

ESSEX STRATEGIC PLAN

2022 - 2027



Andrew Haley

AGENDA

Introduction

Process

Review of 2015-2020 Strategic Plan Accomplishments

2022 Strategic Plan

Questions and Feedback





2022

Andrew Haley

INTRODUCTION

This Plan has been developed through a series of public Strategic Planning Committee (SPC) meetings, reviewing recent accomplishments and updating the Town's long-term priorities. The SPC is comprised of representatives from:

- Board of Selectmen
- Finance Committee
- Planning Board
- Conservation Commission
- Historical Commission
- Economic Development Committee
- Representatives from key stakeholder groups
- Town Administrator
- Town Planner

The SPC has developed ten goals, each underpinned by a set of actions to achieve those goals. These ten goals address a broad range of topic areas, from town facilities and public safety, to land conservation and school budgets. While the goals do not address every matter confronting the Town, we believe the Plan addresses the most pressing challenges currently facing Essex.



PROCESS

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STRATEGIC PLANNING PROCESS

REVIEW 2015 PLAN & UPDATE TO 2022 NEEDS

Note
accomplishments

Decide what goals
should carry over
and what goals are
no longer relevant

Develop new goals

TAKE PLAN TO BOARDS AND COMMITTEES FOR REVIEW

The plan was sent
to boards and
committees who will
execute the plan for
review and
refinement

PUBLIC REVIEW

Plan is shared with
Essex residents for
feedback

SPC revisits plan
based on public
feedback

FINAL SUBMISSION TO BOARD OF SELECTMEN FOR APPROVAL AND ADOPTION

ONGOING REVIEW OF PLAN – ACHIEVEMENTS AND REVISIONS



2015 STRATEGIC PLAN REVIEW

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REVIEW OF ACCOMPLISHMENTS - 2015-2020 PLAN

- **Goal 1: Facilities/Infrastructure** – Town Hall, Public Safety Building, Memorial Elementary, Water System, Grinder Pumps, Conomo Point Seawall, Apple Street, Causeway Bridge
- **Goal 2: Town Government** – Survey found Candidates, Website & Facebook
- **Goal 3: Economic Development** – Committee formed, Plan written, Parking Study, Local Rapid Relief, Pilot Project, Mixed-use Zoning District, BluDot
- **Goal 4: Protected Lands** – Open Space Plan, Sagamore Hill
- **Goal 5: Health/Access to Natural Resources** – Dredging funded, Green Crab Trapping, Invasive Plant Control, Improvements at Conomo Point, Clam Seeding, Chebacco Lake/Alewife Brook Study, Green Community

REVIEW OF ACCOMPLISHMENTS - 2015-2020 PLAN

- **Goal 6:** Recreational Opportunities – Library, Holiday Celebrations, Camp Dory, Memorial Field, Replace Folsom Pavilion/Improve Grove, Tennis Courts
- **Goal 7:** School Budget – Collaboration Group, Growth Discussion, Capital Planning
- **Goal 8:** Call Fire Department – Fire Explorers, Fitness Room, New Station, Day Coverage
- **Goal 9:** Affordable Housing – Coalition formed, Housing Trust formed, Housing Forum, Mixed-use Zoning District
- **Goal 10:** Coastal Resilience – MVP Designation & Plan, Hazard Mitigation Plan, Great Marsh Adaptation Plan, Disaster Planning, Sediment Transport & Placement, Apple Street Grants, Causeway Bridge, Conomo Point Seawall

CONTINUING FOCUS AND TRANSITION

Brown is *Expiring Plan*

- Goal 1 – Renew and finance critical Town infrastructure – **Goal 1** (not changing).
- ~~Goal 2 – Increase participation in Town government~~ – **Goal 2** Emergency Services - Maintain the Town's Call Fire Department and Improve the Town's Emergency response to vulnerable populations.
- ~~Goal 3 – Maintain and further develop a strong business community~~ – **Goal 3** (slightly modified).
- ~~Goals 4-5 – Increase the amount of protected land in Essex and Improve the health of and access to Essex's rivers and lakes~~ – New, combined **Goal 4** Ensure the continued protection and management of conservation land, open space, and historic places in Essex; Improve the health of, and access to, water resources and protected lands.
- ~~Goal 6 – Expand the range of recreational opportunities and assets, particularly for young people~~ – Now **Goal 5** Expand the range of recreational opportunities and assets.
- **Goal 6** – Promote Fiscally-Responsible Government.

Blue is Proposed *Revised Plan*

CONTINUING FOCUS AND TRANSITION

- **Goal 7** – Develop and deliver a fiscally responsible school budget consistent with multi-year forecasts – Now Goal 9 Maintain the Excellence of our Schools.
- **Goal 7** - Meet the housing needs of all Essex residents through community housing initiatives and regulation of short-term rental units.
- **Goal 8** – Maintain the viability of the Town’s call Fire Service – Now Goal 2 Emergency Services - Maintain the Town’s Call Fire Department and Improve the Town’s Emergency response to vulnerable populations.
- **Goal 8** – Build Coastal Resilience.
- **Goal 9** – Meet the housing needs of all Essex residents – Now Goal 7 and expanded.
- **Goal 9** – Maintain the Excellence of our Schools.
- **Goal 10** – Build Coastal Resilience – Now Goal 8.
- **Goal 10** - Review and Update Essex’s Current Single District Zoning Bylaw by Preparing and Implementing a Comprehensive Residential and Commercial Zoning Plan.



THE PLAN [LINK](#)



QUESTIONS AND FEEDBACK

- [Link to survey](#)
- Office hours: Monday, 10/10 at 7 pm & Thursday, 10/13 at 7 pm at Town Hall
- Next SPC meeting: October 27, 7 pm
- Public Comment Guidelines for this evening:
 - Public Comment will be heard after SPC plan presentation
 - 2 minutes per person
 - No person shall speak more than twice
 - For those with additional comments, please use the survey, attend office hours, or email the committee via the Town Administrator bzubricki@essexma.org

REMINDER!

- The Town is considering elevating the Apple Street roadbed and replacing an inadequate culvert under the road to ensure that Apple Street will provide a dry travel path when the causeway floods more often in the future.
- On November 2, 2022:
 - 10:00 a.m. – Public presentation of the project, Essex Senior Center.
 - 10:30 a.m. – Public tour of the Essex causeway and the Apple Street project site. Tour leaves from Senior Center.
 - 7:00 p.m. – Virtual Public Forum regarding the project. Connection details and other project information at www.essexma.org/apple.



THANK YOU

