

BERKLEY GOALS PROJECT



SUMMARY AND FINAL REPORT

June 6, 1995

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BERKLEY
STRATEGIC PLANNING COMMITTEE

Gregory Boyd
Lisa Cavicchi
Cheryl Custer
Rudy Custer
Edwin Devine
Karl Eklund
Carleen Farrington
Doris Gracia
Jean Harmon
Lee Josselyn
James King
Carla Lyman
Robert Lyman
Peter Parsons
Jeanne Russo
Patricia Sittig
Barbara Wallace
Frank Wallace
Ada Whitehouse
Pamela Whitehouse

**UNIVERSITY OF MASSACHUSETTS AMHERST -
DEPARTMENT OF LANDSCAPE ARCHITECTURE AND REGIONAL PLANNING**

FACULTY/STAFF SUPERVISION

Ann Forsyth, Ph.D
Doug Albertson, Instructor
Ariel Gelman, Teaching Assistant

RESEARCH TEAM

David Cary
Eric Hanson
Timothy Henzy
Zhen Fen

**SOUTHEASTERN REGIONAL PLANNING
AND ECONOMIC DEVELOPMENT DISTRICT**

Thomas A. Pisaturo, Comprehensive Planning Manager
Nancy J. Bumbaugh, Office Manager/Principal Secretary
Lorraine M. Barrow, Office Aide

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BERKLEY GOALS PROJECT SUMMARY AND FINAL REPORT

EXECUTIVE SUMMARY

Berkley is one of the fastest growing towns in Massachusetts. Residents are concerned about this rapid growth and the financial demands that it's placing on their town. Because the town does not have a master plan or any clear vision of what kind of town it will become, townspeople organized a Strategic Planning Committee. For over a year the Committee has led an effort to prepare goals and objectives. The goals will be used to set the direction for future planning studies and to establish priorities for actions Berkley intends to take to meet the needs of its residents.

The Berkley Goals Project had two parts. The first part was a survey of town residents. Every home in Berkley (1691 households) received a copy of the survey. The response rate was exceptional, with 844 surveys (49.9%) returned before the tabulation deadline. The basic conclusion of the survey is that residents want to get a handle on what they perceive as rapid growth. While there is strong support for spending money to make improvements to their town, these improvements should be designed to improve the quality of life rather than to promote development. Finally, the need to create jobs in Berkley, which is very much in the minds of people in southeastern Massachusetts, has support. However, it also has opposition in an almost equal amount.

The second part of the project involved two community meetings. During the meetings residents engaged in an in-depth discussion of the future of their town and identified 57 goal statements in ten issue areas. The Strategic Planning Committee reviewed the goals and objectives developed at the public meetings and prepared a short term action program. These actions were selected based on the Committee's top five concerns (as identified on the survey and public meetings).

ACTION AGENDA

1. Establish and fill the position of Town Administrator.
2. Implement a three-year building limitation policy.
3. Establish a Capital Facilities Oversight Committee and reform the use of the Stabilization Fund.
4. Establish subcommittees of the Strategic Planning Committee in the following areas:
 - a. Town bylaws and administration,
 - b. Water resource protection,
 - c. Protective Zoning Bylaw,
 - d. Preservation of open land.

5. Institute a policy of the Strategic Planning Committee for monthly open meetings for townspeople to express their concerns and wishes.

BACKGROUND AND PLANNING PROCESS

In many respects Berkley is the very embodiment of rural, small town America. Population density is low, volunteer boards provide many municipal services and the landfill is a popular place to meet and discuss town business. While agriculture is an important activity, there is no shopping center and there is little industry. Most of the town's residents view Berkley as a great place to live and raise their families.

In 1990, Berkley had the least number of residents of any town in Bristol County. However, the town has highway interchanges for two limited access highways and is within an easy commute of metropolitan Boston. The result is that Berkley is also one of the fastest growing towns in Massachusetts.

Residents are concerned about this rapid growth and the financial demands that it's placing on their town. Because the town does not have a master plan or any clear vision of what kind of town it will become, Berkley residents organized a Strategic Planning Committee. Using volunteer labor, the committee wrote a strategic planning grant application and was awarded \$6,500 from the Executive Office of Communities and Development. The purpose of the grant was to prepare goals and objectives. The town hired SRPEDD and students from the University of Massachusetts/Amherst to help with the project.

The project had two parts. The first part was a survey of town residents. The purpose of the survey was to find out how the residents feel about growth, town services and the character of the town. Every home in Berkley (1691 households) received a copy of the survey. The response rate was exceptional, with 844 surveys (49.9%) returned before the tabulation deadline. The survey provided excellent information about the attitudes and opinions of town residents.

The second part of the project involved two community meetings. Forty-five residents attended the meetings, which were held on two Saturdays in April. The survey results guided the residents during the meetings. However, they also went beyond opinion and engaged in an in-depth discussion of their town's future. The result of the meetings was 57 goal statements in ten issue areas. The goals will be used to set the direction for future planning studies and to establish priorities for actions Berkley intends to take to meet the needs of its residents.

SURVEY RESULTS

A team of students from the Department of Landscape Architecture and Regional Planning at the University of Massachusetts/Amherst developed and administered the

survey. The team was under the supervision of two faculty members and had the assistance of the Office of Statistical Consulting. The Strategic Planning Committee actively participated in the development of the survey. The committee members answered a series of open-ended questions, such as what were the biggest factors influencing Berkley's character and what the town would be like in 20 years if current trends continued? The committee's responses were used to identify issues of concern to residents. These issues, in turn, shaped the seventeen questions included on the final survey.

Every home in Berkley (1691 households) received a copy of the survey. It was accompanied by a self addressed, postage paid, return envelope. The students conducted a marketing program to coincide with the distribution of the survey. Fliers promoting the survey were posted in prominent locations in Berkley and articles were placed in area newspapers. The students and several committee members appeared on the "Berkley Beat", a local-access cable TV show. The careful design of the survey and the marketing efforts paid off in a 50% return rate. Appendix C contains a detailed report of the student project. The results of the survey are listed below.

1. Growth rate within the last 10 years?

a.	"What growth?"	1.7%	
b.	"Too slow"	1.9%	
c.	"Just right"	24.7%	
d.	"Too fast"	47.0%	71.7% Too fast
e.	"Out of control"	24.7%	

2. Berkley needs to

a.	Create good jobs		
	28.2% Disagree	16.5% Strongly Disagree	44.7% Disagree
	27.7% Agree	18.7% Strongly Agree	46.4% Agree
b.	Preserve its rural character		
	67.0% Strongly Agree	27.9% Agree	94.9% Agree
c.	Affordable housing		
	39.8% Strongly Disagree	26.5% Disagree	66.3% Disagree
d.	Preserve its historic areas		
	57.4% Strongly Agree	36.0% Agree	93.4% Agree
e.	Conservation land		
	54.6% Strongly Agree	33.7% Agree	88.3% Agree

3. An industrial park in Berkley?

a.	Strongly in favor	17.2%	45.1% In Favor
b.	In favor	27.2%	
c.	No opinion	6.2%	
d.	Opposed	17.1%	48.7% Oppose
e.	Strongly opposed	31.6%	

4. A supermarket locating in Berkley?

a.	Strongly in favor	20.5%	46.5% In Favor
b.	In favor	26.0%	
c.	No opinion	7.3%	
d.	Opposed	20.1%	46.2% Oppose
e.	Strongly opposed	26.1%	

5. New homes in Berkley?

a.	Strongly in favor	5.2%	38.5% In Favor
b.	In favor	33.3%	
c.	No opinion	15.8%	
d.	Opposed	26.5%	45.7% Oppose
e.	Strongly opposed	19.2%	

6. Do you own or rent your home?

Own	97.0%	97.0% Own
Rent	3.0%	

7. Current property tax rate?

a.	Low	3.8%	
b.	Just right	57.5%	57.5% Just Right
e.	Excessive	34.7%	
e.	Not applicable	4.0%	

8. Even if it may require a property tax increase, Berkley needs to.....

a.	Improve public roads		
	15.6% Strongly Agree	43.4% Agree	59.0% Agree
b.	Install public water and sewer		
	37.2% Strongly Disagree	33.7% Disagree	70.9% Disagree
c.	Improve public school facilities		
	29.2% Strongly Agree	36.4% Agree	65.6% Agree

- d. Improve public safety
23.1% Strongly Agree 46.3% Agree 69.4% Agree
- e. Improve public recreational facilities
11.9% Strongly Agree 40.9% Agree 52.9% Agree
8.9% Strongly Disagree 24.1% Disagree 33.0% Disagree
- f. Improve public recycling facilities
18.4% Strongly Agree 44.9% Agree 63.3% Agree
- g. Improve public library facilities
16.1% Strongly Agree 47.7% Agree 63.8% Agree
9. Number of persons in your household?
- | | | |
|-----------|-----------|----------------|
| 1 - 7.3% | 2 - 29.7% | 2 to 4 - 78.4% |
| 3 - 24.6% | 4 - 24.1% | |
- Ages:
- | | | |
|--------------|--------------|----------------|
| 0-4 10.0%, | 5-19 22.7%, | 20 to 49 50.9% |
| 20-34 24.1%, | 35-49 26.8%, | |
| 50-64 10.8%, | 65+ 5.7% | |
10. Commute Out of Town
- | | | |
|-------------|------------|-------------|
| Yes - 88.0% | No - 12.0% | Yes - 88.0% |
|-------------|------------|-------------|
- Five Most Frequent Commutes (with number):
- | | |
|------------|-----|
| Taunton | 150 |
| Fall River | 85 |
| Boston | 53 |
| Brockton | 51 |
| Raynham | 28 |
11. Year started living in Berkley? 60.0% After 1985
12. Area of Residence
- | | | |
|-------------------|-------|----------------------|
| a. Berkley Common | 34.1% | 34.1% Berkley Common |
| b. Berkley Bridge | 20.7% | |
| c. Assonet Neck | 17.5% | |
| d. Myricks | 27.7% | |
13. Town meetings attended in the past 2 years?
- | | | |
|---------------------|------------------|------------|
| 36.3% None | 33.0% One or Two | 36.3% None |
| 16.0% Three or Four | 7.7% All | |

14. Town elections participated in the past 2 years?

26.9% None	11.6% One	
24.6% Two	32.2% All	32.2% All

15. Education?

19.8% High School Diploma	
35.4% College Degree	50.8% College or better
15.4% Graduate or Professional Degree	

16. Household income in 1994?

5.1% Under \$14,999	
12.2% \$15,000 - \$29,999	
23.8% \$30,000 - \$44,999	
24.2% \$45,000 - \$59,999	58.9% \$45,000+
34.7% \$60,000 or more	

17. In your opinion, how can Berkley become the best town in the Commonwealth of Massachusetts? Please write your comments in the space provided below.

The most popular answer given was, by far, to maintain the town's rural character. People feared that development (both past and present) has substantially altered the town's character. One respondent stated, "I don't think that Berkley should try and be the best town in the Commonwealth. It should try to preserve its rustic character that used to make it so attractive." This respondent, and many others, felt that the town, by allowing substantial development, may have lost its character forever. Many agree that it is time for the town to set out a planned growth strategy. People called for a master plan and zoning changes. Many respondents mentioned putting limits on the amount of growth or even placing a moratorium on new development.

Respondents wanted to maintain character and slow growth, but they also wanted facilities that can handle the population today and in the future. The need for a new police station, fire station, and library was a popular response. Citizens fear that these facilities cannot handle the demands placed on them by the current or future population. Numerous respondents also stated the need for a high school. Many do not like busing their children out of town to go to school because it is an inconvenience, especially if their children participate in after-school activities. In addition to a new high school, respondents would like to see another elementary school built. Respondents felt that the current school is overcrowded. They wanted to see a reduced ratio between teacher

and students. A majority of respondents were not happy with the quality of education their children are receiving.

Respondents felt that if Berkley is going to be the best town in the Commonwealth it will need to have some type of industry. Many favored an industrial park. Respondents also felt that the town needs to increase its commercial base. A substantial number of respondents felt that a supermarket and convenience stores would make Berkley a better place to live. These two types of answers can be attributed to many people's desire to increase the town's tax base. Respondents felt that commercial and industrial facilities could provide the town with tax revenue to pay for new facilities and maintain the current residential tax rate. Many cautioned that industrial and commercial facilities must not endanger the town's character. Respondents stated that the town needed to be less dependent on residential taxes. The residential tax base will not cover future service and facility needs of the town without an increase in the tax rate which people do not want to see.

Many people expressed dissatisfaction with the town's government. One respondent answered, "stop small town politics and work together and not in cliques." It may be beneficial for the town to look at the structure of its government and the services it provides. Respondents wanted a more professional government.

ANALYSIS OF SURVEY RESULTS

The most obvious conclusion that can be drawn from the survey is that the people of Berkley feel their town is growing too rapidly. Seventy-two percent feel the town's growth is too fast or out of control. This is complemented by overwhelming majorities who agree or strongly agree with the need to preserve the town's rural character (84.9%) and historic areas (93.4%) and add conservation land (88.3%). Residents seem to be upset about the amount of new development rather than any particular type of development. While a small plurality (45.7% to 38.5%) opposes new homes, the number opposed to new homes is nowhere near as large as those who feel the town is growing too fast¹. The comments on the open-ended question reinforce this conclusion.

¹ It is possible for a town to change the rate at which it develops. A moratorium can be used to temporarily stop development while planning and zoning studies are prepared. A scheduled development bylaw will allow the town to regulate the pace of building. However, the town has no power, short of the purchase of development rights, to permanently stop growth.

Residents are nearly equally divided on the desirability of locating an industrial park or a supermarket in Berkley. These development options might be acceptable to the town's residents if they are carefully planned to compliment the character of the town and are undertaken within the context of a well thought out town plan. However, the discussion is likely to be contentious, since large minorities strongly oppose an industrial park and a supermarket.

Residents generally favor making public improvements to their town. Healthy majorities favor improving public roads, public schools facilities, public safety², public recycling facilities, and public library facilities. There is support, although to a lesser extent (52.8% agreement, 35.7% disagreement), for improvement to public recreation facilities. Furthermore, these comments were made with explicit understanding that it might involve a tax increase. Only the installation of public water and sewer service had opposition. Since sewers are frequently associated with growth, opposition to the installation of public water and sewer is consistent with the feeling that growth has been too fast.

There were several other responses to the survey that deserve comment. Affordable housing was not identified as a high priority need. Residents are equally divided on the need to create jobs in the town. This is consistent with the ambivalent attitude toward an industrial park. Finally, only one-third of the residents feel that the tax rate is excessive.

The basic conclusion that can be drawn from the survey is that residents want to get a handle on what they perceive as rapid growth. While there is strong support for spending money to make improvements to their town, these improvements should be designed to improve the quality of life rather than to promote development. Finally, the need to create jobs in Berkley, which is very much in the minds of people in southeastern Massachusetts, has support. However, it also has opposition in an almost equal amount.

The survey also provides a profile of the town's residents. The majority are young adults and children who live in families that contain two to four people. Most people have lived in Berkley only since 1984. Workers overwhelmingly commute to jobs that are not located in Berkley. Finally, while income and educational attainment are high (more than 50% are college graduates), participation in town government is low. This profile is very consistent with what you would expect to find in a small, rapidly growing municipality.

². It is unclear from the question if residents were being asked to comment on public safety as a service or on the proposed public safety building.

PUBLIC MEETINGS

A public meeting format was used to develop Berkley's goals and objectives. On April 22, 1995 and April 29, 1995 residents were asked to attend open public meetings at the Berkley Community School. The Strategic Planning Committee actively promoted the meetings. Fliers advertising the meetings were posted in prominent locations in Berkley, the meetings were listed on the community bulletin board at the town office building and articles were placed in area newspapers. Finally, several committee members and a representative from SRPEDD appeared on the "Berkley Beat" to discuss the Goals Project and the reasons for the public meetings.

The meetings provided a forum for residents to describe the kind of town they wanted Berkley to be in the future. The meetings were designed to foster participation. Facilitators from the Strategic Planning Committee led the discussion with instructions not to discourage any ideas and to make sure everyone had an opportunity to speak.

The purpose of the first meeting was to develop preliminary goals and objectives. Following brief introductory remarks, in which the survey results and some background material on Berkley were presented, the meetings broke down into small discussion groups³. The discussion groups were assigned different issue areas and for each issue area residents were asked to talk about the problems, opportunities and trends confronting their town. Participants identified those problems and opportunities they saw as most important to the future of Berkley. From the discussion they developed preliminary goals and objectives - statements about how the town should respond to these problems and opportunities. The groups were urged to think of the goals in terms of intentions - actions the town realistically intended to take over the next five to ten years.

SRPEDD prepared a summary of the first meeting that listed the preliminary goal statements. This was distributed at the start of the second meeting. In the second meeting, the residents met as one group and reviewed the goals developed the prior week. Once again, a member of the Strategic Planning Committee served as the facilitator with instructions to ensure that everyone had an opportunity to speak. The residents had a number of tasks. They were asked to determine if there were inconsistencies among the various goal statements and if any important goals had

³. The public meeting plan anticipated nine small groups, each corresponding to an issue area selected by the Strategic Planning Committee. The nine groups were open space/recreation, economic development, land use management, historic preservation, public education/youth programs, public facilities (library, public safety building, etc.), public services (roads, water, sewage, waste disposal, etc.), housing policy and government structure. Because of the low turnout the meeting broke into two groups and the issue areas were split among the two groups.

been overlooked. They were also asked to determine if anyone had a serious objection to a listed goal. Finally, they were urged to try to set priorities.

The residents engaged in a spirited discussion and made many changes to the preliminary goals. The attempt to set priorities was moderately successful. In several instances, residents put the goal statements into a short term or a long term category. This gave the town a menu of actions to work on in the near term. The result of their work is listed below.

BERKLEY - GOALS AND OBJECTIVES

1. OPEN SPACE/RECREATION

- Short term goal - Investigate the formation of a community land trust. Educate the public about what a land trust would do, including its tax implications. Present the concept to community groups, such as the Council on Aging.
- The conservation commission should look at options to save land.
- The tax assessors (through bylaws and policy) should look for ways to keep land open. For example, don't tax land "as a lot" until it has been subdivided. Explore "residential shift" in tax rate for large land parcels.
- Investigate hiring a town planner (or a planner shared with another town).
- Educate the public about the APR (Agricultural Preservation Restriction) Program.
- Contact state officials about allowing the town to have access to Dighton Rock State Park for recreation purposes.
- Investigate forming a recreation department.
- Identify and pursue recreation opportunities for residents age fifteen and over.
- Look for grants to help set up and run recreation activities.

2. ENVIRONMENTAL PROTECTION

- Short term goal - Research and clarify the roles and responsibilities of the various town boards (Board of Health, Conservation Commission, etc.) for protecting Berkley's environment.
- Short term goal - Identify aquifer areas and potential public well sites.
- Acquire and/or protect potential public well sites.
- Monitor sources of pollution and waste disposal to protect groundwater resources.

- Implement the provisions of the Board of Health Betterment Bill (Chap. 60, S. 116 of the Acts of 1994, Adding MGL Chap. 111, S. 127B½) to help homeowners upgrade substandard septic systems.
- Adopt a bylaw (board of health regulation) to prohibit/restrict above ground septic systems.
- Identify and clean up areas polluted by toxic and hazardous waste.
- Identify sources of help (Natural Resources Defense Council, Taunton River Watershed Association, etc.) and use them to help protect Berkley's environment.
- Monitor changes in federal/state environmental rules and update town bylaws/regulations as needed.

