

Natick 360

Honoring Our Past Planning Our Future

Key Informant Workshop February 13, 2007

Some communities allow the future to happen to them. Successful communities recognize the future is something they can create. These communities take the time to produce a vision of the future they desire and employ a process that helps them achieve their goals.

The Community Vision and Strategic Planning Handbook
National Civic League, 2000

Why Strategic Planning?

Benefits achieved through Strategic Planning

- Assemble a rich source of information about the town's history and current condition
- Identify what residents value in the community and their hopes for the future
- Provide information to help boards set priorities and advance collaboration, identifying areas for shared resources and complementary efforts
- Promote Natick as a desirable community for investment and identify areas of leverage to attract additional resources
- Increase public participation and develop a pool of future civic leaders.

Designing Natick 360

- Resources

- *The Community Visioning and Strategic Planning Handbook*, National Civic League, 2000

- Benchmarking – 17 communities

Lexington, MA Richmond Hill, ON Winchester, MA	Fountain Hills, AZ Cambridge, Australia Milton, Ontario	Dedham, MA East Hartford, CT Farmington, CT Arlington, MA	Gawler, South Australia Lexington, SC Newmarket, ON	Payson, AZ Smith Falls, ON Wethersfield, CT Newton, MA
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Overview of Natick 360 Strategic Planning Process

ORGANIZE	OUR COMMUNITY YESTERDAY AND TODAY	OUR COMMUNITY TOMORROW	OUR STRATEGIC OPTIONS	OUR STRATEGIC CHOICES
<ul style="list-style-type: none"> Organize oversight committee and recruit volunteers Hire consultants Publicize the effort 	<ul style="list-style-type: none"> Create a picture of the current Natick Community that will provide context for strategic planning Incorporate state, regional, and town data Interview Key Informants Reach out broadly to get a diversity of views 	<ul style="list-style-type: none"> Create a shared vision for the future of Natick using a community-wide workshop process Identify “strategic focus areas” that will begin to move the community toward that vision 	<ul style="list-style-type: none"> Develop scenarios for action that address each strategic focus area Develop high-level cost estimates for each option Identify opportunities for outside funding 	<ul style="list-style-type: none"> Community expresses preferences for strategic options Backed-up by scientifically sampled community survey Affirmed by Town Meeting vote
	<p>Report: Our Community Yesterday and Today</p>	<p>Report: Our Shared Vision and Values</p>	<p>Report: Our Strategic Options</p>	<p>Report: Natick 360 Strategic Plan</p>

Community Strategic Planning: What's different about Natick 360?

