

COMMUNITY ENGAGEMENT PLAN

Master Plan, Hingham, MA

PURPOSE AND GOALS

The Town of Hingham has engaged a team of **consultants** led by Barrett Planning Group to provide planning services to complete a Master Plan. This initiative will be developed through a process of community participation and conversation. This Community Engagement Plan articulates the principles and purpose of broad based and inclusive community outreach and engagement and provides a list of activities and forums to accomplish this. An Appendix provides a preliminary list of stakeholders and ways of accessing them and will be expanded and refined with the assistance of **Town of Hingham Planning staff** and the **Master Plan Steering Committee**.

APPROACH

It is important to provide multiple avenues for citizens and other stakeholders to participate in the planning process. The engagement process will include a variety of participation opportunities so that people can participate as their schedules and preferences permit. In addition, the different ways in which community members will be asked to participate in this planning process will also serve as an education and training process, fostering a group of community leaders who are well-informed about the values and goals of the community and best-practice approaches to achieve those goals, and who will work to implement the plan.

This Engagement Plan takes into account and build on previous engagement efforts conducted in the Town of Hingham and the input of the Steering Committee and Staff.

A summary of public input will be provided and a vision statement and preliminary goals and policy objectives will be developed based on this. These in turn will be used to form the basis of the Master Plan.

GOALS FOR PUBLIC ENGAGEMENT

- Vision statement, goals & objectives
- Preliminary identification of issues
- A list of early action items
- Community building
- Consensus regarding the future
- Improved communication and working relationship among various constituents
- Shared understanding of concerns and desires
- Attention to process and enthusiasm for project
- Momentum for action
- Support for implementation of the Plan
- Gain insight and buy-in from residents

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TOPICS THAT MAY NEED PUBLIC EDUCATION

Offered by members of the Steering Committee:

- Plan for Hingham Sewer District
- How to plan for 40B growth
- Urban design criteria and how design review can work
- Traffic and parking issues (also pedestrian and bike safety)
- Historic preservation
- Affordable housing solutions (including how a Housing Production Plan works)
- Discussion/acknowledgement of trade-offs: consequences of key decision points or policies; awareness of what different visions mean for the future
- Health issues (including Flu, EEE, cancer, tobacco prevention, vaping, etc.)
 - Clean water, water supply, etc.
 - clean air
 - environmental health vulnerability
 - preventing disease through walking, access to healthy food, etc.

PREVIOUS EXPERIENCE WITH COMMUNITY ENGAGEMENT

During the previous master planning process, forums had 60-80 people in attendance at workshops

Use many modes of communication

Collect input on a neighborhood basis, using the neighborhood associations as a way to access

CONCERNS REGARDING THE PROCESS

That people are too busy

That young adults communicate and engage in ways different from the previous generation

Relying only on the Hingham Journal, not reaching out directly to key groups

People feeling left out of process. All residents and neighborhoods need to be considered and feel like the plan is equitable.

Need people, especially younger demographic to understand that the level of investment that will be required to mitigate the impacts of climate change, will be much higher than previous capital expenditures.

Ensuring there is sufficient opportunity for public engagement

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Allowing the Committee sufficient time to work through all of the issues

Defining goals that we can execute

Not screwing it up

BRANDING

LOGO AND TAGLINE – in progress

IDENTITY AND OUTREACH MATERIALS

- The Community Circle consulting team will produce all outreach graphic materials including flyers, educational/summary materials, etc.
- Messaging will be clear and when possible will relate to issues of concern.
- Branding (logo and tagline) will be used to present a cohesive and recognizable image for all communication related to the project, but also to make the process more accessible and inviting.
- Consider using the logo/tagline on T-shirts, refrigerator magnets, etc.

DIFFICULT TO REACH POPULATIONS?

“The most difficult are families with young children, seniors and young adults.”

