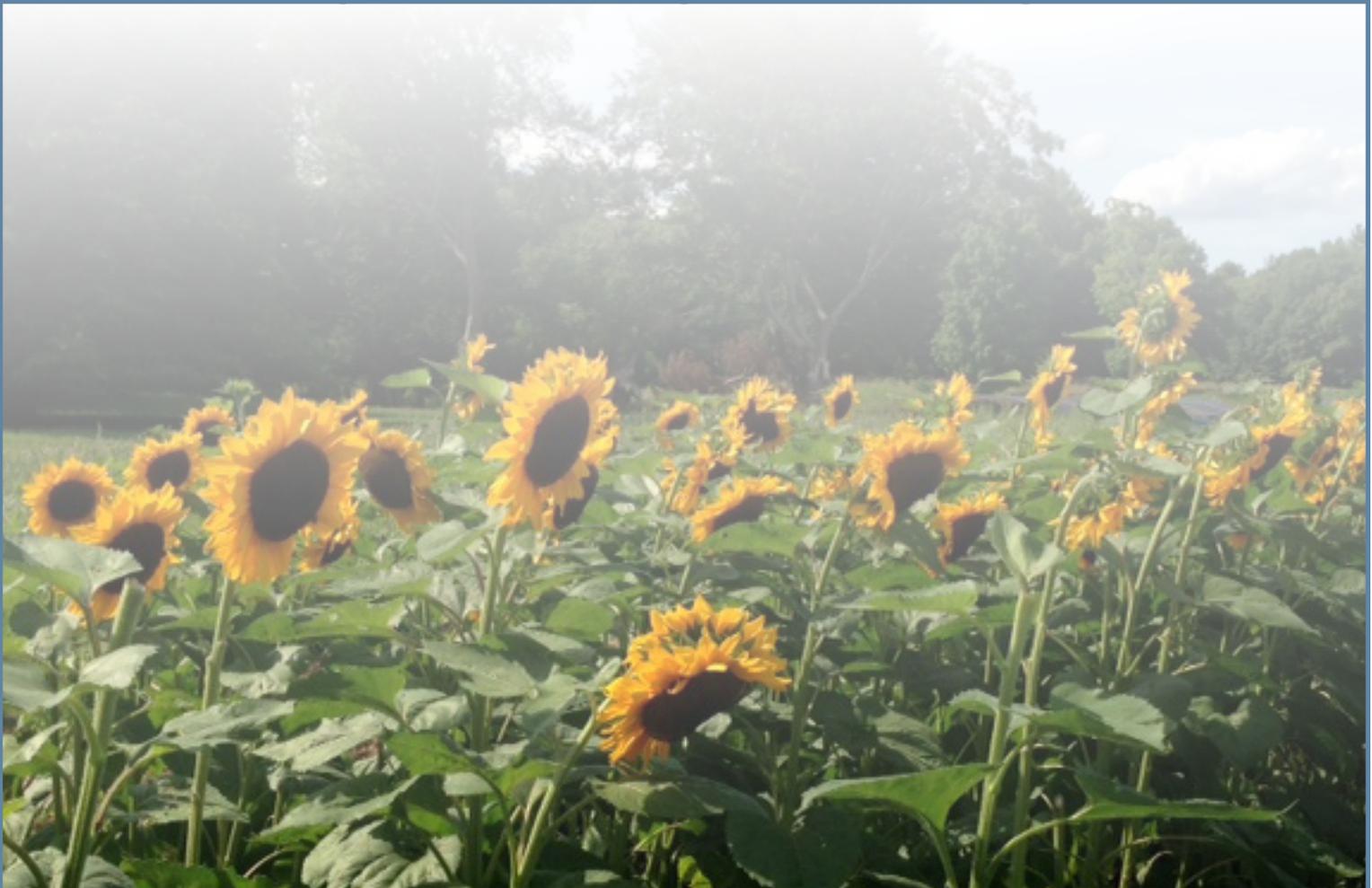


Envision Easton Community Master Plan



Volume 3: The Action Plan

December 2014



INTRODUCTION

The Envision Easton document has three volumes designed to make the document more user-friendly and action oriented. The first volume, The Baseline Report, provides a snapshot of what was happening in Easton when the plan was developed. Facts, figures, statistics and information on local government, community initiatives, land use, the economy and other local issues are gathered into this document. This information serves as a reference point for the policies and actions in the remainder of the plan.

The second volume, the Road Map, provides material that many people associate with a “typical” master plan. This document contains information about the Envision Easton process and information related to important issues that will shape local policy. A complete policy framework is provided with Goals, Policies and Action Items for many focus areas (e.g., Housing, Economic Development). Maps that analyze Easton’s resources along with a Future Land Use Map are also provided in this document.

The third volume, the Action Plan (this document), provides a concise list of the actions developed in the Road Map. This document will be distributed to all of the individuals and agencies identified as responsible parties. Copies will also be available to the Town’s leaders to ensure everyone understands the actions that require support moving forward.

