

IMAGINE



YARMOUTH

Overview of Imagine Yarmouth Engagement

Presentation to Planning Board

October 12, 2022

What is the purpose of the Visioning Initiative?

- To capture a picture of the community's identity for the future
- To express community values and priorities based on consensus from community input in the visioning process
- To support a fair and representative community engagement process
- To guide the development of the Town's next Comprehensive Plan

Project Timeline

Project Kickoff

June 2022

Online Visioning and
Meeting-in-a-Box

June - September 2022

Community Events and
Outreach

June - September 2022

Public Visioning Sessions

September 2022

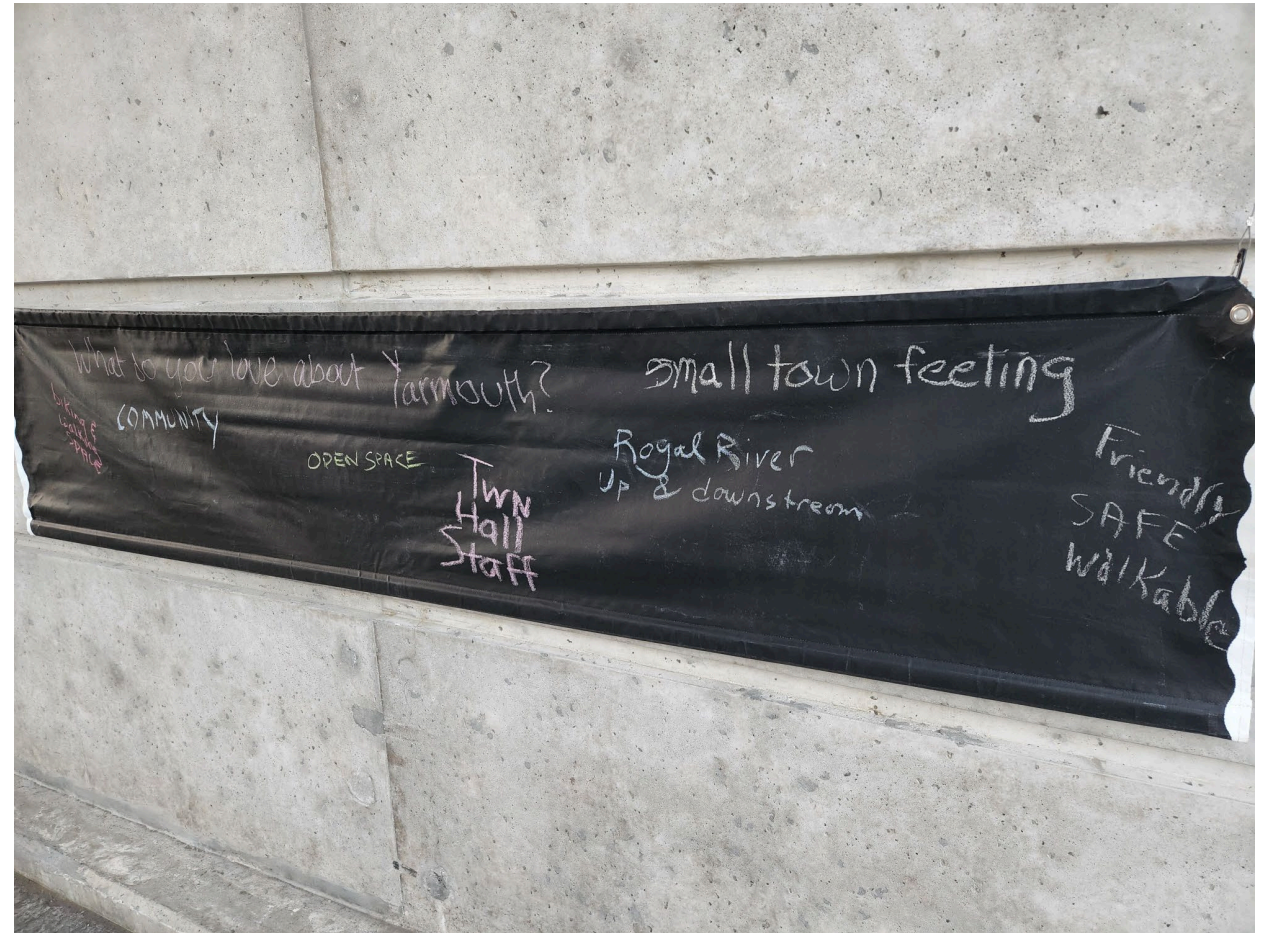
Vision Statement
Presentation

November 2022



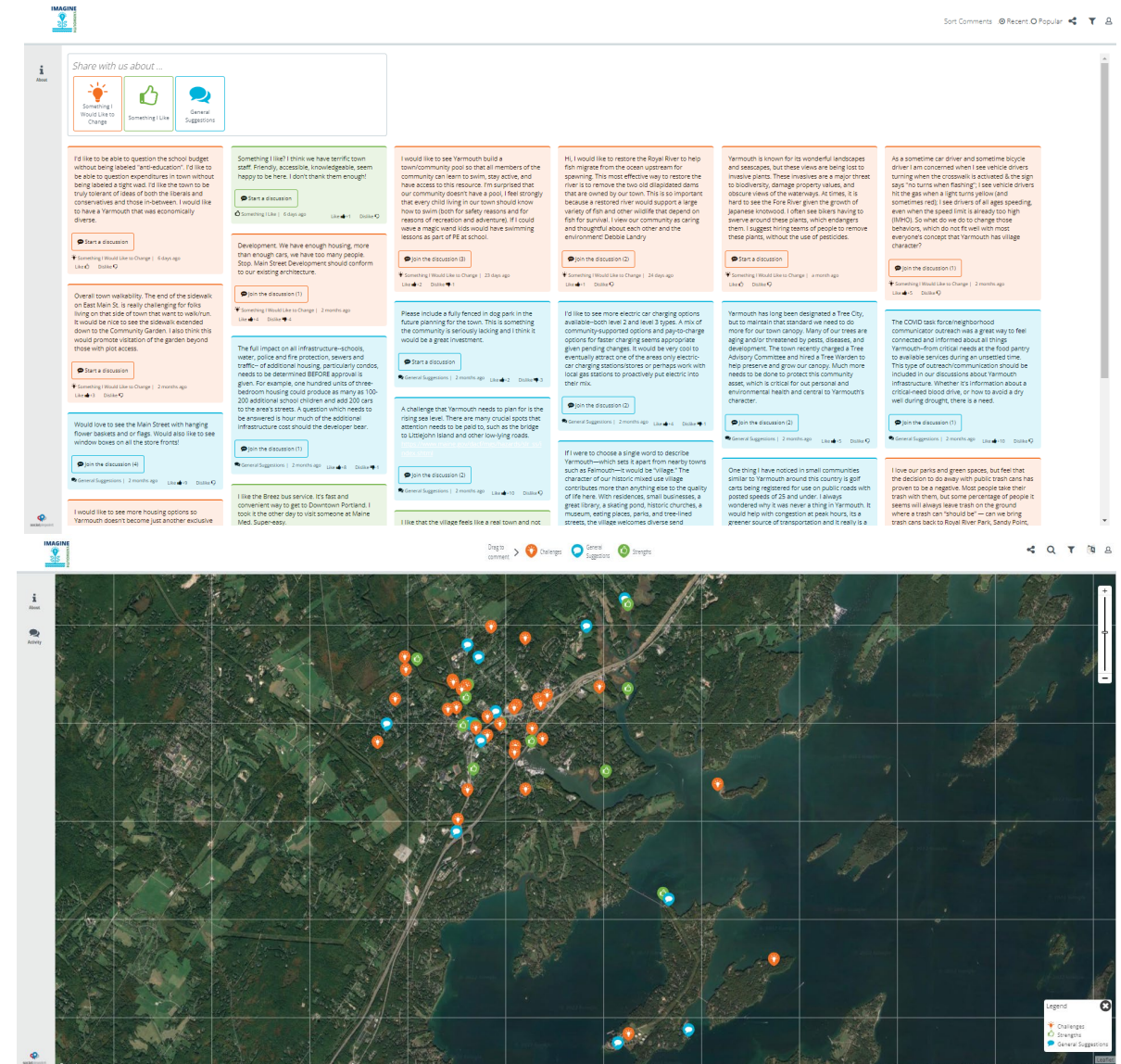
Engagement Opportunities So Far

- Interactive Website
- Survey
- Pop Up Activities
- Meeting in a Box
- In Person and Virtual Visioning Sessions
- Photography Contest



Interactive Website: Go to Place for Information!

- Introductory Video
- Event Listing
- Online Survey Link
- Vision Board (top image)