- Families with young children
- Older adults
- People who don’t read local paper or subscribe to government email lists
- Young professionals
- Low income households
- Families with non-school aged children
- Busy commuters
- Latino and Asian service workers
- Renters – food pantry
- Stay at home mothers (Yoga)
- Newcomers

MEANS OF COMMUNICATION

Hingham Journal

Anchor

Patriot Ledger

Hingham Patch

Town Hall

Library

- *Communication should be simple and understandable, avoiding professional jargon whenever possible.*
- *Post full calendar of public forums with various times in various locations*

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Schools (PTOs)

Hingham Municipal Lighting Plant (paper announcements and on-line messaging)

Harbor media “fireside chat”

Word of mouth

Master Plan Committee website

E-mail blasts (2,000 people have signed up with Town Hall to receive notices)

CABLE TV

Contact Cable TV and make arrangement to:

- tape public forums
- create discussion “show” in the studio
- leave the studio and go outside to make a “show”

SIGNS

Use town signs to announce public forums:

- Electronic
- Sandwich
- Banner

COMMUNITY BULLETIN BOARDS

Hingham Pinboard

Hingham Discussion Board

FLYERS

- Can send flyers with Hingham Municipal Lighting Bill
- Transfer Station (Swap Shop)
- Hingham High School Football games
- Turkey Trot with Department of Recreation
- Town Hall, Library, Community Center, etc.
- Restaurants, coffee shops, supermarkets
- Commuter boat, train station
- Transfer Station
- Gyms, yoga studios, etc.

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ON-LINE

PROJECT WEBSITE

A project website has been set up. Town Staff will update it with materials prepared by the Consultants.

<https://www.hingham-ma.gov/833/Master-Plan-Committee>

SOCIAL MEDIA: FACEBOOK/TWITTER

Post on the Town's Facebook page and forward to Police, Library and Schools that should be used for:

- Promoting participation at public forums
- Post online survey link
- For additional comments, refer to comment form on Town website

Post announcements on other Facebook pages:

- You Know You Grew Up in Hingham
- Hingham Discussion Board
- Hingham Connect
- Hingham Then and Now

CALL FOR SELFIES: The Committee should start this process and then invite others to join. Committee members should take a SELFIE at one of their favorite places in Hingham, post it and write a short explanation as to why it is among their favorite.

MASS EMAIL BLASTS

- Town Departments, Boards and Committee
- Any lists compiled by School Department, Recreation Department, Council on Aging, etc.

ON-LINE SURVEY

The Consultants will develop a short on-line survey to broaden participation. It will be broadly advertised on-line and in a variety of locations so as to give an opportunity to those unable to attend the public forum to provide their input.

- Create a link and distribute it widely:
 - Community Center – put up Comment Boards with QR code for survey
 - Pass out cards with link to survey on commuter boat
 - Pass out cards with link to survey at train station
 - Email to mailing lists

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- Make available at Meeting in a Box events

FORUMS

STEERING COMMITTEE MEETINGS

Steering Committee Meetings will be held on the third Wednesday of the month unless otherwise determined.

Date	Purpose	Time and Location
September 18, 2019	Monthly Meeting	7:00 pm, South Hearing Room, 3rd floor, Town Hall
October 16, 2019	Monthly Meeting	7:00 pm, South Hearing Room, 3rd floor, Town Hall
November 20, 2019	Public Workshop - Visioning	7:00 pm, Central North & South, 2nd floor, Town Hall
November 23, 2019	Public Workshop - Visioning	TBD
December 18, 2019	Monthly Meeting	7:00 pm, South Hearing Room, 3rd floor, Town Hall
January 15, 2020	Monthly Meeting	7:00 pm, South Hearing Room, 3rd floor, Town Hall
February 12, 2020	Monthly Meeting	7:00 pm, South Hearing Room, 3rd floor, Town Hall
February 26, 2020	Public Workshop – Report out on Findings	7:00 pm, Central North & South, 2nd floor, Town Hall
March 18, 2020	Monthly Meeting	7:00 pm, South Hearing Room, 3rd floor, Town Hall
May 20, 2020	Monthly Meeting	7:00 pm, South Hearing Room, 3rd floor, Town Hall
May 27, 2020	Presentation of Draft Report	7:00 pm, Central North & South, 2nd floor, Town Hall
June 17, 2020	Monthly Meeting	7:00 pm, South Hearing Room, 3rd floor, Town Hall

Potential Locations for Public Forums

Town Hall

- Capacity = 100 people
- Lunch room
- Auditorium

High School

OTHER?