3. LAND USE MANAGEMENT/ECONOMIC DEVELOPMENT

- Short term goal - Work towards a three year building moratorium (work with planning board to produce a town master plan/growth management plan during the moratorium).
- Prepare a plan for balanced growth with consideration given to controlling the number of houses that can be built in one year in a subdivision (scheduled development bylaw).
- Require a fiscal impact analysis for new subdivisions.
- Prepare rough draft of an economic development program including specific land use management options - light industry, agricultural processing (water supply needed), industrial technology/research parks, service buildings, grocery store. Inform the public about the plan and let them respond to options based on impacts on taxes, roads, noise, traffic, appearance, wildlife, safety.
- Educate town residents on the impacts of different economic development decisions. Use examples from real communities.
- Build the economic development program on town's natural resource base. Examples: provide incentives for people to build cranberry bogs, investigate the development of a municipal golf course.

4. HISTORIC PRESERVATION

- Short term goal - Publish a new edition of the history of Berkley.
- Organize a local Historic Preservation Commission and use the resources of people who are knowledgeable about the town's history, such as John Bourke (Bay Ave.), Clinton Ashley (Friend St.).
- Identify the homes, buildings and cemeteries in Berkley that have historic significance.
- Identify other historic resources, such as Native American burial grounds, battlefields, Agricultural Expo Land.

- Recognize famous people from Berkley such as authors, farmers and inventors.

5. PUBLIC EDUCATION/YOUTH PROGRAMS

- Improve after school programs, including:
 - ask YMCA to help,
 - add non-sport activities (arts, etc.),
 - increase contact between adults and children,
 - strengthen/market existing programs.
- Organize volunteer/community service activities for teenagers. Get teenagers to work with the elderly. Get young people to help build and maintain recreation facilities (bicycle trails, etc.)
- Look for ways to provide transportation (to jobs, recreation, etc.) for young people.
- Investigate reestablishing the volunteer summer youth recreation program.
- Increase utilization of existing facilities in town (churches, library, school, Lions Club, American Legion Club) for public and private civic activities (e.g., non-sport, adult ed., etc.).
- Provide adult education programs (career counseling, parenting classes, etc.).
- Assist Berkley residents in professional occupations to gain access to the resources at the University of Massachusetts/Dartmouth and Bristol Community College.

6. PUBLIC FACILITIES

- Short term goal - Continue the work of the Building Needs Committee and educate the public about Berkley's present and future public building needs.
- Set up a Capital Growth/Budget Committee. Have the committee develop a long term program (including a financing mechanism) to maintain and develop capital equipment and buildings.
- Provide additional facilities for police department (reexamine the size, style and cost of the proposed public safety building).
- Long term goal (5 to 10 years) - examine the need to renovate and expand the Town Hall.

7. PUBLIC SERVICES

- Short term goal - Provide expanded and improved emergency services (police, fire, ambulance).

- Investigate ways to provide adequate water reserves to fight fires.
- Investigate forming a recreation department.
- Educate new homeowners (including contractors and realtors) about the limited nature of Berkley's municipal services.

9. HOUSING POLICY

- Short term goal - Prepare a housing needs study.
- Emphasis on affordable housing should be placed on housing for the elderly. Examine what surrounding towns have done, e.g., Dighton.
- Examine the potential to develop elderly housing in combination with agricultural uses (use revenue from agriculture to support housing).

10. TOWN GOVERNMENT STRUCTURE

- Short term goal - Create a committee to review and update town bylaws.
- Short term goal - Investigate hiring a town administrator.
- Short term goal - Provide a form for new residents to volunteer for town boards and committees.
- Get local officials involved with planning for the future of Berkley and work to see that committees are accountable.
- Keep town meeting form of government, but find ways to improve participation of residents in town meeting.
- Remove the fear of intimidation before and after town meeting.
- Increase the use of secret ballots for town meeting votes.
- Place large dollar money items at the top of the warrant for town meeting vote.
- Investigate forming a town charter study committee.
- Provide ongoing training for town leaders, boards and committees.

THE NEXT STEPS

The Strategic Planning Committee reviewed the goals and objectives developed at the public meetings and prepared a short term action program. These actions were selected based on the top five concerns of Berkley's residents. The Committee identified these top five concerns from their observations of the survey results and the public meetings.

ACTION AGENDA

1. Establish and fill the position of Town Administrator.
2. Implement a three year building limitation policy.

3. Establish a Capital Facilities Oversight Committee and reform the use of the Stabilization Fund.
4. Establish subcommittees of the Strategic Planning Committee to:
 - a. Study and make recommendations on town bylaws and administration,
 - b. Study and make recommendations for water resource protection (in cooperation with the Conservation Commission and Board of Health),
 - c. Study and make recommendations for strengthening the Protective Zoning Bylaw (especially by reducing the use of special permits),
 - d. Study and make recommendations for the preservation of open land (in cooperation with the Conservation Commission and Soil Committee).
5. Institute a policy of the Strategic Planning Committee for monthly open meetings for townspeople to express their concerns and wishes.

The Action Agenda represents a very good start for the committee. Beyond these actions, there are several other things that the Strategic Planning Committee should pursue.

- The Strategic Planning Committee should review the list of goals and identify actions that are eligible for assistance under the EOCD Municipal Incentive Grant Program. If needed, the town should amend its Community Action Statement to include those actions.
- The Committee should pursue other sources of assistance such as the Pilgrim Resource Conservation and Development Area Council (located in West Wareham). The Pilgrim RC&D promotes rural economic development through the use and conservation of natural resources.
- The Committee should schedule additional public forums to maintain the dialogue with town residents about the future direction of the town. The dialogue should be broadened to actively include the participation of town boards and committees, especially the Planning Board and Board of Selectmen.

APPENDIX

APPENDIX A

DEMOGRAPHIC DATA

**TOWN OF BERKLEY
SELECTED POPULATION AND HOUSING DATA**

POPULATION AND AGE DISTRIBUTION, 1970-1990						
	Population	Persons by Age				
		0-4	5-19	20-59	61-74	75+
1970	2,027	170	664	946	182	65
1980	2,731	236	768	1,394	259	74
1990	4,237	397	1,013	2,443	291	93
Change '70-'90	2,210	227	349	1,497	109	28
% Change	109.0%	133.5%	52.6%	158.2%	59.9%	43.1%
% of Population						
1970		8%	33%	47%	9%	3%
1990		9%	24%	58%	7%	2%

MEDIAN HOUSEHOLDS INCOME, 1990			
	Berkley	State	% of State
All Households	\$43,008	\$37,000	116%
Family	\$45,929	\$44,400	103%
Non-family	\$13,750	\$20,800	66%

POPULATION/SQUARE MILE & HOUSING TYPE, 1990			
	Population Per Sq.Mi.	Owner- Occupied	Renter- Occupied
Berkley	257	92%	8%
Dighton	252	83%	17%
Freetown	233	90%	10%
Lakeville	261	91%	9%
Taunton	1,071	58%	42%
SE Mass. Average	722	61%	39%

TOWN OF BERKLEY
SELECTED POPULATION & HOUSING DATA

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VALUE OF OWNER-OCCUPIED HOUSING, 1990			
	Lower Quartile	Median	Upper Quartile
State	\$126,800	\$162,800	\$216,000
Bristol County	\$113,100	\$141,700	\$173,500
Berkley	\$127,400	\$153,800	\$184,700
Dighton	\$121,700	\$147,500	\$176,800
Freetown	\$125,200	\$156,500	\$192,700
Lakeville	\$123,100	\$160,000	\$206,600
Taunton	\$117,400	\$138,900	\$163,400

CONTRACT RENTS, 1990			
	Lower Quartile	Median	Upper Quartile
Bristol County	\$208	\$345	\$484
Berkley	\$330	\$448	\$616
Dighton	\$156	\$380	\$533
Freetown	\$329	\$449	\$586
Lakeville	\$428	\$649	\$709
Taunton	\$300	\$449	\$562

TYPES OF HOUSING, 1990		
	Number	Percent of Units
1 units, detached	1,280	91%
1 unit, attached	5	0%
2 - 4 units	64	5%
5 or more units	0	0%
Mobile homes, other	62	4%
Total housing units	1,411	
Built since 1970	643	46%
Built before 1970	768	54%

**TOWN OF BERKLEY
SELECTED POPULATION & HOUSING DATA**

Page 3

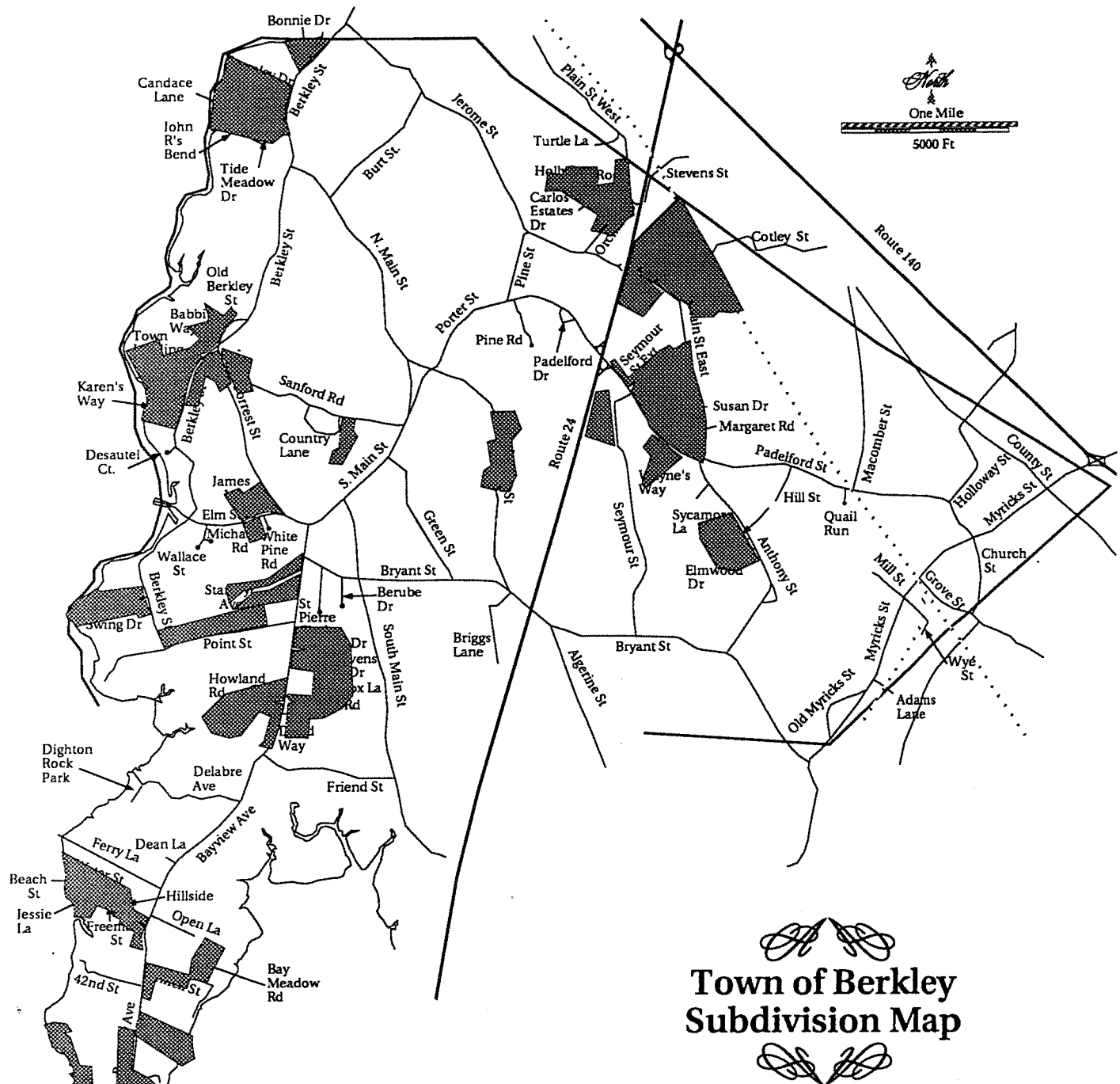
AVERAGE SALES PRICES OF SINGLE FAMILY HOMES, AS OF 1994		
Community		Compared to Berkley
Berkley	\$115,357	--
Dighton	\$145,833	126%
Freetown	\$126,285	109%
Lakeville	\$120,411	104%
Taunton	\$112,754	98%

CHANGE IN EMPLOYMENT BY CATEGORY 1981-1993							
	Highest Before 1993		1993	1993 Compared to Prior High		Percent of Total	
	Number	(Year)	Number	Change	% Change	1983	1993
Government	157	(1992)	181	24	15%	53%	56%
Ag/For/Fish	C*	--	C	--	--	0%	C
Construction	106	(1987)	41	-65	-61%	C	13%
Manufacturing	C	--	C	--	--	C	C
Trans/Com/Util	15	(1989)	C	--	--	C	C
Wholesale/Retail	68	(1981)	40	-28	-41%	22%	12%
Fin/Ins/RE	C	--	C	--	--	0%	C
Services	40	(1992)	38	-2	-5%	C	12%
TOTAL	339	(1988)	326	-13	-4%	100%	100%
Employment in 1981: 215 jobs							
Employment in 1993: 326 jobs							
Change 1981-1993: 111 increase							
Percent change: 52%							

*C = Confidential information.

APPENDIX B

BERKLEY MAPS



Town of Berkley Subdivision Map

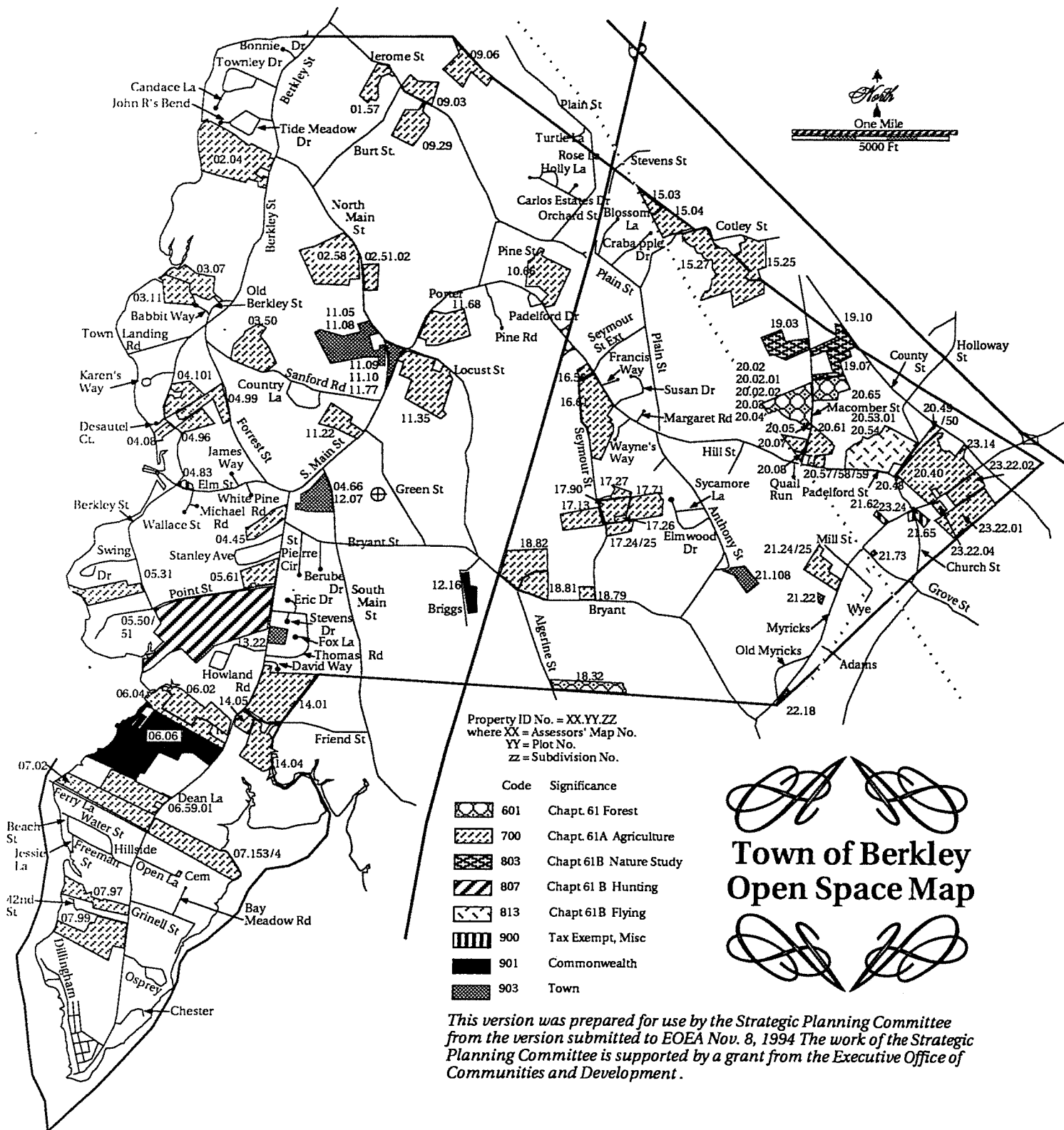
The geographic information in this map is based on the USGS Somerset Quadrangle.

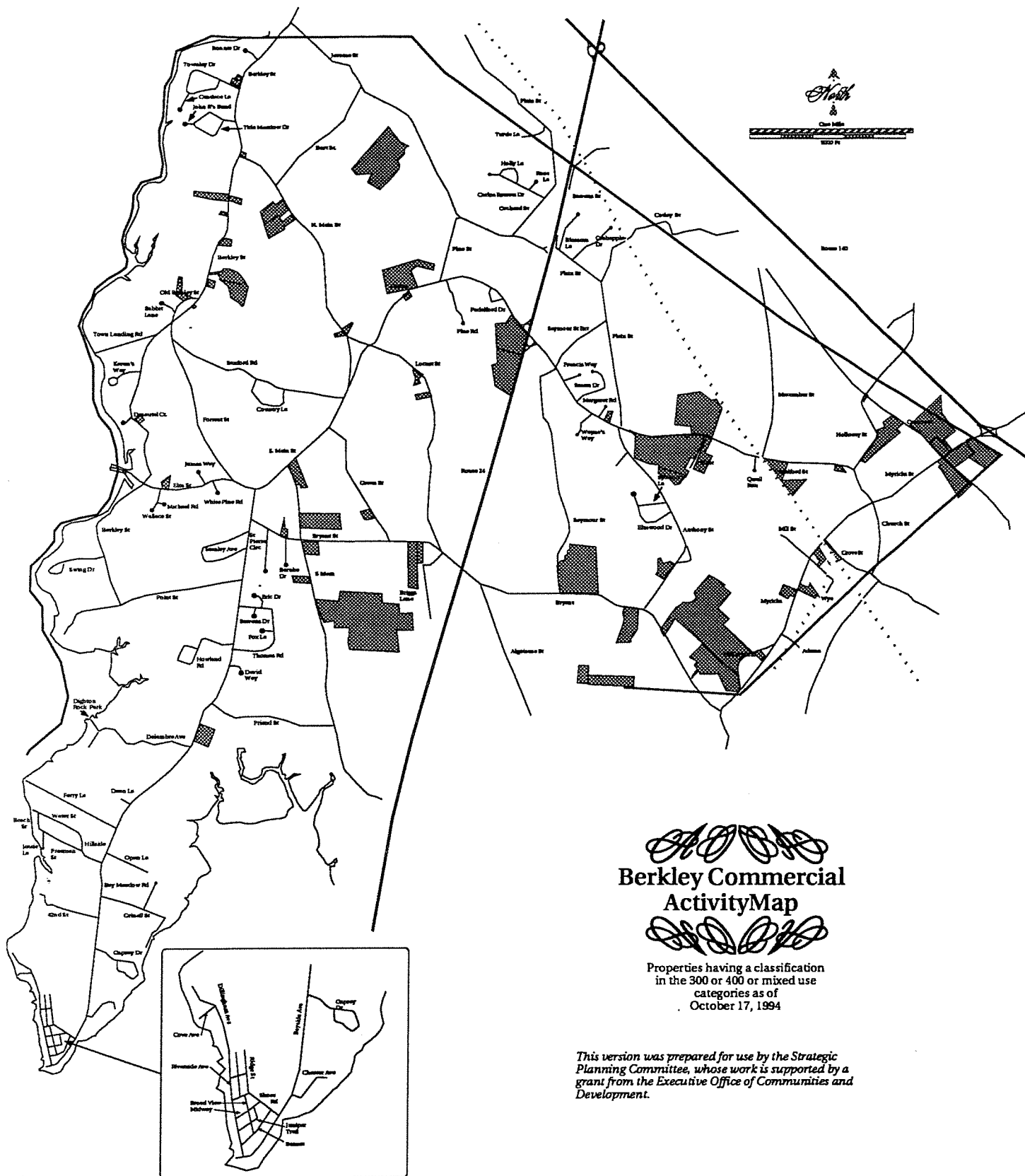
The street information is based on the Assessors Plans as of October 1994.

