



Master Plan Committee
Agenda
November 29th, 2023

Meeting will be held at the Municipal Building
3rd Floor Training Room
355 East Central Street
6:30 PM

A NOTE TO RESIDENTS: All citizens are welcome to attend public board and committee meetings in person. The meetings will also be live-streamed by Franklin TV and shown on Comcast Channel 11 and Verizon Channel 29. Recordings of meetings are available on Franklin TV's "Franklin Town Hall TV" YouTube channel. Additionally, in an effort to maximize citizen engagement opportunities, citizens will be able to continue to participate remotely via phone OR Zoom.

Link to access the Nov. 29th, 2023 Master Plan Meeting:

Meeting Link [HERE](#) -- Then click "Open Zoom"

Or copy and paste this URL into your browser:

<https://us02web.zoom.us/j/89552184706>

Call-In Phone Number: Call 1-929-205-6099 & enter Meeting ID: 89552184706 then press #

**Town of Franklin - Master Plan Committee Agenda
November 29th, 2023**

1. Meeting Minutes: September 13 & 27, 2023 & October 25, 2023
2. Subcommittee Updates
3. Existing Conditions & Inventory Draft Report - Discussion
4. Tabling and outreach for Survey
5. 2024 Meeting Dates

Master Plan Update Committee 2023

Meeting Minutes

September 13, 2023, 6:30 PM

Third Floor Training Room

355 East Central Street

This meeting was available to be attended in person by all citizens. The meeting was also live-streamed by Franklin TV and shown on Comcast Channel 9 and Verizon Channel 29.

Recordings have been made available on Franklin TV's "Franklin Town Hall TV" YouTube channel. Additionally, citizens were able to participate remotely via phone and Zoom.

Committee Members in Attendance: Chair Glenn Jones; Vice Chair Cobi Frongillo; Clerk Melanie Hamblen; Meghann Hagen; Jennifer Williams; Kenneth Elmore; Joe Halligan; Ginelle Lang; Eric Steltzer; Gino Carlucci; Bruce Hunchard; Rick Power; Erin Gallagher

Committee Members Absent:

Others in Attendance: Amy Love, Town Planner;

Chair Glenn Jones called the meeting to order at 7:00 PM.

Subcommittee Updates

The Chairs of the subcommittees briefed the Committee on what dates and times their next subcommittee meetings are scheduled to take place on. Member Hagen, Chair of the OSRP and NCHR subcommittee, provided an update on the Open Space and Recreation Plan being reviewed by the State prior to sending it to Town Council and incorporating it into the Master Plan. Town Planner Love discussed the types of information the Committee would be receiving from BETA Group and Barrett Consulting, and let them know that the results of the interviews would be ready in the next week for the next meeting, along with a new draft of the survey if ready. Chair Jones asked if Vice Chair Frongillo had received feedback on visiting sites with the Committee, to which Vice Chair Frongillo said the hope is to agree on dates and then reach out to find out who would like to go along.

Marketing and Communications

Town Planner Love presented Member Gallagher's drafts for flyers and the Committee discussed recommendations for it. She also brought up Member William's suggestion of having a gift card be a prize that participants in the survey could be entered into a raffle for at the Harvest Festival, and said that it could be done if the funds came directly from a Committee Member or a donation. Member Williams asked whose responsibility it is to solicit donations or gift cards, and commented that if it is the Committee Members' responsibility then they should delegate the task. Town Planner Love responded that it would be the responsibility of the Committee to acquire gift cards and/or solicit businesses about donations, and added that if they did not think they would have time to have something ready for the Harvest Festival then they could wait and have multiple gift cards be prizes for when the survey is posted. Town

Planner Love also recommended the Committee make sure to coordinate who would be working at the booth during the Harvest Festival. Chair Jones encouraged all Committee Members to come by the booth at Harvest Festival and help if they can. The Committee then resumed discussion of the drafted tagline: "Form Franklin's Future".