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Goals, Objectives and Actions for Arts, Culture, and Education

	Lead Agency	Time Horizon (1-2 years; 2-5 years; 5-10 years)
Goal ACE-1. Maintain and enhance existing cultural assets and opportunities.		
Objective 1.1 Coordinate cultural activities among educational institutions, recreational groups, and other culturally oriented groups in Easton.		
Action 1A: Develop an easily maintained, centralized community calendar that displays cultural events.	Cultural Council, Cultural District and other related civic groups	2-5 years; then ongoing
Action 1B: Where appropriate, provide administrative powers to individuals or groups for the community calendar so they can add content as new events are scheduled.	Information Technology	2-5 years
Action 1C: Share and coordinate promotion of public events among the Town and private partners (e.g., Stonehill College and local community organizations like the Lion's Club, Knights of Columbus and the Natural Resources Trust).	Town Administrator, Information Technology, School Department, Town Clerk	2-5 years
Action 2: Convene regular planning meetings between cultural institutions in Easton to discuss programming for the coming months, ways to combine resources, bolster participation, and develop complementary programming.	Cultural District, Cultural Council, and other related civic groups	1-2 years
Action 3: Develop a high quality map (and poster) that shows all of the Easton cultural facilities in a way that can be used in conjunction with the Town calendar.	Cultural District, GIS Department, and other related civic groups	2-5 years
Objective 1.2 Continue to identify, maintain and restore historic structures, landscapes and assets.		
Action 1: Develop neighborhood preservation and streetscape improvement strategies for areas identified by the Historical Commission as high priorities.	Historical Commission, Planning and Community Development	5-10 years
Action 2: Identify funding for and upgrade the Town's inventory of	Historical Commission	2-5 years

	Historic town resources to include all structures 75 years or older.		
Action 3:	Develop new or modify existing land-use regulatory tools to preserve historic assets and landscapes.	Planning and Community Development, Historical Commission	2-5 years
Action 4:	Develop illustrated design guidelines for individual neighborhoods to help property owners interested in renovations or redevelopment.	Historical Commission	5-10 years
Action 5:	Revise Site Plan Review and landscape standards in the Zoning Bylaw to help guide sound development practices consistent with Easton's historic character.	Planning and Community Development, Planning/Zoning Board	2-5 years
Action 6:	Perform a town-wide archaeological survey.	Historical Commission	5-10 years
Action 7:	Continue to provide platforms for the Historical Commission and Historical Society to raise awareness of existing resources in the community through the Town website and other media as appropriate.	Historical Commission, Historical Society, Town Administrator, Town Clerk	Ongoing
Objective 1.3	Identify opportunities to program parks and public spaces with appropriately scaled events.		
Action 1:	Meet with individuals or groups that coordinate activities in each park area or public venue to develop a list of potential events on a semi-annual basis.	Recreation Department, other parks leadership groups	2-5 years
Action 2:	Explore the development of a walking tour smart phone app or similar mechanism that will allow users to hear historical accounts and important information related to specific monuments or sites.	Historical Commission	2-5 years
Action 3:	Actively engage with Easton public school administration and faculty to explore opportunities to more effectively showcase the numerous visual, musical, and performing arts shows that occur in Easton's public spaces.	School Department, Ames Free Library, Cultural Council.	1-2 years
Goal ACE-2.	Pursue new cultural opportunities to enhance Easton's quality of life.		
Objective 2.1	Include cultural activities in a variety of facilities		
Action 1:	Ensure there are no unnecessary regulatory barriers to providing cultural spaces, amenities or events.	Planning and Community Development, Planning/Zoning Board	1-2 years
Action 2:	Develop a master signage/wayfinding plan for the Town.	Public Safety, Recreation	5-10 years for town-wide installation

		Commission, School Department, Conservation Commission, Chamber of Commerce, DPW, Public Spaces Committee	
Action 3:	Educate property and business owners on ways to integrate art into sidewalk or interior spaces.	Cultural Council	2-5 years
Action 4:	As part of the community calendar, include information on art showings that are being exhibited at local businesses.	Cultural Council, Cultural District	1-2 years
Action 5:	Continue to provide outreach to businesses about coordinating hours of operation to take advantage of cultural activities.	Cultural District	1-2 years
Objective 2.2	Establish and support an officially designated Cultural District.		
Action 1:	Coordinate with the Easton Shovel Town Cultural District to identify how the Town can support the designation process.	Board of Selectmen	1-2 years
Action 2:	Work with the Cultural District volunteers to understand the administrative needs for the district and determine how the Town might assist.	Cultural District, Town Administrator, Town Accountant	2-5 years
Action 3:	Identify opportunities to connect Easton's school age population with events and opportunities within the Cultural District.	Cultural District; School Department	2-5 years
Action 4:	Identify physical connections between facilities, schools, parks and other areas in Easton.	Bicycle and Pedestrian Working Group	
Objective 2.3	Create diverse opportunities to cultivate new artists in the community.		
Action 1:	Integrate art education into continuing education offerings.	School Department, Stonehill College, Ames Free Library	5-10 years
Action 2:	Solicit organizations to provide "field trips" for both youth and adults to see major exhibits and shows in neighboring communities, at Stonehill College or in the Boston/Providence areas.	Ames Free Library, Community Based Organizations (Lions, etc.)	5-10 years
Action 3:	Consider the continued use of municipal or private buildings as potential venues for rotating art displays.	Ames Free Library, Cultural District, Cultural Council	2-5 years
Action 4:	Sponsor writing, visual art, photo and video contests of all	School Department; Ames	2-5 years

