natick achieve each goal.
- Return to the larger group and share your work.
- Discuss: "What I like" about the group's work, and "How to" improve it to develop consensus.
- Repeat exercise for the remaining focus areas.

Guidelines for Good Potential Goals and Policies, Programs and Projects

Goals move Natick toward its Vision (fills a gap between where we are now and where we want to be), and are consistent with Natick's Values.

- Outcome-oriented: focus on results rather than products or processes.
- Generally start with a "change verb;" avoid "product" and "process" verbs (see next page).
- Be specific about what you want to achieve: express in concrete terms whenever possible.
- Be strategic, not tactical or operational: What is the "big issue?"
- Should not be time-bound; time-frames will be addressed later, during prioritization activities.

Examples of potential focus areas, goals, and policies, programs and projects:

Improving Public Education *(focus area)*
- Support learning for all abilities with appropriate facilities *(goal)*
  - Implement total productive maintenance management techniques *(program)*
  - Build a new high school *(project)*
  - Remodel Kennedy Middle School *(project)*
- Improve the quality of instruction in the schools *(goal)*
  - Realign elementary/middle school grades *(policy)*
  - Increase teacher compensation package by (how?), by (how much? a range, percentage, competitive with whom?) *(program)*
  - Broaden elective offerings in Arts, Language, Technical Ed, Sciences, and Advance Placement *(program)*

Improving the town's infrastructure and transportation options *(focus area)*
- Improve the ease of road travel within the town of Natick *(goal)*
  - Implement traffic management techniques on arterials *(project)*
  - Construct north-south bypass *(project)*
- Increase public transportation options *(goal)*
  - Join MetroWest Regional Transportation Authority *(policy)*
  - Increase frequency of local bus routes *(program)*
  - Redesign local bus routes *(project)*

When developing potential policies, programs and projects, remember:

- You are not endorsing this action, you are asking the public what they think about this action.
- Look at each item and determine if it is actionable
- Given everything that we have heard in the different meetings, is there something that we have forgotten to mention?
- The policies, programs and projects need to actionable and will achieve the goals.
  Example for "Increasing civic engagement and leadership" (focus area):
  - "Leadership fatigue" is not actionable
  - "Hold public workshops on Natick Civic Engagement 101" is actionable.
- Be strategic: include the big issues; ignore the minor tasks.

Start with a "Change Verb;" Avoid "Product" and "Process" Verbs

Change Verbs

- to close
- to create
- to decrease
- to degrade
- to destroy
- to diminish
- to eliminate
- to empower
- to enhance
- to eradicate
- to guarantee
- to improve
- to increase
- to lower
- to open
- to prevent
- to protect
- to raise
- to reduce
- to solve
- to stop
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Product Verbs

- to adopt
- to build
- to benefit
- to deliver
- to give
- to invest
- to produce
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-
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Process Verbs

- to prepare
- to process
- to program
- to provide
- to serve
- to write
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