

COMPREHENSIVE PLAN PHASE 1

TOWN OF LEVERETT

FINAL REPORT JUNE 2022



Innes Associates Ltd.



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Image source: Darling, E. (July 1830). Plan of Leverett made by E. S. Darling, dated July 1830 [Map].
Retrieved from <https://ark.digitalcommonwealth.org/ark:/50959/25152k109>



1. EXECUTIVE SUMMARY

PURPOSE OF PHASE 1

The Town of Leverett is preparing for its comprehensive planning process by splitting it into two phases. This first phase focused on understanding the Town's collected data and reports and whether it is appropriate or sufficient for the comprehensive planning process. The second component of this Phase 1 was to develop a plan for community engagement during the main planning effort. Finally, this first phase developed a scope, timeline, and draft fee for an application to the Community One Stop for Growth grant program. This grant is needed to fund Phase 2 of the process.

PARTICIPANTS AND PROCESS

PLANNING BOARD

- Ken Kahn
- Tom Ewing
- Van Stoddard
- Steve Freedman
- Richard Natthorst
- Tim Shores
- Swan Keyes

TOUR PARTICIPANTS

- Tim Shores, Planning Board
- Ken Kahn, Planning Board
- Stephen Freedman, Planning Board
- Tom Harkinson, Select Board
- Melissa Colbert, Select Board
- Susan Mareneck, Historical Commission
- Emily Innes, Innes Associates

The Leverett Planning Board sponsored this process. The Planning Board hired Innes Associates, a planning and design firm, to assist with the process.

April Tour

The Planning Board sponsored a tour on April 1 to introduce the consultant to the Town. The tour began at Town Hall, walking to the Field Library and Leverett Pond. The group then toured the town by small van, passing by the Leverett Public Library, the Leverett Elementary School, and the Leverett Public Safety Complex on Montague Road. The group walked a short distance up Rattlesnake Gutter, visited the New England Peace Pagoda, passed through North Leverett (viewing the sawmill), saw Moore's Corner Historic District (including the Leverett Village Co-op and the former schoolhouse), and returned to Town Hall via Route 63. Some group members toured the Leverett Arts & Crafts Center and had lunch at the Leverett Village Co-op for lunch.



Source: Tim Shores

WORKING GROUP

- Lizzie Alwan
- Charles Bagley
- Silas Ball
- Stephen Ball
- Melissa Colbert
- Diane Crowe
- Molly Daniell
- Arlyn Diamond
- Mike Fiscella
- Denzel Hankinson
- David W Henion
- Andrea Morris
- Miles Palmer
- James Perkins
- Kathryn Stoddard
- Kimberly Van Wagner

Online Questionnaire

One of the first tasks for this phase was to create a survey to identify potential members of a Working Group. The Planning Board mailed a notice of the survey to every household in Leverett. The survey also asked for preferences around public engagement, and the results are summarized later in this document. Because this process had to be completed by June 30, 2022, the response time for this survey was short. The Planning Board received 39 responses by April 18.

Working Group

The Planning Board invited all interested respondents to become members. A few of the invitees declined due to time commitments. The Working Group met four times during this process.

- **APRIL 20.** This was a hybrid meeting in Town Hall and online. The topics included an introduction to the process, the timeline, the roles and responsibilities for the group, a list of the documents to review (provided in Google Drive), and some initial findings.
- **MAY 3.** This was an online meeting. The Working Group discussed the survey results and options for community outreach.
- **MAY 19.** This was a hybrid meeting in Town Hall and online. The Working Group discussed what they had learned from reviewing the documents.
- **JUNE 2.** This was a hybrid meeting in Town Hall and online. The Working Group discussed the first draft of this report and provided suggestions that have been incorporated into the final report.

Richard Nathhorst managed the online components and posted the recordings of the Working Group meetings here: <https://www.leverett.ma.us/g/95/Master-Planning>. The slide presentations, agendas, and other materials are organized within the same Google Drive as collected documents that will be available for Phase 2 of this process.

COMPREHENSIVE PLANNING 101

The enabling legislation for a master plan in Massachusetts is Chapter 41, Section 81D of the Massachusetts General Laws. The responsibility for making a master plan lies with the Planning Board of a community, and the plan must contain nine elements:

- Goals and policies statement
- Land use plan
- Housing
- Economic development
- Natural and cultural resources
- Open space and recreation
- Services and facilities
- Circulation
- Implementation program

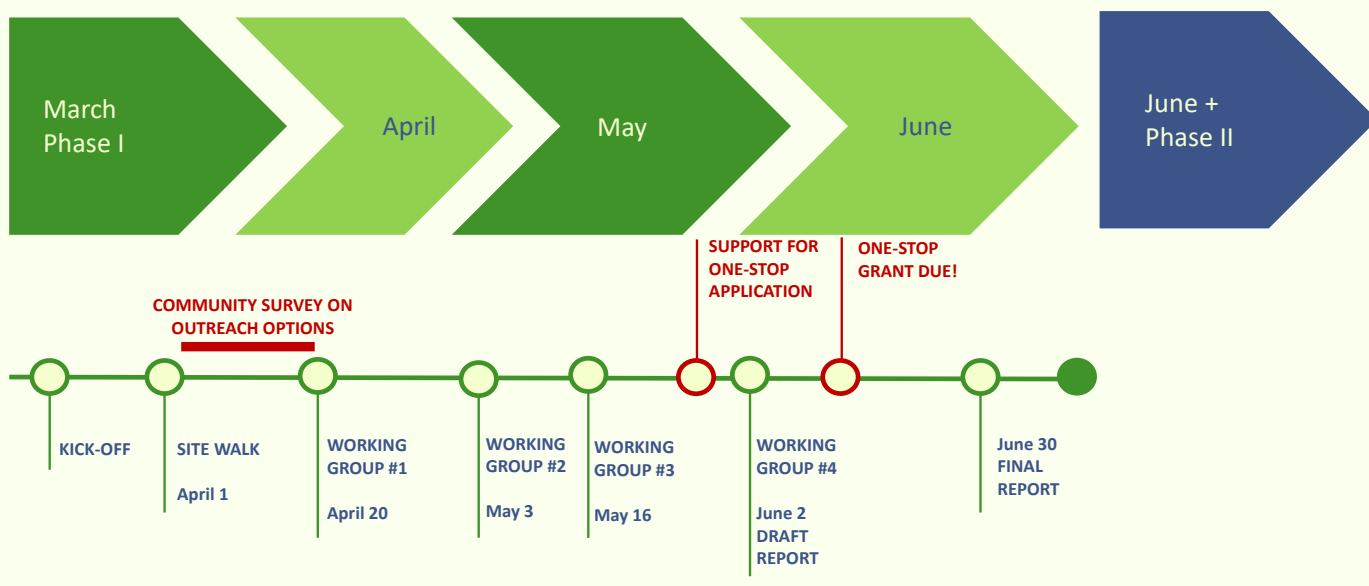
IMPLEMENTATION PLAN

Components of a strong implementation program include the following:

- Goals, Strategies and Actions
- Assigned responsibilities
- Estimated timeline (immediate, short, medium, long, ongoing)
- Costs, if known
- Benchmarks for measuring progress (see Appendix B)

The legislation allows the Planning Board to make or amend the plan by majority vote. The municipality must also create an economic development supplement, which must be a minimum of one page in length and contain the “goals of the city or town with respect to industrial or commercial development, affordable housing, and preservation of parks and open space.” While the legislation requires that the plan be sent to the Department of Housing and Community Development, that requirement seems to have fallen out of practice. However, state grant programs often ask whether a community has a current master plan.

PHASE 1 TIMELINE



Master plans were originally land use plans, and the position of land use plan as second on the list of elements testifies to the importance of land use planning in a master plan. New or updated master plans frequently lead to changes in zoning bylaws, which regulate the development of a town or city.

Over the years, communities and consultants have interpreted these regulations to mean that each element must have a specific chapter. As more topics have become the subject of planning exercises, this practice has changed. The structure of a master plan may be topic-based, considering critical issues such as climate change, public health, racial and social justice, aging-in-place, arts and culture, sustainability, resiliency, and other themes further link the individual 81D elements.

Master plans are often now known as comprehensive plans. This helps to distinguish between master plans for development projects and brings the terminology into consistency with other parts of the United States. Therefore, the term comprehensive plan is used in this document to refer to Leverett's master planning process and to emphasize the holistic aspect of this process – the plan is intended to apply to everything within the Town under the jurisdiction or support of the town government. Comprehensive plans have a life of about ten years; communities should review their plans annually and begin thinking about an update within seven to eight years after the approval of the current plan.

Goal of a Comprehensive Plan

The most critical goal of a comprehensive plan is to help a municipality define its answer to two questions: how does the community use its land and its other resources? Uses of land may be for preservation or development: preservation may be permanent or temporary; development may be focused on jobs, housing, recreation, mobility, and recreation. Other resources include money (capital and operating funds) and time (staff and volunteer). The use of land has a profound impact on the municipality's resources; in Massachusetts, the primary source of revenue for a town is its property tax.

COMMUNITY VISION

Town boards and committees have completed significant work in the forms of recent research and studies. A key element that is still missing is a **SINGLE VISION THAT TIES THE WORK TOGETHER**. Phase 2 should focus on the community conversations needed to build consensus around a vision and develop the implementation plan to support that vision.

Comprehensive Planning and the Town of Leverett

When the members of the Leverett Planning Board issued their Request for Proposals for this process, they identified the need for a comprehensive plan to address the following areas of concern:

- Livability and affordability;
- Capital and disaster planning;
- Comprehensive review of Zoning Bylaws;
- Social and economic equity impacts of regulation and policy;
- Discussion of whether and how to promote development;
- Assessment of assets, liabilities, and town services in terms of return on investment to best guide budget allocation; and
- Consensus-building on how to address the property tax rate.

A critical issue for the Town has been how closely the Town's property tax rate has approached the property tax levy ceiling, which is 2½% of the cash value of all taxable property within the town. This translated to a maximum tax rate of \$25.00 per thousand dollars of assessed value imposed by Proposition 2½. Meeting or exceeding that cap would significantly impact services the Town provides through required reductions to the tax levy. Town officials have treated this issue seriously through the Sustainable Economy Committee; the documents in Appendix A are testimony to the work the Town has done to date.

During the June 3, 2022 meeting of the Working Group, members discussed the impact of recent changes in the assessed values of properties. A revised valuation increased the overall value of property in the town; under the formula for Proposition 2½, the increase in value reduces the tax rate. The result is that the immediate concern about hitting the tax ceiling is not as critical, but is still important. However, the members of the Working Group discussed the impact on property values, which raises concerns about the affordability of the community for people who live or want to live here.

Community Values

This discussion led to a deeper discussion of values. As expressed in the RFP, the goals for the entire comprehensive planning process are as follows:

- Guidance in the near-term (3-5 year horizon) for policy and zoning revisions and prioritization of public investment in town infrastructure and facilities;
- Inputs to and coordination with ongoing required updates to town plans, including the Open Space and Recreation Plan and the Zoning Bylaws; and

- Definition of roles, metrics, and a process for ongoing oversight and assessment of successful initiatives according to the Master Plan, updates to the Master Plan, and long-term evaluation of the Master Plan.

The Working Group's discussion of values that could feed into this process included how to engage the community around identifying common values and then collectively use those common values to evaluate the choices the Leverett community will need to make as part of this planning process.

Some of the values the committee discussed include the following:

- Social justice and inclusivity, including the impact of higher taxes and real estate values on affordability and social fabric;
- Maintaining Leverett's rural character, including concerns about climate change;
- Convenience and ease of living;
- Historic preservation; and
- Tolerance/acceptance of other people.

The members discussed the possibility of beginning the process with a community conversation on values to guide the remainder of the planning process. A starting point could be the community goals developed in *Sustainable Franklin County Franklin County's Regional Plan for Sustainable Development (2013)* and quoted in the Town of Leverett's *Open Space and Recreation Plan (2019)*:¹

- Increase and improve the housing stock, while focusing on affordability;
- Provide additional options for alternative transportation;
- Encourage economic development, by redeveloping vacant sites;
- Promote energy conservation and efficiency;
- Protect natural resources, including farmland and drinking supplies;
- Foster the growth of arts and culture;
- Concentrate new growth near town centers and focus on infill development; and
- Improve infrastructure, particularly high speed internet.²

The public outreach in Phase 2 could begin with these goals and add others specific to Leverett, including the continued operation of the Leverett Elementary School, and the values above suggested by the Working Group.

¹ Town of Leverett and Franklin Regional Council of Governments, *Open Space and Recreation Plan*, 2019, p. 10.

² Installed in Leverett in 2015. Ibid., p. 16.

Tools for Community Discussions

ASSET MAPPING

While most people think of asset-mapping as identifying physical locations, asset-mapping can include identifying people with particular expertise, knowledge, or skills. This could be a summer project or an early-stage Phase 2 project. Untapped local knowledge and labor can be incorporated into the planning process and the post-plan implementation, complementing the work of Town staff and current volunteers. The Town should map the physical assets that contribute to the 81D elements:

- Open space and recreation areas
- Historic buildings, structures and views
- Locations and types of businesses and non-profits
- Town facilities.

These maps should be part of the community discussions for brainstorming options and common ground for the plan vision and goals. A discussion of assets can also lead to a discussion of what is protected and what is valued, but not protected, and what resources are available for plan development and implementation.

COMMON DATASET

The base of community conversations should be a common set of data. Some of this data will be specific to Leverett: assessors' data on properties, local population and economic trends, an inventory and assessment of the condition of natural, cultural, and historic assets, an inventory and assessment of the condition of Town facilities and infrastructure, and the asset mapping noted above.

Other data must be related to outside forces that have an impact on Leverett, including short- and long-term population and economic trends (jobs, businesses, and housing), the impact of climate change, and state and national policies and priorities (especially those that may provide resources for the town).

Appendix C is an initial set of data that allows a comparison of Leverett to the state, county, and adjacent communities. Phase 2 can build on this data and that collected in the 2019 Open Space and Recreation Plan to form a common set of data for discussion. The maps in the 2019 OSRP are also relatively recent (although layers should be checked against MassGIS for recent updates) and should also be part of the initial discussions and visioning conversations described elsewhere in this report.

BUILD-OUT SCENARIO(S) AND SCENARIO PLANNING

A build-out scenario is important for understanding the impact of policy and zoning changes on land use and development. Leverett has several topic areas for which community discussion could be enhanced by a build-out model:

- Economic development
- Land preservation
- Housing affordability and typology
- Water, sewer, and energy infrastructure

Tying the build-out model to a fiscal impact analysis can help community members clarify their values and priorities around preferred land uses. Using build-out scenarios for scenario planning provides an opportunity for the community to incorporate opportunities and limitations in different combinations to test future actions that are consistent with community goals. The topography of the town is both an asset and a limitation. Other limitations include state and federal laws that limit the impact of development on natural resources, the lack of existing infrastructure, the municipal budget, and shifting demographic and economic trends. Some of these limitations are not within the control of the Town of Leverett, but the impacts may affect the choices the community makes. Scenario planning can assist with community discussions of trade-offs and benefits.

