



# ENVISION CONCORD BRIDGE TO 2030

## Envision Concord Public Event – Part 3

October 21, 2017

9:30 AM – 12:00 PM

Concord-Carlisle High School Cafeteria

CivicMoxie™  
experts in place

# Survey Responses + Emerging Priority Areas



*Part 3*

- Summary from Spring Kick-Off Event
- Envision Concord Survey Responses
- Past Town-wide Survey
- EnvisionConcord.org online comment summary
- Focus Group + outreach summaries
- Summary of Comments on Wall Posters + Neighbor Discussions 1
- Priority Areas/ Potential Synergies

# Kick-off Event Summary

5/31/17 ~ 60 community participants

## Question 1 – What makes Concord a great place to live/work (3 most popular responses):

- Culture + History
- Open Space + Natural Resources
- Education/ Schools



## Question 2 – What do you hope Concord will be in 10 years (3 most popular responses):

- More housing options/affordability
- A place to come back to for a lifetime
- Improved transportation in and around town



# Kick-off Event Summary

## Question 3 – What are your top 3 issues or challenges we need to address in Concord?

- Economic Vitality – Income diversity/ affordability
- Cultural & Historic – Diversity of people (age/racial)
- Sustainability – Natural resources, energy, water,

## Question 4 – If this planning process highlights one guaranteed improvement, what would you recommend? (3 most popular responses):

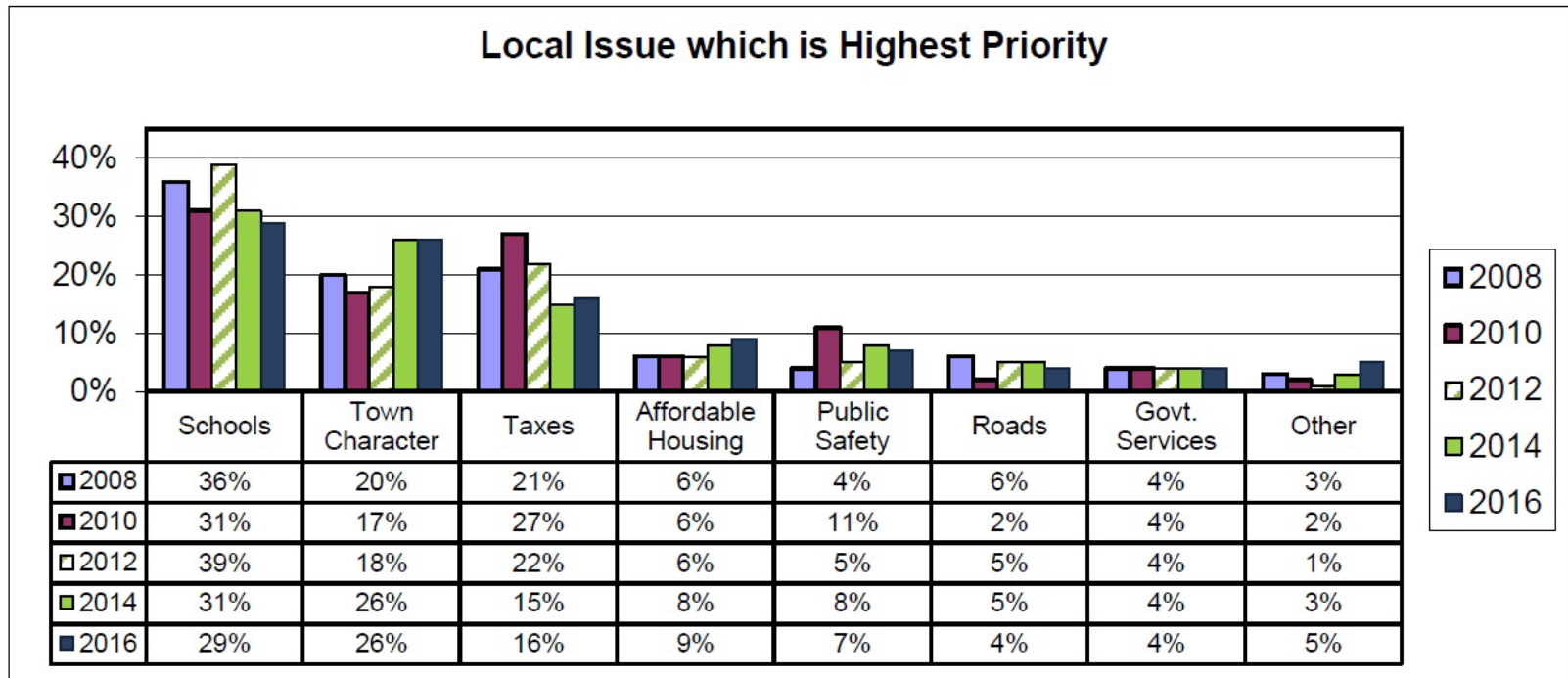
- Affordable housing for income diversity, young, and the elderly
- Diversity – racial, economic, age
- Multimodal Transportation linking Concord and surrounding communities & improving non-vehicle transportation modes

# 2016 Town Government Survey

## Report Summary

Part 3

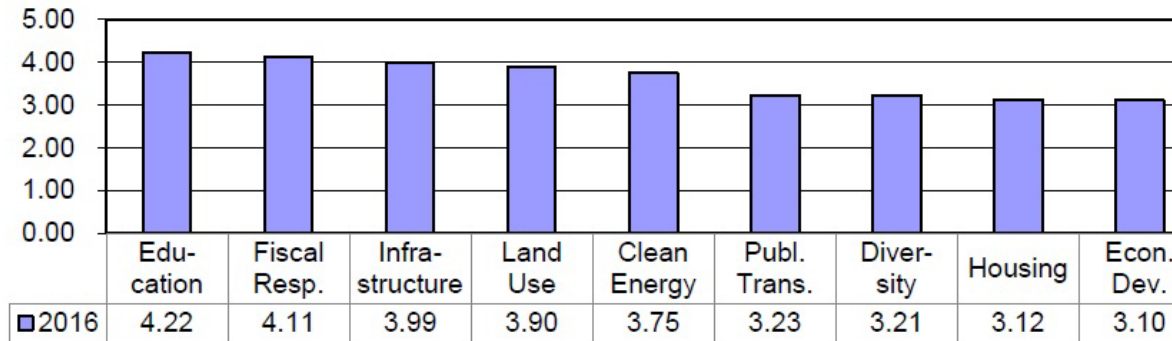
- 1,022 Responses = 15% of Concord Households



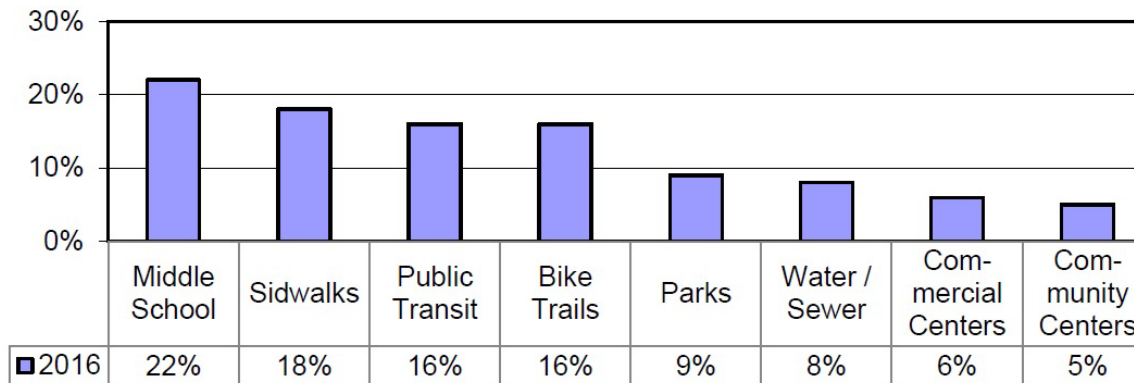
# 2016 Town Government Survey

## Part 3

Ranking of the Most Pressing Issues (Summary of Means)