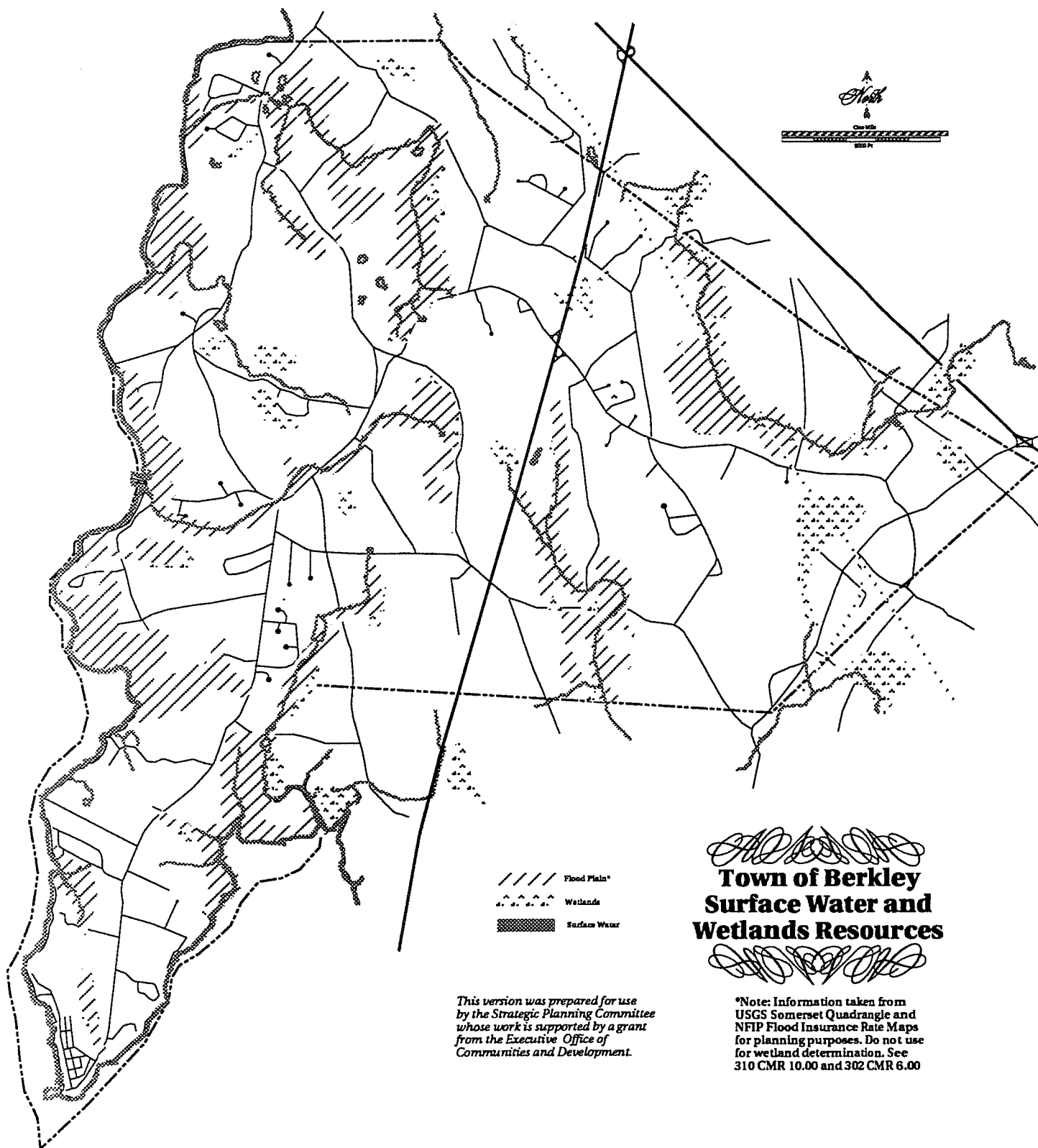
This map is intended to indicate where there are concentrations of residential lots in smaller-than-average sizes.

It does not indicate the many residential lots located along through streets.

This version was prepared for use by the Strategic Planning Committee, whose work is supported by a grant from the Executive Office of Communities and Development.







*This version was prepared for use
by the Strategic Planning Committee
whose work is supported by a grant
from the Executive Office of
Communities and Development.*

Town of Berkley Surface Water and Wetlands Resources

***Note:** Information taken from
USGS Somerset Quadrangle and
NFIP Flood Insurance Rate Maps
for planning purposes. Do not use
for wetland determination. See
310 CMR 10.00 and 302 CMR 6.00

APPENDIX C

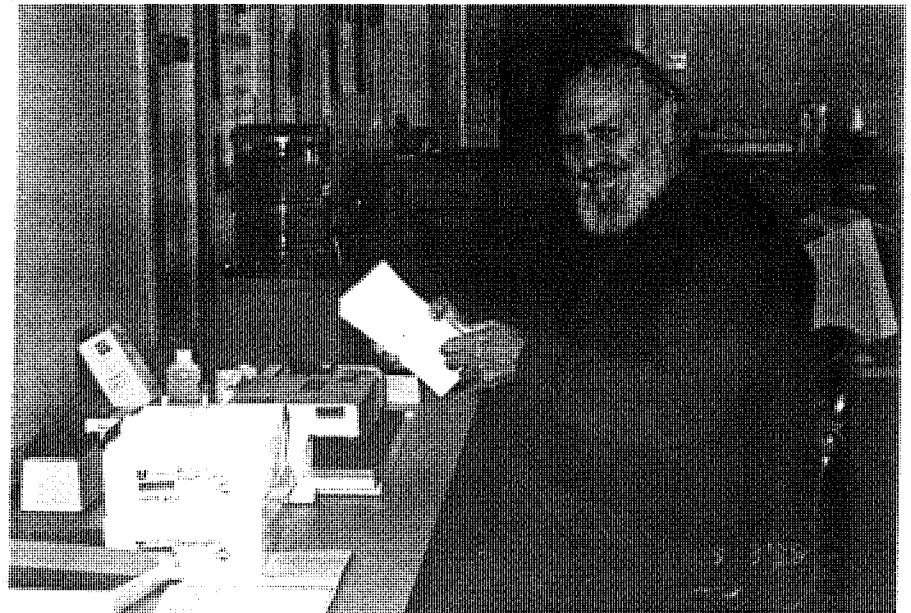
PUBLIC OPINION SURVEY

February 3, 1995

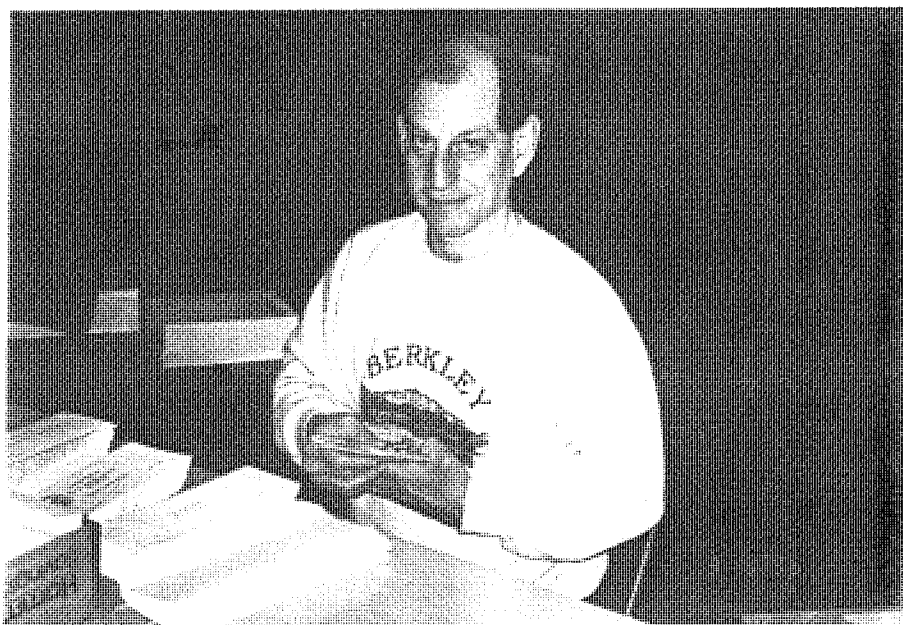
Feel free to continue your answers on the back of the sheet.

1. What are the three (3) biggest factors influencing Berkley's character today?
2. What do you think Berkley will be like in 20 years' time if current trends continue?
3. What would Berkley be like in the future if it became the best town in the Commonwealth?
4. What actions could the town undertake to change the predicted future to the best future?
4. What are the key points that we need to find out about the town from your neighbors?

MARCH 3, 1995 - PREPARING THE SURVEY FOR MAILING



MARCH 3, 1995 - PREPARING THE SURVEY FOR MAILING





Berkley's Strategic Planning Committee meets recently at Town Hall. The panel is faced with the deciding how to deal with the town's rapid growth. From left are Patricia Capuano, Barbara Wallace, Pamela Whitehouse and Frank Wallace.

Town growth survey sent to every household for input

By Mary Jo Curtis

ENTERPRISE CORRESPONDENT

BERKLEY — Local residents will have a unique opportunity this week: they're being asked to help shape the future of their community.

In an effort to determine how the town's residents want to see it grow, members of the Strategic Planning Grant Committee are mailing 1,690 growth survey forms this weekend, one to each and every household in Berkley.

"This survey could make a very big difference in the direction this town takes," predicted Finance Committee chairman Robert Capuano. "Officials are looking for a sense of direction, and this will influence our immediate future and affect our quality of life."

Concerned over Berkley's rapid growth and the demands that growth has placed on this small, financially strapped community, Capuano and his wife, Patrice, spearheaded the development of a Community Action Statement in the summer of 1993. The lengthy document they prepared earned praise from the state's Executive Office of Communities and Development, and made Berkley eligible for the agency's various grants, thus setting the stage for this winter's project.

It was zoning officer Frank Wallace who took the next step, organizing an original committee of three — himself, Dr. Karl Eklund and Planning Board member Peter Parsons — to begin addressing the development issues facing the town by seeking a grant from the EOCD. In November, the state awarded Berkley a \$6,500 Strategic Planning Grant, and officials contracted a partnership with the Southeastern Regional Planning and Development District (SRPEDD) and four graduate students in the regional planning department at U. Mass. in Amherst.

The resulting survey was developed over several weeks by the U. Mass. students and the committee, which has now grown to nearly 20 people, said Wallace. The second preliminary draft was used in a pilot study at U. Mass. to test its statistical reliability; several questions were eliminated at that point when they were found to be "too broad," he noted.

"We've identified nine or ten areas we believe are of concern to residents," said Wallace. "The survey will tell us if we're correct."

The final survey includes 17 questions in all, some of which ask for the respondent's feelings about the growth that has already occurred in Berkley and current tax rates. Other items seek information on how much and what types of future development residents would like to see, and what kinds of services they are willing to support with their tax dollars.

Several questions involve demographic information on the respondents, such as the size of their households, if they commute elsewhere to work, and how long they've lived in Berkley. Nearly all of the questions are multiple choice or require a one word answer; only the last item asks for an open-ended comment on the town's future.

In answering the questionnaire, residents "should think about why they moved here, what they like about Berkley, and what they want it to look like in the future," suggested Mrs. Capuano.

Results of the survey will be analyzed by UMass students Eric Hanson, David Cary, Zihen Fan and

Berkley

MARY JO CURTIS
508-947-2892

3-5-95

Tim Hanzy, and SRPEDD. Together they'll present those results during two public hearings set for April 22 and 29; the students will also present their work for both their mid-term and final projects at U. Mass., and the town will be presented with a copy of their final report.

The information and conclusions gained from this grant process will be used later this year in the town's application for a Municipal Incentive Grant from the EOCD, explained Wallace. The town could receive up to \$50,000 to address a particular growth issue identified through this month's survey, he said.

Committee members and the students gathered at the town offices Friday for a day-long marathon session to collate forms, stuff and address envelopes. Many of the committee's members joined the group after attending a series of public forums on growth last summer, including Lisa Pryor and Carleen Farrington, who said they're concerned about what kind of community they raise their children in.

"As a realtor, I see where the town's headed, and I don't want the outcome I've seen in other places," said Farrington. "We have to set our priorities," in terms of both growth management and spending issues.

Pam Whitehouse said she volunteered to work on the project because it ties in with a course on environmental and development issues she's currently taking at U. Mass. in Dartmouth.

"I've been learning what happens when you plan — and what happens when you don't," she said. "We need to be aggressive in determining the way the town goes."

According to Cary and Hanson, the growth-induced worries being raised by the Berkley committee are not unlike those of residents elsewhere in Massachusetts.

"There may be different specifics, but there are some universal themes of concern," observed Hanson.

And those themes are universal, according to Fan, a native of China. In his homeland, he said, people are also concerned about environmental and quality of life issues brought to bear by development. The key difference, he noted, is that it is the government addressing those issues in China, not a grass-roots group of citizen volunteers.

If more than one household member wishes to answer the survey, the additional responses are welcome, said Wallace. Residents can photo copy the survey form when it's received or pick up extra forms from the town clerk's office. Committee members ask that the completed surveys be mailed back to them by Mar. 15.

"You don't think you can make a difference, but you can," commented Mrs. Capuano. "And here's your chance."

Response good so far to survey

By BURTON KING
Gazette Writer

BERKLEY — A survey asking residents about their desires for future growth in Berkley has been sent to 1,691 homes this week and has already garnered a 20-percent return rate in the first three days.

Strategic Planning Committee member Frank Wallace issued a statement this week that says the surveys should be returned to the town by March 15 so they can be delivered to the University of Massachusetts graduate students working on the project.

Mr. Wallace said the town has greatly exceeded expected returns on the survey.

The University of Massachusetts students predicted a much smaller return rate, Mr. Wallace said.

"They said 4-5 percent on a survey is a good response," he said.

The outstanding return rate is probably due to the amount of "campaigning" being done to get people to return the survey, Mr. Wallace said.

Working with the University of Massachusetts center for Economic Development, the committee has formulated the survey which is being paid for by a grant from the Executive Office of Communities and Development. The town received the \$6,500 grant late last year.

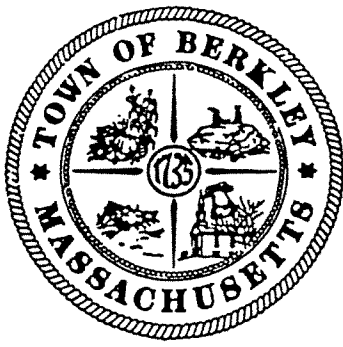
The town has also had to kick in approximately \$850 and the Bristol Plymouth Regional Technical School students have donated the printing of the survey which saves an additional \$600.

The survey asks residents generic questions seeking their response to questions of development.

For example, the survey asks residents to give their opinion of growth in Berkley over the past 10 years. Possible responses range from "What Growth?" to "Out of Control."

The survey also asks residents how they feel about their tax rates, new homes being built in the area, and one section which asks how people feel about increasing taxes to improve roads, build schools, etc.

Residents have until next week to return the survey.



TOWN OF BERKLEY

Strategic Planning Committee

1 North Main Street
Berkley, MA 02779

Berkley Growth Survey

March 6, 1995

Dear Resident of Berkley:

Thank you for taking the time to read this important mailing!

The Strategic Planning Grant Committee of the Town of Berkley would like to learn your opinions concerning growth issues in the town. This survey has been mailed to each household in Berkley to gather opinions and comments that will be very important to the town's future. It has been designed with the help of the Southeast Regional Planning and Economic Development District and the University of Massachusetts Center for Economic Development. Results of the survey will be discussed during public meetings in April. The project is being funded by the Commonwealth of Massachusetts Executive Office of Communities and Development.

Please take a few moments to complete the questions on the survey. Some questions will ask for your opinions. Others will ask you to offer some information about yourself so that it will be possible to see how different people feel about certain issues. To preserve confidentiality, do not sign any portion of the survey form.

Each question has specific directions. If you feel you do not have enough information to answer a question, feel free not to answer it. When you finish, please return the survey in the enclosed, self-addressed, stamped envelope to the Town of Berkley by Wednesday, March 15.

If you have any questions, feel free to contact the following committee members, evenings until 9:00 p.m.:

Edwin Devine	508-823-2084
Jeanne Russo	508-823-8829
Carleen Farrington	508-824-1490

Thank you for your help!

Sincerely,

Peter Parsons, Chairman
Strategic Planning Grant Committee

Additional copies of the Survey Form are available at the Office of the Town Clerk.

Berkley Growth Survey

1. Which response would best illustrate your feelings on Berkley's growth rate within the last 10 years? (Please circle one response.)

A. "What growth?"
B. "Too slow"
C. "Just right"
D. "Too fast"
E. "Out of control"

2. Beside each of the following statements, please indicate whether you Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), or have No Opinion (NO).

	<u>SA</u>	<u>A</u>	<u>D</u>	<u>SD</u>	<u>NO</u>
A. Berkley needs to create good jobs in the town.....	[]	[]	[]	[]	[]
B. Berkley needs to preserve its rural character.....	[]	[]	[]	[]	[]
C. Berkley needs affordable housing.....	[]	[]	[]	[]	[]
D. Berkley needs to preserve its historic areas.....	[]	[]	[]	[]	[]
E. Berkley needs conservation land.....	[]	[]	[]	[]	[]

3. What is your opinion about an industrial park locating in Berkley? (Please circle one response.)

A. Strongly in favor
B. In favor
C. No opinion
D. Opposed
E. Strongly opposed

4. What is your opinion about a supermarket locating in Berkley? (Please circle one response.)

A. Strongly in favor
B. In favor
C. No opinion
D. Opposed
E. Strongly opposed

(Please continue on next page)

The project is being funded by the Commonwealth of Massachusetts
Executive Office of Communities and Development.

5. What is your opinion about new homes in Berkley? (Please circle one response.)

- A. Strongly in favor
- B. In favor
- C. No opinion
- D. Opposed
- E. Strongly opposed

6. Do you own or rent your home? ☐ Own ☐ Rent

7. How do you feel about your current property tax rate? (Please circle one response.)

- A. Low
- B. Just right
- C. Excessive
- D. Not applicable

8. All of the following projects may require a property tax increase. With this in mind, please indicate whether you would Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), or have No Opinion (NO) with each project.