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CORE ASSESSMENT MEETINGS

The purpose of these meetings is to help the consultants to learn about Hingham at the outset of the Master Plan update by providing an opportunity for local experts and interested parties to share their thoughts and insights on a specific topic directly to the consultants. The meetings will be 60-75 minutes long and there will be concurrent sessions. There will be no formal presentation by the consultants.

Date	Topic	Time	Location
September 24, 2019	Historic Preservation	5:00 - 6:30 p.m.	Central North
September 24, 2019	Transportation	7:00 - 8:30 p.m.	Central South
September 24, 2019	Open Space	7:00 - 8:30 p.m.	Central North
October 9, 2019	Economic Development	5:00 - 6:30 p.m.	Central North
October 9, 2019	Sustainability, Water, Energy	5:00 - 6:30 p.m.	Central South
October 9, 2019	Land Use	7:00 - 8:30 p.m.	Central North
October 21, 2019	Public Facilities Schools	5:00 – 7:00 p.m.	Central South

FOLLOW UP MEETINGS WITH TOWN DEPARTMENT HEADS/STAFF

The Consultants may have additional meetings with Town Staff as needed.

Town Department Heads meet on Thursdays at 11:00 AM

TOWN-WIDE PUBLIC MEETINGS

Town-wide public forums will occur at three different stages in the process: 1) in the beginning to identify a shared values in order to come up with a vision and set of goals; 2) to share findings regarding the Consultant’s inventory and assessment of existing conditions and 3) to present draft recommendations.

November 20, 2019	Public Workshop - Visioning	7:00 pm, Central North & South, 2nd floor, Town Hall
November 23, 2019	Public Workshop - Visioning	TBD
February 26, 2020	Public Workshop –	7:00 pm, Central North & South, 2nd floor, Town Hall

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Report out on Findings

May 27, 2020

Presentation of Draft Report

7:00 pm, Central North & South, 2nd floor, Town Hall

TOWN-WIDE EVENTS

Town Staff and/or Committee members may want to be present at Town Events. The Consultants will provide materials for distribution at these events.

- Christmas in the Square – downtown
- A Taste of Hingham: May 2020
- 2 ½ day sale in downtown end of July 2020
- Halloween on Derby Street
- Farmer’s Market
- Presidential Primary (set up table in the gym)
- Large food events
- Holiday Fair
- Empower Her (?)
- Father’s B ?
- Homecoming – October 12
- Big sporting events (discuss with Athletic Director, e.g. crew, lacrosse, etc.)
- St. John’s Holiday Boutique

YOUTH INVOLVEMENT

Involve youth in the process by contacting the schools, after school program(s), community center, girls/boys scouts, etc. There are many ways of engaging youth through a variety of activities. There are a number of benefits to engaging youth that include the fact that their involvement is educational, may be inspiring to adults (fresh new ideas), and that it has the potential of getting the attention of their parents.

7 public schools

A Committee Liaison will be needed.

YOUNG FAMILIES

The majority of students attend Hingham public schools. Use a variety of methods to reach young families including:

- email via the schools
- 6 PTOs
- Preschools
- Hingham Newcomers Club
- Commuter Boat

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- Train station
- Transfer station
- Social media and on-line survey(s)

OLDER ADULTS

Hingham's senior population is growing. Seniors, in addition to often being in a position to be able to recall how things used to be (which can be helpful to the process), also have very specific needs. It is best to solicit input on these needs directly from senior citizens themselves.

- Senior Center monthly Men's Breakfast
- Senior Center Luncheon
- Senior Center women's exercise classes
- Senior Center Newsletter
- Linden Ponds, Lincoln Apartments, Thucker Street

"MEETING IN A BOX"

The Consultant Team will provide materials and guidance to Town Staff and Committee Members so that they may conduct additional outreach by going to where stakeholders are gathered.