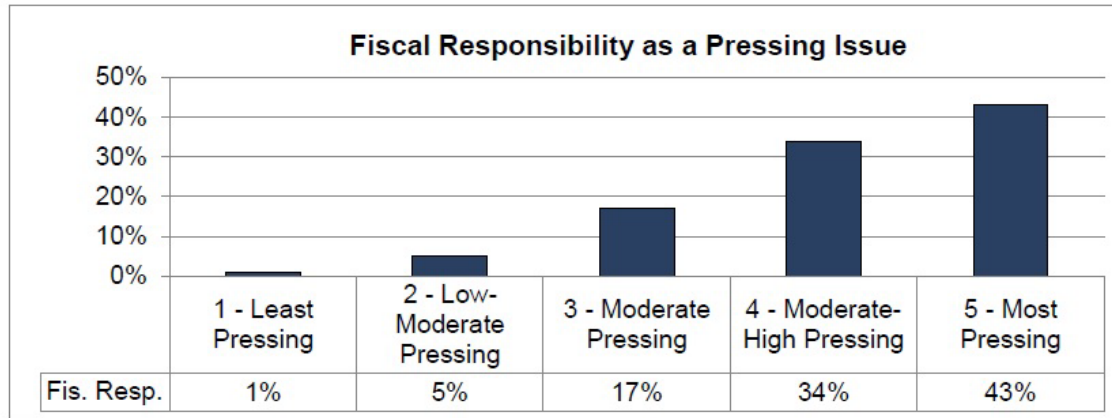
Infrastructure Improvement that is the highest Priority



# 2016 Town Government Survey

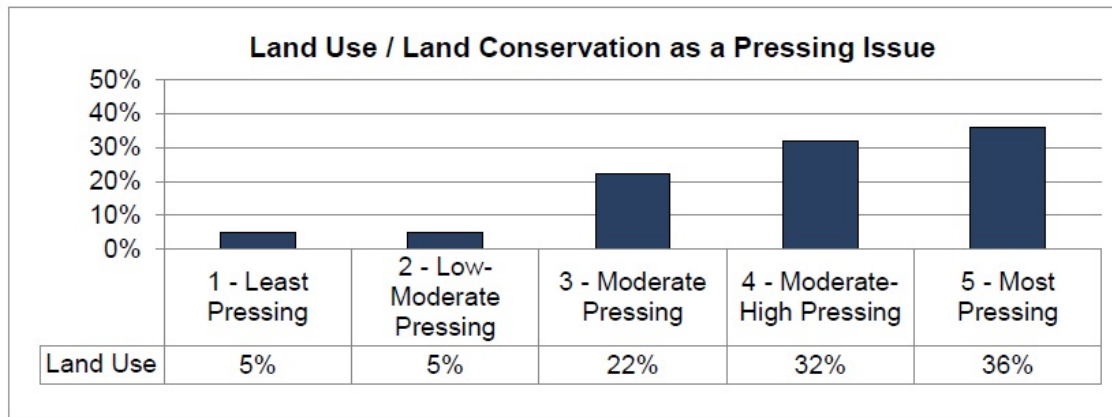
## Fiscal Responsibility

Respondents also think that fiscal responsibility will need to be addressed in the Comprehensive Long Range Plan.



## Land Use / Land Conservation

Land use / land conservation is a more pressing issue for those who have lived in Concord for a longer period of time.

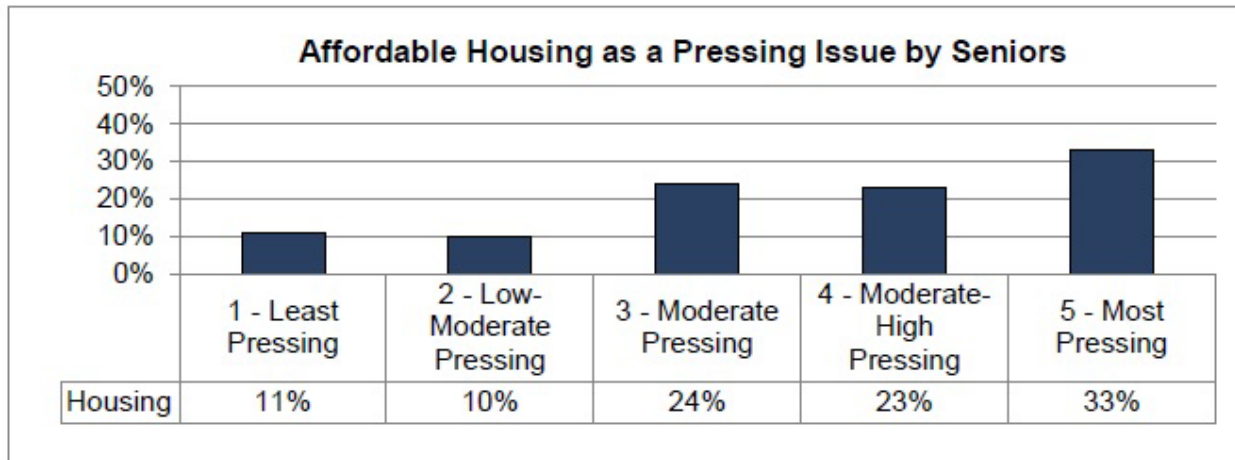
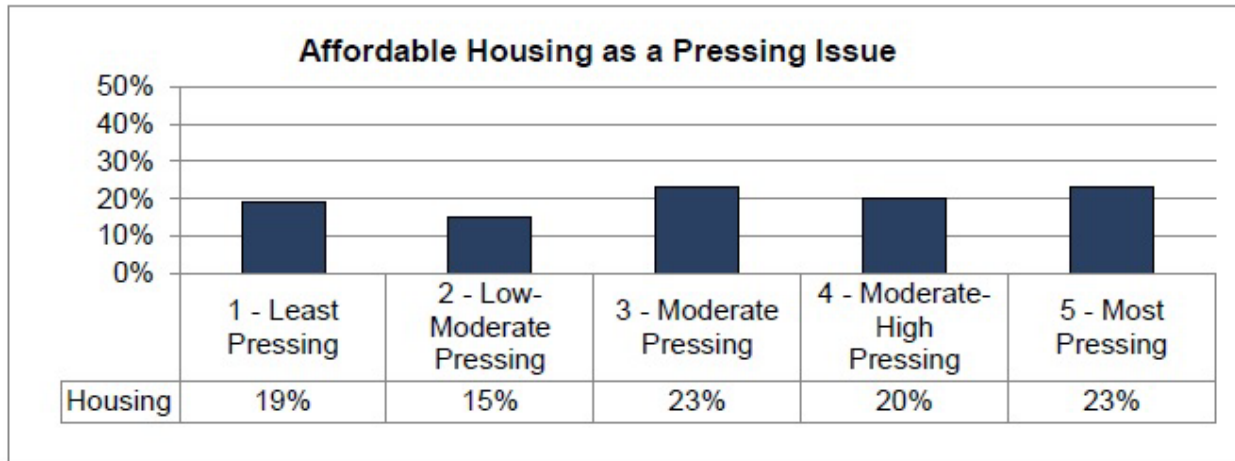


# 2016 Town Government Survey

## Affordable Housing

## Part 3

One-third of seniors feel that affordable housing is a most pressing issue, whereas a quarter of the other age cohorts feel that way.



# 2016 Town Government Survey

## Part 3

### Social Diversity

In terms of social diversity, 54% of women feel that it is a most pressing or moderate-high pressing issues, as compared to 34% of men.