	<u>SA</u>	<u>A</u>	<u>D</u>	<u>SD</u>	<u>NO</u>
A. Improve public roads.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Install public water and sewer systems..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Improve public school facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Improve public safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Improve public recreational facilities....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Improve public recycling facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Improve public library facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Number of persons in your household?_____ (Also, indicate number in each age range.)

Ages: ☐ 0 to 4 years ☐ 5 to 19 years ☐ 20 to 34 years
 ☐ 35 to 49 years ☐ 50 to 64 years ☐ 65 and above

10. Do one or more members of your household commute to work?

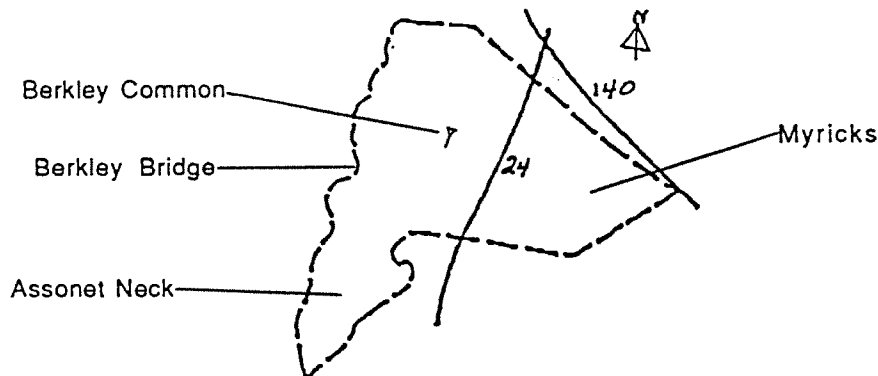
Yes ☐ No ☐

If yes: In what town(s) or city(s) do you work?_____

11. What year did you begin living in Berkley?_____

(Please continue on next page)

12. Please circle the area in which you live on the map.



13. In your household, how many town meetings has someone attended in the past 2 years? _____

14. In your household, how many town elections has someone participated in the past 2 years? _____

15. Which best describes your education? (Please circle one response.)

- A. Less than 9th grade
- B. Some high school
- C. High school graduate
- D. Some college, no degree
- E. College degree
- F. Graduate or professional degree

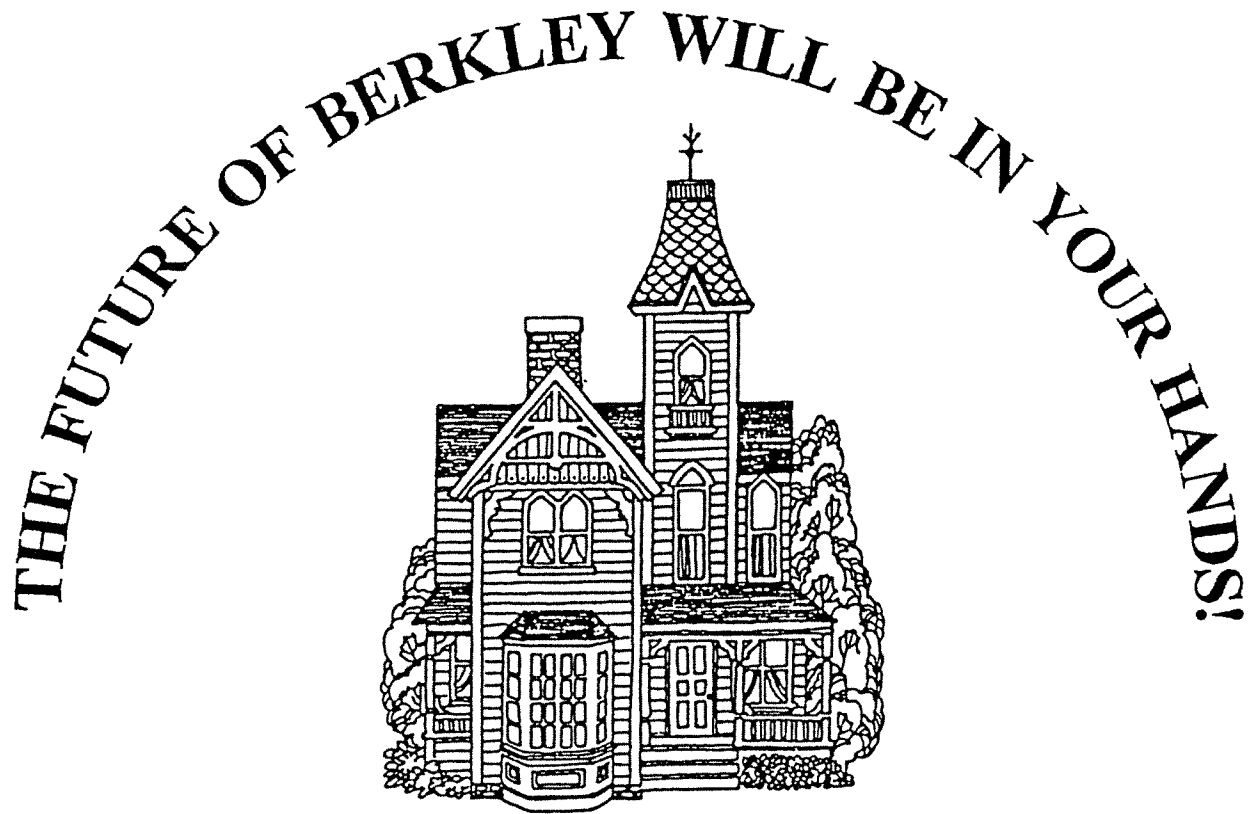
16. What was your household's approximate income in 1994? (Please circle one response.)

- A. Under \$14,999
- B. \$15,000 - \$29,999
- C. \$30,000 - \$44,999
- D. \$45,000 - \$59,999
- E. \$60,000 or more

17. In your opinion, how can Berkley become the best town in the Commonwealth of Massachusetts? Please write your comments in the space provided below.

Thank you very much for completing the survey! If you would like to make additional comments, feel free to write them on the back of the survey.

Please return by Wednesday, March 15.



During the week of March 6 the Town of Berkley will be mailing a survey asking residents their opinion regarding the future growth of Berkley.

Please respond to this important survey.
Berkley needs your opinion!

The project is being funded by the Executive Office of Communities and Development. The survey is being conducted by the Town of Berkley, Southeast Regional Planning and Economic Development District, and the University of Massachusetts Center for Economic Development.

Berkley survey shows residents only mildly opposed to growth

By BURTON KING
Gazette Writer

4-24-95

BERKLEY — Preliminary results from a survey taken earlier this year by the town's strategic planning grants committee indicate that most people are only mildly opposed to new business and housing in Berkley.

The results were made public for the first time Saturday when the committee hosted a public meeting at Berkley Community School to disseminate the information and ask citizens in what direction they want to proceed.

The survey, designed by graduate students from the University of Massachusetts Amherst, was paid by a grant from the state Executive Office of Communities and Development.

The town's planning committee had hoped to get enough people at the Saturday meeting to break up into a half-dozen groups to discuss areas addressed by the survey, but the groups were limited to two because of the small crowd.

The 17 questions in the survey asked residents to give their opinions about a variety of subjects such as growth in the past, prospects for future business

growth, and the value of town government.

The perception in town has been that virtually everyone wants Berkley to remain rural in character. The survey confirmed that overwhelmingly.

Survey respondents also said the town has grown too fast in the past 10 years.

But perhaps surprisingly, residents taking part in the survey only mildly opposed future growth in town.

When asked if the citizens are in favor of having a new supermarket or an industrial park in town, respondents were split with 45 percent voting for and 45 against.

New homes in Berkley, also a hot issue, came in with an average answer of "no opinion."

Residents also gave moderate support for new schools, public safety, library and improved roads. A public water supply and public sewerage were rejected by most citizens as a concern.

The final question of the survey asked residents to pinpoint how Berkley can be the best community in the state and drew a straightforward reaction,

according to Tim Henzy or UMass Amherst.

"A lot of people wrote they were unhappy with town government," he said. "That was a big deal."

"Respondents want a more professional government," the report states. "This may be in response to limited services and hours worked by town officials."

The group handling the town government side of the survey agreed.

"What we really need is a town administrator," said one man, while another suggested "the people don't want the selectmen to act as independent."

By the end of the three-hour session, the group had suggested several areas that need to be considered for reform such as a balance on issues before the town government, balance on future growth, a full-time town administrator who would handle the day-to-day operations of the community, and a study with possible change of the towns' bylaws.

This Saturday, the meeting will again be held from 9 a.m. to noon at the community school to continue discussion of the survey results.

SURVEY RESULTS

UMass Survey Team

A survey was sent to each household in Berkley, totaling 1691. Those returned numbered 844, resulting in a 49.9% response rate. Questions 1, 3, 4, and 5 were calculated with a "mean" result by giving a value of 2 to answer A, 1 to answer B, 0 to answer C, -1 to answer D, and -2 to answer E. Questions 2 and 8 calculated mean results by giving a value of 2 to answer SA, 1 to A, 0 to NO, -1 to D, and -2 to SD. The questions are listed here in the form and order that they appeared in the survey.

Question 1. Which response would best illustrate your feelings on Berkley's growth rate within the last 10 years?

- A. "What growth?"
- B. "Too slow"
- C. "Just right"
- D. "Too fast"
- E. "Out of control"

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
	798 out of 844	A. 14	1.7%	-0.91
		B. 15	1.9%	
		C. 197	24.7%	
		D. 375	47.0%	
		E. 197	24.7%	

Question 2. Beside each of the following statements, please indicate whether you Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), or have No Opinion (NO).

	<u>SA</u>	<u>A</u>	<u>D</u>	<u>SD</u>	<u>NO</u>
A. Berkley needs to create good jobs in the town.....	[]	[]	[]	[]	[]
B. Berkley needs to preserve its rural character.....	[]	[]	[]	[]	[]
C. Berkley needs affordable housing.....	[]	[]	[]	[]	[]
D. Berkley needs to preserve its historic areas.....	[]	[]	[]	[]	[]
E. Berkley needs conservation land	[]	[]	[]	[]	[]

QUESTION 2.A

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
	822 out of 844	SA. 154	18.7%	0.04
		A. 228	27.7%	
		D. 232	28.2%	
		SD. 135	16.5%	
		NO. 73	8.9%	

QUESTION 2.B

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	829 out of 844	SA. 555	67.0%	1.57
		A. 231	27.9%	
		D. 26	3.1%	
		SD. 6	0.7%	
		NO. 11	1.3%	

QUESTION 2.C

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	820 out of 844	SA. 63	7.7%	-0.75
		A. 126	15.3%	
		D. 217	26.5%	
		SD. 326	39.8%	
		NO. 88	10.7%	

QUESTION 2.D

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	826 out of 844	SA. 474	57.4%	1.47
		A. 297	36.0%	
		D. 15	1.8%	
		SD. 8	1.0%	
		NO. 32	3.8%	

QUESTION 2.E

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	822 out of 844	SA. 448	54.6%	1.35
		A. 277	33.7%	
		D. 35	4.2%	
		SD. 14	1.7%	
		NO. 48	5.8%	

Question 3. What is your opinion about an industrial park locating in Berkley?

- A. Strongly in favor
- B. In favor
- C. No opinion
- D. Opposed
- E. Strongly opposed

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	840 out of 844	A. 145	17.2%	-0.18
		B. 234	27.9%	
		C. 52	6.2%	
		D. 144	17.1%	
		E. 265	31.6%	

Question 4. What is your opinion about a supermarket locating in Berkley?

- A. Strongly in favor
- B. In favor
- C. No opinion
- D. Opposed
- E. Strongly opposed

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	839 out of 844	A. 172	20.5 %	-0.05
		B. 218	26.0 %	
		C. 61	7.3 %	
		D. 169	20.1 %	
		E. 219	26.1 %	

Question 5. What is your opinion about new homes in Berkley?

- A. Strongly in favor
- B. In favor
- C. No opinion
- D. Opposed
- E. Strongly opposed

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	819 out of 844	A. 43	5.2 %	-0.21
		B. 273	33.3 %	
		C. 129	15.8 %	
		D. 217	26.5 %	
		E. 157	19.2 %	

Question 6. Do you own or rent your home? [] Own [] Rent

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>
Results:	828 out of 844	Own. 803	97.0 %
		Rent. 25	3.0 %

Question 7. How do you feel about your current property tax rate?

- A. Low
- B. Just right
- C. Excessive
- D. Not applicable

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>
Results:	819 out of 844	A. 31	3.8 %
		B. 471	57.5 %
		C. 284	34.7 %
		D. 33	4.0 %

Question 8. All of the following projects may require a property tax increase. With this in mind, please indicate whether you would Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), or have No Opinion (NO) with each project.

	<u>SA</u>	<u>A</u>	<u>D</u>	<u>SD</u>	<u>NO</u>
A. Improve public roads.....	[]	[]	[]	[]	[]
B. Install public water and sewer...	[]	[]	[]	[]	[]
C. Improve public school facilities.	[]	[]	[]	[]	[]
D. Improve public safety.....	[]	[]	[]	[]	[]
E. Improve public recreational facilities.....	[]	[]	[]	[]	[]
F. Improve public recycling facilities	[]	[]	[]	[]	[]
G. Improve public library facilities..	[]	[]	[]	[]	[]

QUESTION 8.A

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
	815 out of 844	SA. 127	15.6 %	0.33
		A. 354	43.4 %	
		D. 65	8.0 %	
		SD. 202	24.8 %	
		NO. 67	8.2 %	

QUESTION 8.B

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
	821 out of 844	SA. 80	9.7 %	-0.76
		A. 105	12.8 %	
		D. 277	33.7 %	
		SD. 305	37.2 %	
		NO. 54	6.6 %	

QUESTION 8.C

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
	815 out of 844	SA. 238	29.2 %	0.60
		A. 297	36.4 %	
		D. 140	17.2 %	
		SD. 72	8.8 %	
		NO. 68	8.4 %	

QUESTION 8.D

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
	816 out of 844	SA. 188	23.1 %	0.63
		A. 378	46.3 %	
		D. 117	14.3 %	
		SD. 62	7.6 %	
		NO. 71	8.7 %	

QUESTION 8.E

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
	816 out of 844	SA. 97	11.9 %	0.17
		A. 334	40.9 %	
		D. 197	24.1 %	
		SD. 95	11.7 %	
		NO. 93	11.4 %	

QUESTION 8.F

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	820 out of 844	SA. 151	18.4 %	0.46
		A. 368	44.9 %	
		D. 161	19.6 %	
		SD. 67	8.2 %	
		NO. 73	8.9 %	

QUESTION 8.G

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	820 out of 844	SA. 132	16.1 %	0.44
		A. 391	47.7 %	
		D. 146	17.8 %	
		SD. 73	8.9 %	
		NO. 78	9.5 %	

Question 9. Number of persons in your household? ____ (Also, indicate number in each age range.)

Ages: [] 0 to 4 years [] 5 to 19 years [] 20 to 34 years
 [] 35 to 49 years [] 50 to 64 years [] 65 and above

	<u>Size of Household</u>	<u>Number</u>	<u>Percent</u>	<u>Mean</u>
Results:	1	61	7.3 %	3.14
	2	248	29.7 %	
	3	205	24.6 %	
	4	201	24.1 %	
	5	91	10.9 %	
	6	20	2.4 %	
	7	6	0.7 %	
	8	2	0.2 %	
	12	1	0.1 %	

Age Group Totals:					
<u>0 to 4</u>	<u>5 to 19</u>	<u>20 to 34</u>	<u>35 to 49</u>	<u>50 to 64</u>	<u>65 and above</u>
261	591	629	698	281	148

Question 10. Do one or more members of your household commute to work?

Yes [] No []

If yes: In what town(s) or city(s) do you work? _____

	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>
Results:	833 out of 844	Yes. 733	88.0 %
		No. 100	12.0 %

Five Most Frequent Commutes (with number):

Taunton 150
 Fall River 85
 Boston 53
 Brockton 51
 Raynham 28
 Others(79) 366

Question 11. What year did you begin living in Berkley?_____

Results: 73 Different Years Given From 1915 to 1995.
 19.2% of Respondents Arrived From 1915 to 1971.
 80.8% of Respondents Arrived From 1972 to 1995.
 60% of Respondents Arrived From 1984 to 1995.

Question 12. Please circle the area in which you live on the map. (general area)

- A. Berkley Common
- B. Berkley Bridge
- C. Assonet Neck
- D. Myricks

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>
	816 out of 844	A. 278	34.1 %
		B. 169	20.7 %
		C. 143	17.5 %
		D. 226	27.7 %

Question 13. In your household, how many town meetings has someone attended in the past 2 years?_____

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Frequency</u>
	790 out of 844	0	287
		1	105
		2	156
		3	63
		4	47
		5	29
		6	20
		7	3
		8	4
		9	2
		10	8
		12	1
		15	1
		20	3
		All	61

Question 14. In your household, how many town elections has someone participated in the past 2 years?_____

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Frequency</u>
	792 out of 844	0	213
		1	92
		2	195
		3	12
		4	19
		5	2
		6	2
		7	1
		8	1
		All	255

Question 15. Which best describes your education?

- A. Less than 9th grade
- B. Some high school
- C. High school graduate
- D. Some college, no degree
- E. College degree
- F. Graduate or professional degree

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>
	837 out of 844	A. 8	1.0%
		B. 38	4.5%
		C. 166	19.8%
		D. 200	23.9%
		E. 296	35.4%
		F. 129	15.4%

Question 16. What was your household's approximate income in 1994?