Harvest Festival Planning

Member Steltzer asked if there is a decision on having a Committee Member working over the next two weeks to have an incentive for signing up for email ready in time for the Harvest Festival. He added that he did not think it would be feasible in two weeks for a Committee Member to successfully solicit donations from local businesses and have something to offer with them that gets them to participate at the event, which other Members of the Committee expressed agreement with. Member Williams commented to ask if there is merit in at least having something to entice people to add themselves onto a sign-up list, to which Chair Jones responded that he could reach out to Lisa Piana of the Franklin Downtown Partnership to get feedback from Partner businesses on whether or not they would be receptive to donate to the gift card program. The Committee decided that the gift card would be specific to a local business. Member Power asked if a business that donates would receive any recognition for it. Town Planner Love answered that the sign-up sheet that people are using to enter the gift-card giveaway would mention and thank the local business who is donating the gift card. Member Steltzer remarked that he would like to continue the discussion of incentives to get people to sign up, to which Chair Jones said it would be added to the agenda of the next Committee meeting.

Future Agenda Items

Town Planner Love confirmed that she, BETA Group, and Barrett Consulting plan to produce the results of the Interviews at the September 27 Main Committee meeting. She continued by saying the results would help direct the Consultants towards the tasks which have to do with inventory. A draft of the Community Survey, if not the completed document, should also be expected for the September 27 meeting.

Town Planner Love then also brought up that BETA Group and Barrett Consulting have asked Committee Members to take photos when they are around Town of the Town 'in action' and share them with the Master Plan Drive. Member Williams asked if they would need to ask for consent from people who appear in the pictures, to which Chair Jones and Town Planner Love suggested focusing on public spaces where that should not be an issue. Chair Jones asked if BETA Group and Barrett Consulting would be able to answer questions from subcommittee chairs when they attend the September 27 meeting. Town Planner Love answered that they would be ready to discuss subcommittees and answer questions relating to their specific topics.

Next Meetings (Main Committee)

September 27, 2023 at 6:30PM

Next Meetings (subcommittees)

Open Space & Recreation, Natural, Cultural, and Historic Resources: September 26, 2023 at 7:00PM

Community Service, Facilities & Circulation: September 27, 2023 at 5:30PM

Land Use and Zoning: September 19, 2023 at 7:00PM

Housing & Economic Development: TBD

Sustainability: September 18, 2023 at 7:00PM

Additional Comments**Adjourn Meeting**

Member Power motioned to adjourn the meeting. Seconded by Member Hamblen. There was a unanimous vote in favor of adjourning. Meeting adjourned at 7:49 PM.

Master Plan Update Committee 2023

Meeting Minutes

September 27, 2023, 6:30 PM

Third Floor Training Room

355 East Central Street

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Committee Members in Attendance: Chair Glenn Jones; Vice Chair Cobi Frongillo; Clerk Melanie Hamblen; Meghann Hagen; Jennifer Williams; Kenneth Elmore; Joe Halligan; Ginelle Lang; Gino Carlucci; Bruce Hunchard; Rick Power; Erin Gallagher

Committee Members Absent: Eric Steltzer;

Others in Attendance: Amy Love, Town Planner; Jill Slankas, Barrett Planning Group LLC; Emily Farmer, BETA Group, Inc.

Chair Glenn Jones called the meeting to order at 6:40 PM.

Subcommittee Updates

The Chairs of the subcommittees provided updates from their previous meetings. Member Lang, Chair of the Land Use and Zoning subcommittee said their subcommittee had drafted their goals for the Master Plan, and they had also started a list of stakeholders related to their subcommittee topic that they would try to engage with during the process. Member Elmore, Chair of the Housing and Economic Development subcommittee, shared a report from the Massachusetts Taxpayers Foundation concerning developments and predictions for areas, including Boston, with the rest of the Committee. Vice Chair Frongillo, Chair of the Community Services, Facilities and Circulation subcommittee, announced that all of his subcommittee's meeting have been planned out for the rest of the year to take place at 5:00pm before Main Committee meetings. Member Carlucci, Chair of the Sustainability subcommittee said they have submitted questions to be added into the survey over to Town Planner Love. Member Hagen, Chair of the Open Space and Recreation & Natural, Cultural, and Historical Resources subcommittee, announced that the Open Space and Recreation Plan had been adopted by the Town Council at the previous night's meeting.