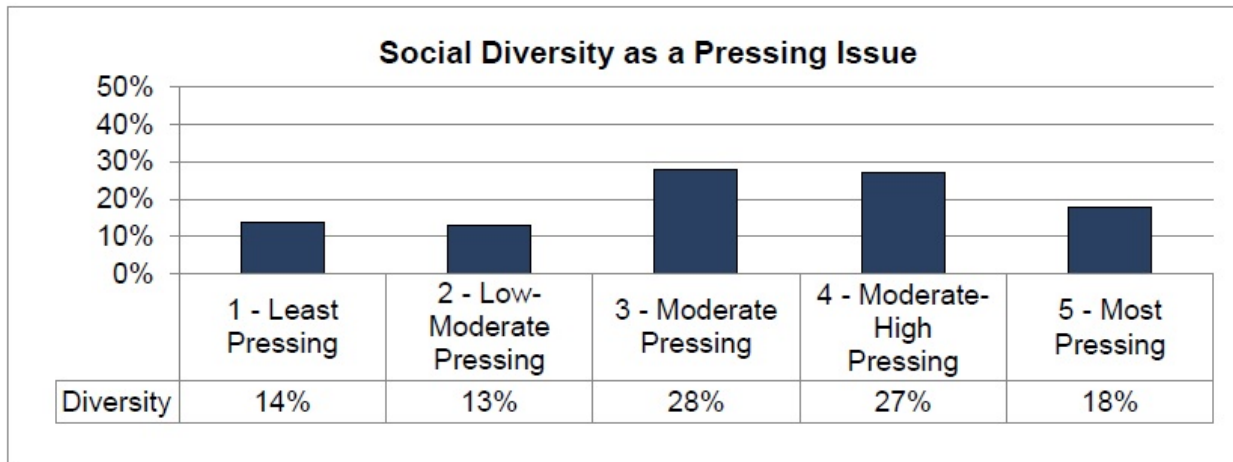


Chart is reflective of all respondents

# Envision Concord Survey



*Part 3*

## Summary of Survey Responses

**\*Note – Results include partially completed surveys;  
%’s based on # of responses per question**

- 458 Responses
- About 94% (430) are Residents
- Almost 92% (393) identify as Home-Owners;  
about 5% rent (22 – either apartment, home or room)
- 78 respondents are Business Owners/  
68 have Home-Based Businesses
- 40% of respondents have children under 18 at home

# Envision Concord Survey

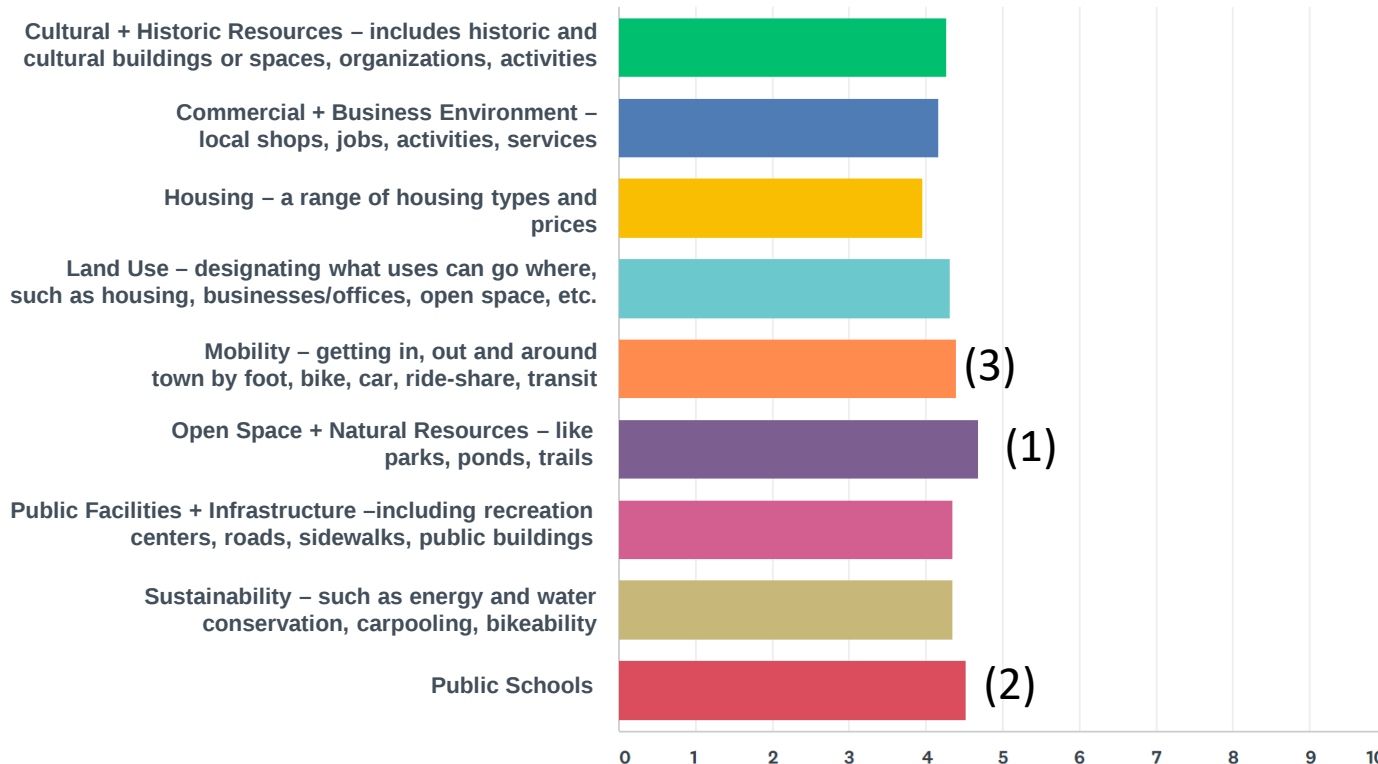


## Highlights from Envision Concord Survey

Part 3

(Q1) How important is each category to the quality of life and the health of Concord?

Top 3 weighted average: Open Space + Natural Resources, Public Schools, and Mobility (Transportation)



# Envision Concord Survey



## Highlights from Envision Concord Survey

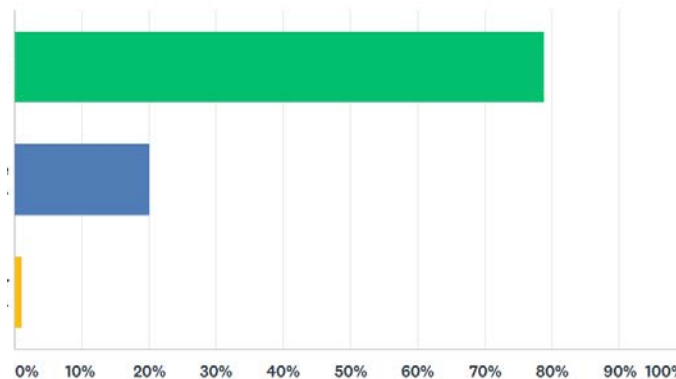
Part 3

(Q4) Almost 79% think the town's cultural and historic resources are in good shape

Things are in good shape - we should maintain what we have and we don't need improvements or changes

Some improvements/changes are needed

Major improvements/changes are needed

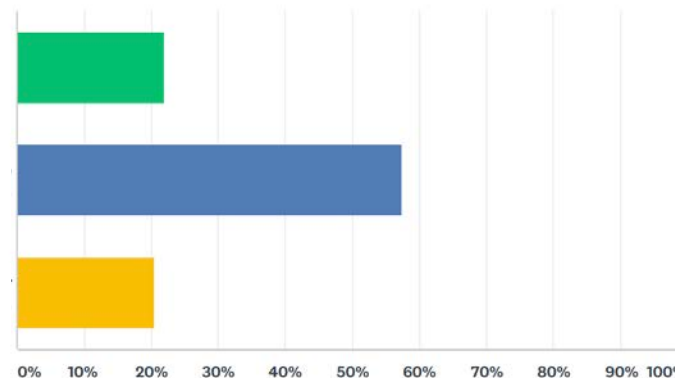


(Q6) About 78% think the town's commercial centers/business areas need Some or Major improvement

Things are in good shape - we should maintain what we have and we don't need improvements or changes