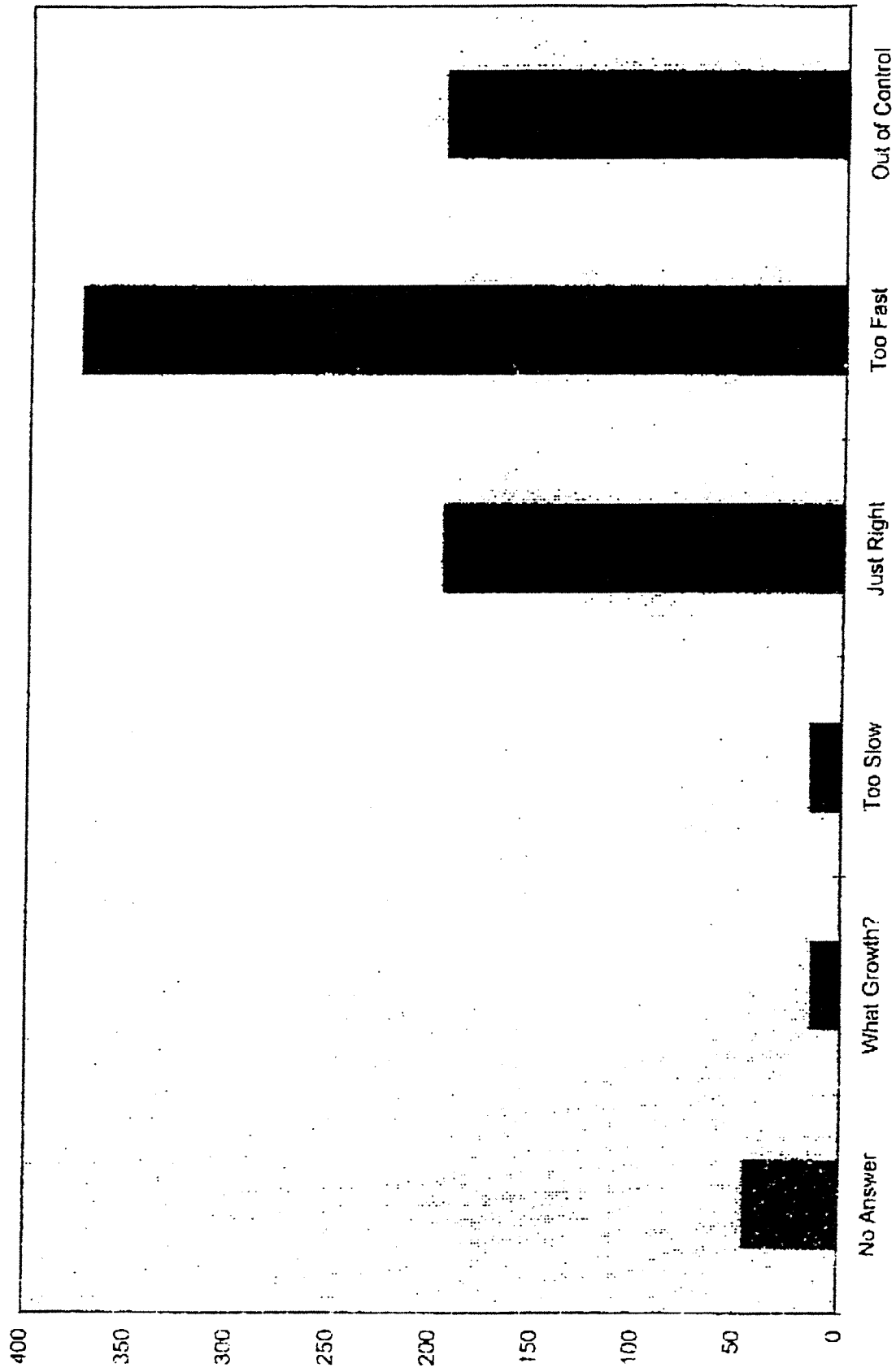
- A. Under \$14,999
- B. \$15,000 - \$29,999
- C. \$30,000 - \$44,999
- D. \$45,000 - \$59,999
- E. \$60,000 or more

Results:	<u>Total Answered</u>	<u>Number</u>	<u>Percent</u>
	764 out of 844	A. 39	5.1%
		B. 93	12.2%
		C. 182	23.8%
		D. 185	24.2%
		E. 265	34.7%

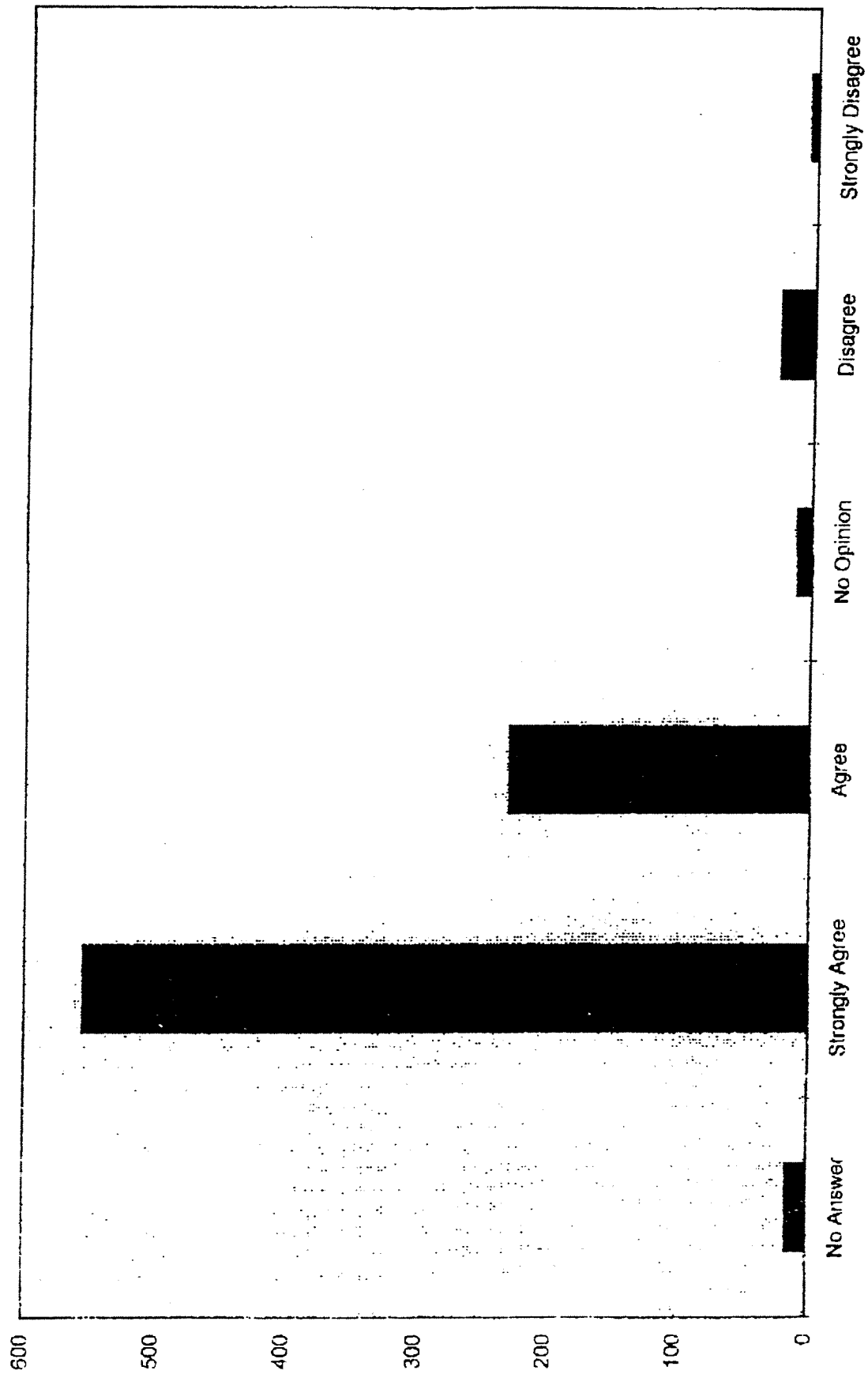
Question 17. In your opinion, how can Berkley become the best town in the Commonwealth of Massachusetts? Please write your comments in the space provided below.

To be discussed.