	styles and display the products in public spaces.	Free Library, Cultural Council, Cultural District, Easton Community Access Television, Historical Society.	
Goal ACE-3.	Create and maintain a culture of lifelong learning for all residents.		
Objective 3.1	Support pre-school learning opportunities.		
Action 1:	Develop a listing of pre-school appropriate activities and share with Easton pre-schools.	Ames Free Library, School Department	2-5 years
Objective 3.2:	Support the School Committee in implementing their Strategic Plan.		
Action 1:	Continue collaboration with public schools to integrate the exploration of historic resources into the curriculum.	School Department, Historical Commission, Historical Society	Ongoing
Action 2:	Institute regular meetings and/or updates between the School Committee and designated town agents outside of the financial planning process.	Town Administrator	2-5 years
Objective 3.3	Support the development of education programs for adults and seniors.		
Action 1:	Survey Easton residents regarding the types of adult education opportunities that would be popular.	Council on Aging, Ames Free Library	1-2 years
Action 2:	Collaborate with Southeastern Vocational Technical High School to publicize its adult education opportunities.	Council on Aging, Cultural Council, Cultural District	1-2 years
Action 3:	Work with Stonehill College to ensure that special programming and “one-time” educational offerings are well-publicized. Include in new community calendar.	Stonehill College, Town Administrator , Cultural Council	1-2 years

Goals, Objectives and Actions for Economic Development

	Lead Agency	Time Horizon (1-2 years; 2-5 years; 5-10 years)
Goal ED-1: Establish consensus on geographic areas that are of top priority to support economic development activities.		
Objective 1.1 Identify geographic areas that are appropriate for development and types of businesses that are most desirable in Easton.		
Action 1: Create consensus on a definition for “appropriate” regarding what types of physical development and businesses are complementary to the character, labor pool, and existing businesses in Easton.	Planning and Community Development, Planning Board, Board of Health	2-5 years
Action 2: Assess if commercial and industrial zones are adequately sized and appropriately located relative to the location of critical infrastructure, available transportation routes, and environmentally or ecologically sensitive land.	Planning and Community Development, Planning Board, Board of Health	2-5 years
Action 3: Conduct market study to identify growth industries with spatial and labor pool needs that can be accommodated by Easton.	Planning and Community Development, Economic Development Council	1-2 years
Objective 1.2 Increase sewer capacity where it can have positive impact on economic development.		
Action 1: Prioritize infill development and redevelopment activities in sewerred areas.	Board of Selectmen, Town Administrator, Planning/Zoning Board, Board of Health	Ongoing
Action 2: Provide education on the positive impact sewerage can have on economic development.	Town Administrator, Planning and Community Development	2-5 years
Action 3: Continue to identify strategic sites that are adjacent to or nearby existing sewer lines in neighboring towns where additional capacity may be purchased and expanded.	Planning and Community Development, Town Administrator, Board of Health	5-10 years
Objective 1.3 Maintain and build upon existing commercial/industrial areas.		
Action 1: Establish criteria to identify and prioritize underutilized	Planning and Community	2-5 years

	or vacant property for development or redevelopment.	Development, Conservation Commission, Historic Commission, Water Department	
Action 2:	Identify and contact owners of underutilized properties to explore potential partnerships and redevelopment opportunities.	Planning and Community Development	Ongoing
Action 3:	Create an easily maintained and publicly viewable database of underutilized and available properties.	Town Administrator, Planning and Community Development, Economic Development Council	2-5 years
Action 4:	Assess and leverage the potential of the South Coast Rail on Easton's economic development.	Planning and Community Development	5-10 years
Goal ED-2:	Facilitate new development and support existing businesses.		
Objective 2.1	Review zoning bylaws and update to encourage appropriate commercial and industrial development.		
Action 1:	Perform a zoning diagnostic. Work with existing businesses and landlords to identify zoning regulations that unnecessarily hinder expansion or new development, create excessive process, or preclude uses or building styles that could be desirable.	Planning and Community Development, Planning/Zoning Board, Inspectional Services	1-2 years to perform diagnostic; 2-5 years to implement revisions
Action 2:	Consider adoption of design guidelines and design review for commercial and industrial properties to ensure attractive buildings, functional site design, and adequate screening and landscaping.	Planning and Community Development, Planning/Zoning Board	2-5 years
Action 3:	Create and adopt zoning with flexible use or dimensional standards to encourage infill development in existing commercial areas and redevelopment of underutilized parcels.	Planning and Community Development, Planning/Zoning Board	2-5 years
Action 4:	Incentivize optimal site design, energy efficiency, and include the provision of bicycle and pedestrian infrastructure.	Planning and Community Development, Green Communities	2-5 years
Action 5:	Streamline regulatory processes and improve communication among boards when permits from multiple boards are required.	Planning and Community Development, Town Administrator, Inspectional	1-2 years

