

Toward Brockton Action Plan 2025 Council / Senior Staff – May 18, 2021

Purpose

The purposes of today's meeting:

1. To generate a "Preliminary Long List" of Potential 2021-2025 Actions that the municipality could take under four headings: Quality of Life; Economic Development; Culture and Heritage; Planning and Environment
2. In order to assist with that primary purpose, I will present results of the two public surveys
3. Outline next steps

Attachments

Within this agenda, you will find the following five (5) document summaries:

1. Random Sample Survey Presentation
2. Open Online Survey Presentation
3. Economic Development Survey Presentation
4. 'Just One Thing' responses
5. Findings filtered by pillar
 - a. Culture and Heritage
 - b. Quality of Life
 - c. Environment and Planning
 - d. Economic Development

Preparation

1. We are requesting each member bring forward three suggestions at the meeting for Potential 2021-25 Initiatives under each of the four themes noted above
2. Please note any questions you may have about the surveys; I would be pleased to answer them at the meeting

Notes

1. The four headings for community action, mentioned above, are taken from the Sustainable Brockton Plan 2013. They are simply useful categories for us to start with. In the final 2021-2025 Action Plan, they may be altered to be more reflective of action items.

2. From the meeting, I hope we will emerge with a long list of 15-20 potential actions under each of the four headings. In your final Action Plan, I expect you would settle on a shorter list of high priorities
3. At this point, Council is not committing to any or all of those potential actions on the “Preliminary Long List”. They will be put forward for the specific purpose of getting public feedback from the focus groups. This will be made clear in the “Preliminary Potential Actions” document that emerges from this meeting, and to the feedback meetings I will be having in three weeks’ time.

Next Steps

1. All suggested Potential Actions compiled into a document: “Toward Brockton’s Action Plan 2025 – Preliminary List of Potential 2021-2025 Actions, for public feedback”
2. That the “Preliminary List” be distributed to those invited to feedback meetings
3. Week of July 7: a series of meetings with members of the public and staff seeking feedback about the preliminary potential actions:
 - Would the action be effective at getting good results for the community
 - Would the results it would give us offer value, in terms of the resources, time, and money they would require
 - Are they likely to get the support they would need from the public, businesses, community organizations, other governments, etc.
 - Are there other suggestions that would be at least as effective, offer at least as much value, and get at least as much support
4. In June 24, our next Council/senior staff workshop will consider the feedback received, as well as the public survey input, in order to clarify, set priorities, and select your 2021-2025 plan of action.
5. In July, I will draft the Brockton 2021-2025 Action Plan for your review, refinement, and eventual adoption.

Thank you!