Options for actions that are under the Town's control include zoning regulations, which can encourage or restrict certain types of development; regionalization efforts to share costs and resources with other towns; and policy changes, for example, choosing to promote different areas of economic development or add housing typologies that reflect community values.

FISCAL IMPACT ANALYSIS

A fiscal impact analysis calculates the projected impact of new development on the municipal budget, both revenue and expenses. The analysis can be used in scenario planning to understand the impact of different choices: for example, understanding the benefits and costs to the town of preserving land or developing it at different uses and intensities.

As with the build-out analysis, the fiscal impact analysis should be used as a comparative tool, not a forecasting tool, given the choices the Leverett community needs to discuss as part of the Phase 2 process. This analysis can also help define payback times as part of the evaluation of infrastructure improvements and examine the impact on funding for town services, including the Leverett Elementary School, based on different growth scenarios.

Known Areas of Concern

Three reports reviewed in this Phase 1 have important information for community discussions in Phase 2. *Where We Stand* shows a continuity of community concerns and should contribute significantly to the discussion of community values and what has changed or remained the same over time. The 2019 *Town of Leverett Open Space and Recreation Plan* (OSRP) provides the most recent compiled set of data and recent discussion on similar themes to those in *Where We Stand*. The draft 2020 *Hazard Mitigation Plan* (HMP) provides information and recommendations for addressing current and projected future hazards that will require strengthening Town services to meet emergency needs.

Where We Stand, the 1973 planning document describe in Appendix A, identifies concerns and hopes for Leverett's future, many of which are still relevant today. Areas of discussion include the following:

- Growth management in a town valued for its rural character and natural beauty;
- Increasing taxes and the pressure on people to leave and sell, opening those properties to the possibility of further development;
- Limitations on development because of the need to accommodate both a well and a septic system on one property, the presence of ledge making drilling and percolation difficult and expensive, and the stress of development on access to water;
- Concerns that zoning regulations did not control growth appropriately and that some parts of town might need different regulations;
- Concerns that infrastructure (roads, water, sewer, electric lines) would be expensive to install and operate and would detract from the rural landscape;
- Concerns that a new school would need to be built to accommodate the population growth anticipated at the time;
- Suggestions for other types of economic development that included food, machine/tool, skills-based, and day-care co-ops, timber and forest management, collaboration between the Leverett Elementary School and the Craft Center, in-home care for elders, and 24-hour studio space;
- Loss of stores and lack of other places that act as social connectors; and
- Desire to use town rights-of-way to establish walking trails so people could walk off-road and the public right to use those trails would not be lost.

The OSRP continues many of these same themes. This plan follows a state format and recommends goals, objectives and actions related to the preservation and use of open space,

natural resources, and recreational areas and facilities. The OSRP will contribute significantly to the draft plan created in Phase 2 and the data may only need minor updates.

The maps developed as part of the planning process for the OSRP illustrate some of the continuing concerns discussed in *Where We Stand*. These maps include open space that is permanently protected, historic assets, priority habitats, water resources, some soil data, and topography. The Phase 2 build-out should begin by creating overlays of these and other restrictions on development to understand the constraints and opportunities. The Planning Board and Assessors' Office have also undertaken a study of potentially developable parcels that should be combined with these overlays.

Ideas in the OSRP that continue the themes developed in *Where We Stand* include forestry as economic development,³ concerns around poverty and public health,⁴ an aging population,⁵ housing affordability,⁶ and water supply contamination.⁷

Section 3 includes an evaluation of growth and development patterns which has an important discussion on limitations on and opportunities for development in Leverett, both regulatory and physical. The report calls out the following:

- Loss of acreage to development and the resulting loss of natural resources, including connected wildlife habitat;⁸
- Limitations of the Town's infrastructure, with particular attention to the limited public water supply system (for Town facilities only) and lack of public sanitary sewer system. All residential buildings rely on private wells and septic systems;⁹
- Installation of LeverettNet, a high-speed fiber optic network owned by the Town;¹⁰ and
- High-level summary of the existing zoning by-laws with the number of acres in each zoning district.¹¹

The OSRP notes that in 2005, approximately 85% of the Town's land was forested, just over 4% of the land is residential, and 0.1% of the land is commercial.¹² This presents challenges when considering how to provide and fund Town services and leads directly to the discussions of appropriate levels of growth, both residential and commercial within the Town. As noted earlier, Town services, including the maintenance of land and facilities, are heavily reliant on the residential tax based for funding. The OSRP includes a discussion of the Cost of Community Services, which is an analysis of municipal revenue and costs by land use type. The conclusion, based on a study of Deerfield, is that open space is a net positive contributor of revenue as revenue gained from property taxes on such land is higher than the cost of services provided.¹⁷ The plan notes some long-term implications for decisions about land use and some options for considering how to address residential, commercial, or industrial growth.

³ Town of Leverett and Franklin Regional Council of Governments, *Open Space and Recreation Plan*, 2019, p. 3-3.

⁴ *ibid.*, p. 3-4.

⁵ *ibid.*, p. 3-11.

⁶ *ibid.*, p. 3-15.

⁷ *ibid.*, p. 3-15.

⁸ *ibid.*, p. 3-21.

⁹ *ibid.*, p. 3-24.

¹⁰ *ibid.*, p. 3-25.

¹¹ *ibid.*, p. 3-26.

¹² *ibid.*, p. 3-21. Note that forested land may be overestimated and residential land underestimated because of the use of aerial survey to detect land uses.

¹⁷ *ibid.*, p. 3-27.

13 Helena Murray and Paul Catanzaro, UMass Amherst, *Fiscal Impacts of Land Use in Massachusetts: Up-to date Cost of Community Services Analyses for 4 Massachusetts Communities*, 2019, p. 2. <https://masswoods.org/sites/masswoods.org/files/pdf-doc-ppt/cost-of-community-services-for-four-towns.pdf>, last accessed June 26, 2022.

14 Town of Leverett and Franklin Regional Council of Governments, *Open Space and Recreation Plan*, 2019, p. 5-2.

UNDERSTANDING CLIMATE CHANGE

More information about climate change in Massachusetts is available here:

<http://resilientma.org>

A study of four towns undertaken by UMass Amherst noted that “open space was only a small percentage of the town’s tax revenue (between 2-12%)”¹³ and thus the increased protection of land might not make a material difference to the towns’ budgets. Leverett has 8,147 acres of privately owned protected open space and 1,157 acres of publicly owned protected open space¹⁴ for a total of 9,304 acres of protected open space or approximately 63% of the acres in the town.

A Cost of Community Services analysis may only be helpful for planning purposes if paired with the fiscal impact analysis described above. Leverett’s low percentage of residential, commercial, and industrial land, its desire to maintain the Leverett Elementary School and implement the recommendations of the OSRP, and the need to maintain current Town facilities and services means that certain costs are fixed within the budget and are likely to rise over time. The Leverett community needs to know if the revenue raised from property taxes can keep pace with current expenses and with others not yet anticipated in the municipal budget, including the costs of addressing the impact of climate change on the Town’s forested land and other natural resources and on public health. The discussion of the municipal budget is a critical part of Phase 2.

Climate change is an important introduction to the themes and values that have been part of community discussions for almost 50 years. A draft of the *2020 Hazard Mitigation Plan*, available on the Town’s website, provides more details information about the projected impacts of climate change, as well as existing hazards for which the Town must plan. Key impacts include an increase in average annual temperatures and projected changes to precipitation patterns. With such significant forest resources, members of the Leverett community should expect to see changes, over time, in the appearance of the town as a result of flooding, drought, and invasive pests that take advantage of weakened ecosystems. The same conditions will have a negative impact on town infrastructure. The data in this draft should also be included in community conversations as part of the common dataset described earlier. The recommendations, along with those of the OSRP, should be used as a starting point for the implementation plan in the draft comprehensive plan prepared in Phase 2.

FINDINGS AND RECOMMENDATIONS

Public Outreach and Engagement

- As noted in *Section 2: Public Outreach and Engagement*, recent public engagement relied on either surveys (many individual voices) or oral histories (fewer individual voices). Options for group conversations outside formal Town processes, such as Town Meeting, have been rare.
- Combining a few large meetings with many smaller focus groups may be a better strategy to engage people at the conversational level about topics of concern. Such smaller groups could be scheduled for times, days, and places that are respectful of the needs of specific demographics (particularly parents, students, seniors, and business owners).
- Communication methods should include online documentation of events and results and community-based facilitators who can act as ambassadors for the project.

Data Collection and Analysis

- Focus data collection in Phase 2 on updates and missing information, such as market data for economic development and housing, infrastructure and mobility, and town services/facilities.
- Conduct interviews with Town staff to understand space and maintenance needs.
- Understand who in Leverett is working where and what that means for the Town's future.
- Investigate land ownership and interview major landowners to include them and their plans for the land in the planning process.
- Consider more in-depth planning for the four areas of concern identified during the tour. The map of concerns in *Section 3. Data Collection and Analysis* identifies protected open space and recreational areas and overlays the recommended areas for more detailed study during Phase 2 of this process. As discussed under Section 3, the Town Center, North Leverett, Moore's Corner, and Route 63 corridor have the potential to change based on the discussions during the planning process. Although not discussed during this Phase 1 process, East Leverett should be added to this list.

QUESTIONS FOR PHASE 2

- The most critical question for Phase 2 will be how community choices impact the fiscal, environmental, and social health of the community. The tools on page 11, if implemented during the Phase 2 process, will help the community discuss the trade-offs inherent in different options and, using the discussion of community values, apply those values to identify a balance across choices that makes sense for the entire community.
- Many of the current plans included actions for implementation. The discussion of implementation steps belongs to Phase 2; an early effort should be made to gather recommendations from all recent planning exercises and evaluate them during the planning process. Considerations should include the level of commitment from community members, how achievable they are in terms of existing and future resources, and the level of priority given competing needs.
- Interviews with Town staff and officials should include a discussion of implementation actions to match resources and timelines to priorities. As noted above, some of these actions are identified in the 2019 OSRP and the draft 2020 HMP; these should be checked for continued relevancy and evaluated for overlaps with other proposed actions developed during the Phase 2 planning process.
- The data collected by the Sustainable Economy Committee indicates the need for a deeper understanding of the options Leverett has for housing and economic development; these may not be traditional options. The Town should consider a consultant or consultant team with strong credentials for studying economic development and housing in rural communities. The Town should require the consultant to provide precedents for its recommendations, including studies of how these recommendations have been successfully implemented in similar communities.
- Working Committee members identified the need for developing benchmarks and comparing those benchmarks to appropriate communities (see Next Steps below and Appendix B for an example). Such benchmarks could be used to develop metrics for measuring progress in the implementation stage.

NEXT STEPS

The Community One Stop for Growth Grant deadline is June 3, 2022 but awards will not be announced until October or November. This leaves a significant gap during which people can forget about or lose interest in the planning process. However, it is also time when the Planning Board and other Town officials can spur interest and excitement in the plan. Members of the Planning Board have already begun to discuss summer conversations as part of their regular meeting schedule. The Leverett Public Library, the Leverett Arts & Crafts Center, the Leverett Village Co-op, and the transfer station are places where updates can be posted, and community representatives can be available to discuss the planning process.

- Consider a summer engagement program to keep people interested and informed before receiving word on the Community One Stop for Growth Grant.
- Conduct additional outreach to identify members of the Steering Committee, using the responses to the survey as a starting point.
- Appoint the Steering Committee if/when the grant is awarded.
- Use the summer to review the resources in *Appendix B: Additional Resources* for missing data and *Appendix C: Comparative Data* to understand how Leverett ranks against nearby communities.
- Develop a longer list of towns comparable to Leverett, and those people think of as aspirational. Draw on the current members of the Working Group and those who have expressed an interest in being on the Steering Committee for feedback and input.
- Consider a public focus group or panel with those who were interviewed for *Where We Stand* discussed in Appendix A to discuss changes since that document was written and how they see choices for the Town of Leverett today. Such a meeting could be a good kick-off to the discussion of community values.

[illegible]

2. PUBLIC OUTREACH AND ENGAGEMENT

The first task in this Phase 1 was the development of an online questionnaire to gauge interest from residents in the Working Group (for Phase 1) and the Steering Committee (for Phase 2). The questionnaire also provided an opportunity to understand the best methods for reaching out to and engaging Leverett residents.

The Working Group discussed additional ideas and strategies during their May 3 meeting after reviewing the questionnaire results and discussing common outreach and engagement methods for comprehensive planning processes. Other ideas came from a review of the documents in Appendix A.

VOLUNTEER APPLICATION QUESTIONNAIRE

The Working Group reviewed a summary of answers to the community survey on May 3, for which there were 39 responses. The full results are available in *Appendix D: Questionnaire Results*. Key findings include the following:

- The preferred meeting format for Working Group and Steering Committee meetings is in-person.
- The preferred meeting format for public meetings was also in person.
- The preferred time for all meetings (in-person, virtual, or hybrid) was 6-8 pm, with Wednesdays and Thursdays as the preferred days of the week.

To inform the most people about the online questionnaire, the Planning Board mailed a postcard with the links to every household in the community. One question asked people how they heard about the questionnaire, and a second asked how people wanted to be communicated with. While most people heard about the questionnaire from the postcard, LeverettConnects was the most popular option for hearing about Town events. Other options include the Town's email.

The Planning Board identified ensuring a diversity of voices in this process as an essential goal. The majority of respondents to this survey had lived in Leverett for thirty or more years, were between the ages of 65 and 74, and were primarily white.

The Planning Board also wanted to test the areas of interest, including the seven topic areas from 81D and topics of concern to residents. For the traditional 81D elements, Natural resources, land use and zoning, and open space were the top three areas of concern. The top three additional topics were climate adaptation and sustainability, social and economic equity, and energy.

DISCUSSION OF POTENTIAL OUTREACH AND ENGAGEMENT METHODS

At the May 3 meeting, the Working Group discussed the purpose of community outreach and engagement and brainstormed options that would be appropriate for Leverett. The diagram to the right shows the components of an outreach and engagement strategy and the feedback loop during the education and input process.

SYNCHRONOUS OPTIONS

- Community events
- Presentations
- Workshops
- Walking tours
- Focus groups
- Interviews
- Public hearings

ASYNCHRONOUS OPTIONS

- Videos
- Story maps
- Surveys/questionnaires
- Online workshops/tours
- Virtual platforms such as Social Pinpoint, Bang the Table, or other platforms with community input.