Some improvements/changes are needed

Major improvements/changes are needed



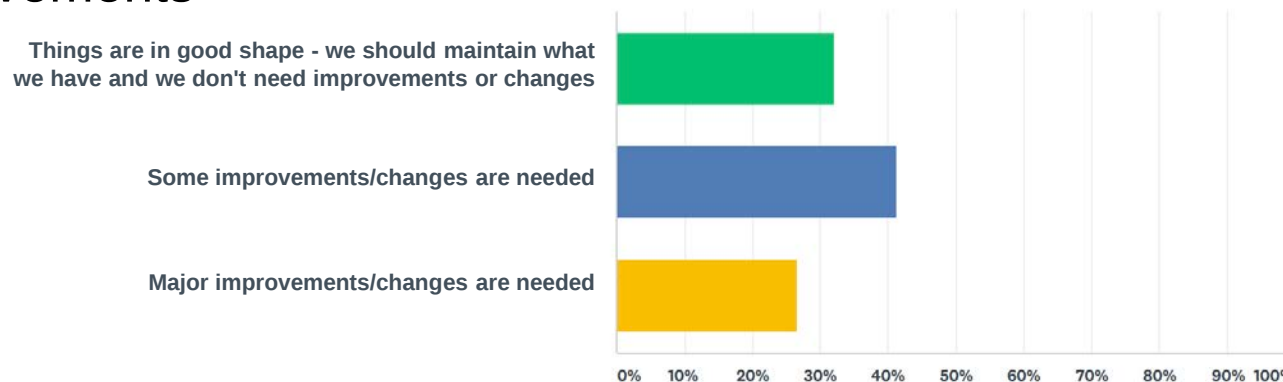
# Envision Concord Survey



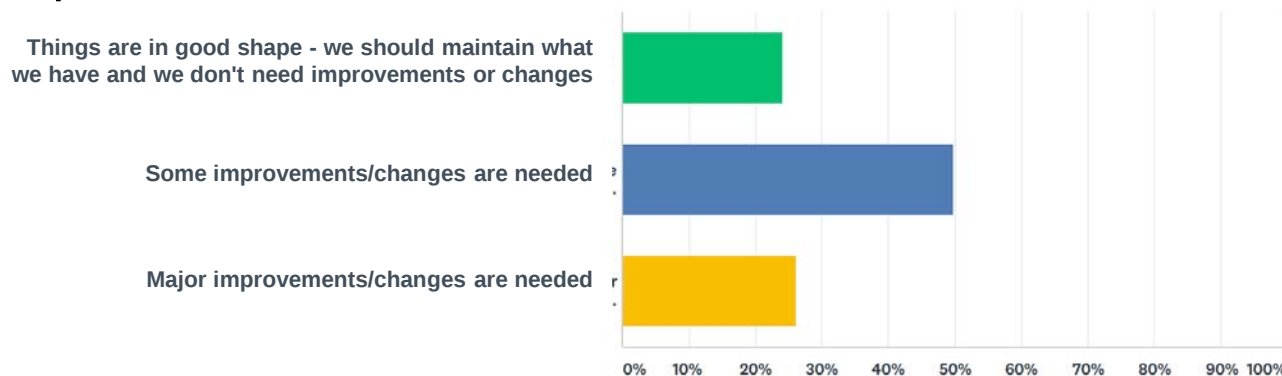
## Highlights from Envision Concord Survey

Part 3

(Q9) About 41% think the range of housing choices need Some improvements



(Q17) Almost 50% think Concord's mobility/transportation options need Some improvements



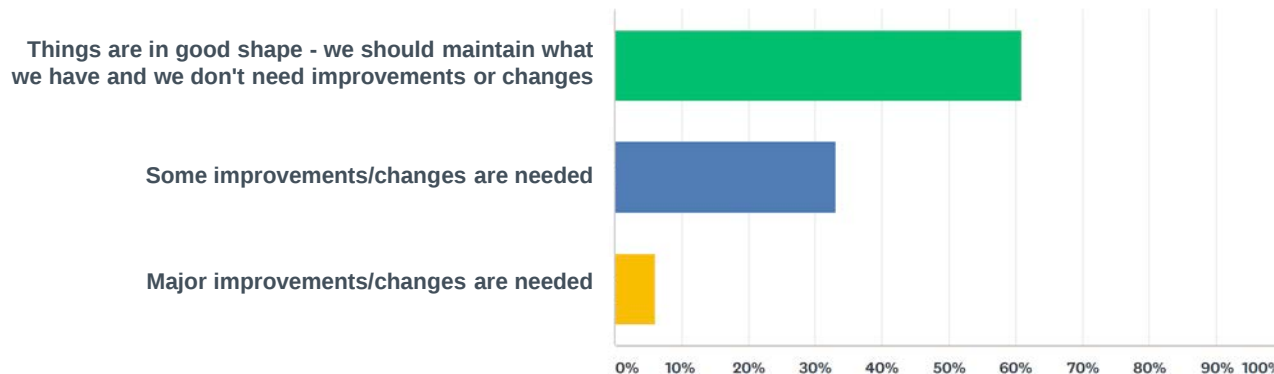
# Envision Concord Survey



## Highlights from Envision Concord Survey

*Part 3*

(Q21) About 61% think the current open space and natural resources are in good shape