Member Hagen then asked about a goal from the 2013 Master Plan, specifically objective 2.6 which concerned supporting artists in the community through affordable spaces for cultural associations, and the Land Use & Zoning subcommittee's thoughts on creating additional zoning to address the goal. Member Lang answered that there had been a component of the 2013 plan for worker-focused housing, but not artist spaces, but their subcommittee can look into the possibility of making changes to it. Chair Jones suggested the Committee should make one

of its goals be finding suitable locations around Franklin that could potentially provide affordable spaces to suit artists and other types of community members to live and work in. Member Hagen also suggested to Member Hamblen that the community involvement aspect should be giving more mention to the inclusivity of different cultures, which was not given attention in the 2013 Master Plan. Member Hamblen added that indigenous peoples should also be included.

Chair Jones then reviewed and explained how the subcommittees should put specific suggestions and questions they have relating to goals onto lists and then email them to Town Planner Love and Planning Director Taberner to review and respond to.

BETA and Barrett Update

Ms. Jill Slankas from Barrett Planning Group and Emily Farmer from BETA Group provided an overview of how they have been conducting research and gathering data since the Master Plan process started. A presentation with responses from the interviews was shown to the Committee, which was broken down into each of the subcommittees' areas of focus.

Clerk Hamblen asked for clarification about sidewalk snow-removal being a 'challenge/threat' or more of a positive element and opportunity for the Master Plan to address, to which Ms. Slankas answered that she had viewed the response as more of an opportunity.

Vice Chair Frongillo asked if they had been able to connect with students or anyone under the age of 35 in conducting their interviews. Ms. Slankas said they had not been, but commented that everyone they had surveyed had been positive and said they were grateful to work for the Town of Franklin. She added that reaching out to younger people and students would be a whole outreach effort that either the Committee or the Consultants can cover, if the Committee thinks they should. Vice Chair Frongillo said he would be happy to reach out to the student governments at Dean College and Franklin High School, and Chair Jones agreed that it would be good to extend the demographic coverage to them. Chair Jones also asked if the input of Dean students would be relevant when compare to Franklin High School students, to which Vice Chair Frongillo clarified that this step is the interviews and not the survey, so they would only speak with some student leaders and representatives at this point. Ms. Slankas weighed in to say that she would see value in interviewing students from Dean, as master plans is "thought of as a plan for everyone who lives, works, and plays in that town". Vice Chair Frongillo also asked if they had been able to find contacts and conduct interviews with people connected to the most vulnerable populations within the Town, such as in the Food Pantry, the SAFE Coalition, and the Franklin Housing Authority, to which Ms. Slankas answered that they had not. Vice Chair Frongillo then commented that it was great that they had been able to get the feedback that they did, but it appeared to be mostly staff feedback and he himself would be trying to keep an eye on the people who are not typically being heard in these processes. Member Halligan asked if they would be talking to the Franklin residents who pay taxes and vote in the Town's elections. Town Planner Love and Ms. Slankas responded with explaining that the survey would be used to ask for information from the public in Franklin and that the interviews are part of the earliest stages of the project where they are not yet ready for

collecting that amount of data. Member Elmore recommended that canvassing Dean College could involve group interviews, and possibly focusing in on students who are from Franklin or who have a more long-term interest in the Town.

Chair Elmore asked if it would be too much trouble for Barrett Consulting and BETA Group to add some more people to answer questions in the interview process. Ms. Slankas said it would be fine. Member Carlucci weighed in to say that the perspective of Dean students who are from out-of-state could be interesting for seeing what they think of Franklin from their outside perspective, because they also will share their opinion of the Town with people when they move back home. Town Planner Love answered that they might not have enough familiarity with the Town to know of its inventory, but Chair Jones responded by saying that such outsider feedback would be interesting nonetheless.

Member Hagen asked Vice Chair Frongillo about pulling in some small business owners in Town into the interview who might not be residents themselves, to which Ms. Slankas said that she could reach out to the Chamber of Commerce and the Franklin Downtown Partnership.