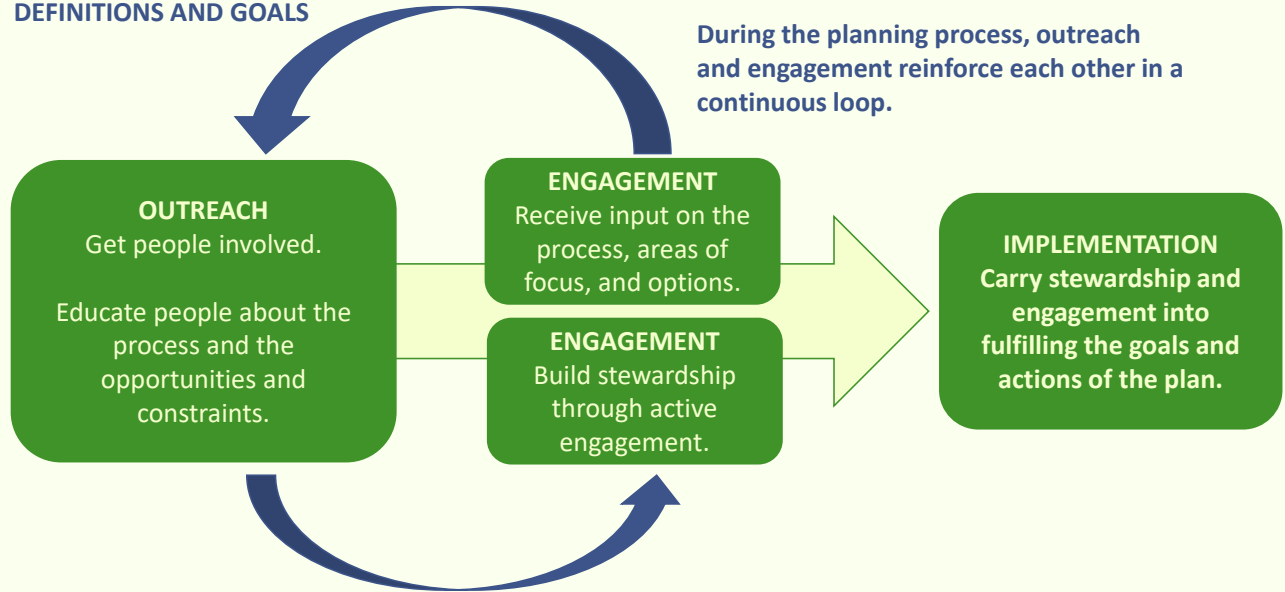
Options for community engagement can be split into synchronous and asynchronous engagement. Synchronous engagement requires that people be together in one place (which can be in-person or online) at a stated day and time. Asynchronous engagement allows people to participate when convenient for them to do so. Working Group meetings are synchronous; the online questionnaire was asynchronous.

Comments from the May 3 meeting include the following:

- Set targets for the number of people to be reached by the process. For example: reach 25% of the population through responses to polls, interactions with plan volunteers at community events, or likes on social media and 2.5% at scheduled in-person or online meetings. The targets should reflect the Working Group's desire for inclusivity and be realistic, but aspirational, based on past community engagement efforts.
- Consider distribution options in addition to LeverettConnects; not everyone is a member.
- Ask town officials (elected and appointed) to post information on their social media or send information to their email lists.
- List events on the Town's online calendar.
- Use the lack of space at Town Hall as an advantage; stack comprehensive plan meetings before other Town meetings. This could work for focus groups/interviews with Town officials.
- Meet people and provide information at the transfer station.
- Consider investing in OWL technology to make hybrid meetings easier.
- Establish a common set of facts for community discussions (see Appendix C for initial data for summer conversations).
- Develop a vision early in the process that will link conversations within the town; use that to drive engagement.
- Share milestones in the planning process (and implementation) with the public.
- Engage parents separately; they are likely to be the busiest group and hardest to reach.
- Invite young people to be youth ambassadors for the plan; create a focus group for them.

COMMUNITY OUTREACH AND ENAGEMENT

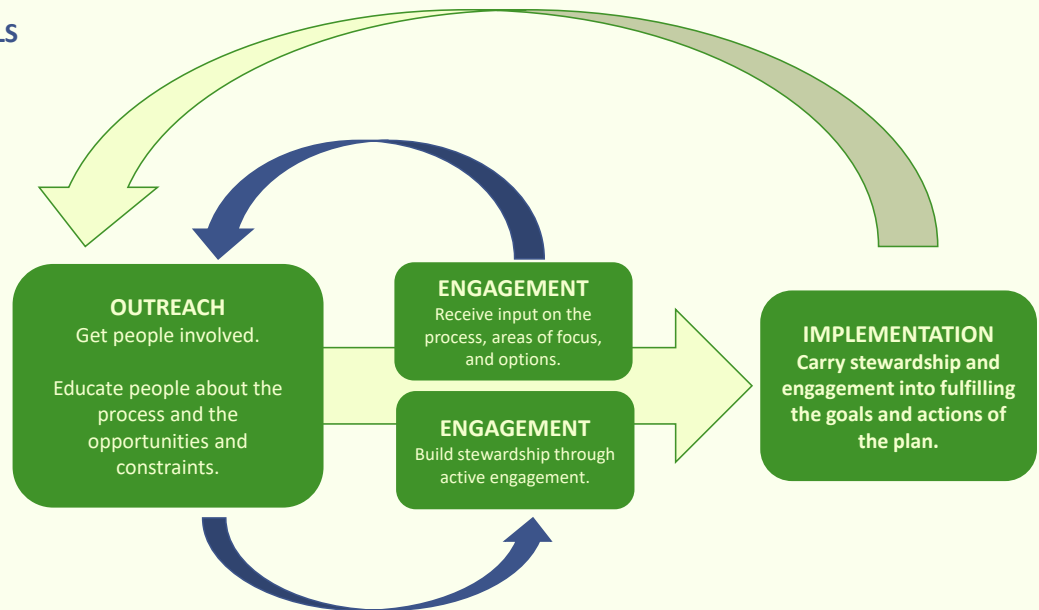
DEFINITIONS AND GOALS



COMMUNITY OUTREACH AND ENAGEMENT

DEFINITIONS AND GOALS

After the plan is complete, outreach and engagement communicate progress and successful completion. They also identify any problems with implementation.



- Develop a summer outreach program to engage people while the Town waits to hear about the grant.
- Consider thematic weeks or sessions for seniors, parents, youth, or other hard-to-reach groups.
- Develop a strategy to reach non-resident landlords.
- Understand that the Leverett Historic Society and the Leverett Historical Commission have different missions; identify other groups in town that may overlap in interests with Town departments and include those groups in the conversations.

RECOMMENDATIONS FOR PHASE 2

A review of the documents in Appendix A reveals interesting aspects of past community engagement. Town committees have had strong responses to recent online/on paper surveys – with a sufficient period for replies, these have had over 300 respondents. Other efforts relied on oral histories; both *Where We Stand* and *10 to 1: Interviews with Leverett Scholars Who Attended One Room Schoolhouses* used this technique. However, other than Town Meeting, there are few efforts to create spaces where people talk with each other about important topics. Individual committees have been doing serious work, but although members of committees overlap, these do not seem to have had broad participation regularly.

Engagement

For Phase 2 of this planning process, the Town of Leverett should consider a strategy that draws on the ideas from the Working Group about targeted focus groups. These focus groups might be those of a similar demographic – perhaps parents, seniors, or youth, as suggested above – or built around a selection of themes. For example, one focus group might discuss the question of livability with a conversation that links housing, economic development, and the preservation of open space with land uses.

Such a strategy would require many smaller meetings rather than two or three large ones. Smaller meetings could offer more flexibility for the time of day/day of the week. For example, a focus group for teenagers could meet during or after school, while busy working parents might prefer a lunchtime or late evening online meeting.

The Town could consider a single kick-off to support this strategy, inviting everyone in Leverett to learn about the process and sign up for focus groups. A final presentation, also with a widespread invitation list, would help participants understand how their contributions were incorporated into the draft process.

Outreach

Outreach for such a strategy becomes more complex. The Town needs to gather these groups for discussion and ensure the results are communicated and coordinated. A project website or a dedicated webpage on the Town's website would help coordinate event dates and times and meeting results.

The Planning Board could explore some online engagement platforms (Social Pinpoint and Bang the Table are two noted above). Other options could include regular short single-topic questionnaires, public panel discussions on specific topics, or other means of engaging people throughout the planning process at times convenient to them.

The Town plans to seek a consultant for this second stage; the consultant team could lead most of these conversations but is not required to. Training community facilitators is one option; the combination of students and Historical Commission members for the *10 to 1* oral histories is an interesting precedent. Community facilitators could also greet people at the transfer station, attend community events, and hold house parties to encourage others to provide input and become involved.

Finally, the June 2 meeting of the Working Group included a robust discussion of framing the choices the Leverett community needs to make to address the cost of town services, including the Leverett Elementary School; the ability to manage growth while maintaining or improving affordability; and the need to consider creative options for economic development. Developing a set of shared values in community conversations early in the process and using those values as a framework to examine these choices could help drive more engagement in the process by helping people understand the impact of their choices on their experience of being part of this community.



3. DATA COLLECTION AND ANALYSIS

Documents in Appendix A provide information about initiatives from different boards and committees in the Town. Recent planning efforts, such as the 2019 Open Space and Recreation Plan, will directly impact the planning process for the comprehensive plan; some data may need to be updated. Other information, such as the maps from the 2004 Community Development Plan Initiative, may provide context but are outdated.

EXISTING DATA

Existing data is grouped around five main topics:

- The Town budgets, including the current budget, analysis of past trends, and property assessments;
- Historical documents, including maps, photographs, and prior plans older than ten years;
- Information about the Leverett Elementary School;
- Land use policies and regulations; and
- Community history, including documentation of historic buildings and oral histories.

Appendix A provides a short summary of the data in each document and a side-bar description of its use in the Phase 2 process. In general, community history documents will be useful for the **cultural resources element** (including historical assets) and in some cases, the **natural resources element**. Additional work from the Historical Commission and the Conservation Commission will also inform the discussions around historical, cultural, and natural resources.

The most recent planning document is the *2019 Open Space and Recreation Plan* (OSRP), which will be a foundational document for Phase 2 of this process. The OSRP has the most recent mapping for the community, which should be checked with MassGIS to see if the layers need to be updated. The plan also has demographic information and addresses three elements: **natural resources, open space, and recreation**.

Much of the Sustainable Economic Committee's work will also be relevant in understanding constraints and resources for **town services and facilities** and the **implementation plan**. Work done by this committee will also support the discussion around **housing** and **economic development**. Much of the information provided by the Town for this Phase 1 will help provide a base for discussions of **land use**, including a balance of preservation and development and what that means for the Town of Leverett.

DISCUSSION OF POTENTIAL OUTREACH AND ENGAGEMENT METHODS

At the May 16 meeting of the Working Group, members discussed some key topics around missing data and information they would like to see during Phase 2 of the planning process. The two most important ideas were a common dataset of information and data that compares the Town of Leverett to comparable towns and to the Commonwealth of Massachusetts. Members discussed this in terms of both demographic and economic data. Some of this data is provided in Appendix C.

The recent Franklin County Age-Friendly Survey is a possible source of comparative data. Such data could be used in Phase 2 to develop benchmarks for measuring the future progress of the actions in the implementation plan that will be part of the final comprehensive plan.

The Working Group discussed the need for a build-out analysis (see page 11); this is a methodology for understanding how much development could occur over time under a set of conditions (frequently the existing zoning regulations). The Planning Board and Assessors' Office already have a list of buildable lots; one option in Phase 2 would be to test options for build-out on these lots.

Other topics included the idea of asset mapping (see page 11) to understand who is here in terms of both individuals and home- or cottage-based industries. Such asset mapping would include artists, both professional and amateurs, as the arts are components of quality of life and economic development.

Constraints on action because of the state of the Town budget was another topic and led to a general discussion of economic development, physical and regulatory restrictions on building, and the implications of the tax rate on future actions.

Gaps

Certain data presented in Appendix A may be out of date. The 2020 Census data has not yet been released, but Appendix C includes data from two sources: The American Community Survey (ACS) 5-year estimates for 2016 – 2020 and Esri's Business Analyst. The data from the ACS can also be found in a dashboard at <https://data.census.gov> and is discussed in Appendix C.

The question of comparative data came up during the May 19 meeting; participants were interested in comparing Leverett to adjacent towns. Often, planning processes identify comparable and aspirational communities as ways to talk about goals and options. Two data sources mentioned in Appendix B can help with comparable data: The Massachusetts Division of Local Services and the Massachusetts Housing Partnership.

Both have dashboards that allow easy comparisons of similar datasets across multiple communities.

To address the desire for comparative data, Appendix C provides ACS data for the Commonwealth of Massachusetts, Franklin County, and the Towns of Leverett, Montague, Northfield, Shutesbury, Sunderland, and Wendell. (ACS data for Amherst was not available). Appendix C contain ESRI Business Analyst data for Leverett, Amherst, Montague, Northfield, Shutesbury, Sunderland, and Wendell.

In terms of the 81D elements, Appendix A reveals some gaps.

- **Circulation**, which is now sometimes referred to as Mobility, is not discussed. This element originally included the conditions of roads but is usually extended now to discuss facilities for pedestrians and bicyclists and public transit. As a rural community, Leverett is primarily auto-dependent and has relatively few major roads, a result of the topography of the town. Route 63 is the highway access and runs north to south, as does the combination of Montague and Cave Hill Roads. The major east-west connectors are North Leverett Road (with a smaller connector of Jackson Hill/Hemenway Road) and, to the south, the combination of Depot Road, Shutesbury Road, and Leverett Road. Rattlesnake Gutter does act as an east/west connector from Montague Road to the Moore's Corner Historic District, but most of it is a pedestrian trail. Some data is available in the 2019 OSRP.
- **Town Services and Facilities** are touched on in discussions of the Town budget and the Leverett Elementary School. The Leverett Public Library and the Public Safety Center are relatively new, but discussions of space needs and deferred maintenance for Town-owned assets are missing from the documentation. Some data is available in the 2019 OSRP and the draft 2020 HMP.
- The need for **economic development** is a component of the Sustainable Economy Committee's work. However, the development patterns of the town reflect the significant topographical changes and past decisions to limit development. The Areas of Concern Map in Section 3 identifies four areas around which some form of economic development might take place; another possibility is the expansion of home-based businesses with support from existing high-speed broadband. The Town needs more market-specific data and relevant precedents in Phase 2.
- The Town's Affordable Housing Trust has begun some work on **housing**, but again, a study of the current housing market and precedents for housing types relevant to this community would be an appropriate addition to the work in Phase 2.

The data in Appendix A also has some gaps in other topics identified by the Planning Board for testing with the community in the online questionnaire. The Town has begun the

conversation on **social and economic equity** with the Anti-Racism Commitment from the Leverett Elementary School and the Leverett Social Justice Committee report.

The recent survey from AARP on **livability** can contribute to a conversation on **public health** and the **needs of seniors** within the community. A discussion of current **arts and culture** within the community is also missing.

Missing information also includes specific data about **climate change** and an assessment of Leverett's particular vulnerabilities. The Town also needs more information about the work of the Energy Committee and the progress made toward the inter-municipal agreement with the Town of Wendell.

As noted earlier, some maps will have been updated during the planning process for the OSRP; others will need to be updated as part of this process. The map of assets and areas of concern, shown in the introduction, will assist with initial conversations in Phase 2, but the process will require additional mapping, including community-generated maps. Phase 2 should result in a future land use map that identifies community preferences for preservation and development and may lead to changes in the Town's zoning ordinance.