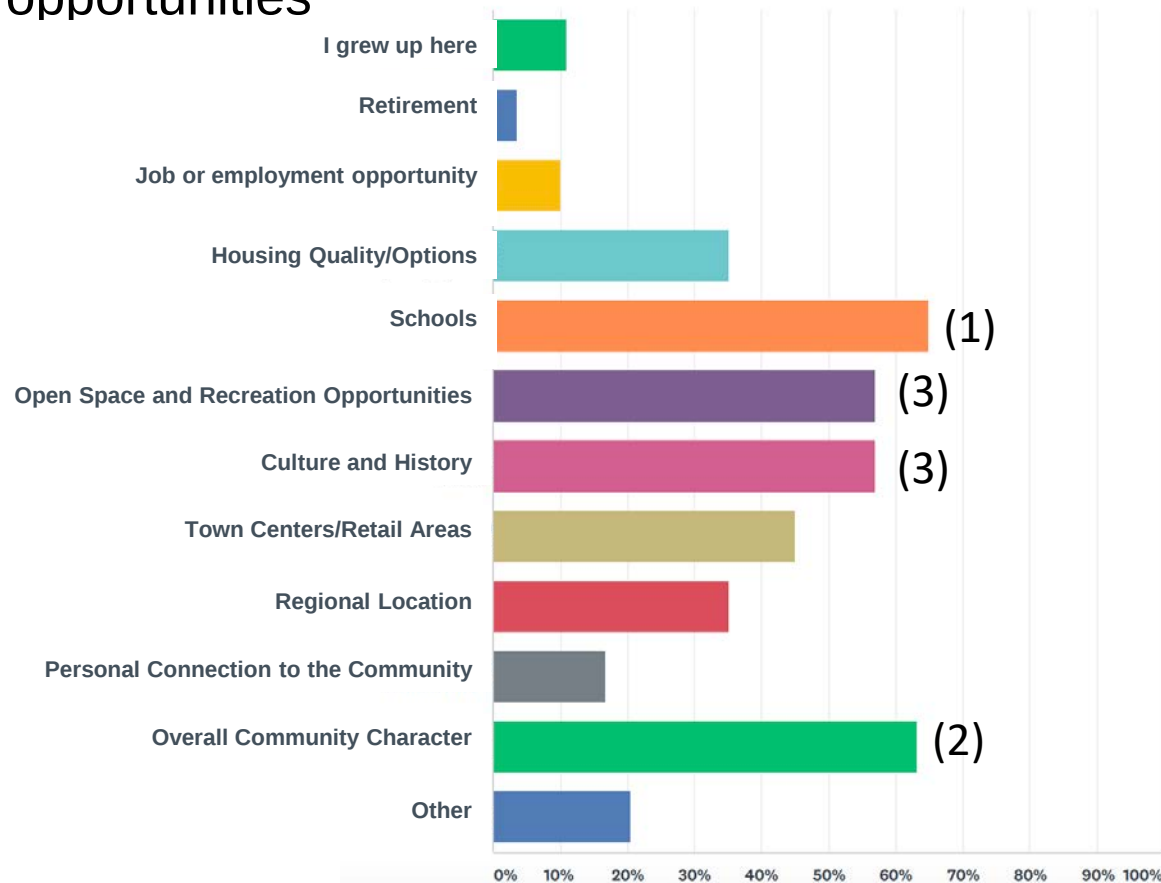
# Envision Concord Survey



## Highlights from Envision Concord Survey

Part 3

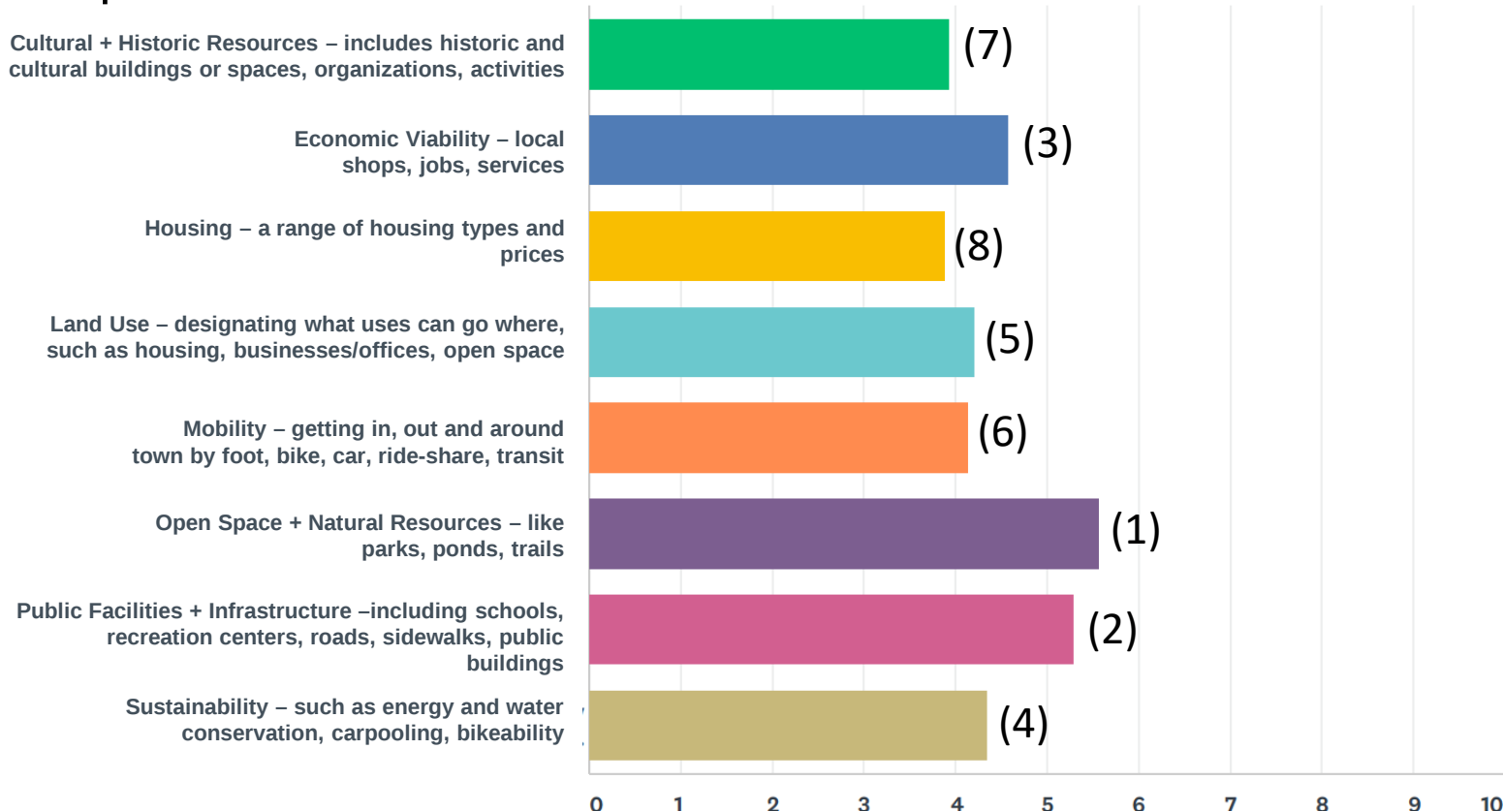
(Q31) Top 3 responses to what motivated you to live in Concord: Schools; Overall community character; (tie) Culture and history and Open space + recreation opportunities



# Envision Concord Survey

## Responses to Priority Questions

(Q2) How important the following qualities are to Concord's future as a desirable community to live/work, ranked from (1) most to (8) least important.