		Services, Board of Health, Fire Department	
Objective 2.2	Identify opportunities to facilitate and coordinate business development.		
Action 1:	Identify existing organizations that provide services to businesses in Easton (e.g. microloans, business planning, workshops, marketing assistance, etc.).	Easton Chamber of Commerce, Metro South Chamber of Commerce	1-2 years
Action 2:	Support efforts to develop a business outreach program for local business owners to meet and identify opportunities to partner together for services, local events, cross-promotion, and for other marketing opportunities (e.g. a website highlighting local businesses and news, email blasts, workshops, etc.).	Easton Chamber of Commerce, Metro South Chamber of Commerce	Ongoing
Action 3:	Engage commercial/industrial property owners and prospective business owners to identify challenges to development or redevelopment and leasing space.	Economic Development Council	1-2 years
Action 4:	Disseminate current information on funding sources and other support mechanisms for businesses.	Easton Chamber of Commerce, Metro South Chamber of Commerce	Ongoing
Action 5:	Leverage expedited permitting (e.g. 43D) to increase eligibility for predevelopment funds and other grant opportunities.	Planning and Community Development	Ongoing
Action 6:	In cooperation with the Chamber of Commerce, create a marketing strategy for Easton businesses.	Chamber of Commerce, Economic Development Council	5-10 years
Action 7:	Identify ways to capitalize on the presence of Stonehill College, Bridgewater State College, Massasoit Community College and Wheaton College to facilitate further economic development opportunities through education, spillover effects (from student population), and events.	Economic Development Council	2-5 years; then ongoing
Objective 2.3	Establish local leadership for economic development.		
Action 1:	Create a board, committee, or commission in local government that is responsible for economic development issues and activities and provide staff support.	Board of Selectmen	1-2 years
Action 2:	Consider forming an association (Business Improvement District, Merchant's Association, etc.) in North Easton	Economic Development Council, Board of Selectmen	5-10 years

	Village to address district specific issues such as parking, visual identity, ambience, marketing, and promotion.		
Objective 2.4	Support local businesses and services.		
Action 1:	Create and promote an “Easton First” or other like program to provide education and encourage residents to shop locally.	Economic Development Council	5-10 years
Action 2:	Adopt a municipal procurement policy that, when possible, encourages using local businesses for goods and services.	Town Administrator	2-5 years
Action 3:	Monitor and publicize education opportunities and workshops for small business owners offered through public or private sources within the parameters of state law.	Easton Chamber of Commerce	ongoing
Goal ED-3:	Continue to make Easton a desirable place to work and do business.		
Objective 3.1	Improve the flow of information between town government and businesses.		
Action 1:	Create “one-stop” shop for businesses to receive accurate information regarding required permits, forms, and a clear presentation of zoning requirements.	Planning and Community Development	1-2 years
Action 2:	Create tailored brochures for new businesses of different varieties (restaurants, personal services, professional office, etc.) highlighting critical regulatory information.	Economic Development Council	2-5 years
Action 3:	Provide municipal staff and board members with training in economic development issues (Massachusetts Economic Development Council workshops, conferences, lectures at Stonehill College, etc.).	Town Administrator	Ongoing
Objective 3.2	Support development of housing opportunities to attract a diverse workforce.		
Action 1:	Monitor housing values, housing types, and changes in household formations to identify workforce demographic groups who may not be adequately served.	Planning and Community Development, Affordable Housing Trust	Ongoing
Action 2:	Ensure housing strategies address needs for workforce housing.	Planning and community Development, Affordable Housing Trust, Board of Selectmen	Ongoing

Goals, Objectives and Actions for Natural Resources and Recreation

	Lead Agency	Time Horizon (1-2 years; 2-5 years; 5-10 years)
Goal NRR-1. Meet the recreational needs of all Easton residents.		
Objective 1.1 Provide access to a broad range of recreational facilities and programs.		
Action 1: Effectively coordinate field scheduling among users, the recreation department and the schools by creating a central system for facility scheduling and maintenance.	Recreation Director, School Department, Information Technology	2-5 years
Action 2: Assess recreational interests and develop additional facilities as needed (i.e. indoor, fields, walking areas, fishing, etc.).	Recreation Department, School Department	1-2 years; then ongoing
Action 3: Expand accessibility for people of all ages and abilities by providing adequate parking, meeting ADA requirements, and providing shade, lighting, benches and other amenities.	Commission on Disabilities	Ongoing
Action 4: Provide adequate resources to maintain Recreation Commission, Conservation Commission and School Department owned/managed facilities.	Board of Selectmen, Town Administrator	Ongoing
Action 5: Provide consistent funding for recreation administration, program staff, and maintenance personnel.	Board of Selectmen, Town Administrator	Ongoing
Objective 1.2 Promote walking and biking recreation connections.		
Action 1: Connect neighborhoods with nearby town conservation lands and recreational facilities by using and developing their own sidewalk, walking trail and bike path networks.	Planning and Community Development, DPW, Bicycle and Pedestrian Working Group	5-10 years
Action 2: Create a working group charged with developing a master plan for town-wide pedestrian and bicycle networks.	Planning and Community Development	1-2 years
Objective 1.3 Ensure facilities are safe and well-maintained.		
Action 1: Create a 5-year plan for maintenance to be reviewed and updated annually.	Recreation Commission, DPW	2-5 years to complete first round of all facilities plans; then ongoing
Action 2: Establish cooperative management and maintenance policies and practices between public and private	Town Administrator, Recreation Commission, DPW	2-5 years