Member Lang asked for clarification on if some of the groups of people they are considering adding to the interviews would instead be focus groups later in the process, to which Ms. Slankas then explained how there is also a lot of space in the future for them as focus groups, but for now the interviews will be growing the circle of people who know about the Master Plan and foster engagement. Chair Jones followed up by asking if there were many responses to the interviews from the School Department, Ms. Slankas answered the Superintendent, the Principle, and IT had responded.

Member Gallagher asked if someone on the Committee could personally connect the Consultants to people who have not responded to requests to be interviewed.

Vice Chair Frongillo and Chair Jones then discussed with Ms. Farmer of BETA Group questions regarding data collection.

Harvest Festival

Town Planner Love briefed the Committee about having their setup at the Harvest Festival and making sure that Committee members would be there to staff it. Members who would be at other booths said they would still be willing to talk about the Master Plan with any people who ask them about it and direct those people to the Master Plan booth. Vice Chair Frongillo emphasized that although getting people to sign up for the survey so that they can also enter themselves into the raffle would be one thing, getting them to fill out the survey itself would be another.

Draft Survey Review

Town Planner Love presented the first draft of the survey to the Committee, saying that it was a version that members could directly make suggestions of edits to. She added that Barrett Consulting will be having a look at the final draft before it goes out.

Vice Chair Frongillo provided recommendations that survey takers should be prompted to provide their experiences more so than their expectations of outcomes. He also suggested that

most of the prompts would be agreeable to most survey takers, and thus should ask more for the survey taker's degree of agreement rather than simply whether or not they agree.

Member Halligan asked how seriously the Committee would be taking the results of the survey, adding that the results may convey a message against making any changes whatsoever, which Vice Chair Frongillo answered is why they should not ask such questions in their survey. The Committee continued discussing formats for the questions to be put on the survey, with Vice Chair Frongillo reiterating his emphasis on questions that ask people what they have experienced and what they value in the community rather than ask them to prescribe a solution to a problem which is not in their role.

Member Elmore asked how the surveys would be distributed, which Town Planner Love answered would be available on the Town website and accessible through QR Code, as well as paper copies and social media links. Chair Jones asked the rest of the Committee to review the survey so that it can be finalized as soon as possible.

Next Meetings (Main Committee)

October 25, 2023 at 6:30PM

Next Meetings (subcommittees)

Open Space & Recreation, Natural, Cultural, and Historic Resources: TBD

Community Service, Facilities & Circulation: October 25, 2023 at 5:00PM

Land Use and Zoning: TBD

Housing & Economic Development: TBD

Sustainability: October 16, 2023 at 6:30PM

Additional Comments

Adjourn Meeting

Member Hamblen motioned to adjourn the meeting. Seconded by Member Power. There was a unanimous vote in favor of adjourning. Meeting adjourned at 8:10 PM.

Master Plan Update Committee 2023

Meeting Minutes

October 25, 2023, 6:30 PM

Third Floor Training Room

355 East Central Street

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Committee Members in Attendance: *Chair Glenn Jones; Vice Chair Cobi Frongillo; Clerk Melanie Hamblen; Jennifer Williams; Kenneth Elmore; Joe Halligan; Ginelle Lang; Gino Carlucci; Rick Power; Erin Gallagher; Eric Steltzer;*

Committee Members Absent: *Meghann Hagen; Bruce Hunchard;*

Others in Attendance: *Amy Love, Town Planner; Jill Slankas, Barrett Planning Group LLC; Emily Farmer, BETA Group, Inc.; Stephen Sherlock, Franklin Matters*

Chair Glenn Jones called the meeting to order at 6:40 PM.

Meeting Minutes

Chair Jones motioned to approve the Meeting Minutes from June 14, June 18, July 26, and August 23. Seconded by Clerk Hamblen. The Committee voted unanimously in favor of approving the minutes.