RECOMMENDATIONS FOR PHASE 2

In addition to addressing the gaps above, the Town may wish to consider some area planning as part of the discussions in Phase 2. The area has five distinct areas: the Town Center, North Leverett, Moore's Corner, Route 63, and East Leverett. Conversations about options and constraints for these four areas, using the 81D elements to spur discussion, may be one way to incorporate and develop the extensive work done by individual boards and committees to date.

As noted above, Appendices B and C include resources and data; if the Town continues public engagement over the summer, members of the Working Group or respondents to the questionnaire who expressed interest in being on the Steering Committee could begin research into some of the missing data and related topics.

During the June 2 meeting of the Working Group, members were clear on the need to fully understand economic development options for the town and that **the work in Phase 2 needs to be creative about how economic development is defined and encouraged**. The importance of the arts, natural and recreational resources, and home-based businesses was emphasized. Leverett is also home to intentional communities who need to be included in community conversations and the value of those communities to the town needs to be incorporated into planning discussions.



4. DRAFT SCOPE FOR Phase 2

The Planning Board used the following proposed Scope of Work and timeline as the basis for its application to the Community One Stop for Growth grant program. The Town has the option to issue a Request for Proposals for a consultant for Phase 2 of this process. If so, this proposed scope of work can be expanded for the RFP to include any additional requirements the Town wants to add after reviewing this report. The Town may wish to expand Tasks 3 and 4 based on its summer discussions, for example. This report and the materials collected in the Google Drive should also be made available as part of the RFP.

PROPOSED SCOPE OF WORK

Task 1. Project Initiation

- Attend kick-off meeting. The consultant will meet with Town staff to discuss the process and set dates for meetings and deliverables. The Town will provide the consultant for Phase 2 with the Phase 1 report and all documentation collected during the Phase 1 process (currently on a project-specific Google Drive). This meeting will include a site walk of the Town, with a visit to community resources such as Town-owned buildings and land, the Peace Pagoda, the Leverett Village Co-op, the Leverett Arts & Crafts Center, Route 63, and other areas of local interest.
- Finalize work plan. The consultant will provide a final plan of work based on the kick-off meeting.
- Develop a website. The consultant will develop a project website or work with the Town to support a project webpage on the Town's website.

Task 2: Updated Community Outreach and Engagement Strategy

- **REVIEW THE ENGAGEMENT STRATEGY.** The Phase 1 report includes a community engagement strategy that fills the gap between the individual interviews and oral histories collected over the years and the more recent community-wide surveys. Rather than the typical 2-3 large community meetings, the Phase 1 report recommends a series of smaller focus group conversations to identify areas of common interests and begin discussions on options. These conversations could be parallel or iterative and should include a wide range of voices and build consensus around shared goals.
- **REVIEW EXISTING SURVEYS.** The Phase 1 report identifies topic-specific surveys that different Town boards and committees have conducted over the past few years. These surveys provide useful context to the topics in a comprehensive plan and should be reviewed in full.

SCENARIO PLANNING, BUILD-OUT ANALYSIS, AND FISCAL IMPACT ANALYSIS

These three tools, described on page 11, are the basis for discussions of options and choices with community members. The existing conditions in Task 3 should inform the development of these tools; materials to explain how the tools work and the results of community discussions using the tools should be incorporated into Task 4.

The success of the Phase 2 process will in part depend on how well community members understand the choices for growth and any scenario-planning should include a no or low-growth option given the challenges of infrastructure and topography as a comparison to higher growth scenarios. The discussion early in Task 4 should help the Leverett community define what growth means in terms of the draft values discussed earlier in this report.

See page 11 for more details.

- **MODIFY PHASE 1 OUTREACH AND ENGAGEMENT PLAN.** The consultant will modify the outreach and engagement plan with input from the Planning Board and the Comprehensive Plan Steering Committee to refine the approach based on community conversations over the summer, assign dates to meetings and deliverables, and set deadlines for delivery of engagement materials. Both online and in-person methods for outreach and engagement will be required.

Task 3: Complete Documentation of Existing Conditions

- **REVIEW THE PHASE 1 REPORT.** The Phase 1 report includes a summary of existing documentation and an analysis of information required to complete the comprehensive plan. The consultant will review this document to identify their work plan for this task.
- **COMPLETE THE EVALUATION OF EXISTING CONDITIONS.** The consultant will complete the missing analysis based on their research and documentation practices. This analysis should include the planning topics from Section 81D, and the Leverett-specific topics identified by the Phase 1 survey.
- **PREPARE A PRESENTATION.** The consultant will prepare a presentation of existing conditions for use in Tasks 4 and 5 of this scope. The presentation will include maps, photographs, charts, tables, and other illustrative graphics, as appropriate.

Task 4: Community Discussions

- **WORK WITH STEERING COMMITTEE.** Based on the final analysis of existing conditions, the consultant will prepare 2-3 scenarios for the Steering Committee to discuss and evaluate. These scenarios will form the basis of community discussions on opportunities, options, and priorities throughout the engagement process. This process will take 2-3 meetings with the Steering Committee to discuss existing conditions, refine the scenarios, and evaluate the progress of the community discussions.
- **MEET WITH TOWN STAFF AND OFFICIALS.** Before beginning the community discussions, the consultant will meet with Town staff and officials to share the scenarios and receive input. The consultant will then modify the scenarios based on the comments received. This process will require 3-5 meetings.
- **FACILITATE COMMUNITY DISCUSSIONS.** Community discussions will occur in a series of small groups in which the existing conditions and scenarios will be presented, discussed, and evaluated. The consultant may choose to train members of the Steering Committee or other volunteers to help with the outreach and facilitation process for this effort. This process will likely require 10-15 meetings, depending on the facilitation structure.

- **DEVELOP APPROPRIATE QUESTIONNAIRES.** Not everyone will choose to participate in the community discussions. One or more questionnaires will be developed to capture input from community members during this process.
- **LEVERAGE COMMUNITY EVENTS.** The consultant will work with Steering Committee members to leverage community events, including Town Meeting, to capture input on and feedback about the scenarios.

Task 5: Draft Comprehensive Plan and Presentations

- **PREPARE THE DRAFT COMPREHENSIVE PLAN.** Prepare a draft comprehensive plan that includes an Executive Summary, a vision and goals statement, a discussion of the existing conditions of the planning topics in Section 81D, a discussion of Leverett-specific themes that address multiple planning topics, recommendations for future actions, an implementation plan, and a discussion of benchmarks to track to measure progress in implementation. The recommendations will be based on the community discussions in Task 4.
- **PROVIDE RECOMMENDATIONS FOR ZONING CHANGES.** The plan should also include specific recommendations for zoning changes that address the community's concerns for economic development, housing, and preservation of critical natural and historic resources.
- **CIRCULATE THE INITIAL DRAFT FOR REVIEW.** The Town will circulate the draft among Town staff, Town officials, and members of the Steering Committee.
- **REVISE THE DRAFT COMPREHENSIVE PLAN.** Based on comments from the initial review, the consultant will revise the draft plan.
- **CIRCULATE THE SECOND DRAFT FOR PUBLIC REVIEW.** The Town will make the second draft available online and physically at specific locations in Leverett for public review and comment.
- **REVISE THE DRAFT COMPREHENSIVE PLAN.** The consultant will incorporate the public comments into an Appendix for review by the Planning Board during the approval process.

Task 6: Community Approval Process and Final Comprehensive Plan

- **PRESENT FINAL DRAFT PLAN.** The consultant will present the final plan to the Planning Board for its review and approval process.
- **PREPARE THE FINAL PLAN.** The consultant will prepare a final plan incorporating any changes requested by the Planning Board before approval.

IMPLEMENTATION PLAN

Because the Leverett's town government relies heavily on volunteers, an implementation plan with a well-defined set of actions, clear identification of responsibilities, and a reasonable estimate of the timeline for implementation will be critical to the success of the plan. The implementation plan should also include funding sources where appropriate and a set of benchmarks to allow the Town to measure its success in implementation. See page 7 for the components of an Implementation Plan and Appendix B for an example of metrics.

DRAFT SCHEDULE FOR PHASE 2

Notification of Community One-Stop for Growth awards occurs in October/November. If the Town chooses to issue an RFP, it should do so shortly after receiving notification of the award, understanding that other communities will be doing the same thing.

The grant application requests a general timeline for the project, which is shown below:

Target Start Date of the Project	October – November 2022
Target End Date of the Project	October 2023
RFP Issued (if the Town issues an RFP)	October – November 2022
Consultant Selected (if the Town issues an RFP)	December 2022 – January 2023
Task 1. Project Initiation	January 2023
Task 2: Updated Community Outreach and Engagement Strategy	January 2023
Task 3: Complete Documentation of Existing Conditions	January – February 2023
Task 4: Community Discussions	March – June 2023
Task 5: Draft Comprehensive Plan and Presentations	June – September 2023
Task 6: Community Approval Process and Final Comprehensive Plan	September – October 2023





APPENDIX A: SUMMARY OF EXISTING DATA SOURCES

This appendix contains a list of the resources pulled together by the Leverett Planning board into a Google Drive with a short explanation of each resource. Some are of historical importance, while others will be useful for the second phase of this process as primary data sources.

BUDGETS

81D ELEMENTS

- Town Services and Facilities
- Economic Development
- Housing
- Implementation

Leverett Tax Rates 2003-2021

Analysis of tax rates from 2003 to 2021. Leverett does not have a split tax rate. The lowest was \$13.50 per thousand for FY2006; the highest was \$21.05 per thousand in 2019. The property tax levy ceiling is 2½% of the total cash value of all taxable property; the tax rate cannot exceed \$25.00 per thousand.

Leverett Town Budget History and Forecast

Analysis of the change in the town budget from 2011 to 2021. This includes the expenditures by category, the property tax rate, the estimated tax burden, and the number of new buildings. The analysis includes a forecast through 2027.

MA General Fund Expenditures 2020

Analysis of general fund expenditures in FY2020 compares Leverett to other Massachusetts communities. The analysis compares spending on Culture and Recreation, Education, General Government, Public Safety, Public Works, and Debt Service as percentages of the overall budget.

HISTORY

81D ELEMENTS

- Natural and Cultural Resources

Photos of Town Hall Veterans and Paintings

Photos of documents in Town Hall, including a list of Leverett Citizens in military services from the War of 1812 through Vietnam, a plaque for citizens who served in World War II and Vietnam, the advertisement mural in Town Hall, and paintings in Town Hall.

Leverett Reconnaissance Report (2009)

This report is part of the Massachusetts Heritage Landscape Inventory Program dated June 2009. In addition to the Town of Leverett, contributors include the Massachusetts Department of Conservation and Recreation, the Franklin Regional Council of Governments, and the Pioneer Valley Planning Commission.

The purpose of the report is to identify significant landscape resources and provide resources to protect those that are

¹⁵ Town of Leverett, et. al., *Leverett Reconnaissance Report*, 2009, p.6.

unprotected. The report provides an early history of the Town of Leverett. The public process identified six Priority Heritage Landscapes:¹⁵

- Leverett Town Center
- Sawmill River Corridor
- Peace Pagoda and Poor Farm
- Roaring Brook Corridor
- Mitchell Farm
- Brushy Mountain archaeological sites

The report includes maps of these sites, a more detailed explanation of the assets within each area, and recommendations for preservation. Finally, the document provides a checklist of tools and resources to protect these sites and other historical and natural resources and indicates whether the Town has already implemented the tools.

81D ELEMENTS

- Natural and Cultural Resources
- Land Use

¹⁶ Carney, et. al., *Where We Stand, A Report of Leverett's Planning Process*, 1973, p7.

Where We Stand, A Report of Leverett's Planning Process (1973)

This is a scanned copy of a report produced by William Carney on behalf of the Leverett Conservation Commission and the Leverett Planning Board. Hugh and Lloyd Kirley oversaw the project.

The plan started by interviewing 50 people, which led to the formation of several committees, including another 50 or so people.¹⁶

This PDF only includes the first nine pages of the report. The text is available online (see description below) and as a physical bound book.

MAPS

All maps may be superseded by either the 2019 OSRP or MassGIS layers.

81D ELEMENTS

- Land Use
- Services and Facilities

Three-phase Power Map

Map of 3-phase power in Leverett dated June 2019. Three-phase power is more efficient than single-phase power. The map identifies four roads that have three-phase power.

81D ELEMENTS

- Historical Land Use

1966 Zoning Map

Photograph of the 1966 Zoning map that identifies public roads and the paving status (blacktop, dirt, unimproved), old roads and private ways, power lines, and four zoning districts. The zoning districts are Village Residence (R-V), Rural Residence (R-R), General Business (B-G), and Commercial (COM). R-V has a minimum lot size of 40,000 SF, and R-R has a minimum lot size of 60,000 SF.

81D ELEMENTS

- Natural and Cultural Resources

1971 or 1975 Natural Resources Inventory

Photograph of a map from 1975 showing areas designated as floodplains under the Wetland Protection Act of 1974.

1987 Aquifer Protection District

Photograph of a map from 1987 showing the extent of the Aquifer Protection Overlay District.

1990 Stream and Lake Protection District

Photograph of a map from 1977 with the Stream and Lake Protection District overlaid with the 1990 boundaries.

2002 Leverett Map (with stars)

Photograph of a map of the Town with stars at specific locations; the purpose of the stars is not identified.

2002 Leverett Map

Photograph of a photocopy of the map with stars. A large area of the town is hatched in red, and two roads are highlighted: North Leverett Road and Cave Hill Road. The intersection of those two roads and Chestnut Hill Road is also highlighted, as is the intersection of North Leverett Road and Dudleyville Road. The purpose of the hatching and the highlighting is not provided.

2003 Areas affected by Title 5

Photograph of a map of the Town that identifies all areas affected by Title 5, which governs the design, placement, and use of septic systems in Massachusetts.

81D ELEMENTS

- Land Use

17 CDP – Community Development Plan: All the maps related to the Community Development Plan are here: <https://leverett.ma.us/f/0/5/Community-Development-Plan-Maps>

2004 CDP:¹⁷ Land Use

Photograph of a map of the Town from the 2004 Community Development Plan process that identifies suitability for different types of land use. The legend identifies current uses and restrictions on future use, including protection districts, conservation areas, sensitive species habitats, scenic views, and steep slopes. The map also identifies areas of land that have the potential for development. A significant portion of the town is not restricted from development.

81D ELEMENTS

- Land Use
- Open Space and Recreation

2004 CDP: Protected Open Space

Photograph of a map of the Town from the 2004 Community Development Plan process that identifies protected open space, including permanent and temporary protections and the ownership of the land. This map indicates that most of the land under protection at this time was under temporary protection – Chapter 61 (forested land), Chapter 61A (agricultural or horticultural land), or Chapter 61B (recreational land).

81D ELEMENTS

- Land Use
- Economic Development

81D ELEMENTS

- Land Use
- Open Space and Recreation
- Natural and Cultural resources.