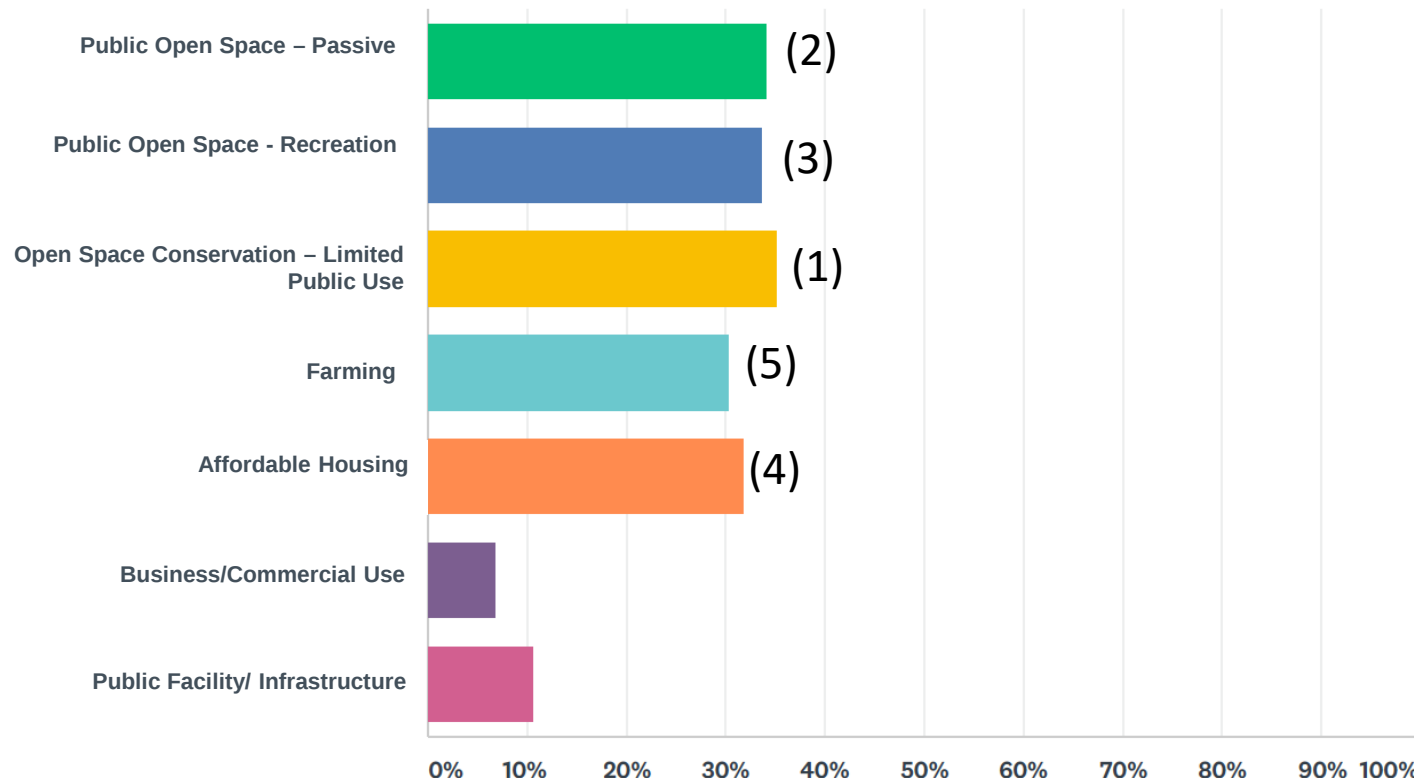
# Envision Concord Survey

## Responses to Priority Questions



Part 3

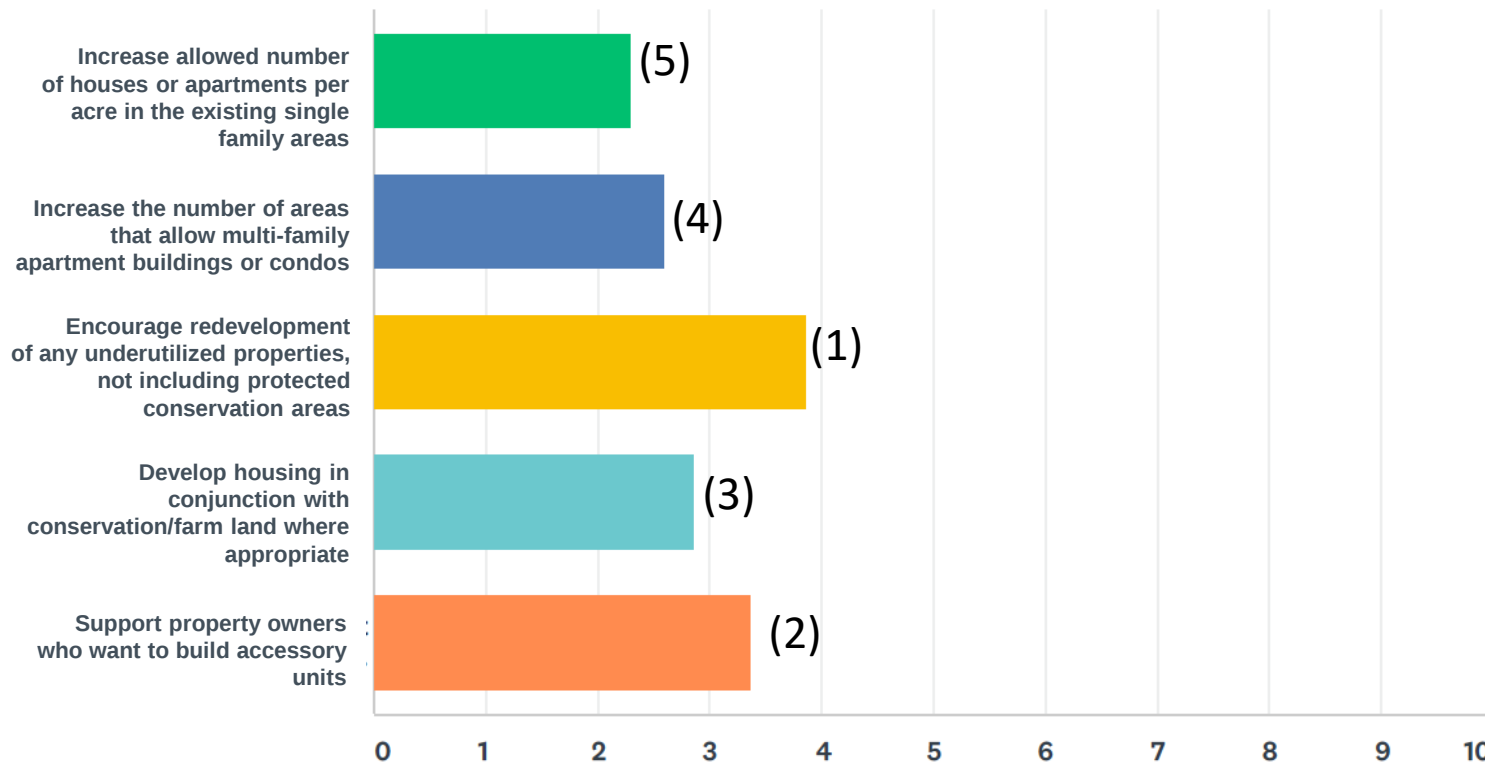
(Q13) Top 5 responses to what uses should go on land if the Town could acquire undeveloped land for any use: Open space conservation; Public open space-passive; Public open space-recreation; Affordable Housing; Farming



# Envision Concord Survey

## Responses to Priority Questions

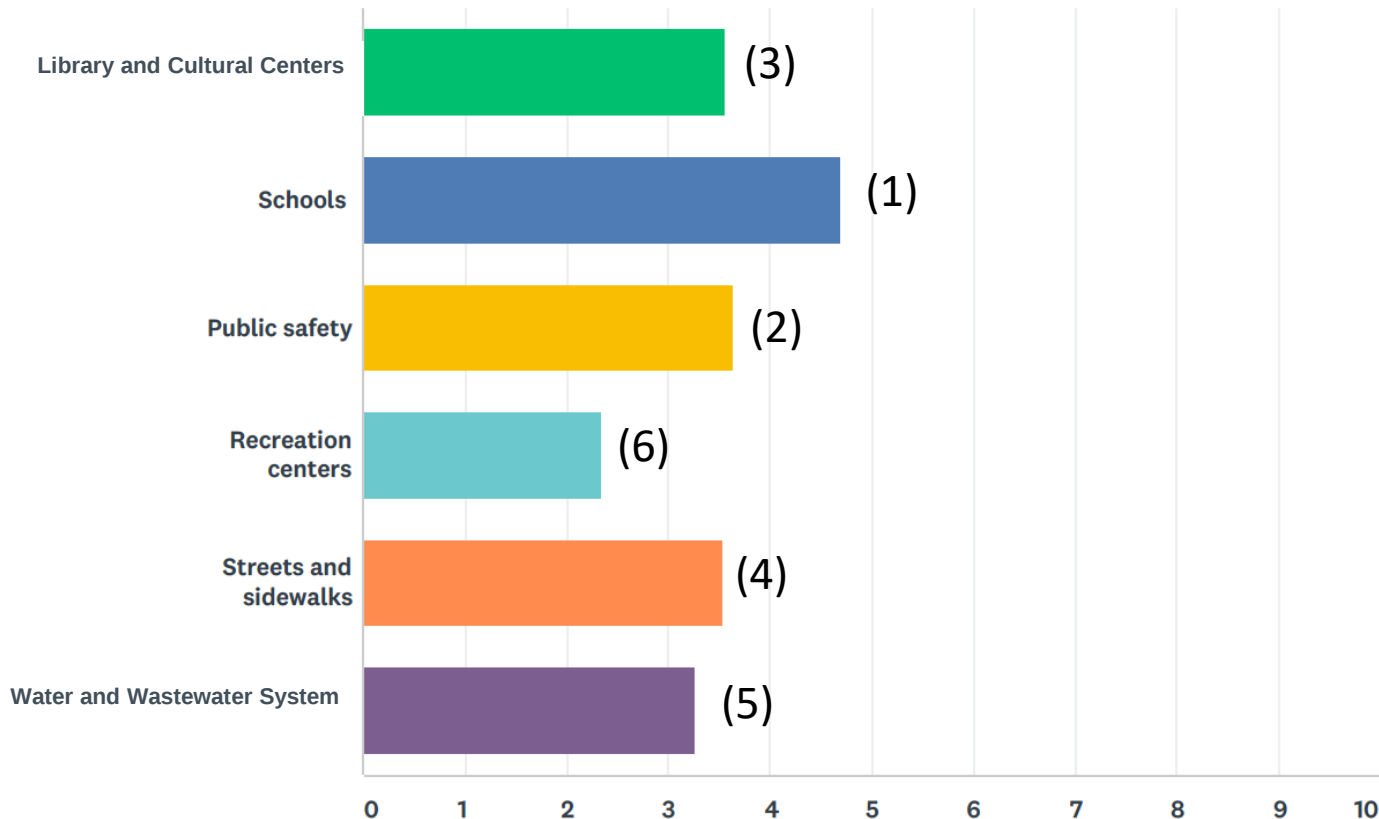
(Q15) Rank Preference to accommodate any new affordable housing developed over the next 20 years, ranked from (1) most to (5) least preferred.