	recreational organizations and facilities. For example, Frothingham Park is a privately-held recreational facility used for public recreational activities.		
Action 3:	Plan for depreciation and replacement of recreational facilities.	Recreation Commission, School Department	Ongoing
Action 4:	Promote and enforce safe and legal use of conservation areas for passive recreation.	Conservation Commission	Ongoing
Objective 1.4	Establish more consistent funding for recreational development and maintenance.		
Action 1:	Empower a committee comprised of representatives from the Conservation, Agricultural, and Recreation commissions, the Community Preservation Committee and the School Department to focus on funding needs.	Community Preservation Act Committee, Board of Selectmen	1-2 years
Action 2:	Explore creative approaches to funding, such as public-private partnerships, grant opportunities and fee programs.	Planning and Community Development (facilitator), Town Administrator	Ongoing
Action 3:	Develop a long-term funding and oversight plan.	Town Administrator	5-10 years
Objective 1.5	Increase public awareness and use of facilities and programs.		
Action 1:	Conduct public outreach programs.	Conservation Commission, Recreation Commission	Ongoing
Action 2:	Develop and install consistent wayfinding signage.	Conservation Commission, Bike and Pedestrian Working Group, Department of public Works	2-5 years to develop fully coordinated wayfinding plan; 5-10 years for town-wide installation
Action 3:	Make maps, descriptive literature and interpretive materials readily available.	Recreation Commission, GIS, Conservation Commission	2-5 years
Action 4:	Research and publish the history of all conservation lands.	Conservation Commission, Historic Commission	5-10 years
Goal NRR-2.	Preserve and protect Easton’s visual, historic, geologic and agricultural resources that comprise our cultural landscape.		
Objective 2.1	Identify natural, historical, agricultural and scenic areas and preserve, protect or acquire them.		
Action 1:	Coordinate between the Historical Preservation Plan and the Open Space and Recreation Plan.	Historical Commission, Recreation Commission,	1-2 years for open Space Plan Update

		Conservation Commission	
Action 2:	Update criteria for and designate scenic roads and scenic areas in Easton.	Planning/Zoning Board, Historical Commission	1-2 years to update criteria; then ongoing
Action 3:	Encourage the use of innovative, flexible development techniques, to preserve usable, accessible open space and recreation areas.	Planning/Zoning Board	2-5 years to draft and adopt any new zoning standards.
Action 4:	Identify parcels needed to create a greenbelt system.	Conservation Commission	2-5 years
Objective 2.2	Preserve the farming heritage of the Town and reinvigorate agriculture.		
Action 1:	Lease or set aside town-owned land as appropriate for agricultural use.	Conservation Commission, Agricultural Commission	Ongoing
Action 2:	Promote sustainable agricultural practices throughout the community.	Agricultural Commission, Conservation Commission	Ongoing
Action 3:	Prioritize remaining parcels with agricultural potential for preservation.	Agricultural Commission, Conservation Commission, Community Preservation Committee	1-2 years to develop a list of prioritized parcels/
Goal NRR-3:	Protect and enhance watershed resources that provide the town's drinking water and protect against flood hazards.		
Objective 3.1	Ensure long-term viability of Easton's water resources.		
Action 1:	Support and reevaluate the water conservation program.	Water Division	2-5 years to identify needs and implement strategies
Action 2:	Evaluate and identify potential future water supply sources.	Water Division, Board of Health, Green Communities	5-10 years to complete investigations
Action 3:	Evaluate the impact of climate change on water resources and establish appropriate mitigation plans and policies.	Planning and Community Development, Water Division, Board of Health	2-5 years
Action 4:	Develop and implement a pond and waterway management plan for maintaining and improving water quality to support aquatic life and appropriate recreational activities.	Conservation Commission, Planning and Community Development	2-5 years
Objective 3.2	Continue to protect water resources through enforcement of wetland and floodplain regulations and promotion of best management practices.		
Action 1:	Ensure all developers, contractors and homeowners use best management practices to control sediment migration	Planning/Zoning Board, Conservation Commission	2-5 years to update regulatory standards

	and soil erosion.		
Action 2:	Educate all developers, contractors and homeowners on sediment and erosion control best management practices and ensure such practices are followed.	Planning and Community Development, Conservation Commission	Ongoing
Action 3:	Continue to identify and acquire land in aquifer recharge areas and zones surrounding present and potential public water supplies.	Water Division, Community Preservation Act Committee, Conservation Commission	Ongoing
Goal NRR-4.	Preserve wildlife habitat and native plant communities and establish protected corridors to connect them.		
Objective 4.1	Identify and acquire or establish protections for lands with critical wildlife habitat, important plant communities, and wildlife corridors.		
Action 1:	Define and implement appropriate measures to protect identified habitats, communities and corridors such as acquisition in fee title, conservation easements, and open space set-asides as part of subdivisions, etc.	Conservation Commission, Community Preservation Act Committee	Ongoing
Action 2:	Implement recommendations of the Land Management Plan to ensure open space preservation goals are being met.	Conservation Commission	5-10 years
Objective 4.2	Protect biodiversity of remaining undeveloped areas.		
Action 1:	Develop and implement a program to mitigate the impact of invasive species, development pressures and climate change.	Conservation Commission, Planning and Community Development	2-5 years to establish the program.
Action 2:	Establish refuge areas.	Conservation Commission, Planning and Community Development	Ongoing
Action 3:	Publish information that helps residents observe and enjoy wildlife in a natural setting.	Conservation Commission	1-2 years to develop initial publications; then ongoing