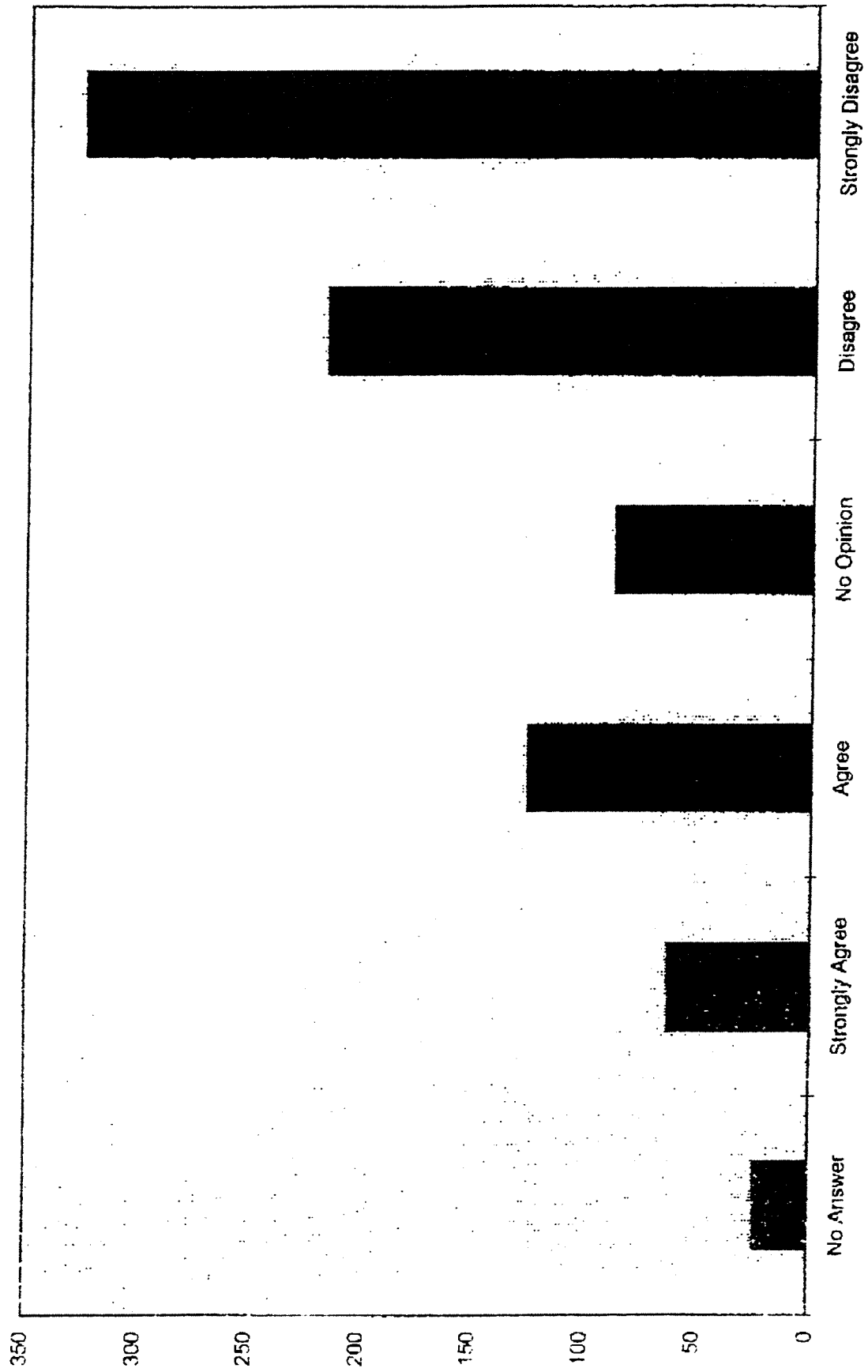
Question 1 Results



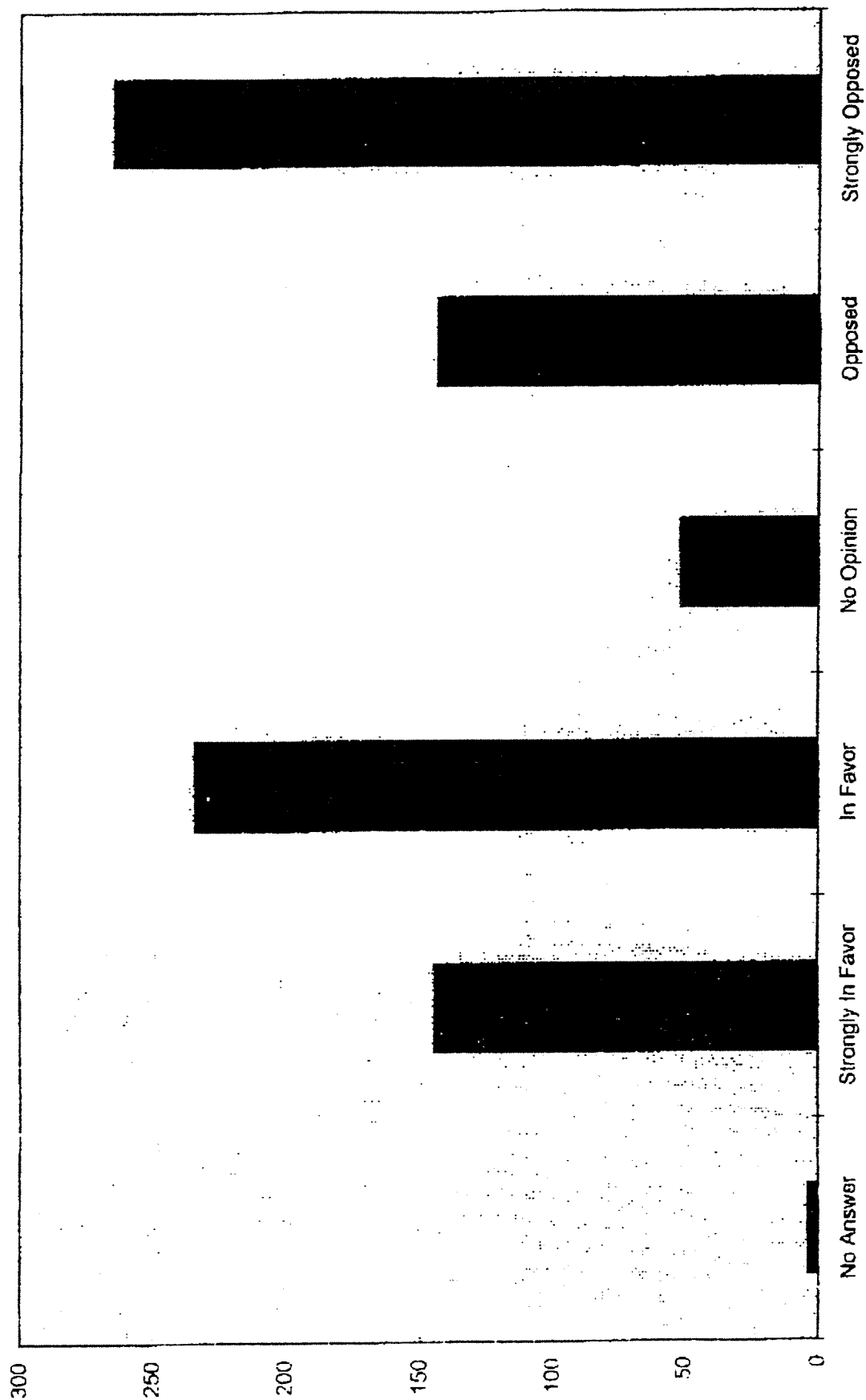
Question 2b: Rural Character



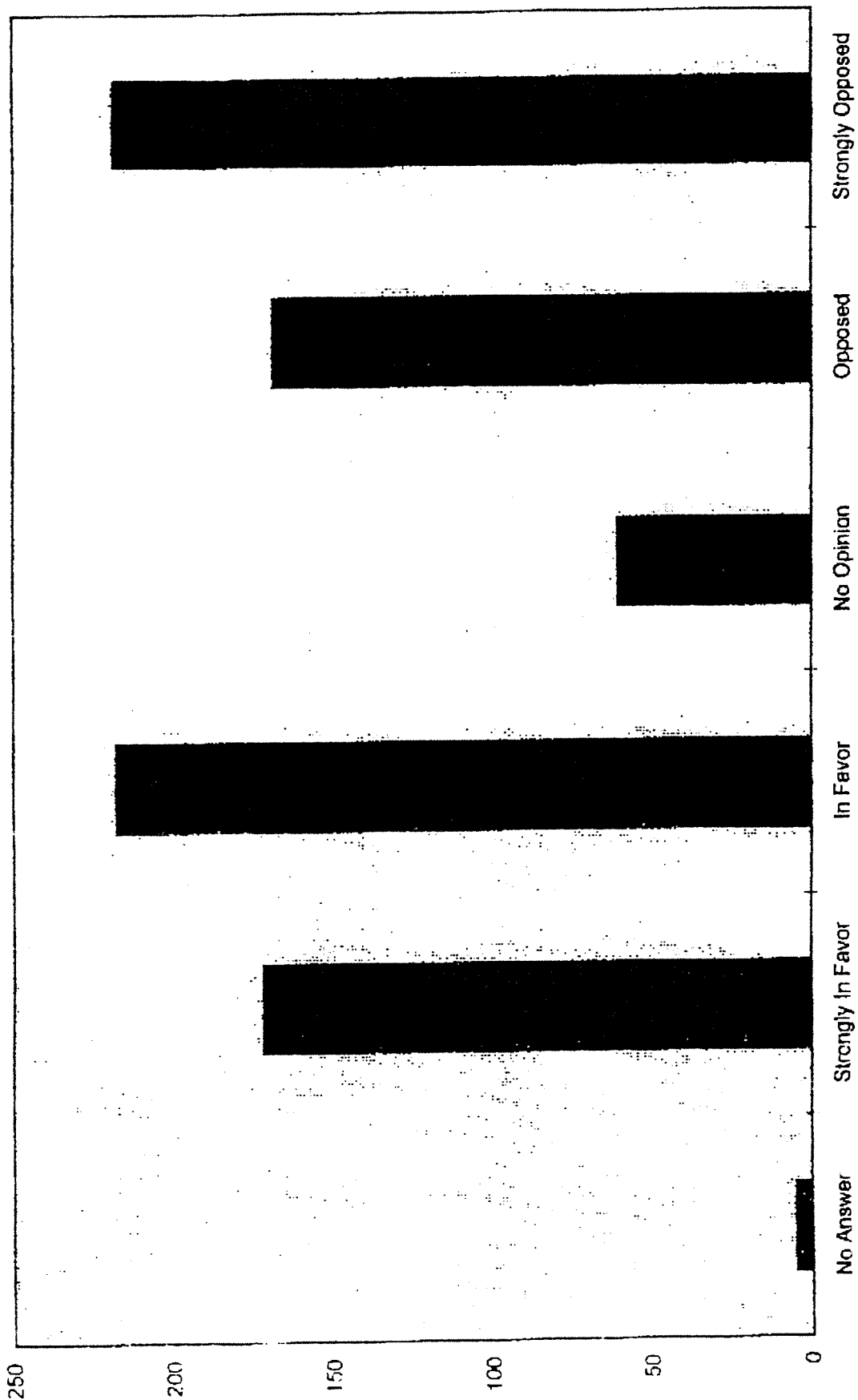
Question 2c: Affordable Housing



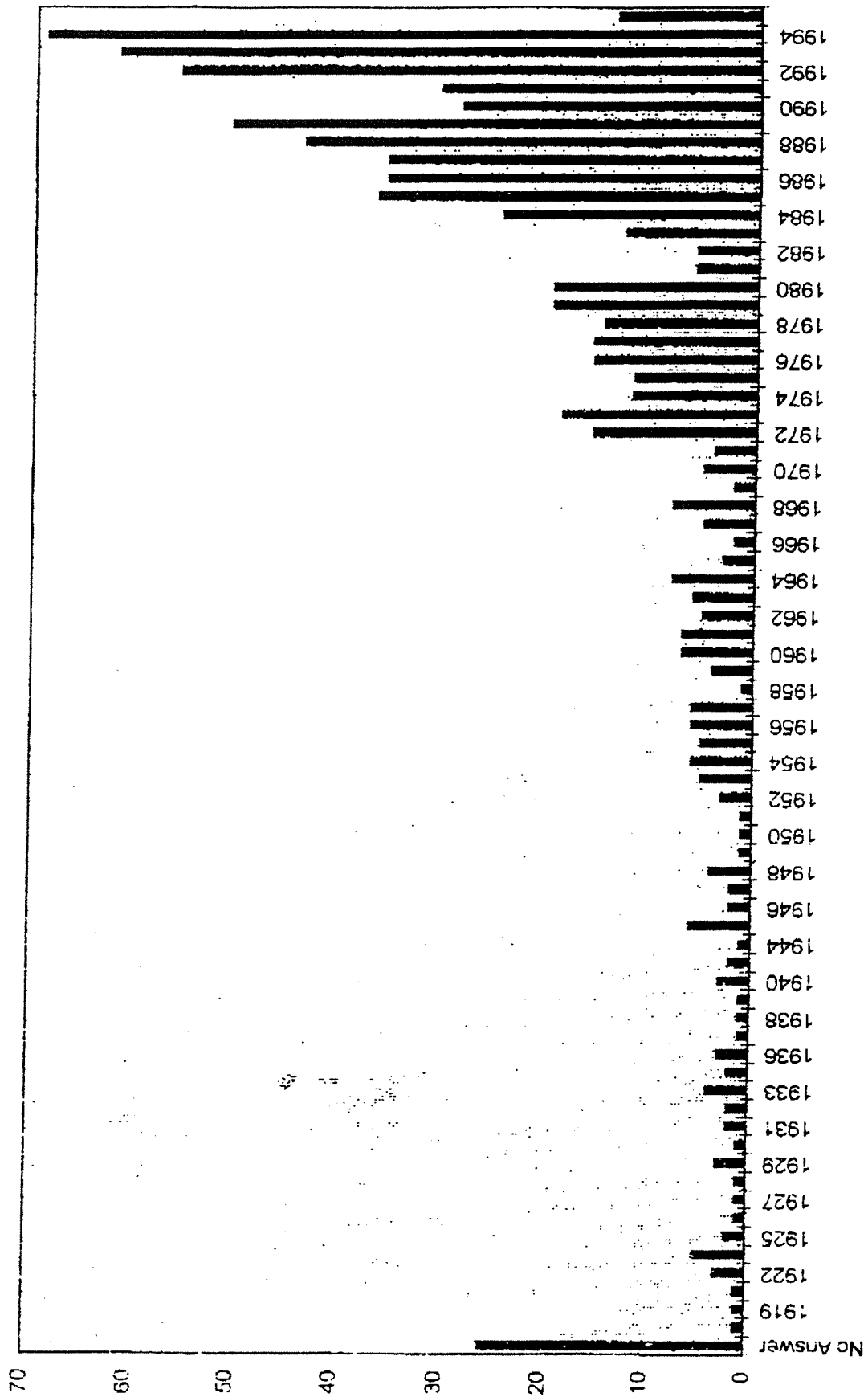
Question 3: Industrial Park



Question 4: Supermarket

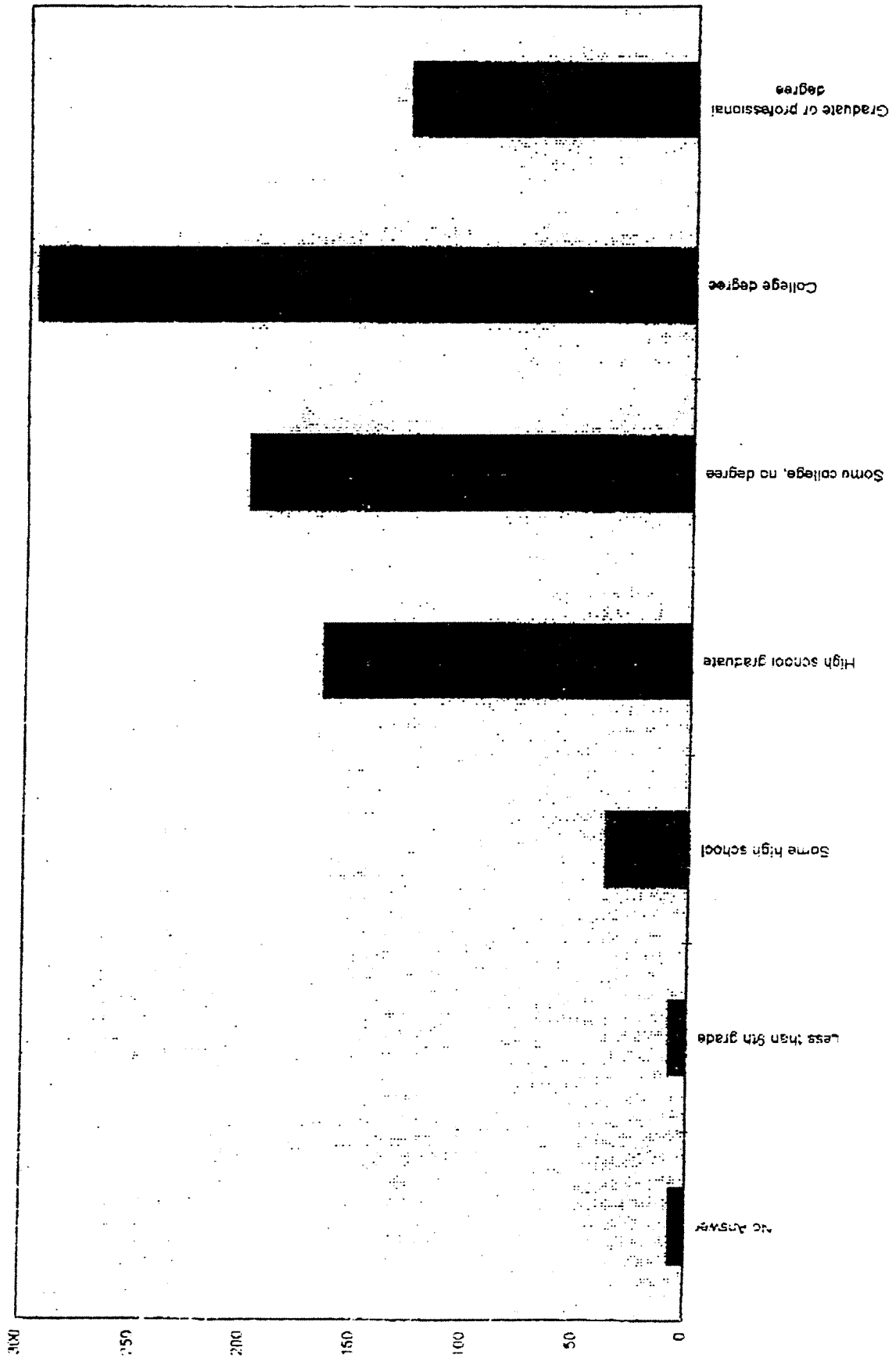


Question 11: Year Began Living In Berkeley

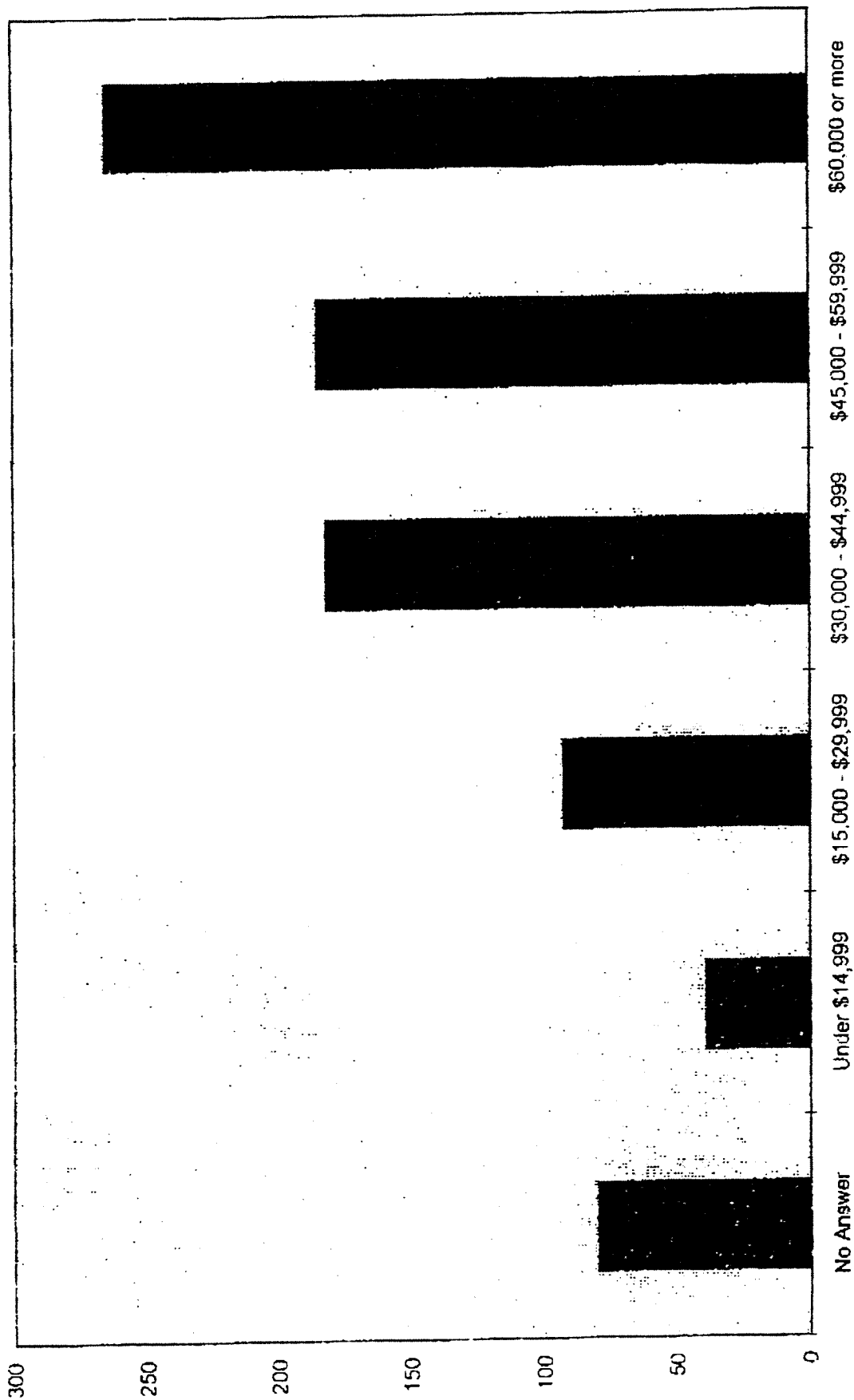


Educational Attainment

Question 15: Educational Attainment



Question 16: Household Income



APPENDIX D

PUBLIC MEETINGS

Berkley Goals Project
Public Meeting Format

1. Preparation for Meetings:

- a. Strategic Planning committee should get commitments from fifteen people to attend both sessions of the public meetings. These people will serve as group leaders. The group leaders will also be responsible for recruiting people from identified "affinity groups" in Berkley to attend the meetings. The meetings will not be limited to the recruits, but rather the recruitment process is to ensure that all points of view are represented at the meetings.
- b. Publicity - The meetings should be advertised in several ways: cable TV, notices displayed in public places, articles in the Taunton Daily Gazette.

2. First Meeting:

- a. Introduction to Process (30 to 45 minutes) - Brief presentations on the following: purpose of project and format of this meeting and the follow-up meeting (by a member of the committee or Tom Pisaturo), results of survey (UMass or Tom Pisaturo), overview of data on Berkley and Berkley land use maps (Tom Pisaturo and Karl Eklund).
- b. Small Group Discussions (2 hours) - Audience breaks down into small groups to discuss issues and suggest preliminary goals. Groups will be organized in the following subject areas:
 - i. Open Space/Recreation
 - ii. Economic Development
 - iii. Land Use Management
 - iv. Historic Preservation
 - v. Public Education/Youth Programs
 - vi. Public Facilities (Library, Public Safety Building, etc.)
 - vii. Public Services (Roads, Water, Sewage, Waste Disposal, etc.)
 - viii. Housing Policy
 - ix. Town Government Structure

Residents are randomly assigned to groups as they walk into the meeting. Each group is led by a member of the Strategic Planning Committee. The group leaders must work to see that everyone in the group gets a chance to speak and that no one dominates the discussion. The charge of each small group will be to discuss the most pressing issues facing Berkley in their issue area and to identify goals on how Berkley can address these issues in the future.

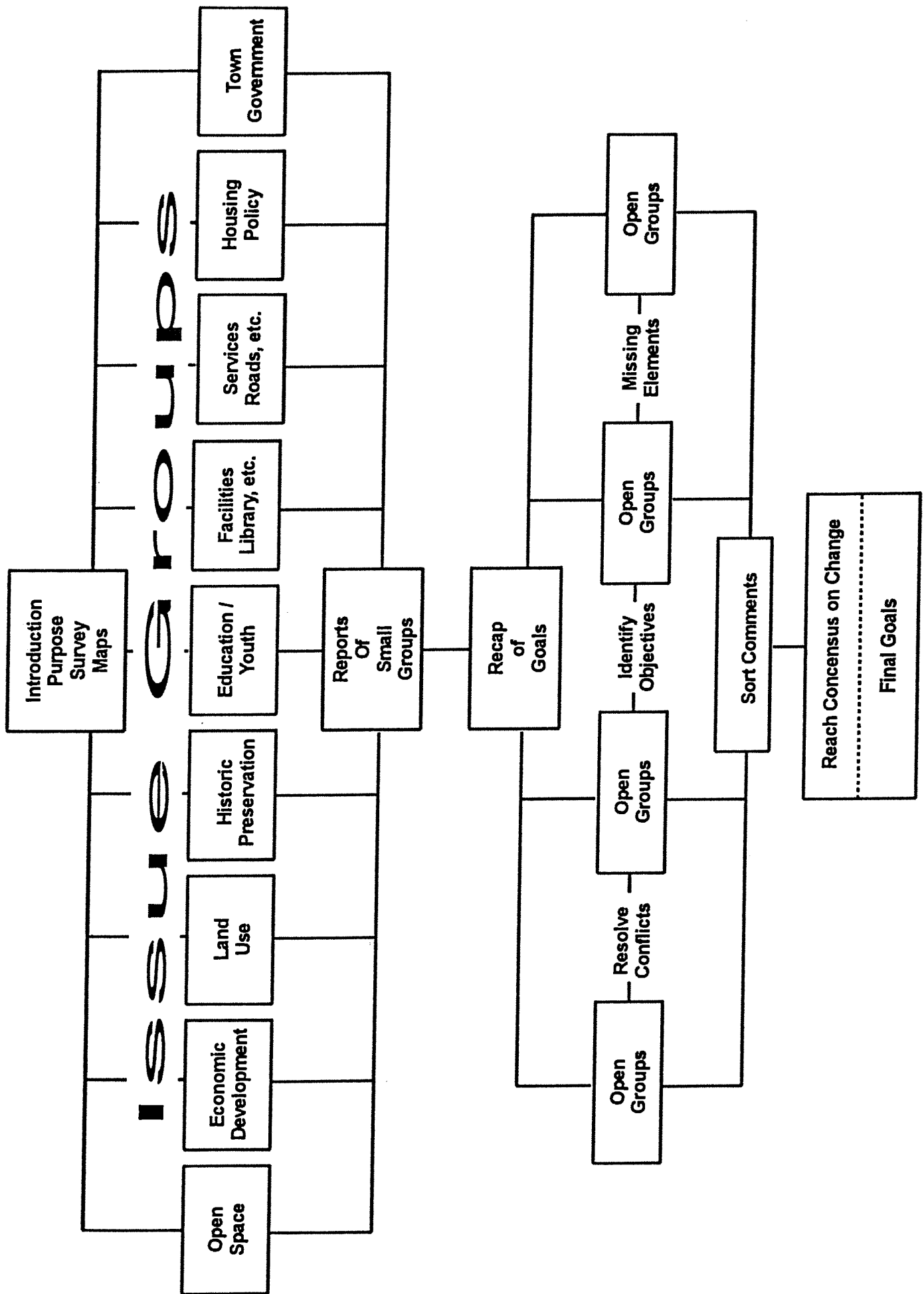
The group leaders will first encourage group members to speak with out placing value judgements on their statements. A tool to do this might be maps on which group members identify the good and bad things that they see happening in Berkley in their issue area. (Two people can have differing opinions on the same trend or event.) Then, the groups will be asked to identify those trends or events that are most important to the

future of Berkley (based on consensus of group members). In general, the trends will be problems and opportunities facing the town. Based on this ranking the groups will identify preliminary goals (intentions). These should be actions that the town realistically intends to take over the next 5 to 10 years to address the problems/opportunities that have been identified. These can be further separated into short, intermediate and long term goals. Group leaders record all comments and report to the large group. Alternatively, the groups can choose members of the group to be recorders and reporters.

- c. Large Group (30 minutes) - Small groups reassemble. Leaders of each discussion group report on priority issues (problems/opportunities) and preliminary goals of their group. SRPEDD reports on the format for the rest of the project (SRPEDD to prepare brief summary of issues and goals, town residents to reconvene in one week to review and finalize goals). If residents have worked with maps, maps can be displayed and group members can browse and ask questions of other group members. (Coffee and pastry could be served at this point.)

3. Second Meeting:

- a. Large Group Meeting (30 minutes) - SRPEDD (or a representative from the Strategic Planning Committee) recaps the prior meeting and presents the preliminary goals report. This will be short report, 5 to 10 pages in length.
- b. Small Group Discussions (1 hour) - Meeting breaks into smaller discussion groups (depending on number of people present) to discuss goals report. People assigned to groups at random. Members of Strategic Planning Committee are asked to serve as groups leaders. As with the first meeting, the group leaders must work to see that everyone in the group gets a chance to speak and that no one dominates the discussion. Groups also select recorders and reporters. Discussion groups will consider the entire goals report with comments focussed on resolving conflicts between the goals of different issue groups, on whether people have strong reservations about particular goal statements and whether something important has been left out. First comments are to be received in a non-judgmental manner, then groups are asked to reach consensus on these points.
- c. Members of the Strategic Planning Committee meet to sort through the comments and arrange them by issue area (30 minutes). During this period the audience can be having refreshments.
- d. Recap Meeting (30 minutes to 1 hour) - Small groups asked to reconvene. Small group comments reviewed and large group asked to acknowledge concurrence or opposition to changes proposed by small groups. SRPEDD incorporates changes into final goals report.



4-8-95

Berkley committee schedules hearings

By BURTON KING
Gazette Writer

BERKLEY — The Strategic Planning Grant Committee has scheduled two public hearings on Saturday, April 22 and April 29 to tally the results of the growth survey which was sent out town-wide.

Committee member Frank Wallace told selectmen yesterday that the town received 51 percent returns on questionnaires sent out. The committee expected a 5-10 percent return rate based on projections from statistics professionals.

The hearings are scheduled to begin at 9 a.m. and last until noon. The committee is asking for volunteers to attend the hearings to help review the data from the results and to help identify goals for future grant applications such as a municipal incentive grant.

Mr. Wallace said he is pleased with the returns and told the selectmen he will have more information soon.

"Sometime in the next 10 days I'll have a brief report," of the findings, Mr. Wallace said. "There's a lot of interest to what's happening."

The questionnaire, created by students from the University of Massachusetts Center for Economic Development, asked residents their opinions on growth in the past decade and what the town should be doing to prepare for any future growth.

The research has been partially funded by a \$6,500 grant from the Executive Office of Communities and Development.

The town has also kicked in \$850 for the project.