81D ELEMENTS

- Land Use

81D ELEMENTS

- Town Services and Facilities
- Economic Development
- Housing
- Implementation

2004 CDP: Residential and Village Center Development Suitability

Photograph of a map of the Town from the 2004 Community Development Plan process that identifies the suitability of land for residential and village center development. This map contains the same restrictions as the map of land use suitability but adds the four zoning districts.

2004 CDP: Scenic Resources and Unique Environments

Photograph of a map of the Town from the 2004 Community Development Plan process that identifies scenic resources and unique environments. The legend identifies specific sites of interest, including places of worship, historical sites, areas of natural resources and recreation, and other sites. The map also identifies scenic views.

2009 Upper Elevation Site Plan Review Overlay Districts

Photograph of a map showing overlay districts for upper elevation site plan review.

2017 Priority Habitats and Estimated Habitats

Photograph of a map showing Priority Habitats (MA Endangered Species Act) and Estimated Habitats (MA Wetlands Protection Act).

2008 Official Zoning Map

Photograph of a map showing the zoning map as of March 2008 with a note that the 2012 Annual Town Meetings was considering an amendment to extend the Rural Residential Zone.

Section 2340 Dimensional Schedule

Photograph of the town's dimensional standards by zoning district.

PROPERTY ASSESSMENT DATA

FY22 Property Assessment Detail Report

This certification detail is provided by Patriot Properties and lists all properties in Leverett by Parcel ID. The data is similar to but not as comprehensive as the FY22 Property Assessment Extract data below. The end of this report provides the total assessment, acres, finished area (in square feet), sale price, parcel count, and average assessment.

FY22 Property Assessment Extract

This Excel spreadsheet is extracted from the Assessors' Database with property/parcel information from FY2022. The data is missing the column headers.

January 2021 Market Update Report

This is a two-page PDF of data from December 2020 from the Massachusetts Association of Realtors. The report shows property sales from December 2020, year-to-date sales, and comparative sales from December 2019. Sales are shown for single-family properties and condominiums and for both Leverett and Franklin County.

Assessors Database 2011-2021

The complete Assessors' database for each fiscal year from FY2011 through FY2021.

Historical Real Estate Valuations by Class

An Excel spreadsheet and a PDF containing data from FY2011 through FY2021. The data is the total valuation of the following classes of property: single-family, condominiums, mobile homes and multiple homes, two-family, apartments, vacant land, commercial, industrial, Chapter 61, and mixed-use.

LEVERETT ELEMENTARY SCHOOL

81D ELEMENTS

- None
- Addresses the community's commitment to social justice.

Leverett Elementary School Anti-Racism Commitment

A statement of anti-racism principles by the Leverett Elementary School Committee and the Union #28 Leadership Team. In addition to the principles, this document provides a purpose and regulations that include communication of the policy, actions that the School Administration and School Committee will take to address systemic racism, requirements for curriculum and instruction, training and performance assessment, policy enforcement, and definitions.

81D ELEMENTS

- Town Services and Facilities

Student Population and Funding Stability Report (2014)

The Sustainability Committee wrote this Student Population and Funding Stability Report. It is marked ATM 2014. The first page is a diagram of challenges to the Town and Leverett Elementary School:

- Town: high taxes and tax base limited to residents; restrictive zoning laws; and aging population.
- Leverett Elementary School: increased budgetary strain, increased need and cost for Town services, and lack of affordable housing.

The following two pages examine these constraints in more detail, analyzing the constraints on future development, property taxes, change in demographics (a population that is increasing in age and declining in numbers), and lack of affordable housing. The final page is an analysis of the budget from FY2003 to FY2013.

81D ELEMENTS

- Town Services and Facilities

Chapter 70 District Profile

This Excel spreadsheet contains data from the Massachusetts Department of Elementary and Secondary Education from FY2008 through the FY2021 budgeted amounts. The information includes enrollment and budget, the required local contribution, Chapter 70 Aid, required and adjusted net school spending, actual net school spending, and the differences.

The included chart shows a significant increase in Net School Spending from FY1993 through FY2021.

Regional School Agreement

This document (dated November 11, 1997) established the regional school district that includes Amherst, Pelham, Leverett, and Shutesbury. Amherst and Pelham already had a regional school district; Leverett and Shutesbury joined that district to create a new one. The document defines the membership of the Regional District School Committee, the powers and duties of the District, and how costs (operating and capital) are apportioned and paid. The document also establishes the budget process, the admission and transportation of students, the admission of new towns into the district, and the withdrawal of existing members from the district.

Leverett and Shutesbury joined the combined district in 1955 (Section XVI). Although other amendments are listed at the end of the agreement, none are attributed to this 1997 agreement.

Op-Ed re: Charter Schools (Grossman)

This undated op-ed was written by Nancy Grossman, a former member of the Leverett Finance Committee and a former municipal treasurer-collector. The topic is the impact of charter schools on municipal education funding and costs. The op-ed refers to the Promise Act (Bill S.238 in the 191st Legislature (2019-2020)).

OTHER

81D ELEMENTS

- None
- Addresses the community's commitment to social justice.

¹⁸ Leverett Social Justice Committee, draft *Social Justice Report*, 2021, p. 1.

Report from Social Justice Committee

A draft of the 2021 Social Justice Report developed by the Leverett Social Justice Committee (LSJC). This report is based on a survey the LSJC conducted between December 2020 and January 2021 using both paper copies and a Google Form. The LSJC also presented the findings in a virtual forum.

As noted in the document, the purpose of the survey was to “identify factors that impact the effectiveness of our democratic process, specifically disenfranchisement, government transparency, and ease of engagement.”¹⁸ Further analysis included evaluating the results based on gender and race.

¹⁹ Leverett Social Justice Committee, draft *Social Justice Report*, 2021, pp. 2-5.

The report identifies three key findings:¹⁹

- People report wanting more information about TG [Town Government] and TM [Town Meeting].
- People report wanting to better understand TG and committee work.
- People report wanting more information and context for TM articles ahead of time.
- People report liking the promise of Town Meeting.
 - People want time to discuss and understand Town issues.
 - People want a place where all can be involved in democratic decision making.
- That promise is often unrealized, especially for women and people of color.
 - People report many barriers to attending TM; higher among people of color and women.
 - People report an intimidating atmosphere at TM; higher among women.
 - Residents have many suggestions for fixing the issues reported.

The report also includes quotes from people who responded to the survey, which provides direct information about town communication and governance. Finally, the report includes recommendations to increase transparency and accessibility.

81D ELEMENTS

- Housing
- Economic Development
- Implementation

81D ELEMENTS

- Land Use

81D ELEMENTS

- Town Services and Facilities
- Natural Resources
- Open Space

AARP Livability Index

<https://livabilityindex.aarp.org/search/Leverett,%20Massachusetts,%20United%20States?print=true>

An online assessment of Leverett using AARP's Livability Index. The assessment provided the overall livability index score (53) and information that supports that score, including demographics, an online interactive map, and an evaluation of specific measures of livability defined by AARP.

Subdivision Regulations

The Rules and Regulations Governing the Subdivision of Land, dated 2005, are the Town's official rules for how land is subdivided under MGL Chapter 41, Section 81M. These regulations guide Planning Board decisions on how private ways for subdivision access are laid out and constructed.

2020 Draft Hazard Mitigation Plan

This draft document assess current and future hazards that will require Town response, including emergency services and upgrades to facilities and infrastructure. This plan also has the most recent data relative to climate change.

PLANNING BOARD: LINKS TO ONLINE DATA

This Word document provides links to online data sources, including Town Budgets, the Town Code, the page for the Zoning Board of Appeals, a checklist for building in Leverett, recent reports of the Sustainable Economy Committee, the page for the Affordable Housing Trust, a discussion of police regionalization, the 2019 Open Space and Recreation Plan, files for the Board of Health, reports from the community Preservation Committee, documents from the Conservation Commission, trail maps, documents from the Energy Committee, LIDAR maps, files for the school, Town financial policies, the full text of Where We Stand, and oral histories. The information in each link is briefly described below.

81D ELEMENTS

- Town Services and Facilities

Town Budgets

<https://leverett.ma.us/f/0/6/>

All Town budgets from FY2006 through FY2021.

<https://leverett.ma.us/n/12105/Draft-Budget-for-Budget-Hearing>

The annotated draft budget for FY2023.

Town of Leverett Town Code (2011)

<https://leverett.ma.us/f/0/3/>

The current Town Code, last updated in April 2011. The Code establishes the duties, responsibilities, and regulations for different aspects of town government.

Town of Leverett Financial Policies (2016)

<https://leverett.ma.us/files/LeverettFinancialPolicies.pdf>

The Franklin Regional Council of Governments worked with the Town of Leverett to develop financial policies. The Community Compact Program funded the development of the policies, and the Selectboard adopted them in July 2016. The policies include the following:

- Budget Guidelines
- Financial Reserves
- Debt Management
- Investment
- Audit
- Other Post-Employment Benefits

81D ELEMENTS

- Land Use

81D ELEMENTS

- Housing

81D ELEMENTS

- Town Services and Facilities

81D ELEMENTS

- Town Services and Facilities
- Economic Development
- Housing

Zoning Board of Appeals

<https://leverett.ma.us/g/67/Zoning-Board-of-Appeals>

Webpage for the ZBA. Posted documents include the following:

- Zoning Bylaws (2020)
- Index to the Zoning Bylaws
- Assessors' Property Maps
- Maps from the Community Development Plan
- Application form for a ZBA hearing

Affordable Housing Trust

<https://leverett.ma.us/g/70/Affordable-Housing-Trust>

Webpage for the Affordable Housing Trust. Posted documents include the following:

- Stavros COVID Assistance Flyer
- Community Action Pioneer Valley COVID Flyer (English and Spanish)
- Residential Assistance Flyer
- Meeting Agenda and minutes
- Information for Homeowners Assistance
- Results of the 2015 Affordable Housing survey

Board of Health

<https://leverett.ma.us/f/0/29/>

Webpage for the Board of Health. Posted documents include the following:

- Schedule of Fees
- Regulations for Tobacco Sales, Septic Systems, and Wells
- Well Permit Application

Sustainable Economy Committee

<https://leverett.ma.us/p/2098/FY21-Year-end-Report>

The year-end report of the committee to the Select Board for FY2021. The Sustainable Economy Committee, originally the Revenue Committee, was established to evaluate the Town's risk of approaching the \$25 per thousand property tax rate cap. The focus of their research has been on revenue sources.

The report includes the results of a town-wide survey (see discussion below) and the committee's in-depth research into economic growth and development opportunities. The report calls for a few next steps, including community conversations, an economic development study, and a focus on livability in the Town. The report includes recommendations for the next steps.

<https://leverett.ma.us/p/2093/Summer-2020-Townwide-Survey>

²⁰ Leverett Revenue Committee
*Townwide Survey: Report to the
Community*, 2020, p. 5.

81D ELEMENTS

- Town Services and Facilities
- Open Space and Recreations
- Housing
- Natural and Cultural Resources

This webpage includes the following posted documents:

- Survey Results
- Appendix to Survey Results
- Report on Townwide Survey

The report summarizes the responses to the survey. Critical themes included the following:²⁰

- Controlled development, with a focus on outdoor-focused enterprises that leverage the natural beauty and charm of the town.
- Infrastructure to support more housing and businesses.
- Affordable housing.
- Zoning changes.
- Financial and educational improvements to the school district.

Community Preservation Committee

https://leverett.ma.us/files/2022_CPC_Annual_Plan_and_Report.pdf

This document is the 2022 *Community Preservation Report and Plan*, prepared by the Leverett Community Preservation Committee. The document gives a history of the Community Preservation Act and its history in Leverett, the purpose of the Committee and its responsibilities, and a summary of projects to date. The Committee identifies ongoing needs in the four categories covered by the CPA: Open Space, Housing, Recreation, and Historic Preservation. Attachment A provides a timeline of the use of funds on specific projects, and Attachment B is an application form.

https://leverett.ma.us/files/Historical_Assessts.pdf or https://leverett.ma.us/files/Leverett_HAS_Final_Report_-_corrected_version_1.pdf

The Leverett Historical Commission sponsored the preparation of this document by Swift River Public History/Communications. The Leverett Community Preservation Commission provided the funding. This report, *Preservation Planning in Leverett* (2018), includes the results of a survey conducted by the Leverett Historical Commission in 2017-2018, indicating that people in Leverett value the preservation of their historic assets. The report defines historic assets and landscapes and, based on the survey results, provides general and specific recommendations for the next steps.

The report also has a valuable discussion on strategic planning for historic preservation within the overall context of the town's needs, including its financial constraints. This section includes a discussion of specific planning processes, potential events for a planning process, and funding sources for planning and preservation.

<https://leverett.ma.us/g/39/Community-Preservation>

Webpage for the Community Preservation Committee. Posted documents include the following:

- Current Community Preservation Proposals
- Community Preservation Documents, including the annual reports for 2020 and 2022, application forms, and other reports.

81D ELEMENTS

- Town Services and Facilities
- Open Space and Recreations
- Natural and Cultural Resources

Conservation Commission

<https://leverett.ma.us/g/40/Conservation-Commission>

Webpage for the Conservation Commission. Posted documents include the following:

- Link to MassWoods discussion of land protection.
- Wetlands forms and interactive map
- Priority Resources maps
- USGS Topographic maps
- Current projects
- Friends of Leverett Pond files
- Information for applications under the Wetlands Protection Act
- Minutes from Conservation Commission meetings
- Operational plans for the Utilities
- LIDAR maps of Leverett

81D ELEMENTS

- Town Services and Facilities
- Housing
- Economic Development
- Natural and Cultural Resources

Energy Committee

<https://leverett.ma.us/g/45/Energy-Committee>

Webpage for the Energy Committee. Posted documents include the following:

- Links to resources
- Energy booklet (Leverett in the Time of Environmental Crisis, 2011)
- Streetlight examples and narrative
- Energy Analysis Tool and Instructions

81D ELEMENTS

- Town Services and Facilities

School Files

<https://leverett.ma.us/f/0/77/>

Webpage for files for the Leverett Elementary School. Posted documents include the following:

- Budget FAQ, info sheet, and the draft budget for the 2021 hearing on the FY22 budget
- Meeting agendas
- Talking Points for the Fund Our Future resolution

81D ELEMENTS

- Town Services and Facilities
- Land Use

81D ELEMENTS

- Town Services and Facilities

81D ELEMENTS

- Land Use
- Natural and Cultural Resources
- Open Space and Recreation

Checklist for Building in Leverett

<https://leverett.ma.us/q/29/Building-in-Leverett-Checklist>

Webpage with a checklist for different aspects of the development building process, including the appropriate department/board for various permits, licenses, and approvals.

Discussion of Police Regionalization

<https://leverett.ma.us/n/11087/Shared-Police-Services-Meeting>

This webpage explains the inter-municipal agreement to share police services with the Town of Wendell. The information is dated October 2021.

LIDAR Maps

<https://leverett.ma.us/f/0/65/>

These are the same LIDAR maps as on the webpage for the Conservation Commission.