- Town Map (bottom image)
- Frequently Asked Questions
- Contact Information
- Over 1,000 unique users!



Survey: Accessible online or paper

- Developed based on the branding survey
- Over 115 responses

What are your biggest concerns as Yarmouth continues to grow and change?

Please select up to 5 responses.

- ☐ Accommodating population growth
- ☐ Addressing impacts of climate change
- ☐ Cost of living
- ☐ Creating a variety of housing options
- ☐ Developing a thriving Town center
- ☐ Growing the Town's economic base
- ☐ Housing affordability
- ☐ Maintaining Town services
- ☐ Maintaining public infrastructure
- ☐ Maintaining quality schools
- ☐ Preserving natural areas and open space
- ☐ Preserving the historic character of the community
- ☐ Public health
- ☐ Public safety

Which of the following statements best represent your vision for Yarmouth?

Select up to 3 responses.

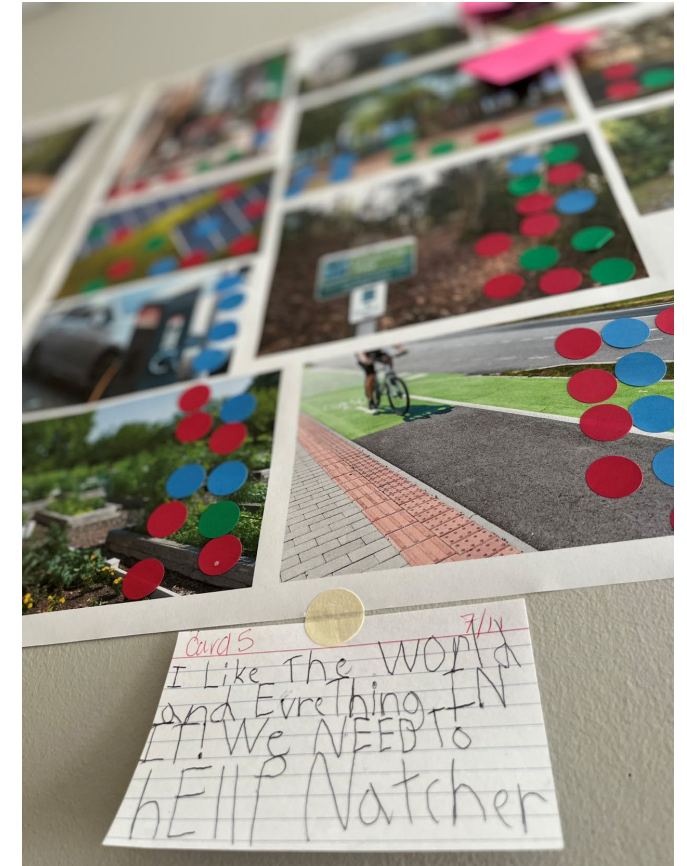
- ☐ A town with a walkable, vibrant center that is a place for the community to gather.
- ☐ A town with a thriving and diverse local economy that supports new and existing businesses.
- ☐ A town that is committed to preserving the environment and natural systems for the protection of wildlife, enjoyment by the community, and wellbeing for all.
- ☐ A welcoming community with a strong social structure that supports diversity and inclusivity.
- ☐ A town with a unique historic identity and small town character.
- ☐ A vibrant coastal community with vital commercial and recreational waterfront activities.
- ☐ A town with abundant open space and recreational opportunities.
- ☐ A town where people feel safe and comfortable where they live, work, learn and play.
- ☐ A town where community members are actively engaged and empowered to participate in decision making that impacts the community.
- ☐ A town where a strong quality of life is available to all, including access to safe and affordable housing, jobs, transportation, recreation, and education.
- ☐ A town that balances growth that supports quality housing and economic opportunity and protection of natural areas and open space.
- ☐ A town that is innovative and forward-thinking while also respectful of the community's history and traditions.