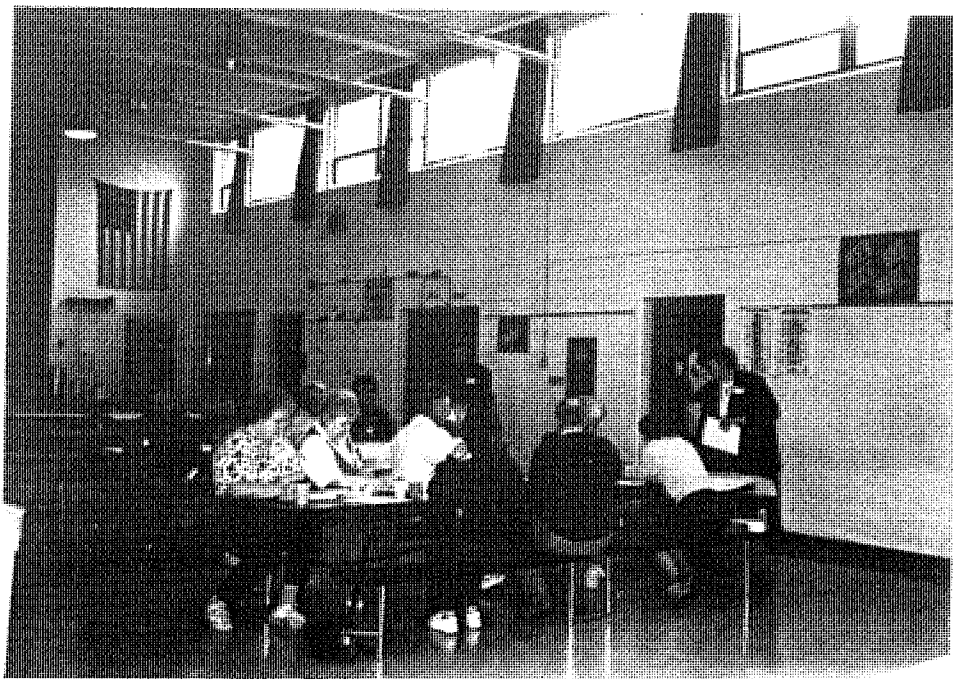
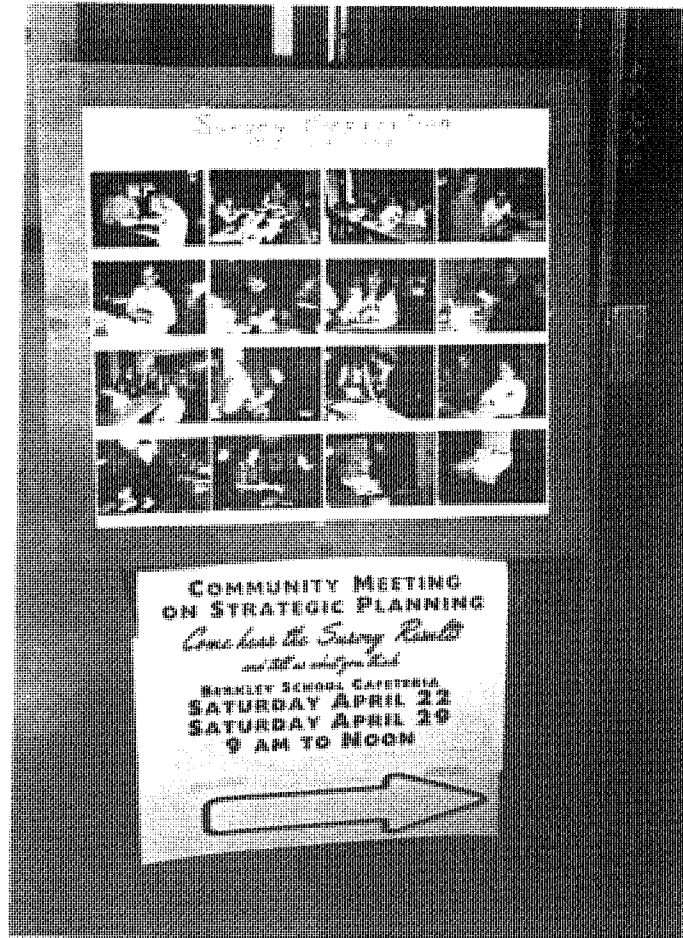
The hearings are scheduled to be held at the Berkley Community School.

4 Thursday, April 20, 1995

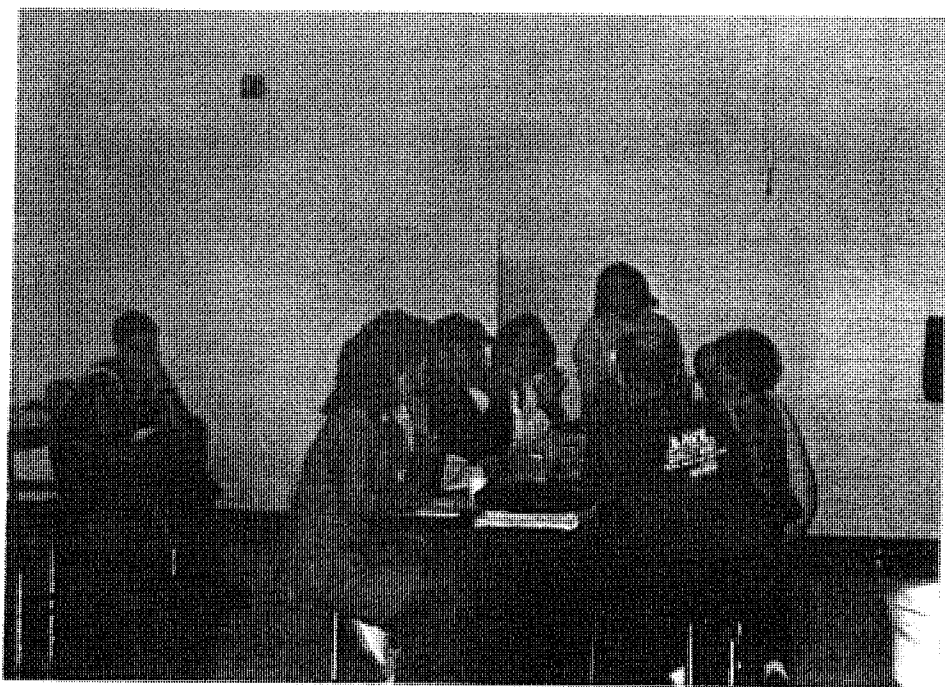
Region Roundup Strategic committee meets in Berkley

BERKLEY — On the next two Saturdays, April 22 and 29, the Strategic Planning Grants Committee will host a public meeting from 9 a.m. to noon at the Berkley Community School to discuss results from the recent growth survey and to set up discussion groups to help organize future planning ideas.

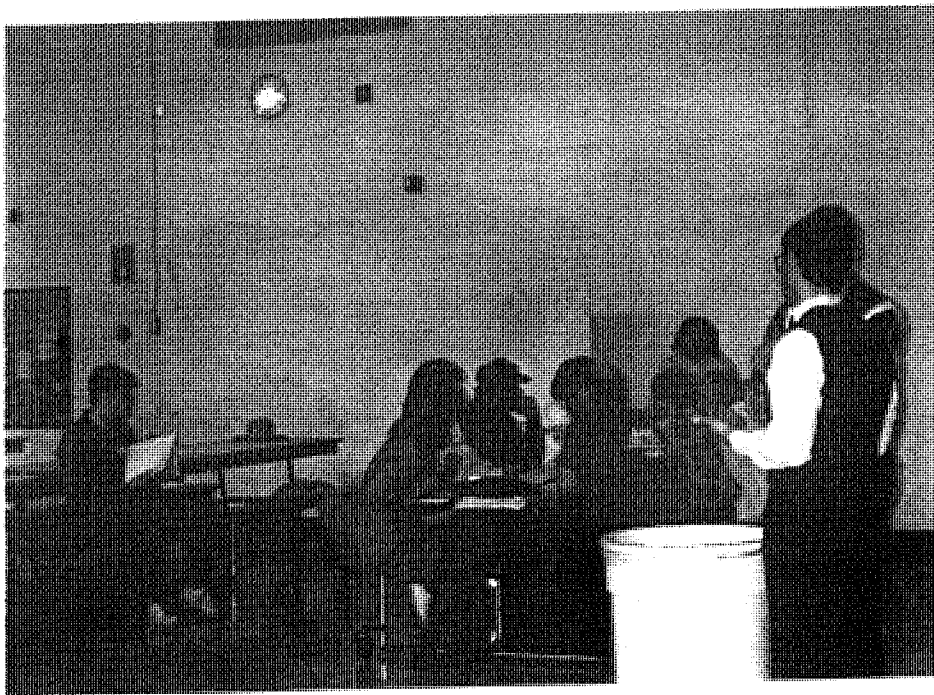
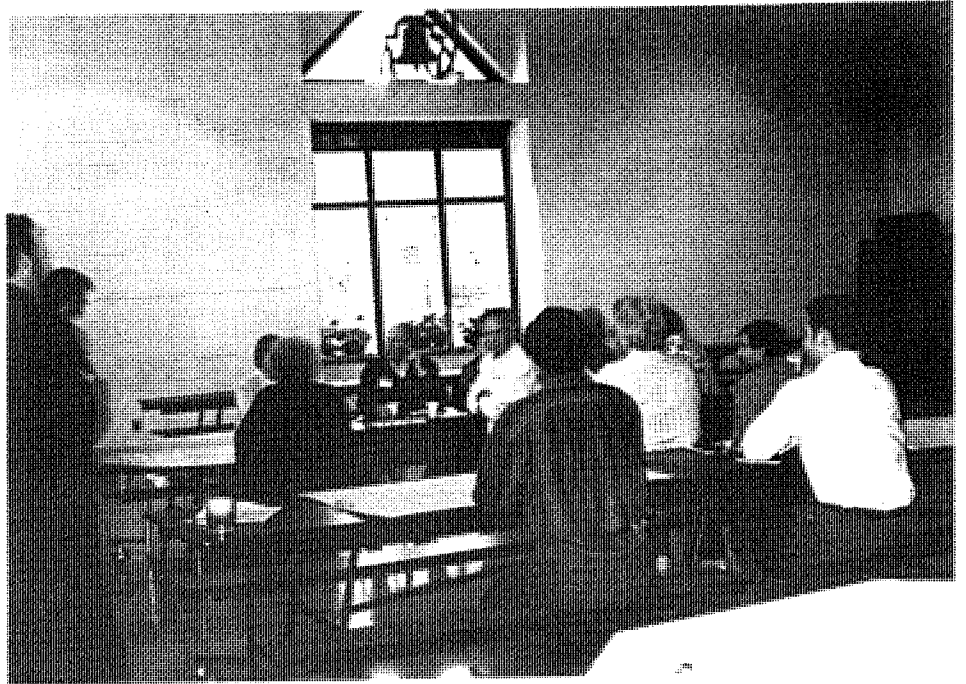
APRIL 22, 1995 - PUBLIC MEETING



APRIL 22, 1995 - PUBLIC MEETING



APRIL 22, 1995 - PUBLIC MEETING



TOWN OF BERKLEY

Strategic Planning Grant Committee

1 North Main Street Berkley, MA 02779

April 6, 1995

Public Information News Release

Open hearings of Berkley's Strategic Planning Committee will be held at the Berkley Community School on Saturday April 22nd and Saturday April 29th from 9:00 a.m. until Noon. Volunteers are needed to meet with the committee to review the results of the survey and to help identify goals for the next project grant which could go as high as \$50,000 if we decide to move forward. We are asking for volunteers to attend these two meetings to help with discussions of the outcome of the survey and to try to determine a set of priorities for addressing a plan of action which will be used in shaping Berkley's future. Anyone who has concerns or ideas regarding the accelerated growth of the town is urged to attend. We need your help and your opinions. This project is being funded by the Commonwealth of Massachusetts Executive Office of Communities and Development.

Frank Wallace, Committee Member

Copies: Burton King, Taunton Daily Gazette
Mary Jo Curtis, Brockton Enterprise
Fall River Herald News
Datafile

FW:bla

**COMING
ON STUNING**

Come consult

**BERRIA
SAT 22
SAT 29
9**

APPENDIX E
LESSONS LEARNED

TOWN OF BERKLEY
Strategic Planning Grant Committee
1 North Main Street
Berkley, MA 02779

June 1, 1995

Mr. Fred Habib
Commonwealth of Massachusetts
Executive Office of Communities and Development
100 Cambridge Street
Boston, MA 02202

Financial Summary

<u>Date</u>	<u>Vendor</u>	<u>Amount Paid</u>	<u>Source of Revenue</u>
6-27-94	Poster Printing	\$ 34.00	Donation
2-22-95	Return Mail Postage	\$ 528.00	Local Match
3-3-95	Bulk Mail Postage	\$ 238.56	Local Match
3-3-95	Bristol Plymouth Graphics (Printing/Folding)	\$ 66.00	Donation
3-3-95	Bristol-Plymouth Graphics	\$ 750.00	B-P Donation
3-14-95	W. B. Masons (Envelopes)	\$ 35.60	Local Match
3-15-95	Additional Return Mail Postage	\$ 14.40	Local Match
4-6-95	Postage for Mailing Additional Survey Responses to U of M.	\$ 3.00	Local Match
94-95	SRPEDD Municipal Assistance (40 hrs.)	\$ 1,875	SRPEDD Donation
5-25-95	SRPEDD	\$ 2,400.00	EOCD Grant
6-30-95	SRPEDD	\$ 4,100.00	EOCD Grant
Total Expenditures		\$ 10,044.56	

Submitted by



Frank Wallace
SPGC Co-Chairperson

FW:bla

TOWN OF BERKLEY
Strategic Planning Grant Committee
1 North Main Street
Berkley, MA 02779

June 1, 1995

Mr. Fred Habib
Commonwealth of Massachusetts
Executive Office of Communities and Development
100 Cambridge Street
Boston, MA 02202

Lessons Learned

Dear Mr. Habib:

Please accept the following as a synopsis and overview of the problems this committee encountered in the pursuit of the completion of the grant project. Also included are some of the insights gained and creative solutions employed in the quest of our committee. Also, please accept our thanks for your encouragement and assistance, and for giving us the opportunity to demonstrate to others and ourselves that a whole community can be lifted in spirit by a willingness to come together in mutual respect, even in these sometimes socially stressful modern times.

In the very beginning and prior to application to E.O.C.D. for grant money assistance, it was necessary to advertise and hold a series of three (3) public meetings to determine if there was in existence a consensus among citizens of the Town that formal steps should be taken to seek solutions for some of the Town of Berkley's growth problems. To assist in this effort, a generous public spirited citizen donated the sum of \$100 cash to help get this project underway. An initial appropriation of \$600 to the Strategic Planning Grant Committee was approved by the Board of Selectmen and Finance Committee to be applied to the Town's portion of the grant process. In order to complete the program, an additional \$250 was contributed by the Board of Selectmen out of their expense account. This was used to offset the postage increase foisted unexpectedly upon the committee by the U.S. Postal Service and to cover the cost of return mail which was not allowed a bulk rate. As time progressed, it became obvious that there would be many expenses for this project, many unanticipated. The following list gives a brief description of the various costs encountered and some of the ways the committee was able to meet its obligations.

1. A portion of the real subcontractor costs for supervision and development of project was absorbed by the University of Massachusetts. This was accomplished by the generous efforts of the student studio team who expressed interest in increasing their educational experience by providing services beyond the terms of their contract. The glimpse they received of the Town of Berkley in facing its problems gave them added value to the text-book knowledge they gained as students of government planning and development. This did not reduce the actual cost of the contracted services. Indeed, their "efforts beyond the call" provided added value for both the students and the Town of Berkley. Similarly, our contact person from the South Eastern Regional Planning and Development District contributed a large block of pro bono time to our use and behoof as we made our way through a myriad of problems to be resolved and decisions to be made.

A further word must be considered about the use of university student teams. College students, even graduate students, do not live a typical life-style. This means that time schedules must be planned around their usually irregular schedules. Examination periods, research and study times, and even their non-school times including vacations and between-semester breaks can upset the schedule of those who do not give them consideration when planning the critical path time line and its important critical points (deadlines). It is very

threatening to the success of the project to assume that all vendors and volunteers will automatically satisfy the scheduling needs of the project. For this reason, this committee began its preplanning and organizational sessions just prior to the start of the fiscal year which begins on July 1st. In so doing, there was ample time to employ the technique so often used in the electronics and computer world known as "what-if" scenarios, a valuable planning and development tool at the very least.

2. The cost of numerous telephone calls and fax communications between the University Studio Team and the Town of Berkley was absorbed by various department in the Town as a non-budgeted expense. It was not possible to estimate this kind of expense since it was not known what type of problems would need discussion and resolution. It is recommended, however, that future projects keep this in mind when planning for the needs of the project.
3. For this project, various land use overlay maps were developed by a single individual member of the committee without expense to the Town using his personal computers, desktop publishing, and CAD programs. Information was compiled and gathered from several sources, with the help of many not directly involved in the work of the project; namely, Assessor's records, records of the Town Clerk, records of the Special Permit Granting Authority, Conservation Commission, Federal Insurance Rate Maps, U.S. Geological Survey Topographical Maps, Board of Health records and information compiled as a result of interviews with various citizens and committee members whose knowledge of the town's history and recent developments was able to supplement and clarify facts of record. This was an arduous undertaking. Cost estimate for completing this task in the open market would range from \$3,000 - \$15,000 as verbally quoted by a variety of vendors. While this was not one of the goals of the project to accomplish this, it does demonstrate, the committee felt, that a community can make valuable use of local resources if time has been spent in identifying what resources the community has from which to benefit.
4. It is easy to overestimate the ease with which a large bulk mailing can be implemented. The cost of the actual mailing is only a part of the process. Printing needs to be considered along with the development of forms for the survey. Letters of communication and even posting of signs, notices, as well as other types of transmission of information, need to be considered as part of both the cost and the effort.

This responsibility fell mostly upon individuals of initiative, people who saw the need of the moment and filled it. (This points out the need for a group of people who can both follow and lead.) Envelope stuffing and stamping was handled by a committee of volunteers and with the assistance of the Assistant Town Tax Collector who made available a postage machine. (This was a creative and not-so-obvious solution to mass stamp-licking and pasting.)

Under postage regulations, the bulk rate did not apply to the return mail; another revelation which was discovered rather than being anticipated. Thus all 1691 mailings had to include postage paid return envelopes at the current individual first class rate. It should be noted here that, during the process, the U.S. Postal Service raised the rates from 29 to 32 cents, placing a stress on the need for additional funds which were also not anticipated.

The actual printing and collation, including folding and stapling of forms, was another cost which was not fully anticipated. Verbal quotations from various vendors indicated the range of cost to be \$575 - \$800. This problem was resolved with the assistance of the students of the Bristol-Plymouth Regional Vocational School who were enrolled in the schools news media print program. The actual cost of this service was thus reduced to sixty-six dollars. (This represents another use of local resources which benefited both the committee effort and the students who helped.)

But, it was not without its problems. The print job was scheduled to occur during the last week of February 27, 1995. Due to inclement weather (snowfall) and a resulting no-school day, the time schedule for completion of the project was placed in jeopardy, causing students and their instructors to work on extended hours so that we could meet our deadlines. It is imperative

that it be noted here that anyone unfamiliar with CRITICAL PATH METHODOLOGY PROJECT PLANNING would likely have failed to complete this project due to a single snow day foisted upon student volunteers.

In short, this committee had a great deal of help from a lot of sources. Thus, it is strongly recommended that any town undertaking a similar task in the future give strong consideration to the planning of fail-safe alternatives for gaps in time which can be used to accommodate setbacks. (Remember "Murphy's Law".)

5. Another area of expense was the need to provide recognition and nourishment for each of the various committees. ("Tea and Crumpets") Refreshments were served to attendees at nearly all committee meetings. This provided committee members with the opportunity to socialize and enjoy each other, a very important consideration for the development of commitment and loyalty to the efforts of the committee. The expense for these refreshments is indeterminable since they were provided by members as donations to assist with continuation of the committee's work.
6. By necessity, a number of meetings and open forums were held in the cafeteria of the Berkley Community School, either in the evening or on Saturday mornings. It was not anticipated there would be a cost for the use of public buildings (very easy to take for granted). By public policy and school committee regulation, custodians were needed to be on duty to provide for the safety, health and welfare of those using the building. Those costs were absorbed by the school department at an estimated cost of nearly \$200 in wages alone.
7. The Studio Team was given several tours of the Town at the personal expense and time of one of the committee members. The purpose of the tours was to provide them with a visual reflection of the land use and composition of the Town. One of the tours was dedicated entirely to the taking of photos for their report.
8. Delivery of the survey returns to the Studio Team at the University of Massachusetts was made by members of the committee. Members of the committee also voluntarily attended the Graduate Student's presentation to the University of Massachusetts faculty as part of their preliminary thesis project.

On numerous occasions, the project monitor or overseer of the work met with one or another of the committee members to prepare, organize, review and complete documentation reports and to evaluate progress. This was an informal procedure, but vital to the success of the project.