- Table at athletic fields
- Commuter Ferry/Shipyard - DCR
- Hingham Education Foundation (speak to PTOs)
- Hingham High School Open House
- Library events (e.g. speaker series)
- Coffee hours at churches
- Neighborhood Clubs
- Democratic Town Committee/Republican Town Committee
- Book Clubs
- Farmer's Market

COMMENT BOARDS

Set up "Comment Boards" in prominent locations providing an opportunity to give input in an abbreviated manner. Potential locations:

- Town Hall
- Community Center
- Library
- Recreation Center

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- Big food establishments (Star, Derby Street, Whole Foods, Stop& Shop, etc.)
- Big Employers (e.g. BCBS, Industrial Park, Talbots, South Shore Conservatory, Fruit Center, Hingham Institute)
- Key retail spots downtown
- Post Office?

GATHERING SPOTS

The Committee and Consultant Team will continue to identify places and spaces in Hingham where survey links and/or flyers can be distributed to a large amount of people simultaneously:

Commuter boat

Train station

Transfer Station

Athletic Fields

World's End

Avalon at Shipyard

Pilgrim Ice rink

Derby Street Shops

Shipyard

Coffee shops and restaurants

Community Center

Library

Town Hall

Community Center

Senior Center

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LIST OF STAKEHOLDERS

TOWN DEPARTMENTS

Board of Selectmen
Building Department
Community Planning
Council on Aging
Elder Services
Engineering
Fire Department
Police Department
Department of Public Works and Utilities

- Light Plant
- Public Works
- Sewer Commission

Library
Recreation
School Department
Veteran's Services

Town Department Heads meet on Thursdays at 11:00 AM

COMMITTEES, BOARDS, COMMISSIONS

Affordable Housing Trust
Bare Cover Park Committee
Beautification Commission
Board of Health
Cleaner Greener Hingham
Community Preservation Committee
Comprehensive Trails Plan Committee
Conservation Commission
Cultural Council
Development and Industrial Commission
Energy Action Committee
Energy Policy Committee
Fire Station Building Committee
Harbor Development Committee
Harbor Parking Ad-Hoc Committee
Historical Archives Taskforce
Housing Authority
Local Emergency Planning Committee
Historic Society
Historic Commission
Historic Districts Commission
Open Space Acquisition Committee
Permanent Building and Facilities Management Study Committee
Planning Board

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Recreation Commission
Route 3A Task Force
School Committee
School Building Committee
Shade Tree Committee
South Hingham Study Group
Town Administrator By-Law Committee
Traffic Committee
Trustees of Bathing Beach
Veteran's Council
Wastewater Master Planning Committee
Water Company Acquisition Study Committee
Weir River Estuary Park Committee
Zoning Board of Appeals

CIVIC AND OTHER ORGANIZATIONS

RECREATION ORGANIZATIONS

Boston Harbor Islands State Park
Hingham, MA 02043
Phone: 617-223-8666
Link: www.bostonharborislands.org/

Hingham Land Conservation Trust
P.O. Box 10
Hingham, MA 02043
Link: hinghamlandtrust.org/

The Garden Club of Hingham
Hingham, MA 02043
Link: www.gardenclubofhingham.org

The Trustees of Reservations
227 East St.
Hingham, MA 02043
Phone: 781-740-7233
Link: www.thetrustees.org/

Weir River Watershed Association (WRWA)
Hingham, MA 02043
Phone: 781-925-5544
Link: www.weirriver.org

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NEIGHBORHOOD GROUPS

Bradley Park Association

Sara Abbott
Hingham, MA 02043
Email: saraaabbott@gmail.com
Link: www.bigtent.com/groups/bpa02043

Bradley Woods Association

John Mannion
Hingham, MA 02043
Phone: 781-749-1097

Kimball Beach Community Club

Jean Garrity, Secretary
Hingham, MA 02043
Phone: 781-749-6366
Link: www.facebook.com/pages/Kimball-Beach-Community-Club/168718459857628

Wompatuck Improvement Association, Inc.