# Envision Concord Survey

## Responses to Priority Questions

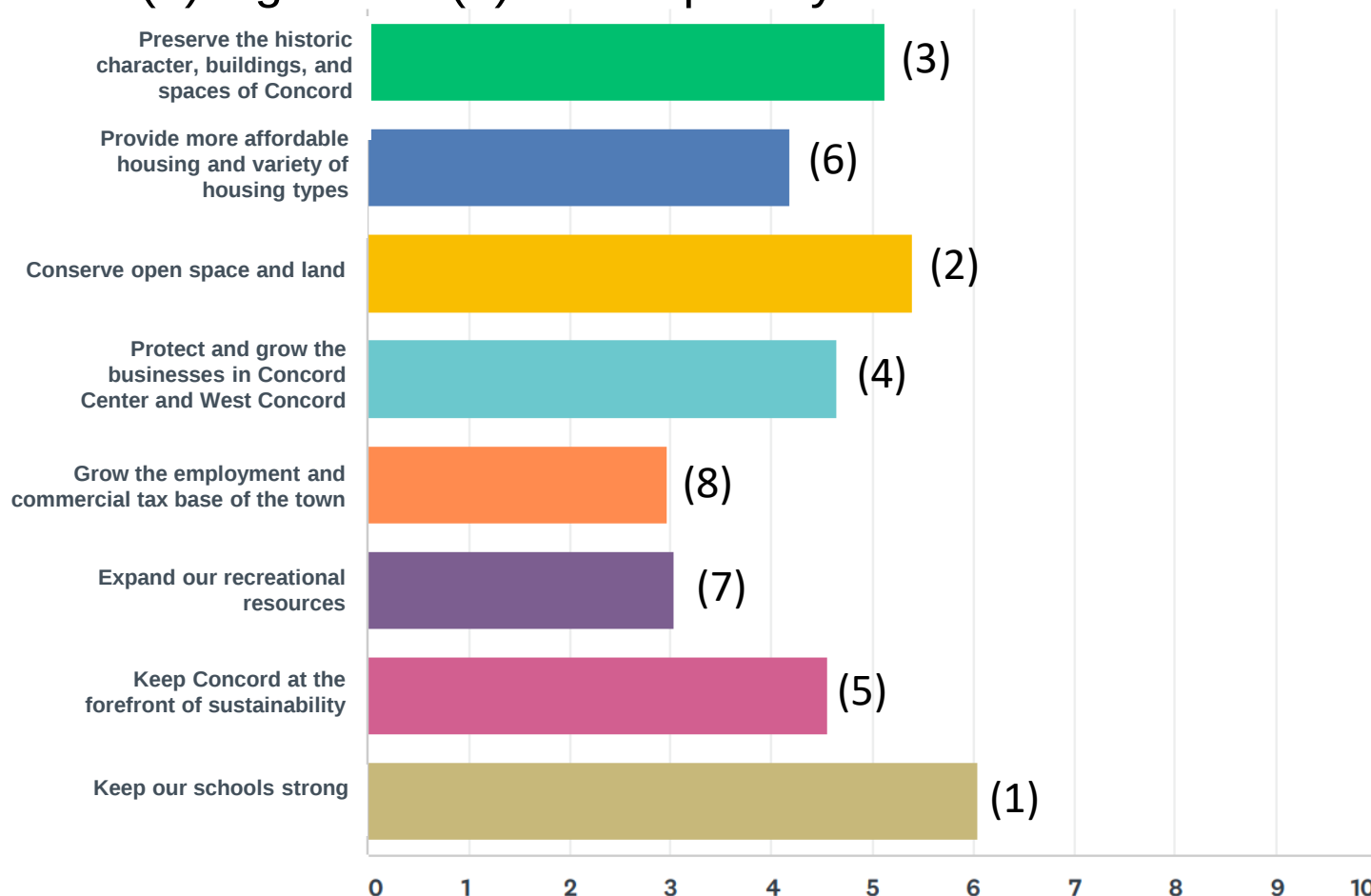
(Q24) How important each of the public facilities and infrastructure are to quality of life and health of the town, ranked from (1) most to (8) least important.



# Envision Concord Survey

## Responses to Priority Questions

(Q28) Possible priorities for the comprehensive planning process, ranked from (1) highest to (8) lowest priority.



# Envision Concord Intercept Survey 10/21/17

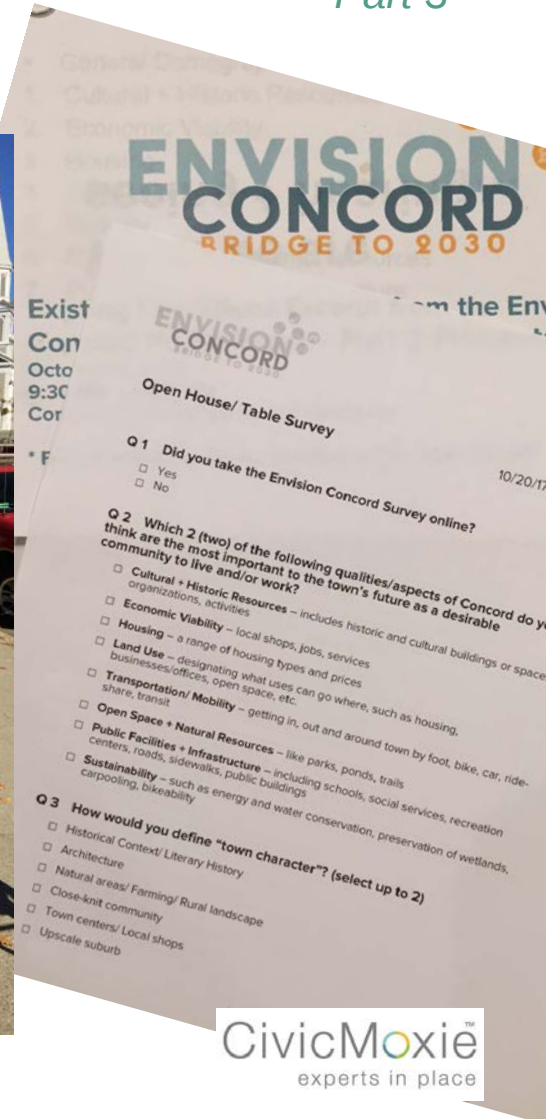
Tables in West Concord and Concord Center from 7am – 3pm on 10/20/17.

Project information available, questions answered, feedback opportunity.

Intercept survey conducted



Part 3



# Envision Concord Intercept Survey 10/21/17



*Part 3*

**133 Surveys Completed,  
119 had not completed online  
Envision Concord survey**

# Envision Concord

## Intercept Survey 10/21/17



*Part 3*

Which 2 (two) of the following qualities/aspects of Concord do you think are the most important to the town's future as a desirable community to live and/or work?

|                                           |           |
|-------------------------------------------|-----------|
| <b>Cultural + Historic Resources</b>      | <b>44</b> |
| <b>Economic Viability</b>                 | <b>43</b> |
| <b>Open Space and Natural Resources</b>   | <b>42</b> |
| <b>Land Use</b>                           | <b>30</b> |
| <b>Transportation/Mobility</b>            | <b>30</b> |
| <b>Sustainability</b>                     | <b>29</b> |
| <b>Public Facilities + Infrastructure</b> | <b>22</b> |
| <b>Housing</b>                            | <b>21</b> |

# Envision Concord

## Intercept Survey 10/21/17



*Part 3*

**How would you define “town character?”**

**Historical Context/ Literary History 93**

**Town Centers/ Local Shops 63**

**Natural areas/ Farming/ Rural Landscape 52**

**Close-knit community 20**

**Architecture 13**

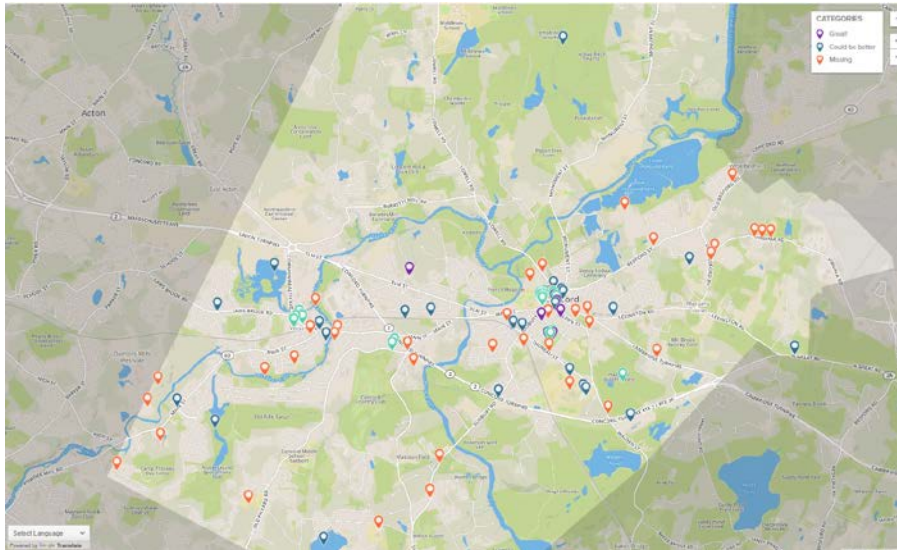
**Upscale suburb 10**

# Envision Concord Website

## Highlights from Envision Concord Project Website Comments

*Part 3*

- Over 200 followers on the project website
- Website has been visited by over 2,250 unique people, with over 400 comments
- Envision Concord Committee members have been compiling all of the comments



# Focus Group Feedback

**To-date, the CivicMoxie team has held 8 focus group sessions and participated in regularly scheduled CLRP Committee meetings**

- Historic Commission
- Artists/ Arts Groups
- Business/ Property Owners
- Co-working Businesses
- Cultural + Historical Organizations
- Real Estate Professionals
- Social Service/ Financial Aid Providers
- Youth (CCHS Students; Boy Scouts Troop)

# Focus Group Feedback

## Highlights from Focus Group Sessions:

- General feeling – everyone takes Concord’s history for granted
- Landscape and farmland are part of the town’s history and culture
- Can cultural and historic resources and the arts community collaborate to expand their market as part of town’s economic vitality/growth?
- Coordinating marketing, programs, and signage could help historic, cultural and arts groups reach out to new levels of locals and visitors
- “...we love and hate tourists...”