Goals, Objectives and Actions for Housing and Neighborhoods

	Lead Agency	Time Horizon (1-2 years; 2-5 years; 5-10 years)
Goal H-1: Match opportunities for housing with the needs of all of Easton’s residents.		
Objective 1.1 Provide diverse housing alternatives appropriate for seniors, young adults, families, small households, and people with mobility limitations.		
Action 1: Undertake a study to identify specific recommendations and consider zoning to create opportunities for a broader range of housing types.	Planning Board, Planning and Community Development	2-5 years
Objective 1.2 Identify areas that can accommodate new residential development, redevelopment, and infill development.		
Action 1: Identify areas for higher density zoning that also encourage protection of remaining open space.	Planning and Community Development, Planning Board	1-2 years
Action 2: Consider areas for compact housing districts, condominiums, duplexes, small single family units on small lots or on land owned in common.	Planning Board, Planning and Community Development	1-2 years
Action 3: Continue to prioritize sewer investment to serve residential neighborhoods with existing need and/or new development potential.	Board of Selectmen, DPW	Ongoing
Action 4: Coordinate housing development with investments in transportation and economic development.	Board of Selectmen, Town Administrator, Planning/ Zoning Board	Ongoing
Goal H-2: Protect the character of residential neighborhoods.		
Objective 2.1 Encourage development that reflects the density and scale of the existing neighborhood.		
Action 1: Establish advisory design guidelines to encourage new development or modifications to existing structures compatible with the neighborhood character.	Planning Board	2-5 years
Action 2: Analyze and refine zoning to align with development patterns that exist in different areas of the Town.	Planning and Community Development, Planning Board	2-5 years
Action 3: Consider a bylaw imposing stronger design standards on structures out of scale with other neighborhood homes.	Planning Board, Historic Commission	2-5 years

Objective 2.2	Encourage preservation of the Town’s older housing stock and adaptive reuse of existing structures.		
Action 1:	Identify opportunity sites for adaptive reuse.	Planning and Community Development	1-2 years
Action 2:	Encourage reinvestment in established areas and rehabilitation of obsolete structures.	Historical Commission, Planning/Zoning Board	Ongoing
Action 3:	Facilitate rehabilitation and adaptation of existing structures to meet housing needs.	Affordable Housing Trust, Historical Commission	Ongoing
Objective 2.3	Enhance infrastructure to support residential neighborhoods.		
Action 1:	Undertake pedestrian/bicycle network plan to identifying priorities and funding opportunities.	Trails Committee	2-5 years
Action 2:	Consider regulatory incentives to encourage neighborhood infrastructure enhancements in connection with housing development.	Planning Board, Planning and Community Development	5-10 years
Action 3:	Implement the Comprehensive Wastewater Management Plan.	Board of Selectmen, DPW	Ongoing
Action 4:	Promote public and private investment in infrastructure and amenities that support and complement housing and mixed use development.	Planning Board, Board of Selectmen	Ongoing
Action 5:	Consider zoning to allow small scale business serving residential neighborhoods.	Planning Board, Planning and Community Development	2-5 years
Goal H-3:	Foster community partnerships to address housing needs.		
Objective 3.1	Build support for housing policy and investment through civic engagement.		
Action 1:	Build public consensus around and establish locations for housing.	Planning/Zoning Board, Planning and Community Development, Affordable Housing Trust	2-5 years
Action 2:	Incorporate broad public participation in developing zoning strategies to address housing needs.	Planning and Community Development, Planning/Zoning Board	Ongoing
Action 3:	Educate the public about affordable housing and create a dialogue about community needs and objectives.	Affordable Housing Trust, Council on Aging, Veterans’ Services, Housing Authority	Ongoing

Objective 3.2	Coordinate available resources to address the need of residents for affordable housing.		
Action 1:	Identify community partners to facilitate development that is affordable.	Affordable Housing Trust	Ongoing
Action 2:	Continue working toward the State mandated goal of 10% of the Town’s housing stock qualify as “affordable”.	Affordable Housing Trust, Board of Selectmen	1-2 years
Action 3:	Continue to support the efforts of the Affordable Housing Trust.	Board of Selectmen, Town Administrator	Ongoing
Objective 3.3	Coordinate public resources with private capital.		
Action 1:	Use Housing Trust funds to leverage housing development projects that provide public benefits.	Affordable Housing Trust	2-5 years
Action 2:	Track affordable housing units with expiring affordability restrictions and pursue opportunities to preserve affordable housing.	Planning and Community Development	Ongoing
Action 3:	Ensure that affordable housing units are monitored for compliance with fair housing and affordability requirements.	Planning and Community Development	Ongoing
Action 4:	Identify opportunities for redevelopment or infill development in the vicinity of proposed train stations and areas with potential sewer capacity.	Planning and Community Development, Planning/Zoning Board	5-10 years