Trail Maps

<https://leverett.ma.us/f/0/67/>

This webpage has maps for nine trails within Leverett: Bill Rivers, Cave Hill, Dan Glazier Forest Trail, East Leverett Trails, Ellamoose Repose Tail, Friendship and Long Hill Trails, Leverett trails on protected lands, Rattlesnake Gutter Area Trails, and the Roaring Brook-Bates Trail.

Open Space and Recreation Plan (2019)

<https://leverett.ma.us/f/0/69/>

This webpage includes a link to the approved 2019 Open Space and Recreation Plan (OSRP) and the related maps. An OSRP is prepared under specific guidance from the Massachusetts Executive Office of Energy and Environmental Affairs. A municipality with a plan approved by the state is eligible to apply for specific grants.

The online documents include an extract of Section 9. Seven-Year Action Plan, which has recommendations through 2025 and a map of specific actions. The Seven-Year Action Plan should be reviewed and actions that are incomplete and still relevant should be considered for inclusion in the comprehensive plan.

The appendices include the ADA Self-Evaluation & Transition Plan, dated 2018. This last document should be reviewed for inclusion in the comprehensive plan as the plan contains recommendations and cost estimates for specific town facilities.

Full text of [Where We Stand](https://www.govinfo.gov/content/pkg/CZIC-ht168-l4-l48-1973/html/CZIC-ht168-l4-l48-1973.htm) (see summary above)

<https://www.govinfo.gov/content/pkg/CZIC-ht168-l4-l48-1973/html/CZIC-ht168-l4-l48-1973.htm>

A scanned version of *Where We Stand*, available online. Quotes from interviewees are clustered into sections: The Purist Position, A Country Town, Constraints, the Planning Scene, Personal Space, 4 Visions of Environment, 4 Visions of Community, The Formative Community, The School, The Roads, Possible Public Places, Historical Resources, Trails, The Public Landscape, Openness, Rural Resources, and The Regional Context. The discussions focus primarily on landscape and development, but the conversations bring in other aspects of community life and history. Also available as a physical book.

Oral histories

<https://leverett.ma.us/f/0/90/>

Audio files of 14 interviews, each 45-75 minutes long.

BOOKS

10 to 1: Interviews with Leverett Scholars Who Attended One Room Schoolhouses, Leverett Historical Commission, 2020

The Leverett Elementary School, built in 1950, consolidated the smaller schools scattered throughout Leverett. This book is a record of the memories of those who attended those one-room schoolhouses. The oral history audio files described above are part of this project. Members of the Leverett Historical Commission and local sixth-graders conducted the interviews.

Leverett: Massachusetts Historical Center, Leverett Historical Commission

This pamphlet is a survey, printed in 2004, of the historical and archaeological sites in Leverett Center. The document includes pictures and short histories of each building, which contribute to understanding the early development patterns and people in the Town.

Yankee Moderns, Michael Hoberman (2000)

This book is an oral history and analysis of the people who grew up in the Sawmill Valley, of which Leverett is a part, between 1890 and 1920.

A History of Leverett, Massachusetts with a Genealogy of Its Early Inhabitants, Ruth Ellen (Nickerson) Field

This book was not available for review, but a member of the Working Group owns it and could provide it for research during the second phase of this planning process.

81D ELEMENTS

- Natural and Cultural Resources

81D ELEMENTS

- Natural and Cultural Resources



APPENDIX B: ADDITIONAL RESOURCES

The information collected by the Town to date draws on many sources. The list below is a selection of additional resources for data, implementation, and general planning information that may be useful to the second stage of this planning process.

DATA SOURCES

AARP Livable Communities

<https://www.aarp.org/livable-communities/>

This resource was described in Appendix A.

Citizen Planner Training Collaborative

<https://masscptc.org/>

This is an excellent resource for Planning Board members and others interested in municipal planning. A recent webinar discussed the development of master plans in Massachusetts.

Franklin Regional Council of Governments

<https://frcog.org/>

The regional planning agency for Leverett is the Franklin Regional Council of Governments (FRCOG). The agency has many roles, and one of those roles is economic development planning. FRCOG also helps communities, including Leverett, with their Open Space and Recreation Plans. FRCOG also supports communities with technical assistance for planning efforts. Their most recent report is the *2020-2025 Franklin County CEDS Plan*, accompanied by annual updates for 2021 and 2022. The *2022 Annual Performance Report for the 2020-2025 Comprehensive Economic Development Strategy (CEDS) Plan* provides useful data about the regional economy, trends, and future actions. The report is particularly valuable for the discussion of the impact of the COVID-19 pandemic on the regional economy. Leverett did not have a representative on the CEDS committee.

Massachusetts Department of Housing and Community Development (DHCD)

<https://www.mass.gov/orgs/housing-and-community-development>

MassDevelopment

<https://www.massdevelopment.com/>

Both DHCD and MassDevelopment have grant programs and resources for implementation.

Massachusetts Department of Transportation (MassDOT)

<https://www.mass.gov/orgs/massachusetts-department-of-transportation>

This site provides information about MassDOT programs that may be appropriate for some strategies, especially on Route 63.

Massachusetts Division of Local Services

<https://www.mass.gov/orgs/division-of-local-services>

In addition to training for local officials, DLS supports the Municipal Finance Trend Dashboard, which, like MHP's DataTown below, allows communities to compare themselves against others. The Dashboard is here: <https://www.mass.gov/service-details/municipal-finance-trend-dashboard>, and the Community Comparison report is here: <https://www.mass.gov/service-details/community-comparison-report>.

MassGIS

<https://maps.massgis.digital.mass.gov/MassMapper/MassMapper.html>

MassGIS's MassMapper is an online mapping platform that allows people to view different data layers for their town. The data for the maps in Appendix C is from MassGIS.

Massachusetts Housing Partnership

www.mhp.net/datatown

MHP supports a data portal called DataTown, which has information about demographics, housing, jobs, and the labor force. The data can be downloaded as charts or a .csv file, allowing for additional analysis and Comparisons among towns. The data is updated frequently.

Massachusetts Municipal Vulnerability Preparedness Program

<https://resilientma.org/mvp/>

This site provides information about the MVP planning program, adaptation strategies, and supporting grants. More information is provided in two tools:

The ResilientMA map viewer is here: <https://resilientma.org/map/>

The ResilientMA data grapher is here:

<https://resilientma.org/datagrapher/?c=Temp/state/maxt/ANN/MA/>

USDA Rural Development

<https://www.rd.usda.gov/about-rd>

This website provides information and resources for rural communities, including comprehensive plan topics such as housing, jobs and economic development, and infrastructure.

GENERAL PLANNING RESOURCES

People who are generally interested in planning may find the following resources helpful.

American Planning Association

www.planning.org

Cornell Small Farms Program

<https://smallfarms.cornell.edu/>

Lincoln Institute of Land Policy

<https://www.lincolninst.edu/research-data/data/> place-database

Planetizen

<https://www.planetizen.com/>

Project for Public Spaces

www.pps.org

RAND - Community Resilience

<https://www.rand.org/topics/community-resilience>. html

Route Fifty

<https://www.route-fifty.com/>

Strong Towns

<https://www.strongtowns.org/>

Smart Growth America

<https://smartgrowthamerica.org/>

Sample Metrics

These two pages are an example of how one community defined metrics to use in evaluating progress towards the implementation of actions in its comprehensive plan.

Metrics

The metrics are not tied to specific goals in the plan but rather are benchmarks to see how the city is changing over time.

Oftentimes, metrics shift due to trends outside of the City's control; therefore, it is problematic to tie metric movement directly to City actions. New data for the metrics should be gathered every other year and shared in the annual report.

TABLE 7 // Metrics

Metric	Desired Trend	Baseline Statistic	Baseline Year	Data Source	Data Notes
Total population	Increase	230,436	2019	Census	Census, 2019 Population Estimates
Total Jobs	Increase	204,125	2020	Census	ESRI Business Analyst Online, Business Summary
% population in poverty	Decrease	21.9%	2018	Census	2018 ACS 1-Year Estimates (Table S1701) 47,857 (+/- 6,758) / 219,006 (+/- 1,770)
% population with a high-school degree	Increase	85.1%	2018	Census	2018 ACS 1-Year Estimates (Table S1501) 137,195 (+/- 3,294) high school graduate or higher / 161,126 (+/- 274) population 25 years and over
% of population with a post-secondary degree	Increase	41.9%	2018	Census	2018 ACS 1-Year Estimates (Table S1501) 67,516 (+/- 3,246) bachelor's degree or higher / 161,126 (+/- 274) population 25 years and over
Median income (adjusted for inflation using 2019 as baseline for inflation)	Increase	\$61,937	2018	Census	2018 ACS 1-Year Estimates (Table S1901) \$61,937 (+/- 94)
City-wide WalkScore	Increase	52	2020	WalkScore	WalkScore.com
% population living within 1/2 mile of high-frequency transit*	Increase	51.7%	2014-2018	Census, GRTC	ESRI Business Analyst Online, 2014-2018 ACS 5-Year Estimates 115,800 (+/- 2,720) / 223,787
% of jobs within 1/2 mile of high-frequency transit*	Increase	77.7%	2020	Census, GRTC	ESRI Business Analyst Online, Business Summary 158,644 / 204,125
# of deaths and severe injuries due to transportation crashes	Decrease	193	2019	VDOT	VDOT Crash Data
Miles of bike lanes	Increase	49	2020	City	DPW

Metric	Desired Trend	Baseline Statistic	Baseline Year	Data Source	Data Notes
Miles of sidewalks	Increase	836	2020	City	DPW
% of workers who drive alone to work	Decrease	71.7%	2018	Census	2018 ACS 1-Year Estimates (Table B08006) 83,742 (+/- 4,230) / 116,812 (+/- 3,875) Workers 16 years and over
% of workers who bike, walk, take transit to work	Increase	14.0%	2018	Census	2018 ACS 1-Year Estimates (Table B08006) 7,441 (+/- 2,017) + 3,734 (+/- 1,601) + 5,160 (+/- 1,216) / 116,812 (+/- 3,875) Workers 16 years and over
% of homes occupied by a homeowner	Increase	42.1%	2018	Census	2018 ACS 1-Year Estimates (Table S2502) 38,430 (+/- 2,235) / 91,359 (+/- 1,702)
% of Blacks who are homeowners	Increase	31.4%	2018	Census	2018 ACS 1-Year Estimates (Table S2502) 11,825 (+/- 1,504) / 37,649 (+/- 1,988)
% population that is housing-cost burdened (housing >= 30% of income)	Decrease	41.4%	2013-2017	HUD, CHAS	CHAS (2013-2017 ACS) 17,790 + 19,130 / 89,240
% population in poverty that are housing-cost burdened	Decrease	74.8%	2013-2017	HUD	CHAS (2013-2017 ACS) 15,990 / 21,370
Annual per capita greenhouse gas emissions (metric tons of CO ₂)	Decrease	11.81	2018	City	
Daily per capita residential water usage (gallons)	Decrease	34.12	FY19	City	DPU, FY19, Multi-Family Usage + Residential Usage / 2019 Population / 365
% of population living within a 10-minute walk of a park	Increase	78%		parkscore.org	
% of urban tree canopy	Increase	42%	2010	Virginia Tech	McKee, Jennifer, <i>A Report on the City of Richmond's Existing and Possible Urban Tree Canopy</i> , Virginia Tech: 2010

* High-frequency transit = transit that arrives at least every 15 minutes

THE TOWN OF LEVERETT
PRESENTS ON SUNDAY
4TH OF JULY

130 GAMES FREE HOT DOGS
AND HAMBURGERS
FOR CHILDREN

5.00 DINNER

ADULTS \$5.50/ **MENU** CHILDREN \$2.75/

BARBECUE CHICKEN
ALL YOU CAN EAT: TOSSED SALAD
BAKED POTATO SWEET CORN
ROLLS AND BUTTER PUNCH
STRAWBERRY SHORTCAKE

FOR TICKETS CALL:
GORDON KING 579-3777 DAVE EVANS 549-0351

8:00 MUSIC "SUNDOWN" LIVE BAND
DANCING

SUNSET **BONFIRE AND**
ORGANIC FIREWORKS

APPENDIX C: COMPARATIVE DATA

US CENSUS/AMERICAN COMMUNITY SURVEY DATA

The US Census has an excellent dashboard for Leverett which can be found here:

<https://data.census.gov/cedsci/all?g=0600000US2501135180>

If the link breaks, go to data.census.gov and search for **Leverett town, Franklin County, Massachusetts**.

The first set of data is from the US Census, including American Community Data, and includes information about population, employment, and residential structures. Excel files with all data have been provided to the Planning Board as part of this project. The margins of error are included in those spreadsheets.

Anyone can access this information on data.census.gov and drill down to their area of interest.

ESRI BUSINESS ANALYST

ESRI Business Analyst is a subscription-only service. Business Analyst has a robust series of data analysis based on geography; a selection of infographics based on this data that may be useful to the Town is provided after the information from the US Census. These graphics illustrate data related to the population of the Town, key economic measures (including office, restaurant, and employment as different measures of the local economy), and ESRI's COVID Impact Planning Report provides useful information about community poverty and health.

ADDITIONAL TOWNS

During the planning process for Phase 1, members of the Working Group and Planning Board discussed a desire for comparable statistics for other towns to use as a point of comparison. Amherst, Montague, Shutesbury, Sunderland, and Wendell are the five adjacent communities. Northfield was mentioned as a potential “aspirational” community; data for Northfield is also included. 2020 Census data for Amherst is not consistently available and has therefore not been provided.

In the first section, each table includes all communities (except Amherst), the Commonwealth of Massachusetts and Franklin County. The reports from ESRI Business Analyst are shown by community.