Note taking and record keeping require inordinate blocks of time, especially for those who are not well organized. To assist in streamlining this process, the following recommendations are made for the benefit of those considering future projects:

1. The chairperson of the committee should acquire two inexpensive spiral bound 8 1/2 x 11 notebooks. (Bear in mind this is also an expense.) The first is to be used by the secretary or recorder of the notes for each meeting. Date each page and list each item discussed, action taken, goals and objectives (dumb things you gotta do), future meeting dates and time, etc. The meeting should include a summary outline of what was accomplished, including the starting and closing times of the meeting.

The second notebook should be divided into two parts; Part I should simply list for the Chairperson, Things To Do. Each item should be checked as completed and sealed with the date of completion. Part II should contain an accounting of all monies expended, identifying the source or local accounts from which they were appropriated, the vendor or payees to whom payments were made, and the amount, purpose and date of payment.

2. One of the secretary's primary responsibilities is to post or legally notify the Town Clerk or other Town Official who may be responsible for notifying the public of all open meetings under the Open Meeting Laws of the Commonwealth. In addition to taking notes and observing activities of the meeting, the secretary should also make certain that all communications written, printed, or verbal contain a statement of declaration that the project was funded under the auspices of E.O.C.D. and the name of the program under which it was funded; i.e. Strategic Planning Grant funded by the Commonwealth of Massachusetts Executive Office of Communities and Development.
3. Obtain a shoe box to be used by the chairperson. Make photo copies of handwritten notes (dated) of any actions taken, instructions given, telephone conversations, and the like. This procedure alone will greatly facilitate the accuracy of chronology, activities and efforts put forth by the committee and its members.

Plan to take photographs of individuals working in committee activities, make collage boards of photos, communications and posters to be put on display at subsequent meetings. This is a very strong morale booster and serves to give personal recognition to each of the contributors. Leave no one out.

4. Repeatedly tap into local resources. Plan to have informal discussion with officers of local clubs and civic organizations in order to build a network pipeline for the flow of information.. Four to six (4-6) weeks prior to the mailing of any survey form or opinionaires, or any other core activities of the project, plan to have individual member interviews by news media and especially local cable TV Community Bulletin Boards. The more creative, the better. The constant outflow of information from the committee to the community is the single most influential reason this committee has to explain its dramatic 51% return of survey opinionaire forms. (Self-addressed, stamped return envelopes were deemed by the committee as being the second most influential cause for such a remarkable response.) The committee was told a response of 5-10% of mailings would be considered average. The committee goal was 20-25%. Although only 49.9% were received in time for tabulation, arrivals too late for tabulation accounted from more than 1% of the total return, making the gross return in excess of 51%.

A few final thoughts for future project planners:

1. Start and end every meeting precisely on time. It keeps members committed. Be business-like but remain supple with individuals.
2. Try to avoid anecdotes and story telling. Stick to the task at hand (the agenda) so that the committee can feel it not only made progress but accomplished its goals, proving that personal time was well spent. This breeds excitement, enthusiasm, and personal ownership and satisfaction.
3. While the chairperson has perhaps the most difficult job, it is not the most important. A good leader is a facilitator. S/he leads by asking. S/he also creates leaders out of the members of the committee. We found that the more widely dispersed the essential responsibilities, the more educated the members became. Every member should be given the opportunity to lead as well as to follow. When all is said and done, written notes of thanks should be communicated to anyone and everyone who directly contributed to the efforts of the committee, even in the

smallest way. A community project is exactly that, a project which reaches out to and recognizes every member of the community.

Finally, upon completion of the project, this committee has committed itself to continue to serve the community in an attempt to guide growth, recognize and identify needs and to seek to identify a consensus within the members of our community for the satisfaction and resolution to our problems. The next series of meetings is already posted on the community calendar beginning in July, 1995. Our next broad goal is to undertake a study of the present bylaws of the Town of Berkley and to see if there are ways to streamline our current form of government while maintaining rural character and the principle of home rule.

Respectfully submitted ,



Frank Wallace
SPGC Co-Chairperson

Copies: Datafile

FW:bla

APPENDIX F

GENERAL INFORMATION

BERKLEY'S STRETEGIC PLANNING COMMITTEE MEETING DATES

May 13, 1994	Preliminary meetings prior to
May 25, 1994	July - Open Meetings
June 16, 1994	(Frank, Karl, Peter)
July 6, 1994	
July 12, 1994	Informational public meetings
July 19, 1994	led by Dr. Eklund
July 26, 1994	
August 4, 1994	Peter Parsons, Karl Eklund, Frank Wallace - Apt. as Stretegic Planning Grant Committee (7:30-9:30 p.m.)
Sept. 1, 1994	Committee meeting prior to first official meeting
Sept. 2, 1994	1st open meeting (official) (7-9 p.m.)
Sept. 9, 1994	Public meeting - 54 letters of support received application to EOCD for Grant approved for submission (7:30-9:30 p.m.)
Sept. 30, 1994	Open meeting (7:30-9:05 p.m.)
October 28, 1994	Open meeting (7:30-9:20 p.m.)
Dec. 6, 1994	Open meeting (7:30-9:20 p.m.)
Dec. 16, 1994	Open meeting (7:-8:00 p.m.)
January 20, 1995	Open meeting (7:30-9:50 p.m.)
February 3, 1995	Open meeting - UMass faculty members & Studio Team present (7:30-9:05 p.m.)
February 10, 1995	Open meeting (7:30-9:15 p.m.)
February 18, 1995	Emergency meeting - review questionnaire - (10 a.m.-12:30 p.m.)
February 23, 1995	Additional Strategic Planning Committee members apt.
February 28, 1995	Open meeting (7:30-8:55 p.m.)
March 3, 1995	Survey prep. for mailing, collating, stuffing, stamping, sealing (9:00a.m.-4:30 p.m.)
March 22, 1995	Survey responses delivered to UMass by committee members
March 31, 1995	Prep. for April meetings (7-9:00 p.m.)
April 12, 1995	Frank met with Tom P. (2:30-4:00 p.m.)
April 22, 1995	Open meeting (9:00-Noon)

April 26, 1995	Frank met with Tom P. (4-4:30 p.m.)
April 29, 1995	Open meeting - (9-Noon)
May 18, 1995	Open meeting - (7:15-8:45 p.m.)
May 30, 1995	Open meeting - Review draft report (7:30-9:15 p.m.)
June 6, 1995	Open meeting - Review final report - (7:30-9:15 p.m.)

Berkley is growing. Is it growing the way we want?

What do you want Berkley to be?

- A small town with balanced development?•
- A bedroom community for people who work elsewhere?•
- A farm-oriented rural community?•
- Something else?•

It may be too late for some choices. If so, which ones?

Each choice has a corresponding cost. How much and what for?

What can planning do to affect the direction of growth?

Planning and Zoning Officials in cooperation with
the Board of Selectmen are jointly
sponsoring a series of hearings to create a dialog on
planning for Berkley.

Hearings will be held on July 12, 19 and 26th at 7:30 pm
in the Andrews Hearing Room of the Town Office Building

The chairman will be Dr. Karl Eklund,
Berkley Representative to SRPEDD and Vice Chairman
of SRPEDD. Guest speakers will be invited from:
SRPEDD (on zoning ,comprehensive and transportation planning),
DEP (groundwater protection, solid waste management),
Taunton (cooperative economic development).

Bring your questions, comments and concerns.

Berkley is your town
Without YOUR help it won't
become the town you want.

For additional information call:

•Karl Eklund • 76 Myricks St, Berkley MA 02779 •Voice (508) 822-3581 • Fax (508) 828-1042 •

July 20, 1994

To: All Municipal Employees and Volunteers

From: Berkley Growth Committee

Subj: Berkley Growth Meetings

Due to the media coverage and word of mouth in the town, those of you who are involved in the town business are already aware of the Berkley Growth Committee meetings that have been held in the past two weeks. It is also understandable that, due to the extent of your involvement and the time intensive nature of your duties, you may have "missed the news" or have not been able to attend. In either case, we would like to encourage your participation and welcome your input. Being as involved as you are, each of you can offer a major contribution in our effort to raise public awareness of the issues Berkley faces and encourage the residents of the town to participate in identifying and implementing well balanced solutions.

The next Berkley Growth Meeting is scheduled for July 26th in the school cafetorium. In addition, the Massachusetts Executive Office of Community Development is sending representatives to meet with town officials and concerned citizens on August 2nd to accept our input and identify programs we can utilize for the towns benefit. The issues we face require attention, the state is ready to help, and now is the time to actually do something other than just talk. Thank you for all you are doing, have done, and will do for the town of Berkley.

cc: Brockton Enterprise
Fall River Herald News
Taunton Gazette

MINUTES - BOARD OF SELECTMEN - AUGUST 4, 1994

Planning Board Chairman Peter Parsons, Building/Zoning Official Frank Wallace and SRPEDD representative Karl Eklund appeared before the Board with members of the ad hoc growth study committee. Parsons stated the committee has held three meetings and he personally is pleased with the attendance of 20-25 individuals as well as the ad hoc members. Parsons stated that people feel they no longer want the Town to proceed without a plan in place. Education needs to be given to the Townspeople and the majority are not knowledgeable of the tools and ins and outs and planning. The future of the Town should not be decided by a group of 15 or even 50 people. EOCD was present during the last meeting and Mark Zigenthal of Boston gave a presentation for strategic planning grants and capacity building grants available as well as land use and/or development, growth management, small town growth and development, septage management and strategies for rivers. There may be a regional committee for the river since it is bordered by different towns. Medeiros stated that strategic planning, goals and objectives are needed. Medeiros stated that he feels this should be an official committee for the purpose of posting meetings, etc. Medeiros stated there is enthusiasm. Karl Eklund stated that technically a committee must be appointed by the Board of Selectmen or Planning Board and for oversight of any grant and/or approved by the Planning Board and Board of Selectmen. The EOCD wants to feel that all major Boards are in favor of the program. Finance Committee member Robert Capuano stated he was of the understanding the EOCD is not concerned whether the committee is an ad hoc or standing committee and only requires the Board of Selectmen and Planning Board endorse and authorize it. Eklund agreed. Medeiros stated that an ad hoc committee and a standing committee must post meetings. Holland stated that we have a Zoning Study By-Law Committee and duties must be clarified. Holland added that we do not need two committees going in two different directions. Parsons stated requested the Board of Selectmen meet with the Planning Board on August 17. Holland requested that Finance Committee Chairman Fred Whitehouse check with Ada to see if the Zoning Study By-Law Committee is still active. Whitehouse stated he feels it would be a good idea to include the Zoning Study By-Law Committee and to asked if they are interested in joining with the Growth Study Committee. Medeiros stated that he does not agree that the Board of Selectmen should "be on summer vacation". Holland stated there are five members of the Zoning Study By-Law Committee who must be notified of the things the ad hoc committee are doing. Parsons stated the committee does not to wait two weeks considering the time frame for the grant application. Capuano stated that September 1 is the deadline for the grant application. Karl Eklund stated that this is not accurate. EOCD does not know how much money is available. Parsons stated this is a first come first served basis and the Town cannot afford the risk of losing out. Moitoza stated that he has a problem with all those names on the committee. Parsons stated that the Zoning By-Law Committee was appointed specifically for the Zoning By-Law and this committee is to study all issues. Holland stated that most of the issues are to be included in the Zoning

MINUTES - BOARD OF SELECTMEN - AUGUST 4, 1994

By-Law. Medeiros stated time is not on our side if you understand what he is saying. Holland stated there is never enough time. Moitoza suggested appointing a small committee to search out the strategic planning grant and discuss with the Zoning By-Law Study Committee to see if they would like to merge. Moitoza suggested limiting the Strategic Planning Grant Committee to 3-5 but this does not restrict others from gathering information, adding that a small group has more control. Parsons stated that ideally the committee should contain 2353 members! Holland asked if the three original members are interested in continuing on the committee. Karl Eklund answered yes as did Parsons and Frank Wallace.

Holland entertained a motion to appoint Peter Parsons, Frank Wallace and Karl Eklund to the Strategic Planning Grant Committee.

Moitoza made a motion to appoint Peter Parsons, Frank Wallace and Karl Eklund to the Strategic Planning Grant Committee.

Medeiros seconded.

Unanimous.

Discussion of meeting with the Planning Board and a letter to the five members of the Zoning Study By-Law Committee notifying them of the meeting on Wednesday, August 17, 1994 at 7:00 p.m. in the Selectmen's Office.



TOWN OF BERKLEY

1 North Main Street
Berkley, Massachusetts 02779

OFFICE OF
BOARD OF SELECTMEN

August 11, 1994

I. Frank Wallace
38 Elm Street
Berkley, MA 02779

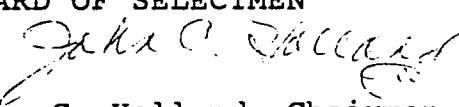
Dear Mr. Wallace:

We are pleased to inform you that on Thursday, August 4, 1994, this Board appointed you as member of the Strategic Planning Grant Committee. Term to expire June 30, 1995.

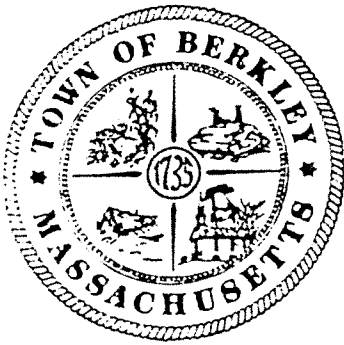
Please be sworn to office at Town Clerk's Office, Town Office Building, 1 North Main Street, Berkley, MA 02779 Monday through Friday during the hours of 9:00 A.M. to 1:00 P.M. Town Clerk's office is also open the second and fourth Thursday evenings of the month from 7:00 P.M. to 8:00 P.M.

Respectfully submitted,

BOARD OF SELECTMEN


John C. Holland, Chairman

eal



TOWN OF BERKLEY

1 North Main Street
Berkley, Massachusetts 02779

OFFICE OF
BOARD OF SELECTMEN

February 23, 1995

Please be advised that the following individuals have been officially appointed to serve on the Strategic Planning Grant Committee, sometimes known as the Strategic Planning Committee, to assist the Town in developing long range plans for the Town's future growth and to make recommendations to the Board of Selectmen for their consideration in preparation of future Town meeting warrants. The individuals are named as follows:

Edwin Devine	33 Macomber Street
Lee Josselyn	60 Padelford Street
Richard Warren	6 Green Street
James King	32 Grinnell Street
Carleen Farrington	27 Seymour Street
Lisa Cavicchi	43 Forrest Street
Ada Whitehouse	33 Macomber Street
Pamela Whitehouse	43 Macomber Street
Cheryl Custer	39 North Main Street
Rudy Custer	39 North Main Street
Patricia Sittig	12 Mill Street
Gregory Boyd	12 Mill Street
Jeanne Russo	53 Bay View Avenue
Doris Gracia	7 Point Street
Jean Harmon	59 Padelford Street
Robert Lyman	137 Bay View Avenue
Carla Lyman	137 Bay View Avenue
Barbara Wallace	38 Elm Street

John C. Holland
John C. Holland, Chairman

George A. Moitoza
George A. Moitoza, Clerk

Ronald J. Medeiros, Jr.
Ronald J. Medeiros, Jr., Member

BoS/eal

cc: SPGC
Town Clerk
Police Dept.

SRPEDD HELPS BERKLEY PLAN FOR ITS FUTURE

Concerned about rapid growth and the financial demands that growth is placing on this very small town, Berkley residents have organized a Strategic Planning Committee. Using a planning grant from EOCD, the committee has hired SRPEDD and students from the regional planning program at the University of Mass. to help with the project. The students are preparing a survey that will be sent to every home in Berkley. The survey asks residents for their opinions about growth, town services and the character of the town; and will help Berkley develop goals and policies on to how the town should address these issues. Basically, the residents will be asked to describe what kind of town they want Berkley to be in the future.

Contact: Tom Pisaturo

COMINGS AND GOINGS....

Over the past six months, SRPEDD has welcomed the following new staff members:

Scott Soares of Dartmouth

Aquaculture Specialist

Louise Brouillard of W. Bridgewater

Roberta Carney of Attleboro

Transportation Planners

Lorraine Barrow of Berkley

Office Aide

SRPEDD Chair - Gus Yankopoulos
Wareham

SRPEDD Executive Director -
Stephen Smith

COMMUNITY PROFILE: BERKLEY

Area: 16.6 sq. mi. - 4th smallest in
SRPEDD

Population: 4,237 persons (1990) -
2nd smallest in SRPEDD

Region's Fastest growing community:

- 1971-1985, a 562 acre increase (+84%) in urban acreage
- 1980-1990, housing increased by 514 units (+57%).
- 1991 to Oct. 1994, 275 single family homes permitted (+21%)
- 1980-1990, population grew from 2,731 to 4,237 (+55%).
- 70% increase to 7,200 people projected by the year 2010.

Young Population:

- Preschool children (0-5 yrs.): 9.4%
First in region
- Young adults (25 to 44 yrs.): 39%
Second in region
- Elderly (age 65 and over): 6% vs.
14.5% in region

Average per capita income (1989)
\$14,639-102% of SRPEDD avg.

Low or moderate income persons:
22% of population. (HUD)

Educational attainment (age 25+)

- High school diploma or more: 75%
- College degree or more: 14%

Contact: Rachel Tedesco

UPCOMING MEETINGS

April 6: SEED Bd. of Directors

April 12: Finance Committee

April 26: Joint Trans. Plng. Group

April 26: SRPEDD Commission

May 9: Econ. Dev. Comm.

May 9: Citizen Planner Training

Contact: Nancy Bumbaugh

TRANSPORTATION MANAGEMENT SYSTEMS

Under ISTEA, the transportation planning process includes management systems which are designed to improve the effectiveness of, and protect the investment in, the region's transportation infrastructure. SRPEDD has received a Mass. Highway Department contract to develop, design, and implement systems for managing pavement of Federal-aid highways, traffic congestion, and intermodal transportation facilities and systems.

SRPEDD's pavement management program aims to expand the collection and analysis of pavement condition data in a computerized format. Information gathered will help cities and towns in long-term road investment planning and priority setting.

The traffic congestion management and intermodal transportation systems will identify regional mobility needs, inventory and rank areas of congestion, collect data used for regional analysis and, with maximum public participation, suggest strategies for improving those conditions. Information from these systems will also tie into a statewide system and be used in our GIS transportation highway network model.

Contact: Diane Crowne & Paul Mission

SOUTHEASTERN REGIONAL PLANNING &
ECONOMIC DEVELOPMENT DISTRICT
88 BROADWAY, TAUNTON, MA 02780-2557

SPJC


BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 176
TAUNTON, MA 02780

G. BRIAN SULLIVAN
CHAIR
IND. DEV. COMMISSION
1 NORTH MAIN STREET
BERKLEY, MA 02779

TOWN OF BERKLEY
Strategic Planning Committee
1 North Main Street Berkley, MA 02779

May 3, 1995

Memo to: Board of Selectmen, Planning Board, Board of Assessors, Conservation Commission, Board of Health

From: Frank Wallace, Acting Chairperson 

Re: Strategic Planning Committee - Final Report

At the behest and admonition of the Commonwealth of Massachusetts Executive Office of Communities and Development, you are respectfully requested to appoint someone to represent your board as an attendee to the May 18, 1995, meeting of the Strategic Planning Committee. As you perhaps know, there has been strong community support for the work of this committee which has led officials in Boston to believe that Berkley is worthy of local financial assistance in the form of future grants. What they will be looking for in the final report is the names of leaders of the community who, by their presence, have demonstrated that community leadership is also strong and committed to fulfillment of goals and objectives set forth in E.O.C.D. grants.

The meeting will be held at the Berkley Community School on Thursday evening, May 18, 1995, at 7:15 P.M. In conformance with statute, this will be an open meeting to which the public is invited.