Robin Briggs
Hingham, MA 02043
Phone: 781-740-0473
Josua Russ
751-556-5040

Seal Cove Beach Association

Robert Bourque
917-815-3820

Briar Beach Association

Tim Driscoll
781-740-2934

Martin's Cove Beach Association

Chris McCullough
781-875-1868

Farm Hills

Crow Point

Liberty Pole

Hingham Woods

Meadows

Back River

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OTHER ORGANIZATIONS

Newcomers Club

Downtown Association (monthly meetings and newsletter (could give them a handout for their employees)

Hingham Maritime Center

Friends of Hingham Harbor

Garden Club

Hingham Ladies Club

Girl/Boy Scouts: <https://www.hingham-ma.gov/BusinessDirectoryII.aspx?lngBusinessCategoryID=43>

League of Women Voters

PTOs

FRATERNAL ORGANIZATIONS

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Hingham Citizens Police Academy Alumni Association

P.O. Box 286

Hingham, MA 02043

Email: hcpaa1@gmail.com

Link: www.hpd.org/HPDServicesPrograms/HPDCitizensPoliceAlumni.aspx

Hingham Community Center

Sonya Fairhurst, Executive Director

70 South St

Hingham, MA 02043

[View Map](#)

Phone: 781-749-9786

Email: sonya@hinghamcommunitycenter.org

Link: www.hinghamcommunitycenter.org

Hingham Democratic Town Committee

Ellen Whalen

156 Prospect Street

Hingham, MA 02043

Phone: 781-740-2757

Email: [Email](#)

Hingham Downtown Association (HDA)

P.O. Box 274

Hingham, MA 02043

Email: info@discoverhingham.com

Link: www.discoverhingham.com/

Hingham Interfaith Food Pantry

685 Main Street

Hingham, MA 02043

[View Map](#)

Phone: 781-740-8180

Email: HinghamFood@gmail.com

Link: www.facebook.com/HinghamFoodPantry

Hingham Ladies Club

Jeanne Murphy

Hingham, MA 02043

Phone: 781-749-9031

Hingham Leo Club

Janice Bosworth Dunphy, Leo Advisor

Hingham, MA 02043

Phone: 617-797-8703

Email: jbosworth50@gmail.com

Hingham Lions Club

Hingham, MA 02043

Phone: 781-340-1555

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Link: www.facebook.com/hinghamlions

Hingham Yacht Club

Phone: [\(781\) 749-3806](tel:(781)749-3806)

Hingham Sons of Italy

Phone: [\(781\) 749-9770](tel:(781)749-9770)

Contact: <https://hinghamsonsofitaly.com/contactus.html>

SPORTS ORGANIZATIONS

Hingham Boys Lacrosse

Brian Hlidek

Hingham, MA 02043

Link: www.hinghamsports.com/page/show/260499-hingham-youth-lacrosse

Hingham Girls (GALs) Basketball

Mike Foley, President

Hingham, MA 02043

Link: www.hinghamsports.com/page/show/365079-gals-in-town

Hingham Girls Hockey

Jimmy Moynihan, President

P.O. BOX 563

Hingham, MA 02043

Email: HGH02043@gmail.com

Link: hinghamgirlshockey.org

Hingham Girls Lacrosse

Jen Manning

Hingham, MA 02043

Email: jmanning@hinghamgirlslax.org

Hingham Girls Softball

Lisa Hinckley, Travel Team Manager

Hingham, MA 02043

Phone: (781) 749-4681

Link: www.hinghamgirlssoftball.com/

Hingham John Barker Basketball

Jim Brady, Director John Barker Basketball

Hingham, MA 02043

Phone: 508-922-9871

Link: www.hinghamsports.com/page/show/260639-

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[hingham-john-barker-basketball/](#)