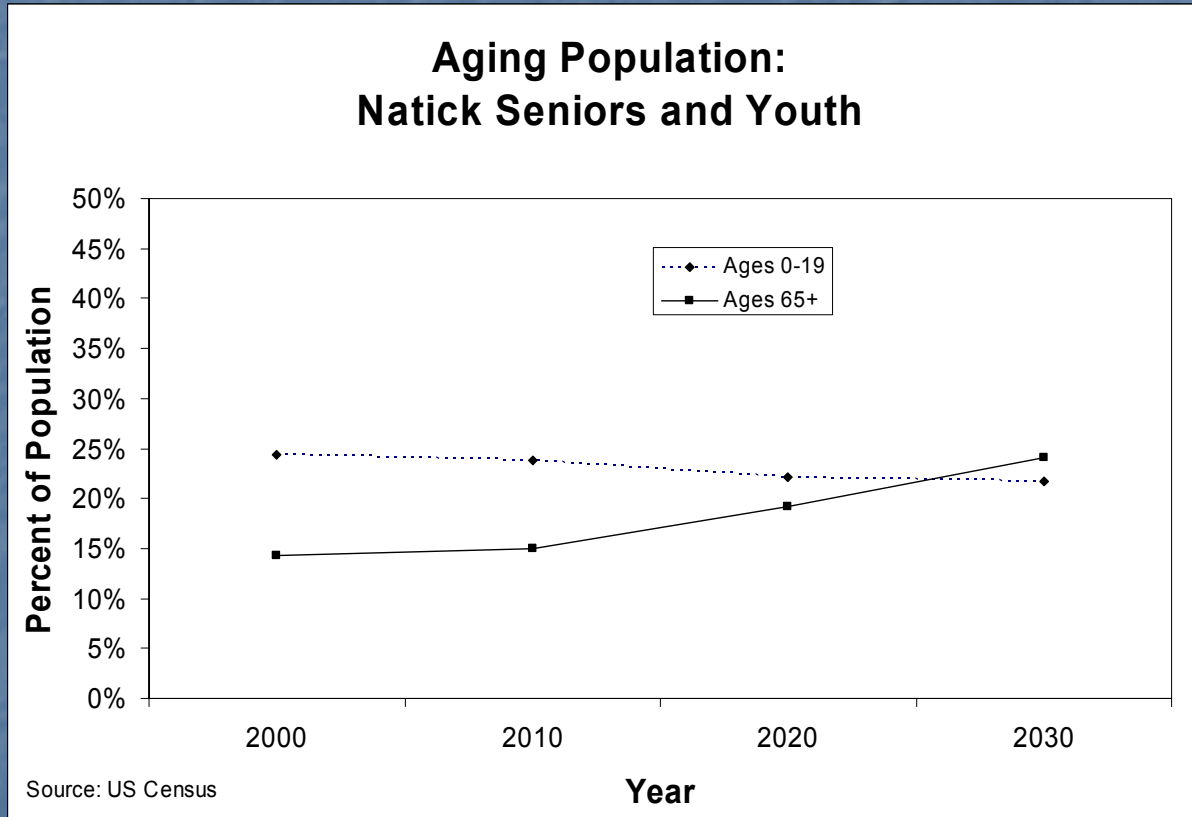
- Strategic Planning vs. Master Planning
- Citizen Involvement
- Integrated Effort of Independent Boards
- Public-Private Funding
- Proposed actions are priced
- Citizens recommend priorities
- Scientific-sample survey mitigates selection bias

Natick's Strategic Planning Team

- Sponsoring Boards
 - Board of Selectmen
 - School Committee
 - Planning Board
 - Conservation Commission
 - Finance Committee
- Oversight Committee
 - Rosemary Driscoll
 - Terri Evans
 - Matthew Gardner
 - John Heerwagen
 - David Parish, Co-Chair
 - George Richards
 - Craig Ross, Co-Chair
 - Harlee Strauss
 - Fred Witte
- Public Funding (75%)
 - Natick Town Meeting
- Private Funding (25%)
 - Middlesex Savings Bank
 - Natick Federal Savings Bank
 - Eastern Bank
 - Belkin Lookout Farm
 - Metrowest Subaru
 - WebReply, Inc.
- Strategy Consulting Services
 - Blackerby Associates
- Research & Technical Assistance
 - Metropolitan Area Planning Council