Pop Up Activities: Meet people where they are!

Date	Location	Date	Location
July 5 and July 8	Yarmouth Food Pantry	August 13	Plein Air Arts Festival
July 11	Merrill Memorial Library	August 18	Yarmouth Farmers' Market
July 15	Clam Festival	August 25	Brickyard Hollow
July 20	Clayton's	August 25	Bartlett Woods
July 23	Estabrook's	August 26	Madeleine Point
July 25	Merrill Memorial Library	September 15	Rowe School
July 30	Town Landing	September 21	Yarmouth High School (Parents)
August 5	Chebeague Island Ferry	September 28	Yarmouth High School (Students)
August 9	Bartlett Circle	October 4	North Yarmouth Academy
August 12	Merrill Memorial Library	Static Popups for Rowe Elementary School, Harrison Middle School and Yarmouth Elementary School at Back to School Nights.	

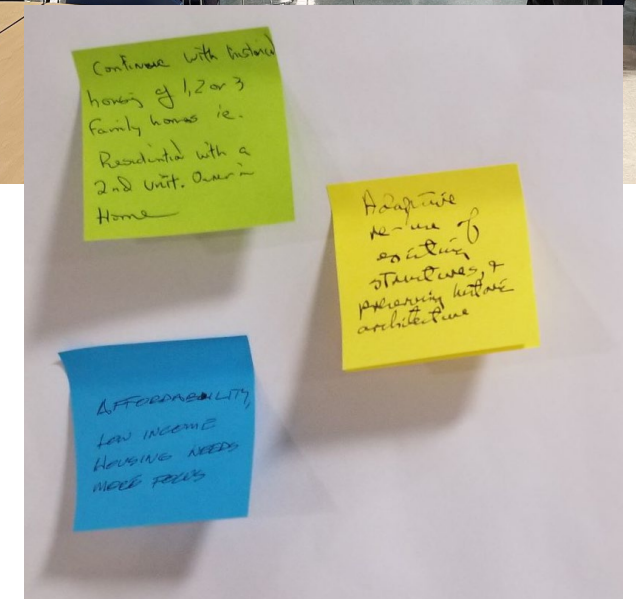
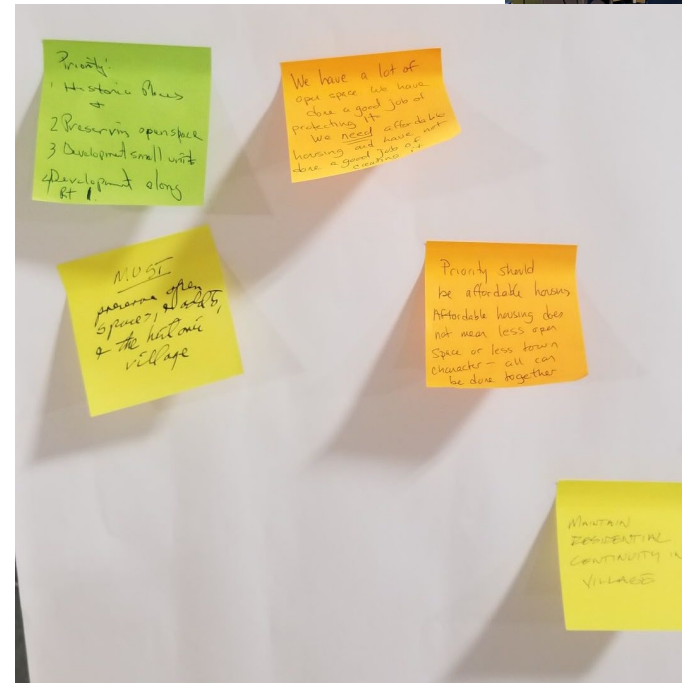
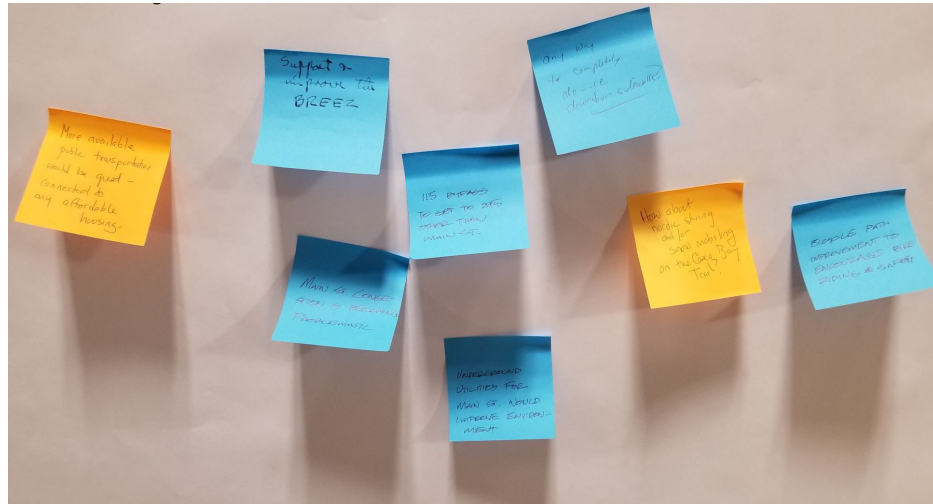
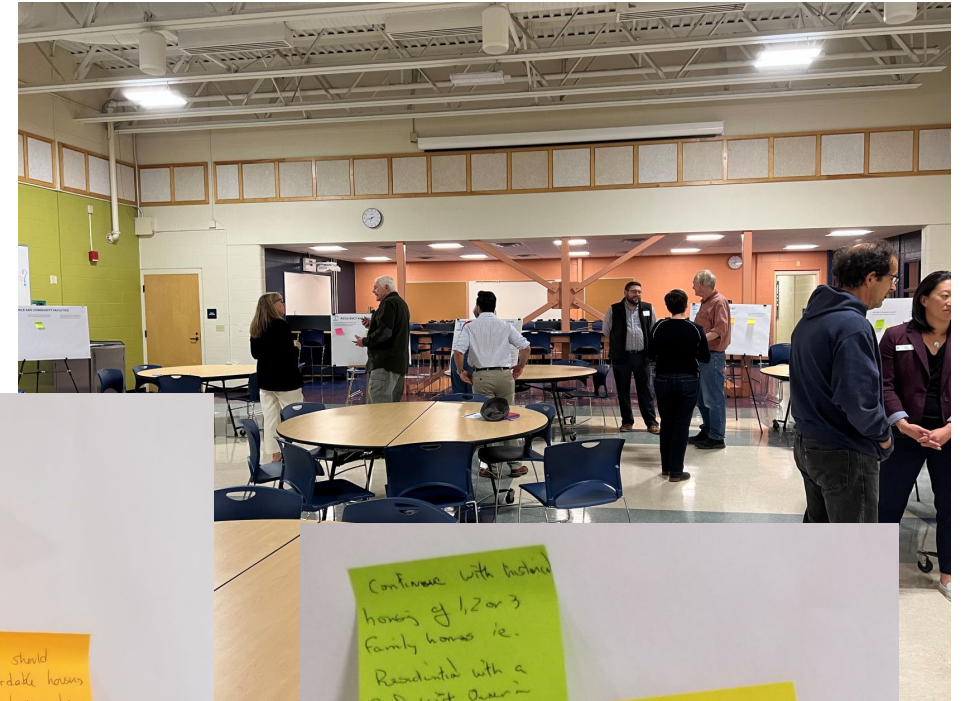
Meeting in a Box: Fun, informal meetings!