Subcommittee Updates

The subcommittee chairs provided updates from their most recent meetings. Vice Chair Frongillo asked if there is a timeline finalized for the Main Committee meeting dates in 2024, to which Chair Jones said that the Main Committee and subcommittee meetings would likely not be finalized until after the Town Council meeting dates for 2024 have been finalized. Vice Chair also asked what tools Committee Members have for sharing information about the Master Plan, and if the Town's Departments are able to share the Committee's information on their own websites. Town Planner Love answered that she does not have access to the Town's social websites, but she could add links to the Planning Department website about what is happening with the Master Plan process. Vice Chair Frongillo then announced that the CSFC subcommittee would be meeting for a bicycle tour of various public facilities on November 5, starting at Horace Mann Middle School and then go by DPW as well as the Police and Fire Stations. Clerk Hamblen updated the Committee with the OSRP & NCHR subcommittee's recent meeting. Member Carlucci, Chair of the Sustainability subcommittee, updated the Committee on their meeting.

The Committee discussed when to submit agendas for subcommittee meetings to Town Planner Love by, as well as whether or not to add text chat to their Committee meetings.

Member Lang then gave an update on the Land Use & Zoning subcommittee's previous and upcoming meetings.

Harvest Festival

Chair Jones commenced a drawing of the raffle for people who entered their name at the Harvest Festival to win the \$100 Starbucks gift card and receive information on the survey to participate in. The named pulled was Lynn O'Brien. Chair Jones thanked member Halligan and Starbucks for donating the gift card to be used in the raffle.

Chair Jones then asked what the other members who were at Harvest Festival thought of the input they received from the public. Member Elmore commented that he was surprised at the number of young people who were interested in taking part in the process. Chair Jones made a shout-out to the Franklin Children's Museum that members Hagen and Gallagher were working at the booth for during the Harvest Festival.

Finalize Survey

Chair Jones started reviewing the timeline for the survey draft. Town Planner Love briefed the Committee on the consultants' hope to launch the draft survey sometime in the next week. She said they also recommended deadline of 30 days for the survey to be available for answering, but it can be extended if the Committee wishes. Town Planner Love asked the Committee how they would like to distribute the survey in addition to printed forms. The Committee agreed that a Google-form survey, similar to the Open Space and Recreation Plan survey, would be okay.

Member Williams asked if the previously-discussed possibility of map-based surveys had been brought up with Barrett and BETA. Town Planner Love answered that the survey was not in the scope for Barrett nor BETA, but they would be using map-basing throughout the development of the Master Plan. Member Williams asked if the Town could look into an estimated cost of doing a map-based survey on its own without the Consulting groups. Town Planner Love asked what types of data Member Williams would be looking for, to which she answered that qualitative data, would be more engaging and interesting to review than simple quantitative data that would be collected in a traditional survey. Member Steltzer mentioned that the Sustainability subcommittee had discussed in its own meetings how maps would help survey takers and interviewees with visualizing the Town. Town Planner Love responded to Member Williams' question by saying that, if they need a second survey, then they could start outlining the results of the survey onto maps as they are filled out, but people who fill out printout copies of the survey would not have the opportunity to participate in said map-based surveys. Chair Jones asked where a survey would be hosted for the public to fill out, with the Harvest Festival now having passed. Member Williams answered that it would be shared via link online. Member Lang added that her experience with master planning and surveying showed that map-based surveying was more engaging and fun for the participants, and the Committee would get more informative data from the results. She added that the budget for a campus master plan where they did such surveying needed \$25,000. Member Williams asked if it would be possible