Notable Age Trends 2000-2030

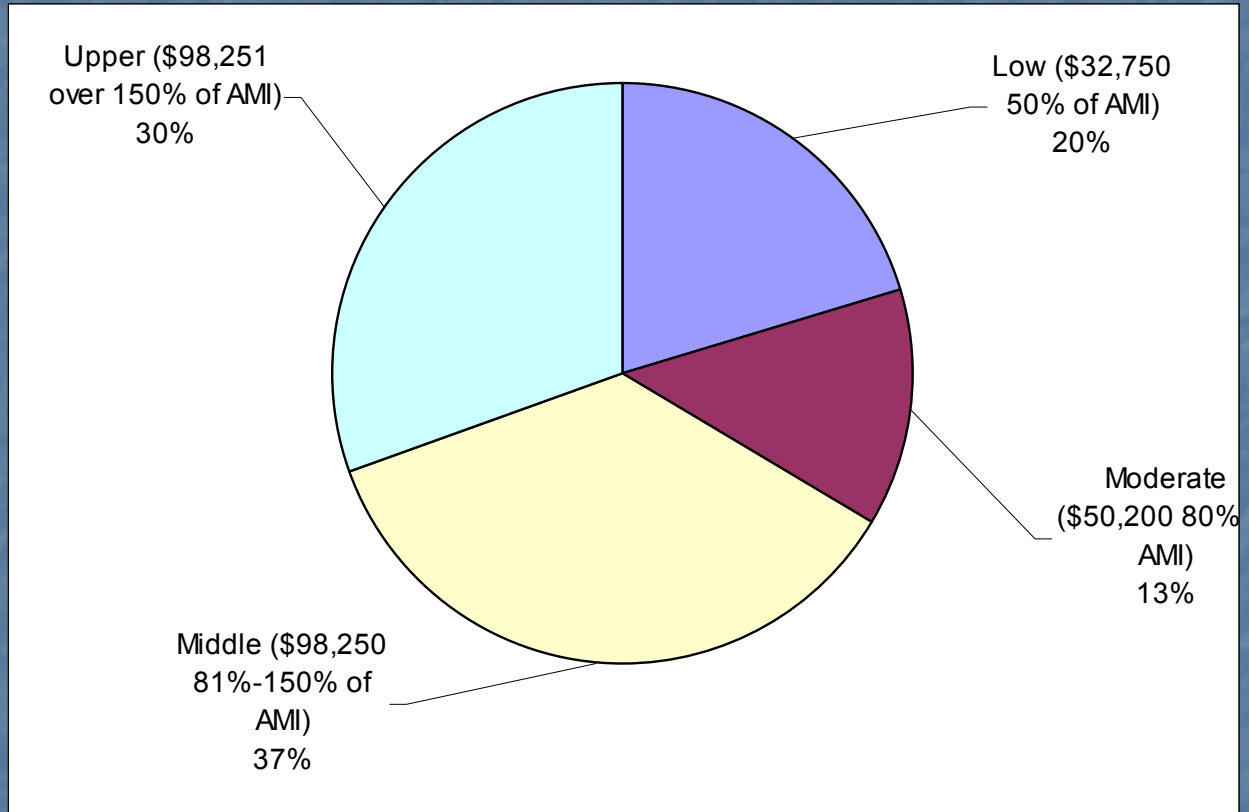
(slides from MAPC report Natick: Our Community Yesterday and Today)



Natick's population is aging. The youth population will remain constant but the senior population will grow from 15% to 25% of the community.

Natick Household Income, 2000

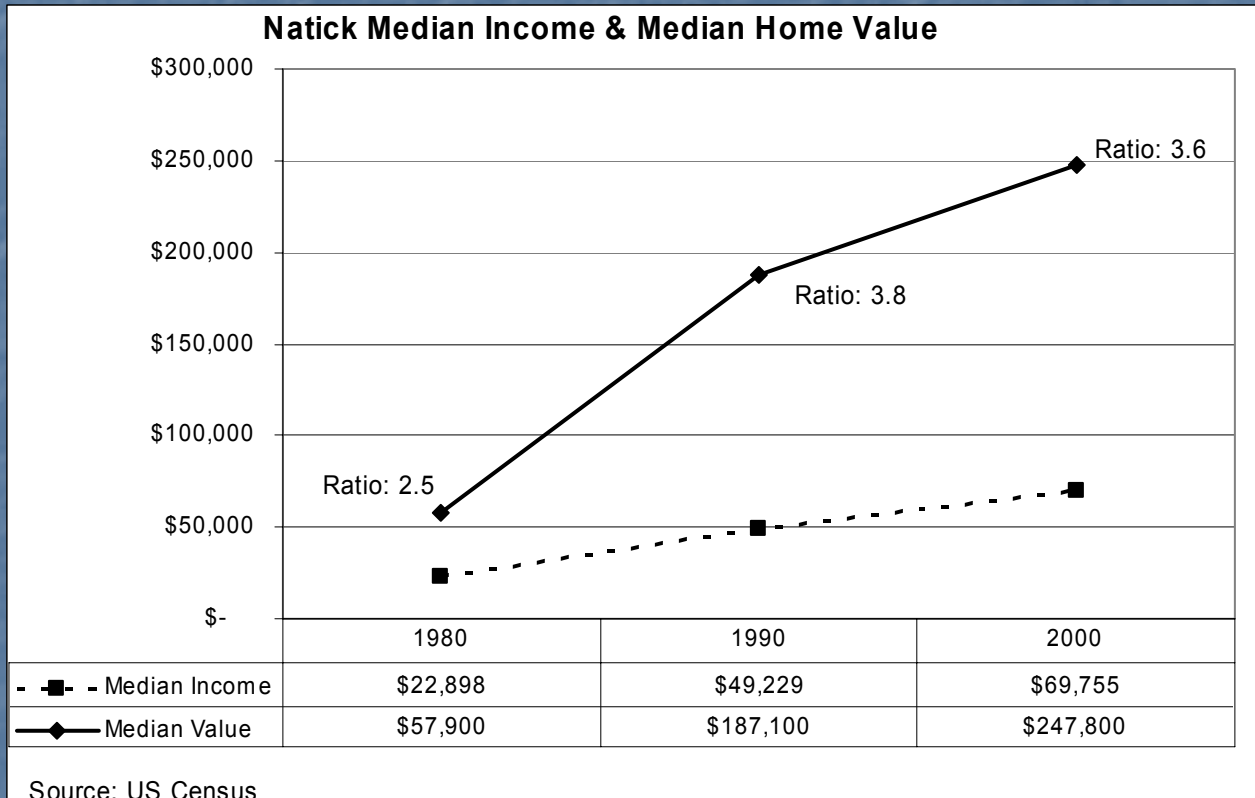
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Natick is an economically diverse community with equal numbers of wealthy, middle income, and moderate/low income households.