- 3 Unfacilitated Meetings in a Box
 - 24 Individuals, including Yarmouth Community Alliance for Racial Equity
- 5 Facilitated Meetings in a Box
 - Yarmouth Bicycle and Pedestrian Committee
 - Economic Development Advisory Board
 - Royal River Alliance
 - Cousins and Littlejohn Islands Improvement Association
 - YHS Student Senate



In Person and Virtual Visioning

- September 20: In Person Session
- September 21, 22, and 29: Virtual Sessions



Photography Contest: Visual Representation

- **Extended through October 13**
- Panel of 5 local judges representing the business community, school community, arts community, and volunteer community
- See the submitted photos on Town's Facebook and interactive website



What we have heard

What are your favorite places in Yarmouth?



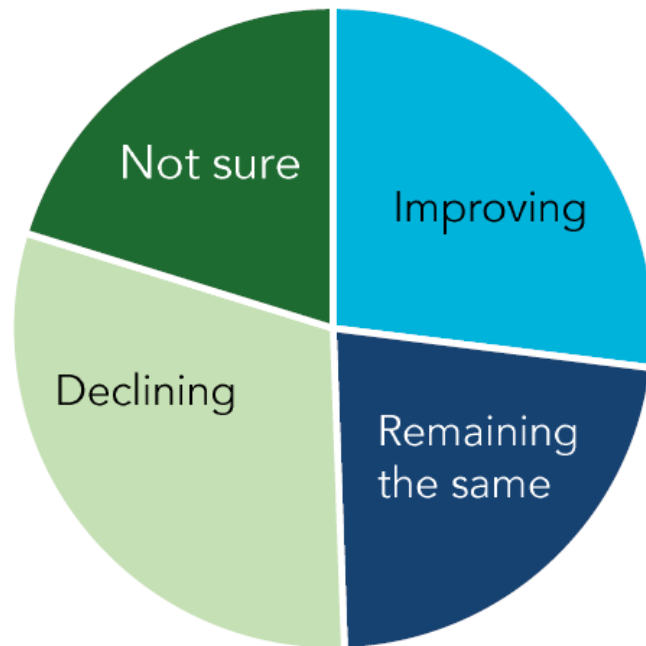
Which of the following statements best represent your vision for Yarmouth?

Top 3 statements selected:

- 1 A town that is committed to preserving the environment and natural systems for the protection of wildlife, enjoyment by the community, and wellbeing for all.
- 2 A town with a walkable, vibrant center that is a place for the community to gather.
- 3 A town with a unique historic identity and small-town character.

What we have heard

Do you believe the quality of life in Yarmouth is...

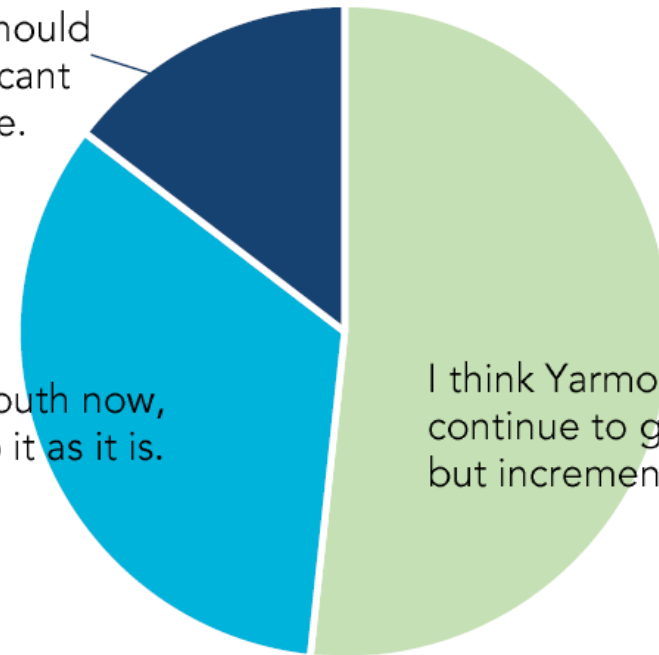


Select the statement that best represents your thoughts about Yarmouth.