AGE AND RACE

Source: DP05 2020 ACS Demographic and Housing Estimates (# of people)

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
SEX AND AGE			
Total population	6,873,003	70,529	1,875
Male	3,335,992	34,337	919
Female	3,537,011	36,192	956
Sex ratio (males per 100 females)	94.3	94.9	96.1
Under 5 years	358,030	2,970	71
5 to 9 years	362,203	3,175	130
10 to 14 years	395,058	3,748	102
15 to 19 years	453,990	3,664	85
20 to 24 years	488,391	3,534	54
25 to 34 years	984,206	8,261	239
35 to 44 years	841,713	8,331	193
45 to 54 years	917,531	9,255	221
55 to 59 years	491,047	5,909	82
60 to 64 years	444,268	6,181	171
65 to 74 years	653,493	9,842	319
75 to 84 years	318,052	3,850	144
85 years and over	165,021	1,809	64
Median age (years)	39.6	47.0	47.4
Under 18 years	1,361,970	12,230	370
16 years and over	5,678,025	60,014	1,558
18 years and over	5,511,033	58,299	1,505
21 years and over	5,202,677	56,477	1,482
62 years and over	1,400,591	19,431	619
65 years and over	1,136,566	15,501	527
18 years and over	5,511,033	58,299	1,505
Male	2,640,260	28,040	711
Female	2,870,773	30,259	794
Sex ratio (males per 100 females)	92.0	92.7	89.5
65 years and over	1,136,566	15,501	527
Male	493,053	7,027	216
Female	643,513	8,474	311
Sex ratio (males per 100 females)	76.6	82.9	69.5

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	8,251	2,973	1,885	3,643	867
	3,924	1,398	867	1,832	459
	4,327	1,575	1,018	1,811	408
	90.7	88.8	85.2	101.2	112.5
	326	103	95	95	17
	421	87	53	101	42
	369	199	89	213	43
	415	305	119	83	30
	384	144	118	689	13
	1,166	228	164	867	84
	1,131	376	227	333	117
	1,063	428	199	260	142
	596	286	228	237	61
	730	249	180	255	97
	874	390	332	239	140
	450	99	62	168	75
	326	79	19	103	6
	44.6	47.1	47.5	31.4	50.9
	1,411	600	305	436	119
	7,083	2,516	1,638	3,234	748
	6,840	2,373	1,580	3,207	748
	6,685	2,267	1,497	3,129	732
	2,116	732	530	621	279
	1,650	568	413	510	221
	6,840	2,373	1,580	3,207	748
	3,230	1,123	732	1,538	390
	3,610	1,250	848	1,669	358
	89.5	89.8	86.3	92.2	108.9
	1,650	568	413	510	221
	743	238	192	184	104
	907	330	221	326	117
	81.9	72.1	86.9	56.4	88.9

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
RACE			
Total population	6,873,003	70,529	1,875
One race	6,544,759	67,838	1,840
Two or more races	328,244	2,691	35
One race	6,544,759	67,838	1,840
White	5,261,787	64,910	1,719
Black or African American	513,369	785	23
American Indian and Alaska Native	13,999	124	0
Cherokee tribal grouping	638	33	0
Chippewa tribal grouping	174	9	0
Navajo tribal grouping	238	0	0
Sioux tribal grouping	130	0	0
Asian	466,044	1,058	89
Asian Indian	116,927	212	38
Chinese	173,372	303	5
Filipino	14,585	60	0
Japanese	9,817	63	3
Korean	24,194	106	28
Vietnamese	50,459	48	0
Other Asian	76,690	266	15
Native Hawaiian and Other Pacific Islander	2,786	70	0
Native Hawaiian	1,021	0	0
Guamanian or Chamorro	674	0	0
Samoan	408	0	0
Other Pacific Islander	683	70	0
Some other race	286,774	891	9
TWO OR MORE RACES	328,244	2,691	35
White and Black or African American	93,980	705	0
White and American Indian and Alaska Native	20,329	522	1
White and Asian	54,105	476	22
Black or African American and American Indian and Alaska Native	5,495	9	0
RACE ALONE OR IN COMBINATION WITH ONE OR MORE OTHER RACES			
Total population	6,873,003	70,529	1,875
White	5,546,174	67,481	1,754

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	8,251	2,973	1,885	3,643	867
	7,922	2,906	1,692	3,438	839
	329	67	193	205	28
	7,922	2,906	1,692	3,438	839
	7,679	2,813	1,647	2,954	777
	52	8	19	17	44
	35	0	0	0	0
	10	0	0	0	0
	0	0	0	0	0
	0	0	0	0	0
	0	0	0	0	0
	21	6	14	397	7
	0	0	0	112	0
	0	1	11	87	7
	17	5	0	0	0
	0	0	3	17	0
	4	0	0	61	0
	0	0	0	0	0
	0	0	0	120	0
	0	0	0	70	0
	0	0	0	0	0
	0	0	0	0	0
	0	0	0	0	0
	0	0	0	70	0
	135	79	12	0	11
	329	67	193	205	28
	153	0	11	10	7
	90	29	84	55	1
	26	0	22	40	18
	0	0	0	0	0
	8,251	2,973	1,885	3,643	867
	8,008	2,850	1,840	3,159	805

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
Black or African American	662,313	1,691	23
American Indian and Alaska Native	52,168	791	1
Asian	538,409	1,636	111
Native Hawaiian and Other Pacific Islander	11,593	278	0
Some other race	422,681	1,573	21
HISPANIC OR LATINO AND RACE			
Total population	6,873,003	70,529	1,875
Hispanic or Latino (of any race)	828,140	2,988	28
Mexican	47,720	407	7
Puerto Rican	325,186	1,490	6
Cuban	15,985	109	9
Other Hispanic or Latino	439,249	982	6
Not Hispanic or Latino	6,044,863	67,541	1,847
White alone	4,865,022	63,462	1,708
Black or African American alone	466,288	701	23
American Indian and Alaska Native alone	8,943	111	0
Asian alone	462,831	1,032	89
Native Hawaiian and Other Pacific Islander alone	2,327	70	0
Some other race alone	53,983	148	4
Two or more races	185,469	2,017	23
Two races including Some other race	37,940	248	0
Two races excluding Some other race, and Three or more races	147,529	1,769	23
Total housing units	2,913,009	34,164	790
CITIZEN, VOTING AGE POPULATION			
Citizen, 18 and over population	5,030,986	57,012	1,463
Male	2,397,759	27,355	682
Female	2,633,227	29,657	781

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	211	38	30	27	53
	133	29	102	86	1
	53	6	41	437	25
	0	0	0	115	0
	189	117	83	55	13
	8,251	2,973	1,885	3,643	867
	385	121	128	219	29
	24	115	1	27	2
	222	0	56	117	3
	1	1	25	0	0
	138	5	46	75	24
	7,866	2,852	1,757	3,424	838
	7,480	2,772	1,596	2,846	762
	52	8	19	0	43
	30	0	0	0	0
	21	6	14	381	7
	0	0	0	70	0
	8	0	4	0	0
	275	66	124	127	26
	0	37	4	32	0
	275	29	120	95	26
	4,070	1,485	890	1,754	440
	6,687	2,306	1,567	2,890	741
	3,157	1,080	722	1,425	383
	3,530	1,226	845	1,465	358

AGE AND RACE

Source: DP05 2020 ACS Demographic and Housing Estimates (% of Population)

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
SEX AND AGE			
Total population	6,873,003	70,529	1,875
Male	48.5%	48.7%	49.0%
Female	51.5%	51.3%	51.0%
Sex ratio (males per 100 females)	(X)	(X)	(X)
Under 5 years	5.2%	4.2%	3.8%
5 to 9 years	5.3%	4.5%	6.9%
10 to 14 years	5.7%	5.3%	5.4%
15 to 19 years	6.6%	5.2%	4.5%
20 to 24 years	7.1%	5.0%	2.9%
25 to 34 years	14.3%	11.7%	12.7%
35 to 44 years	12.2%	11.8%	10.3%
45 to 54 years	13.3%	13.1%	11.8%
55 to 59 years	7.1%	8.4%	4.4%
60 to 64 years	6.5%	8.8%	9.1%
65 to 74 years	9.5%	14.0%	17.0%
75 to 84 years	4.6%	5.5%	7.7%
85 years and over	2.4%	2.6%	3.4%
Median age (years)	(X)	(X)	(X)
Under 18 years	19.8%	17.3%	19.7%
16 years and over	82.6%	85.1%	83.1%
18 years and over	80.2%	82.7%	80.3%
21 years and over	75.7%	80.1%	79.0%
62 years and over	20.4%	27.6%	33.0%
65 years and over	16.5%	22.0%	28.1%
18 years and over	5,511,033	58,299	1,505
Male	47.9%	48.1%	47.2%
Female	52.1%	51.9%	52.8%
Sex ratio (males per 100 females)	(X)	(X)	(X)
65 years and over	1,136,566	15,501	527
Male	43.4%	45.3%	41.0%
Female	56.6%	54.7%	59.0%
Sex ratio (males per 100 females)	(X)	(X)	(X)

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	8,251	2,973	1,885	3,643	867
	47.6%	47.0%	46.0%	50.3%	52.9%
	52.4%	53.0%	54.0%	49.7%	47.1%
	(X)	(X)	(X)	(X)	(X)
	4.0%	3.5%	5.0%	2.6%	2.0%
	5.1%	2.9%	2.8%	2.8%	4.8%
	4.5%	6.7%	4.7%	5.8%	5.0%
	5.0%	10.3%	6.3%	2.3%	3.5%
	4.7%	4.8%	6.3%	18.9%	1.5%
	14.1%	7.7%	8.7%	23.8%	9.7%
	13.7%	12.6%	12.0%	9.1%	13.5%
	12.9%	14.4%	10.6%	7.1%	16.4%
	7.2%	9.6%	12.1%	6.5%	7.0%
	8.8%	8.4%	9.5%	7.0%	11.2%
	10.6%	13.1%	17.6%	6.6%	16.1%
	5.5%	3.3%	3.3%	4.6%	8.7%
	4.0%	2.7%	1.0%	2.8%	0.7%
	(X)	(X)	(X)	(X)	(X)
	17.1%	20.2%	16.2%	12.0%	13.7%
	85.8%	84.6%	86.9%	88.8%	86.3%
	82.9%	79.8%	83.8%	88.0%	86.3%
	81.0%	76.3%	79.4%	85.9%	84.4%
	25.6%	24.6%	28.1%	17.0%	32.2%
	20.0%	19.1%	21.9%	14.0%	25.5%
	6,840	2,373	1,580	3,207	748
	47.2%	47.3%	46.3%	48.0%	52.1%
	52.8%	52.7%	53.7%	52.0%	47.9%
	(X)	(X)	(X)	(X)	(X)
	1,650	568	413	510	221
	45.0%	41.9%	46.5%	36.1%	47.1%
	55.0%	58.1%	53.5%	63.9%	52.9%
	(X)	(X)	(X)	(X)	(X)

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
RACE			
Total population	6,873,003	70,529	1,875
One race	95.2%	96.2%	98.1%
Two or more races	4.8%	3.8%	1.9%
One race	95.2%	96.2%	98.1%
White	76.6%	92.0%	91.7%
Black or African American	7.5%	1.1%	1.2%
American Indian and Alaska Native	0.2%	0.2%	0.0%
Cherokee tribal grouping	0.0%	0.0%	0.0%
Chippewa tribal grouping	0.0%	0.0%	0.0%
Navajo tribal grouping	0.0%	0.0%	0.0%
Sioux tribal grouping	0.0%	0.0%	0.0%
Asian	6.8%	1.5%	4.7%
Asian Indian	1.7%	0.3%	2.0%
Chinese	2.5%	0.4%	0.3%
Filipino	0.2%	0.1%	0.0%
Japanese	0.1%	0.1%	0.2%
Korean	0.4%	0.2%	1.5%
Vietnamese	0.7%	0.1%	0.0%
Other Asian	1.1%	0.4%	0.8%
Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.0%
Native Hawaiian	0.0%	0.0%	0.0%
Guamanian or Chamorro	0.0%	0.0%	0.0%
Samoan	0.0%	0.0%	0.0%
Other Pacific Islander	0.0%	0.1%	0.0%
Some other race	4.2%	1.3%	0.5%
TWO OR MORE RACES	4.8%	3.8%	1.9%
White and Black or African American	1.4%	1.0%	0.0%
White and American Indian and Alaska Native	0.3%	0.7%	0.1%
White and Asian	0.8%	0.7%	1.2%
Black or African American and American Indian and Alaska Native	0.1%	0.0%	0.0%
RACE ALONE OR IN COMBINATION WITH ONE OR MORE OTHER RACES			
Total population	6,873,003	70,529	1,875
White	80.7%	95.7%	93.5%

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	8,251	2,973	1,885	3,643	867
	96.0%	97.7%	89.8%	94.4%	96.8%
	4.0%	2.3%	10.2%	5.6%	3.2%
	96.0%	97.7%	89.8%	94.4%	96.8%
	93.1%	94.6%	87.4%	81.1%	89.6%
	0.6%	0.3%	1.0%	0.5%	5.1%
	0.4%	0.0%	0.0%	0.0%	0.0%
	0.1%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%
	0.3%	0.2%	0.7%	10.9%	0.8%
	0.0%	0.0%	0.0%	3.1%	0.0%
	0.0%	0.0%	0.6%	2.4%	0.8%
	0.2%	0.2%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.2%	0.5%	0.0%
	0.0%	0.0%	0.0%	1.7%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	3.3%	0.0%
	0.0%	0.0%	0.0%	1.9%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	1.9%	0.0%
	1.6%	2.7%	0.6%	0.0%	1.3%
	4.0%	2.3%	10.2%	5.6%	3.2%
	1.9%	0.0%	0.6%	0.3%	0.8%
	1.1%	1.0%	4.5%	1.5%	0.1%
	0.3%	0.0%	1.2%	1.1%	2.1%
	0.0%	0.0%	0.0%	0.0%	0.0%
	8,251	2,973	1,885	3,643	867
	97.1%	95.9%	97.6%	86.7%	92.8%

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
Black or African American	9.6%	2.4%	1.2%
American Indian and Alaska Native	0.8%	1.1%	0.1%
Asian	7.8%	2.3%	5.9%
Native Hawaiian and Other Pacific Islander	0.2%	0.4%	0.0%
Some other race	6.1%	2.2%	1.1%
HISPANIC OR LATINO AND RACE			
Total population	6,873,003	70,529	1,875
Hispanic or Latino (of any race)	12.0%	4.2%	1.5%
Mexican	0.7%	0.6%	0.4%
Puerto Rican	4.7%	2.1%	0.3%
Cuban	0.2%	0.2%	0.5%
Other Hispanic or Latino	6.4%	1.4%	0.3%
Not Hispanic or Latino	88.0%	95.8%	98.5%
White alone	70.8%	90.0%	91.1%
Black or African American alone	6.8%	1.0%	1.2%
American Indian and Alaska Native alone	0.1%	0.2%	0.0%
Asian alone	6.7%	1.5%	4.7%
Native Hawaiian and Other Pacific Islander alone	0.0%	0.1%	0.0%
Some other race alone	0.8%	0.2%	0.2%
Two or more races	2.7%	2.9%	1.2%
Two races including Some other race	0.6%	0.4%	0.0%
Two races excluding Some other race, and Three or more races	2.1%	2.5%	1.2%
Total housing units	(X)	(X)	(X)
CITIZEN, VOTING AGE POPULATION			
Citizen, 18 and over population	5,030,986	57,012	1,463
Male	47.7%	48.0%	46.6%
Female	52.3%	52.0%	53.4%

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	2.6%	1.3%	1.6%	0.7%	6.1%
	1.6%	1.0%	5.4%	2.4%	0.1%
	0.6%	0.2%	2.2%	12.0%	2.9%
	0.0%	0.0%	0.0%	3.2%	0.0%
	2.3%	3.9%	4.4%	1.5%	1.5%
	8,251	2,973	1,885	3,643	867
	4.7%	4.1%	6.8%	6.0%	3.3%
	0.3%	3.9%	0.1%	0.7%	0.2%
	2.7%	0.0%	3.0%	3.2%	0.3%
	0.0%	0.0%	1.3%	0.0%	0.0%
	1.7%	0.2%	2.4%	2.1%	2.8%
	95.3%	95.9%	93.2%	94.0%	96.7%
	90.7%	93.2%	84.7%	78.1%	87.9%
	0.6%	0.3%	1.0%	0.0%	5.0%
	0.4%	0.0%	0.0%	0.0%	0.0%
	0.3%	0.2%	0.7%	10.5%	0.8%
	0.0%	0.0%	0.0%	1.9%	0.0%
	0.1%	0.0%	0.2%	0.0%	0.0%
	3.3%	2.2%	6.6%	3.5%	3.0%
	0.0%	1.2%	0.2%	0.9%	0.0%
	3.3%	1.0%	6.4%	2.6%	3.0%
	(X)	(X)	(X)	(X)	(X)
	6,687	2,306	1,567	2,890	741
	47.2%	46.8%	46.1%	49.3%	51.7%
	52.8%	53.2%	53.9%	50.7%	48.3%