Goals, Objectives and Actions for Transportation, Mobility and Access

	Lead Agency	Time Horizon (1-2 years; 2-5 years; 5-10 years)
Goal TMA-1: A <i>safe</i> transportation system for all users.		
Objective 1.1 Improve dangerous intersections and roadways.		
Action 1: Review, update, and prioritize the previously composed list of Massachusetts Department of Transportation (MassDOT) high-accident locations. Identify MassDOT improvement projects that address high-accident and congested locations, and actively pursue funding.	Board of Selectmen, DPW, traffic Safety Committee	Ongoing
Action 2: Conduct studies/safety audits to identify and prioritize potential improvements for locations not part of planned projects through MassDOT.	Board of Selectmen, DPW	1-2 years; then ongoing
Action 3: Ensure participation in design of at-grade crossings proposed for SouthCoast Rail reconstruction.	Public Safety, DPW	TBD
Action 4: Identify potential locations for and implement appropriate targeted traffic calming measures.	Public Safety, DPW	Ongoing
Objective 1.2 Ensure that all users and motorists know how to use the road and how to interact with other users.		
Action 1: Review best practices for multimodal education campaigns.	Bike and Pedestrian Working group, Public Safety	5-10 years
Action 2: Create and implement a comprehensive education program that targets users of all ages and modes.	Bike and Pedestrian Working group, Public Safety	5-10 years
Action 3: Implement a school education program on transportation rules and etiquette.	Bike and Pedestrian Working Group, Public Safety	5-10 years
Objective 1.3 Improve pedestrian visibility.		
Action 1: Identify locations for improved lighting and include these locations in future projects.	Public Safety; Planning and Community Development	2-5 years; then ongoing
Action 2: Review pedestrian sign inventory. Identify locations where signage	Bicycle and Pedestrian	5-10 years

	may be warranted such as crosswalks as well as locations where signage may be overused and install new signs or remove existing signs as appropriate.	Working Group, DPW	
Goal TMA-2:	A <i>connected</i> transportation system, within Easton and to the region.		
Objective 2.1	Establish connections between major destinations and neighborhoods within Easton.		
Action 1:	Conduct a comprehensive inventory of Town-wide pedestrian and bicycle network and address gaps in connectivity.	Bicycle and Pedestrian Working Group	2-5 years
Action 2:	Develop and implement a signage and wayfinding master plan.	Public Safety, Recreation Commission, School Department, Conservation Commission, Chamber of Commerce, DPW, Public Spaces Committee	2-5 years
Action 3:	Pursue Safe Routes to School program funding.	School Department	Ongoing
Action 4:	Pursue grants to fund trail connections.	Planning and Community Development	Ongoing
Action 5:	Promote connections between residential neighborhoods and local businesses, where appropriate.	Planning and Community Development, Bicycle and Pedestrian Working Group	Ongoing
Action 6:	Initiate a working group to identify potential trails.	Planning and Community Development	1-2 years
Objective 2.2	Accommodate the transportation needs of residents across all age groups and abilities and including non-drivers.		
Action 1:	Identify destinations that do not adequately accommodate non-drivers, and provide access.	Planning and Community Development, Public Safety	Ongoing

Action 2:	Attract taxi service and dial-a-ride shuttle service for the broader community.	Planning and Community Development, Council on Aging	2-5 years
Action 3:	Identify specific measures to improve transportation services to persons with disabilities and identify funding sources.	Commission on Disabilities, Council on Aging	Ongoing
Goal TMA-3. A well-maintained transportation system.			
Objective 3.1	Use a diverse array of funding sources to maintain existing infrastructure.		
Action 1:	Coordinate with state and regional planning agencies and MassDOT to investigate and pursue funding.	DPW	Ongoing
Action 2:	Ensure high priority projects are well positioned (shovel ready) to apply for grants as they become available.	Town Administrator	Ongoing
Objective 3.2	Provide timely pavement management.		
Action 1:	Continue pavement management program.	DPW	Ongoing
Action 2:	Obtain funding to “catch up” on current pavement needs.	DPW, Board of Selectmen, Town Administrator	2-5 years
Objective 3.3	Ensure adequate maintenance for all infrastructure improvements.		
Action 1:	Coordinate between Town departments and outside agencies, including state and regional planning agencies and MassDOT, to evaluate project lifecycle costs.	Town Administrator, Town Engineer	Ongoing
Action 2:	Conduct a benefit/cost analysis of infrastructure improvements and consider costs of maintenance alongside capital costs for projects.	Town Administrator, Town Engineer	Ongoing
Action 3:	Assess the Town’s ability to maintain infrastructure and modify resources accordingly.	DPW	Ongoing
Goal TMA-4. An efficient transportation system.			
Objective 4.1	Improve congested roadways and intersections.		
Action 1:	Explore traffic signal coordination opportunities.	Public Safety	Ongoing
Action 2:	Monitor and maintain pavement markings, signs, and traffic control devices.	Public Safety, DPW	Ongoing
Action 3:	Assess the causes of congestion and take appropriate actions to mitigate.	Public Safety, DPW	Ongoing
Objective 4.2	Consider the connection between transportation needs and land use for future development to manage traffic and parking demand.		