Natick Housing Affordability

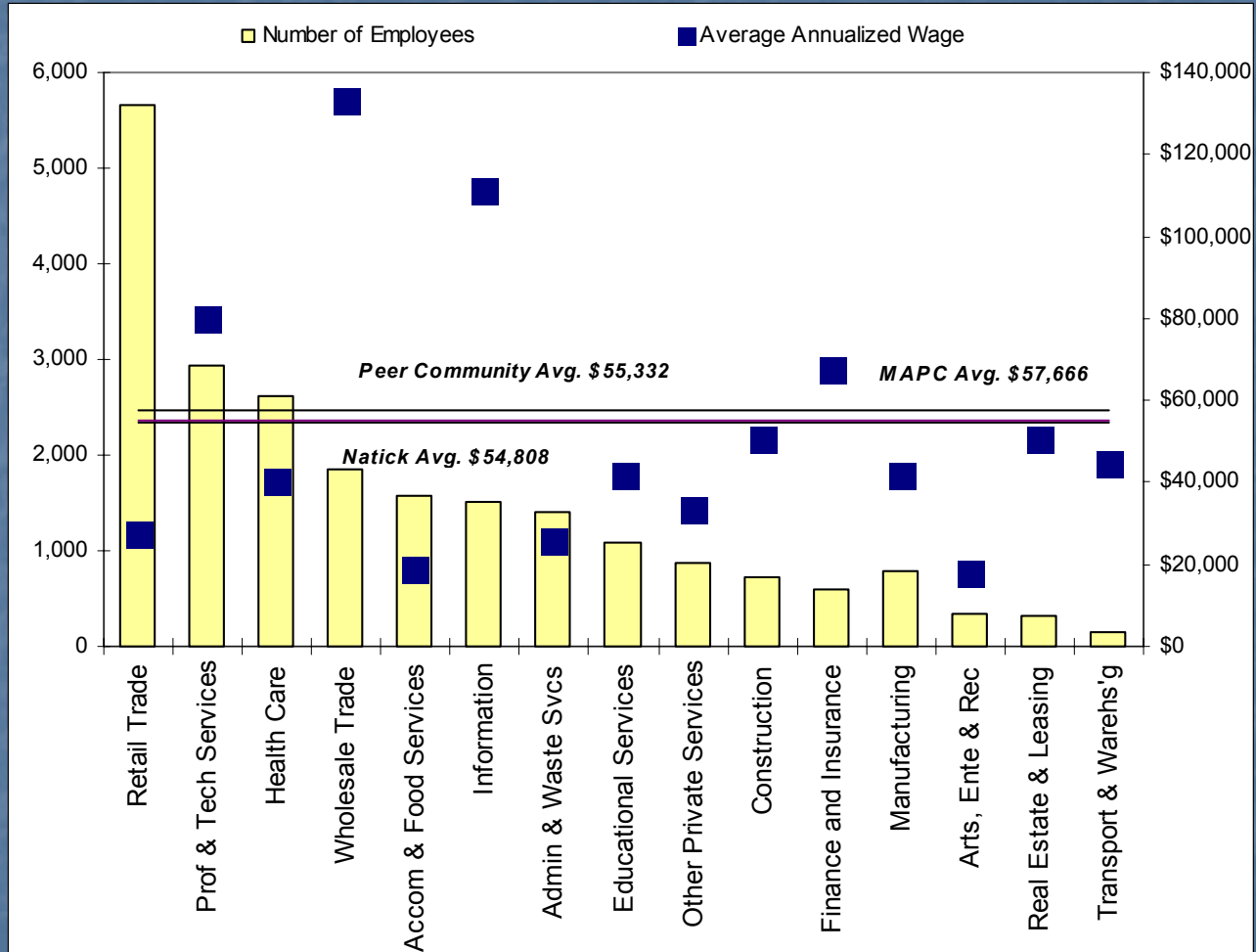
(slides from MAPC report Natick: Our Community Yesterday and Today)