# Focus Group Feedback

## Highlights from Focus Group Sessions:

- Land is expensive – impacts housing, commercial uses, open space/ farmland acquisition
- More housing options – particularly helps empty nesters, young families, fixed-, mod-, and low-income households, workers
- Location of housing – connected, near amenities and services
- Social services and financial assistance providers see rising demand with potential surge from new generation of seniors

# Focus Group Feedback

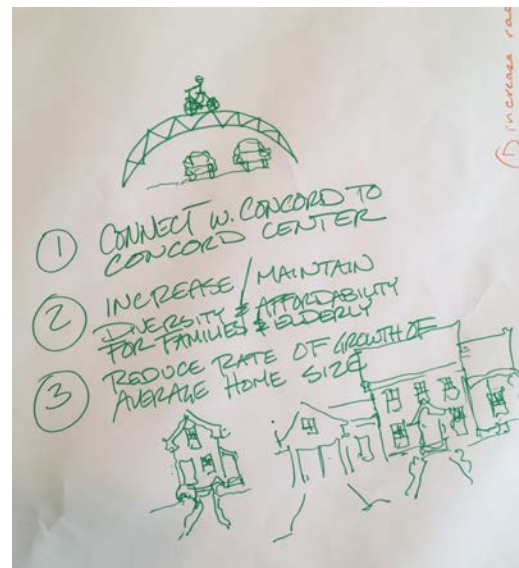
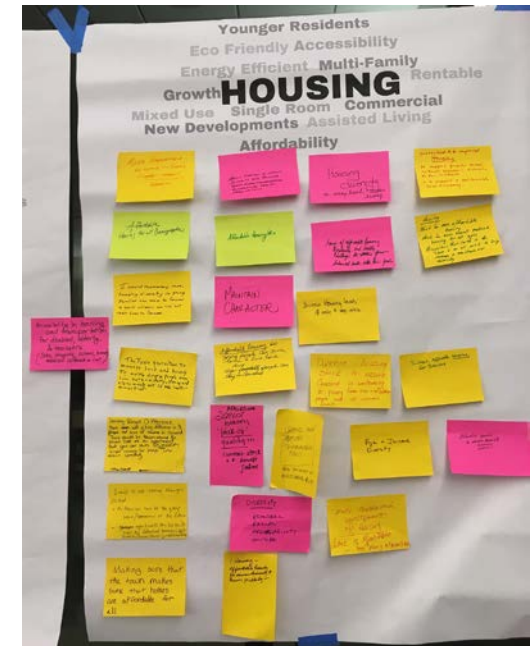
## Highlights from Focus Group Sessions:

*Part 3*

- Transportation affects everyone's quality of life
- Traffic and few transportation options seriously impacts seniors, mod- and low-income households, and families with young non-drivers
- Town centers – could you put more housing closer to transit, amenities, services? How to keep independent businesses viable?
- Diversity goals (social/economic) – valued by people but challenging; need real support
- Big Questions: Do you preserve what is historic? Do you contribute to the town's health by building new and changing? How do you do both?

# Other Community Input

- Kick-off meeting priorities acknowledged the importance of Culture/History, but Affordable Housing was top of list
- Envision Concord survey results were more similar to 2016 Town Government survey, with priority noted as Schools and Open Space + Natural Resources



# Preparing for the future of Concord



- Change will occur whether we want it to or not.
- Planning to be proactive rather than reactive.
- High standards and many high priorities—planning in the context of the Town’s fiscal health, trends, and expectations.
- Competing priorities – must be addressed as a core of the plan to avoid a “laundry list” of what everyone wants that is “top priority.”
- Regarding change: approaches attempt to maintain level of services expected and quality of life (prioritize).

# History Can Inform the Future



## *Part 3*

- Henry James spoke of Concord as "the biggest little place in America."
- James was referring to the literary talent that lived and are associated here. What can being "big" mean for the town today?
- Can the town's history and traditions be seen not as solely static assets and infrastructure but as a "way of doing things" and of being "innovative and meeting the times with appropriate responses?"
- Use this CLRP process to explore differences of opinion and values and meet the future head-on.

## Neighbor Discussion #2

*Transforming Competing Priorities  
to Mutually Beneficial Outcomes*

# Neighbor Discussion #2

## Group A

### **Culture + History/ Economic Viability**

- Is there a way to connect/use the cultural and historic assets of the town to help the sustainability of local businesses?
- What are the positive and negative impacts of supporting cultural/historical/visitor economy and commercial growth in the town centers?
- Are there creative or innovative ways to address these impacts?
- Are possible solutions any different if you consider environmental or energy resources or community health?
- What are potential Town resource implications to solutions – financial, land, and/or human resources?

# Neighbor Discussion #2

## Group B

### **Housing/ Open Space + Natural Resources/ Land Use**

- There's a demand for more housing – variety and types, and a desire to maintain natural resources – what are the ways that each of these goals can support the other?
- What do you think should be criteria for choosing priorities and projects?
- What are other considerations (transportation, economic development) that could have positive benefits for housing and environment goals?
- What are potential Town resource implications to solutions – financial, land, and/or human resources?

# Neighbor Discussion #2



*Part 3*

## Group C

### **Transportation + Infrastructure/ Housing/ Social Services**

- Transportation affects every resident and worker in Concord, but would students, seniors, and adults use alternate shared transit/shuttles?
- Are there creative or innovative ways to address transportation needs and challenges by thinking of alignment of other goals (Economic development? Visitor economy? Environment?)?
- Are possible solutions any different if you consider environmental or energy resources or community health?
- What are potential Town resource implications to solutions – financial, land, and/or human resources?

# Neighbor Discussion #2

## Group D

### **Town Character/ Culture + History/ Diversity**

- What makes up the town's "character"?
- How do you keep the character but allow the town to flourish because change will happen whether planned or not?
- Are possible solutions any different if you consider environmental or energy resources or community health?
- What are potential Town resource implications to solutions – financial, land, and/or human resources?

# Neighbor Discussion #2

## Group E

### **Environmental Sustainability Goals + Policies/ Town Resources**

- How can sustainability policies support and add value to the Town and all of the comprehensive long range plan priorities?
- What are specific examples of potential mutually beneficial solutions utilizing sustainability models?
- How do we think “outside the box” to ensure sustainability is infused throughout this plan’s recommendations and provides added value?
- What are potential Town resource implications to solutions – financial, land, and/or human resources?

# Neighbor Discussion #2

## Groups

**A: Culture + History/ Economic Vitality**

**B: Housing / Open Space + Natural Resources/ Land Use**

**C: Transportation + Infrastructure/ Housing/ Social Services**

**D: Town Character / Culture + History/ Diversity**

**E: Sustainability Goals + Policies/ Town Resources**

# Neighbor Discussion #2

## Report Back or Open Questions/Discussion

# Next Steps

- Public Hearing – November 16, 2017
- Bi-weekly CLRP Committee Mtgs – Fridays 8:00 – 9:30 am
- Preliminary Recommendations (winter 2018)
- More text-response signs coming (look for them in November)
- Open House tables at Town-wide events
- Draft Plan – February/March 2018
- Finalize Plan – June 2018

# Next Steps

Follow-up discussions for the breakouts will be hosted by Envision Concord Committee members in the coming weeks. Dates and times for each group are listed on the wall sheets – please sign up for a neighbor discussion group of your choosing and spread the word!



# Neighbor Discussion #2



## “Transforming Competing Priorities to Mutually Beneficial Outcomes” Listening Sessions *Part 3*

### **A: Culture + History/ Economic Vitality**

10/26 3:30pm at the Wheelhouse

### **B: Housing / Open Space + Natural Resources/ Land Use**

11/6 3:00pm at Fowler Library Meeting Room

### **C: Transportation + Infrastructure/ Housing/ Social Services**

10/31 9:00am at Main Street Café

### **D: Town Character / Culture + History/ Diversity**

11/2 5:00pm at Reasons to Be Cheerful

### **E: Sustainability Goals + Policies/ Town Resources**

11/3 7:30am at the Wheelhouse



# THANK YOU!

For questions/comments and to sign up for future event notices, please visit and register at the project website at: [www.EnvisionConcord.org](http://www.EnvisionConcord.org)