Action 1:	Continue to integrate traffic impact studies and peer reviews of the traffic studies for planned developments.	Planning Board	1-2 years to codify requirements; then ongoing
Action 2:	Assess parking regulations and adopt policies that encourage shared parking where appropriate.	Planning/Zoning Board	2-5 years
Objective 4.3	Manage parking resources to accommodate the needs of residents, commuters, and businesses.		
Action 1:	Ensure that zoning requires adequate parking for new projects (i.e., not too much, not too little).	Planning Board	Ongoing
Action 2:	Conduct parking use and turnover studies within business districts to create a parking management program. Ensure availability of parking for business customers while protecting neighborhood parking.	Planning and Community Development	5-10 years
Goal TMA-5.	A <i>multimodal</i> transportation system.		
Objective 5.1	Adopt a Complete Streets policy that provides for a variety of transportation choices that meet the needs of all.		
Action 1:	Prepare draft Complete Streets policy for review and adoption.	Planning and Community Development, Public Safety	2-5 years
Action 2:	Integrate Complete Streets when feasible and consistent with community goals.	DPW, Planning and Community Development, Traffic Safety Committee	Ongoing
Action 3:	Monitor performance of all transportation projects to evaluate multimodal benefits and impacts, and to ensure projects meet stated goals.	DPW	Ongoing
Objective 5.2	Increase accommodations for non-motorized modes.		
Action 1:	Inventory sidewalk and curb ramps and plan for improvements.	Commission on Disabilities, DPW, Bike and Pedestrian Working Group	1-2 years
Action 2:	Increase bike amenities such as bike racks, lanes and markings, where appropriate.	Planning and Community Development, DPW, Bike and Pedestrian Working Group	Ongoing

Objective 5.3	Expand public transit service, including local and regional bus transit, in a manner that is consistent with community goals.		
Action 1:	Coordinate with MassDOT, state and regional planning agencies, and adjacent Town plans to establish and enhance connections between key destinations.	Planning and Community Development	Ongoing
Action 2:	Solicit support from legislators as needed to prioritize and implement regional connectivity projects	Board of Selectmen, Town Administrator	Ongoing
Action 3:	Identify gaps in connectivity between modes and implement improvements to improve overall connectivity.	Planning and Community Development	2-5 years
Action 4:	Identify major commuter routes and desired connections through windshield observations and license plate surveys.	Planning and Community Development	5-10 years
Action 5:	Coordinate with area transit systems to expand service in Easton to increase connections between key origins and destinations.	Planning and Community Development	1-2 years
Action 6:	Explore the need for and establish park and ride locations.	Planning and Community Development	1-2 years
Action 7:	Expand connections to commuter rail stations (Stoughton, Sharon, Mansfield, etc.).	Planning and Community Development	2-5 years
Action 8:	Explore ways to reduce parent-dependent vehicle trips for underage population (e.g., after-school employment connections).	Planning and Community Development, School Department	5-10 years
Action 9:	Explore ways to expand accessibility and availability for older residents.	Council on Aging	Ongoing
Objective 5.4	Plan transportation systems that accommodate future commuter rail in a manner that is consistent with other community goals.		
Action 1:	Promote denser mixed-use development around planned rail stations.	Planning and Community Development, Planning/Zoning Board	5-10 years
Action 2:	Mitigate the impacts of the South Coast Rail through actions including:	Town Administrator, Planning and	Ongoing

	<ul style="list-style-type: none"> • Exploring potential for parallel walk/bike path. • Effectively managing parking around station areas, including enforcement of no parking regulations. 	Community Development	
Action 3:	<p>Ensure efficient and effective multi-modal access to rail stations, such as:</p> <ul style="list-style-type: none"> • Safe, attractive sidewalks and pedestrian crossings with adequate lighting and other amenities. • Adequate secure, covered bike parking in close proximity to stations. • Integrated pick-up/drop-off areas with other needs, such as bus stops. 	Bicycle and Pedestrian Working Group	5-10 years
Goal TMA-6.	An <i>environmentally sustainable</i> transportation system that promotes human health.		
Objective 6.1	Minimize negative impacts on the environment.		
Action 1:	Improve air quality by reducing vehicle congestion.	Green Communities	Ongoing
Action 2:	Consider alternative fuel amenities (e.g., charging stations).	Green Communities	1-2 years
Action 3:	Consider transportation management strategies for larger developments.	Planning and Community Development	Ongoing
Objective 6.2	Educate the public about the benefits of active transportation modes for recreational and short trips, and encourage these activities.		
Action 1:	Review best practices for active transportation promotion from other communities.	Bike and Pedestrian Working Group, Board of Health	1-2 years
Action 2:	Develop and implement an educational campaign with key stakeholders.	Bike and Pedestrian Working Group, Board of Health	2-5 years