Hingham Little League

Greg Lane, President

P.O. Box 569

Hingham, MA 02043

Link: www.hinghamsports.com/page/show/252385-hingham-little-league

Hingham Maritime Center

PO Box 492

Hingham, MA 02043

Phone: 781-741-5225

Link: hinghammaritime.org/

Hingham Youth Football

Tom Hoffman

Hingham, MA 02043

Link: www.hinghamsports.com/page/show/260533-hingham-youth-football

Hingham Youth Hockey

Michael Richardson, President

P.O. Box 80

Hingham, MA 02043

Link: www.hyhockey.com/

Hingham Sports Partnerships

HOUSES OF WORSHIP

Church of Jesus Christ of Latter Day Saints

Bishop Robert Westergard

379 Gardner St.

Hingham, MA 02043

[View Map](#)

Phone: 781-749-4869

Link: www.lds.org

Congregation Sha'aray Shalom

Rabbi Shira H. Joseph

1112 Main St.

Hingham, MA 02043

[View Map](#)

Phone: 781-749-8103

Fax: 781-740-1480

Email: rabbijoseph@aol.com

Link: www.shaaray.org/

First Baptist Church

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Rev. Gary T. Ludwig, Pastor
85 Main St.
Hingham, MA 02043
[View Map](#)
Phone: 781-749-2516
Email: gary.fbc@verizon.net
Link: www.firstbaptistchurchhingham.com/

First Church of Christ Scientist
Janna Oddleifson
386 Main St.
Hingham, MA 02043
[View Map](#)
Phone: 781-749-2874
Email: jamaodd@comcast.net
Link: www.christianscienceusa.com

First Parish Old Ship Church, Unitarian Universalist
Rev. Kenneth H. Read-Brown, Minister
107 Main St.
Hingham, MA 02043
[View Map](#)
Phone: 781-749-1679
Email: oldshipkrb@comcast.net
Link: www.oldshipchurch.org/

Glastonbury Abbey
Br. Daniel Walters, O.S.B.
16 Hull St.
Hingham, MA 02043
[View Map](#)
Phone: 781-749-2155
Email: waltersd@glastonburyabbey.org
Link: glastonburyabbey.org

Hingham Congregational Church, United Church of Christ
Rev. Dr. Peter Allen, Senior Pastor
366 Main St.
Hingham, MA 02043
[View Map](#)
Phone: 781-749-1276
Email: pastor@hccucc.com
Link: www.hccucc.com

House of Prayer Lutheran Church
Rev. Susan Henry, Pastor
916 Main St.
Hingham, MA 02043

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[View Map](#)

Phone: 781-749-5533

Email: hoppastorhenry@comcast.net

Link: www.houseofprayerhingham.org

New North Church

Rev. Steven M. Aucella, Pastor

1 Lincoln Street

Hingham, MA 02043

[View Map](#)

Phone: 781-749-2341

Link: newnorthchurch-hingham.org

North Street Community Chapel (Nazarene)

Jeremy D. Scott, Pastor

235 North St.

Hingham, MA 02043

[View Map](#)

Phone: 781-749-7614

Email: pastor@northst.org

Link: northstreetcommunitychapel.blogspot.com

St. Paul's Catholic Church

Resurrection Catholic Church

St. John's Episcopal Church

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MASTER PLAN COMMITTEE LIAISONS		
LIAISON/SUBJECT	NAME	COMMENTS
SPECIFIC TASKS RELATED TO DAY OF FORUM(S)		
Reserve location		Schools? Town Hall? Other?
Food for public forum(s)		
Childcare at public forum(s)		Explore various options
Transportation to public forum(s)		Contact COA Director for use of van
Coordinating raffle prizes for public forum(s)		Committee members help to obtain raffle prizes
Entertainment at public forum(s)		
CREATING A BUZZ AND ADDITIONAL OPPORTUNITIES		
Website		Updates for posting
Social media		Develop Social Media campaign <ul style="list-style-type: none"> • start with “call for selfies”
Press		Press releases Story about master plan
Signs		
Youth Involvement	Daphne and ??	
Cable TV		Develop ideas for using Cable TV to get the word out and engage: <ul style="list-style-type: none"> • tape public forums • create discussion “show” in the studio • leave the studio and go outside to make a “show” • other?
“Meeting in a Box”		Take materials and run small forums to collect additional input Distribute link to survey
Targeted Outreach		PTOs Senior Center Commuter Boat Train Station