To be affordable, housing should not cost more than 2.5 times a person's income. The majority of Natick's residents could not afford to buy in Natick today.

Private Sector Jobs in Natick, 2005

(slides from MAPC report Natick: Our Community Yesterday and Today)



Retail jobs make up 25% of all jobs in Natick but have low wages. High paying professional and managerial jobs are growing in the community.

Natick Residents - Where Do they Work?

(slides from MAPC report Natick: Our Community Yesterday and Today)

Natick Residents working in:	2000		1990	
	# of workers	%	# of workers	%
Natick	4,018	22.8%	4,615	26.4%
Boston	2,988	16.9%	2,747	15.6%
Framingham	1,726	9.8%	1,655	9.4%
Wellesley	1,093	6.2%	1,266	7.2%
Newton	792	4.5%	696	3.9%
Cambridge	696	3.9%	488	2.8%
Waltham	688	3.9%	674	3.8%
Needham	428	2.4%	391	2.2%
Marlborough	235	1.3%	-	0.0%
Wayland	224	1.3%	389	2.2%
Weston	-	0.0%	291	1.6%
Total Working Residents	17,660		17,476	
Work in MAPC Region	16,520	93.5%	16,555	93.7%
Work outside of MAPC, but in Massachusetts	967	5.5%	774	4.4%

23% of Natick residents work within the community.

Another 17% commute to Boston and 10% work in Framingham.

Natick's future is being shaped

- Natick Mall Expansion
 - 500,000+ of new retail space
 - 200+ residential condominiums
- Demolition of Natick Center municipal parking garage
- Multiple Sites under development in Natick's HOOP district
- Natick Paperboard Site Chapter 40R zoning
- Proposed expansion at The Mathworks TIF site
- CSX abandonment of Saxonville Rail Spur

The future is happening to Natick. Through Natick 360, the Town of Natick has created a vision of the future we desire. We will now share that vision with you.

Natick's Vision and Values

As citizens of Natick, we value:

- Natick's "small-town" sense as a safe, interconnected community fed by its heritage, pride and spirit of volunteerism, and by its diversity, derived from its tradition of affordability and welcoming nature;
- Natick's stewardship of its diverse open spaces, and natural resources;
- A high-value education for students at all levels and abilities, and continuing educational opportunities for all Natick citizens;
- A variety of businesses that create a wide range of jobs and provide support to the community in many ways;
- Natick Center, a vibrant focal point of our community;
- Natick's abundance of cultural, recreational and educational facilities, wide array of municipal services, and proximity to major transit and transportation resources that contribute to our high quality of life.

Natick's Vision and Values

As citizens of Natick, we aspire to create a future in which:

- Natick is a healthy community of diverse and interconnected citizens, businesses, organizations and neighborhoods, where citizens of all ages, backgrounds and income levels can live, work and thrive;
- Natick's natural resources are preserved and accessible to the community;
- Natick Center is the vibrant core of the community, a unique and accessible destination for commerce, community and culture, day and night;
- Natick's public schools and programs are recognized as among the best;
- Natick's self-government, supported by informed and engaged citizens, is fiscally sound, delivers services efficiently and communicates effectively with the public;
- Natick's public infrastructure and buildings fulfill their function efficiently and effectively to the satisfaction of the community, and are maintained in good working order;
- Natick is a desirable and accessible destination that marshals local and regional partners and resources to solve problems and enhance the quality of life for all its citizens.