I think Yarmouth should be open for significant growth and change.

I like Yarmouth now, keep it as it is.

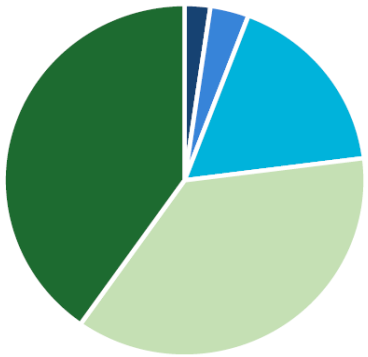
I think Yarmouth should continue to grow and change, but incrementally.



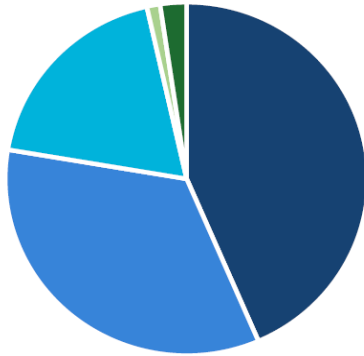
How well is the Town doing on the following issues

■ Poor ■ Fair ■ Good ■ Very Good ■ Excellent

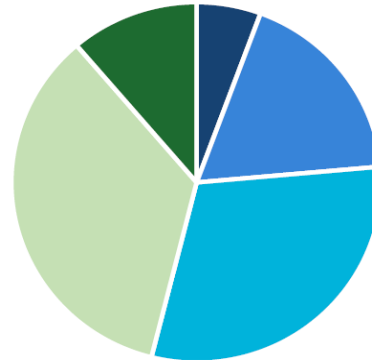
Supporting public schools



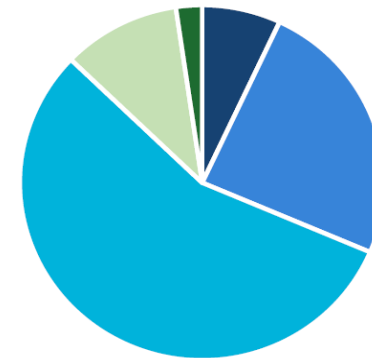
Addressing housing affordability



Preserving natural areas



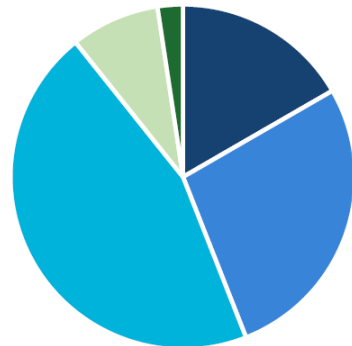
Developing a thriving business economy



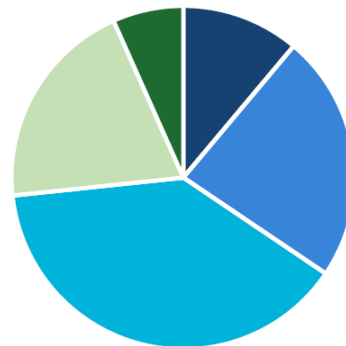
Creating an open and welcoming community



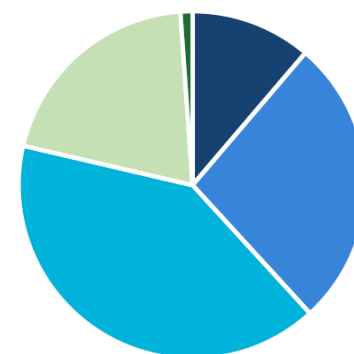
Addressing climate change



Preserving the historic character of the community



Fostering community engagement with local government



Next Steps

- Release Engagement Summary and Analysis
- Draft Vision Statement
- Presentation to Town Council and community in November