for those in the Committee who have professional experience in the surveying process could volunteer to help create and run the survey, and only pay for the program software costs. Town Planner Love responded to the Committee that they are looking at the entire community with this plan, and there are often people who cannot work with computers or cell phones who tell the Town how they are unable to participate electronically, so the likelihood that such members of the community would be left out of the Master Plan process if the survey was done this way would be a concern for her. Vice Chair Frongillo weighed in to say that he finds value in creating a strong survey, not necessarily for the answers to reveal anything, but because of how the survey can foster people to engage with the process. Member Gallagher commented that the surveys need to either go out as one survey, or they need to be staggered in when they launch so that confusion is avoided. Member Elmore asked if more analogue types of engagement need to be done, like going to the Senior Center or the Library, for the reasons that were just discussed about difficulties people experience in electronic engagement. Member Power asked if they have an estimate of how many results they will get for the survey. Chair Jones answered that the responses are not always very high in relation to the population of the Town, to which Member Power said that it may be a sign that they should be more aggressive in going out and interacting with the public. Member Halligan pointed out that many of the questions on the survey are not types of things that can be pinpointed on a map, like asking their age and income, instead of finding out their thoughts on amenities. Member Carlucci proposed placing a large map out at public places where people gather so that they could pin spots on the map with notes on their thoughts and recommendations. Chair Jones surmised that two questions needed to be answered: how much more detail is needed in the written survey; and how many people is the Committee going to reach out to with this survey. Town Planner Love concluded that a decision should be made sooner rather than later, and then they can move forward from when they review the results of the survey are done and decided upon whether or not to have a second survey involving a map. The Committee continued deliberating on the purpose and aim of what types of questions the survey draft contained, particularly questions about demographic information and how it would be of help to the process. Member Elmore remarked that more of the questions should be framed around what the survey participant thinks should be focused on over the next 10 years, because people may lose focus that the Plan and their questions are meant to be relevant to that timeframe. Member Gallagher asked how they would promote and market the survey to make the public aware of how to access it, to which Town Planner Love answered that multiple options would be available and could be discussed at a later meeting. The Committee agreed to have an ultimate affirmative vote on the survey at the next meeting November 8.

Incentives and Raffle Prizes

Chair Jones began the drawing of gift card prizes to Bellagio Nail Bar & Lashes and The Shed restaurant, and thanked Member Halligan and the businesses for contributing them to be awarded as prizes.

Updates on Existing Conditions and Inventory

Town Planner Love told the Committee that she expected BETA and Barrett to have their final report presented at the next meeting, and will likely be giving the Committee a 3-week deadline to respond to it with comments. Chair Jones commented that it will take time to give feedback to the report as it is the holiday season. He then presented a photo from the Committee's archives that had been provided from a member of the public could be incorporated into the Master Plan document, and then asked the rest of the Committee to send in any photos they would like to incorporate to Town Planner Love. The person who created the photograph can be credited in the Master Plan if they wish to be.

Storymap Ideas

Town Planner Love showed the Committee on previous storymaps done by other boards, departments, and committees and briefed them on the hope that the subcommittees can come up with ideas for putting together the Committee's own storymap. Member Williams asked how specifically the Committee's Storymap would relate to informing people on the Master Plan, which Town Planner Love answered that it would be a marketing tool. Member Halligan asked if there was a way to find out the number of people who watch the meetings on television, to which Mr. Stephen Sherlock from Franklin Matters said that they only have aggregate numbers and not numbers by show. However, the YouTube recording and the audio recording on Franklin Matters, along with the Zoom call provide numbers of viewers that may give a general idea on the number of people who are watching a meeting.

Next Meetings (Main Committee)

November 8, 2023 at 6:30PM

Next Meetings (subcommittees)

Open Space & Recreation, Natural, Cultural, and Historic Resources: TBD

Community Service, Facilities & Circulation: November 8, 2023 at 5:00PM

Land Use and Zoning: October 30, 2023 at 7:00pm

Housing & Economic Development: TBD

Sustainability: TBD

Additional Comments

Chair Jones told the Committee to expect a lot of information to appear for them to review in a very short span of time.

Adjourn Meeting

Member Halligan motioned to adjourn the meeting. Seconded by Member Hamblen. There was a unanimous vote in favor of adjourning. Meeting adjourned at 8:28 PM.

Master Plan 2024 - Meeting Dates (proposed)

1. January 10th
2. January 24th
3. February 7th - 1st Public Hearing (tentative)
4. February 21st
5. March 6th
6. March 20th
7. April 10th - 2nd Public Hearing (tentative)
8. May 1st
9. May 15th - 3rd Public Hearing (tentative)
10. June 12th
11. June 26th
12. July 10th
13. July 24th
14. August 21st
15. September 9th - present final draft to Planning Board
16. September 18th - present final to draft Town Council