ECONOMY

Source: S0802 2020 ACS Means of Transportation to Work

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
WORKERS 16 YEARS AND OVER	3,544,318	35,638	915
AGE			
16 to 19 years	3.5%	3.4%	2.8%
20 to 24 years	9.1%	7.5%	5.0%
25 to 44 years	41.8%	36.5%	41.1%
45 to 54 years	20.7%	20.7%	16.7%
55 to 59 years	10.3%	11.6%	7.0%
60 years and over	14.6%	20.3%	27.3%
Median age (years)	42.6	46.5	45.6
SEX			
Male	50.9%	50.3%	54.3%
Female	49.1%	49.7%	45.7%
RACE AND HISPANIC OR LATINO ORIGIN			
One race	96.2%	96.9%	98.4%
White	78.3%	92.8%	89.9%
Black or African American	7.0%	1.0%	1.0%
American Indian and Alaska Native	0.2%	0.2%	0.0%
Asian	6.9%	1.4%	6.7%
Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.0%
Some other race	3.8%	1.3%	0.8%
Two or more races	3.8%	3.1%	1.6%
Hispanic or Latino origin (of any race)	10.5%	3.7%	2.4%
White alone, not Hispanic or Latino	73.2%	90.9%	89.2%
NATIVITY AND CITIZENSHIP STATUS			
Native	80.1%	94.7%	87.8%
Foreign born	19.9%	5.3%	12.2%
Naturalized U.S. citizen	11.1%	2.8%	8.0%
Not a U.S. citizen	8.8%	2.4%	4.3%
LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH			
Speak language other than English	23.8%	6.3%	11.6%
Speak English "very well"	15.2%	4.8%	9.1%
Speak English less than "very well"	8.5%	1.6%	2.5%
EARNINGS IN THE PAST 12 MONTHS (IN 2020 INFLATION-ADJUSTED DOLLARS) FOR WORKERS			
WORKERS 16 YEARS AND OVER WITH EARNINGS	3,543,761	35,599	915

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	4,464	1,633	945	2,303	370
	3.2%	5.3%	2.3%	2.4%	3.5%
	5.4%	6.5%	9.5%	23.6%	0.8%
	44.4%	30.3%	30.5%	40.9%	34.3%
	19.1%	23.6%	15.0%	10.6%	29.5%
	8.4%	14.0%	14.7%	9.6%	9.2%
	19.4%	20.3%	27.9%	12.9%	22.7%
	44.3	48.5	49.8	32.6	49.9
	49.6%	44.9%	44.3%	52.9%	48.4%
	50.4%	55.1%	55.7%	47.1%	51.6%
	97.2%	98.0%	96.6%	94.8%	99.5%
	94.1%	94.4%	93.0%	84.8%	87.8%
	0.5%	0.1%	2.0%	0.7%	8.6%
	0.8%	0.0%	0.0%	0.0%	0.0%
	0.4%	0.0%	0.6%	7.7%	0.0%
	0.0%	0.0%	0.0%	1.5%	0.0%
	1.4%	3.6%	1.0%	0.0%	3.0%
	2.8%	2.0%	3.4%	5.2%	0.5%
	3.8%	4.2%	6.6%	5.3%	4.3%
	92.2%	93.8%	89.3%	81.5%	87.3%
	94.8%	94.5%	94.4%	87.9%	99.5%
	5.2%	5.5%	5.6%	12.1%	0.5%
	2.9%	1.5%	4.7%	3.4%	0.5%
	2.4%	4.0%	1.0%	8.7%	0.0%
	9.2%	4.9%	5.6%	14.3%	3.8%
	7.2%	2.5%	5.3%	10.6%	3.8%
	2.0%	2.4%	0.3%	3.8%	0.0%
	4,464	1,633	945	2,303	370

* All towns except Amherst are in Franklin County. Amherst is in Hampshire County.

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
\$1 to \$9,999 or loss	10.6%	11.7%	15.1%
\$10,000 to \$14,999	4.9%	6.7%	3.7%
\$15,000 to \$24,999	9.6%	12.6%	14.1%
\$25,000 to \$34,999	10.5%	13.9%	11.6%
\$35,000 to \$49,999	13.9%	16.4%	16.4%
\$50,000 to \$64,999	12.7%	14.8%	7.7%
\$65,000 to \$74,999	6.4%	5.9%	9.0%
\$75,000 or more	31.4%	17.9%	22.5%
Median earnings (dollars)	50,459	38,992	38,594
POVERTY STATUS IN THE PAST 12 MONTHS			
Workers 16 years and over for whom poverty status is determined	3,484,693	35,600	915
Below 100 percent of the poverty level	3.8%	5.1%	5.9%
100 to 149 percent of the poverty level	3.4%	5.8%	6.8%
At or above 150 percent of the poverty level	92.8%	89.1%	87.3%
WORKERS 16 YEARS AND OVER	3,544,318	35,638	915
OCCUPATION			
Management, business, science, and arts occupations	48.2%	42.4%	60.5%
Service occupations	16.6%	17.0%	8.9%
Sales and office occupations	19.4%	19.2%	15.5%
Natural resources, construction, and maintenance occupations	6.6%	9.5%	10.6%
Production, transportation, and material moving occupations	9.1%	12.0%	4.5%
Military specific occupations	0.1%	0.0%	0.0%
INDUSTRY			
Agriculture, forestry, fishing and hunting, and mining	0.4%	2.5%	1.6%
Construction	5.7%	7.6%	9.2%
Manufacturing	8.9%	10.7%	4.2%
Wholesale trade	2.2%	1.6%	0.8%
Retail trade	10.0%	10.9%	9.5%

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	12.6%	13.0%	10.6%	13.3%	9.7%
	7.0%	3.4%	7.4%	10.5%	4.3%
	11.3%	13.3%	8.3%	11.7%	18.6%
	12.5%	13.4%	13.7%	17.9%	20.8%
	19.5%	9.7%	12.6%	13.4%	22.7%
	18.6%	11.3%	13.9%	18.1%	5.4%
	5.1%	9.7%	9.0%	1.7%	4.3%
	13.5%	26.3%	24.7%	13.5%	14.1%
	38,618	47,633	48,412	32,246	32,375
	4,464	1,633	945	2,303	370
	2.8%	2.4%	3.3%	13.4%	4.1%
	10.5%	0.7%	0.3%	9.4%	6.8%
	86.7%	96.9%	96.4%	77.2%	89.2%
	4,464	1,633	945	2,303	370
	33.7%	51.6%	62.6%	56.7%	44.3%
	24.1%	16.5%	10.9%	9.3%	20.0%
	18.5%	16.4%	17.7%	14.5%	18.6%
	10.2%	10.3%	4.8%	8.8%	9.5%
	13.4%	5.3%	4.0%	10.6%	7.6%
	0.0%	0.0%	0.0%	0.0%	0.0%
	1.4%	7.1%	0.4%	2.0%	4.6%
	7.9%	3.4%	3.2%	3.0%	7.8%
	11.8%	2.6%	4.7%	7.0%	3.5%
	1.7%	5.1%	0.0%	0.0%	0.0%
	9.7%	7.8%	8.8%	13.0%	11.4%

* All towns except Amherst are in Franklin County. Amherst is in Hampshire County.

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
Transportation and warehousing, and utilities	3.9%	3.3%	3.0%
Information and finance and insurance, and real estate and rental and leasing	9.6%	6.1%	5.2%
Professional, scientific, management, and administrative and waste management services	14.5%	7.9%	10.1%
Educational services, and health care and social assistance	28.1%	33.6%	40.3%
Arts, entertainment, and recreation, and accommodation and food services	8.2%	7.1%	8.7%
Other services (except public administration)	4.4%	4.3%	2.8%
Public administration	3.9%	4.4%	4.6%
Armed forces	0.2%	0.0%	0.0%
CLASS OF WORKER			
Private wage and salary workers	81.9%	68.7%	65.0%
Government workers	12.3%	19.4%	17.2%
Self-employed workers in own not incorporated business	5.6%	11.4%	17.8%
Unpaid family workers	0.2%	0.4%	0.0%
PLACE OF WORK			
Worked in state of residence	96.2%	95.4%	98.0%
Worked in county of residence	66.6%	62.6%	39.7%
Worked outside county of residence	29.6%	32.8%	58.4%
Worked outside state of residence	3.8%	4.6%	2.0%
WORKERS 16 YEARS AND OVER WHO DID NOT WORK FROM HOME	3,251,466	32,244	770
TIME OF DEPARTURE TO GO TO WORK			
12:00 a.m. to 4:59 a.m.	3.3%	3.8%	0.5%
5:00 a.m. to 5:29 a.m.	3.3%	3.9%	2.2%
5:30 a.m. to 5:59 a.m.	4.3%	4.5%	1.8%
6:00 a.m. to 6:29 a.m.	8.5%	7.4%	4.5%
6:30 a.m. to 6:59 a.m.	9.7%	9.8%	5.2%
7:00 a.m. to 7:29 a.m.	14.6%	13.3%	15.8%
7:30 a.m. to 7:59 a.m.	12.2%	15.3%	13.5%
8:00 a.m. to 8:29 a.m.	13.1%	10.9%	11.9%
8:30 a.m. to 8:59 a.m.	7.1%	6.3%	9.5%
9:00 a.m. to 11:59 p.m.	23.9%	24.8%	34.9%
TRAVEL TIME TO WORK			
Less than 10 minutes	10.4%	18.8%	3.6%

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	3.6%	1.8%	2.6%	4.8%	3.5%
	5.2%	6.6%	8.7%	2.3%	5.9%
	5.0%	11.6%	13.0%	2.7%	8.1%
	34.1%	31.3%	43.8%	57.4%	36.2%
	7.1%	10.2%	7.0%	3.0%	4.1%
	8.2%	2.8%	3.6%	1.2%	3.5%
	4.4%	9.7%	4.2%	3.4%	11.4%
	0.0%	0.0%	0.0%	0.0%	0.0%
	69.2%	69.7%	55.0%	51.8%	64.1%
	16.8%	25.4%	29.8%	46.2%	20.3%
	14.0%	4.9%	14.8%	2.0%	15.7%
	0.0%	0.0%	0.3%	0.0%	0.0%
	96.2%	89.1%	97.5%	97.7%	98.6%
	71.5%	71.6%	30.4%	23.8%	65.1%
	24.7%	17.5%	67.1%	73.9%	33.5%
	3.8%	10.9%	2.5%	2.3%	1.4%
	4,061	1,408	782	2,101	336
	6.1%	2.2%	1.3%	2.1%	2.4%
	6.4%	2.9%	2.6%	6.9%	0.6%
	6.2%	2.9%	1.5%	6.7%	2.4%
	8.7%	9.4%	4.9%	6.9%	6.8%
	7.0%	11.4%	4.5%	5.0%	12.8%
	14.8%	17.6%	10.6%	8.7%	13.7%
	15.9%	24.2%	14.2%	21.5%	11.9%
	8.9%	6.8%	17.1%	12.2%	14.6%
	3.5%	2.3%	16.5%	7.9%	2.4%
	22.6%	20.2%	26.9%	22.1%	32.4%
	20.6%	13.1%	5.0%	3.0%	5.1%
* All towns except Amherst are in Franklin County. Amherst is in Hampshire County.					

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
10 to 14 minutes	11.7%	12.4%	6.9%
15 to 19 minutes	12.9%	15.2%	19.6%
20 to 24 minutes	12.6%	12.5%	17.5%
25 to 29 minutes	6.0%	6.5%	7.5%
30 to 34 minutes	14.1%	12.8%	20.8%
35 to 44 minutes	8.6%	8.4%	7.9%
45 to 59 minutes	10.7%	6.9%	9.9%
60 or more minutes	12.9%	6.5%	6.2%
Mean travel time to work (minutes)	30.0	N	N
WORKERS 16 YEARS AND OVER IN HOUSEHOLDS	3,477,616	35,284	899
HOUSING TENURE			
Owner-occupied housing units	67.9%	74.1%	86.1%
Renter-occupied housing units	32.1%	25.9%	13.9%
VEHICLES AVAILABLE			
No vehicle available	6.0%	2.4%	0.3%
1 vehicle available	23.5%	21.3%	9.9%
2 vehicles available	41.5%	46.5%	44.9%
3 or more vehicles available	29.0%	29.8%	44.8%
PERCENT ALLOCATED			
Means of transportation to work	12.4%	9.3%	11.0%
Time of departure to go to work	25.6%	21.1%	23.8%
Travel time to work	17.9%	13.0%	13.6%
Vehicles available	1.5%	1.2%	0.0%

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	11.0%	7.7%	9.6%	19.4%	4.2%
	17.6%	15.1%	12.3%	36.1%	7.7%
	16.7%	20.7%	19.7%	11.3%	11.6%
	6.7%	11.7%	7.7%	8.1%	7.7%
	11.7%	8.6%	18.8%	13.5%	25.3%
	4.2%	11.7%	10.4%	4.0%	11.9%
	5.6%	9.3%	9.5%	2.2%	11.0%
	5.9%	2.0%	7.2%	2.4%	15.5%
	N	N	N	N	N
	4,460	1,630	945	2,294	368
	68.3%	89.3%	90.2%	40.3%	84.8%
	31.7%	10.7%	9.8%	59.7%	15.2%
	4.1%	0.7%	1.0%	1.4%	1.1%
	21.3%	9.2%	14.8%	26.4%	19.3%
	47.6%	55.9%	48.6%	47.0%	46.2%
	27.0%	34.2%	35.7%	25.2%	33.4%
	15.7%	6.0%	6.9%	5.0%	4.3%
	24.9%	14.0%	24.0%	21.8%	13.1%
	20.5%	7.0%	11.0%	5.5%	7.4%
	2.8%	0.6%	0.0%	1.6%	2.4%

HOUSING

Source: 2020 ACS Number of Buildings (B25034), Tenure (B25036), Median Value (B25107), and Median Gross Rent (B25111) by Year Built*

Note: The margin of error is quite high on some of these estimates; use this table as an order-or-magnitude comparison rather than a precise valuation.

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
NUMBER OF RESIDENTIAL STRUCTURES BY YEAR BUILT			
TOTAL:	2,913,009	34,164	790
Built 2014 or later	67,306	544	9
Built 2010 to 2013	49,168	244	10
Built 2000 to 2009	206,213	1,820	85
Built 1990 to 1999	228,149	2,475	37
Built 1980 to 1989	315,329	4,435	187
Built 1970 to 1979	334,023	4,337	122
Built 1960 to 1969	295,166	2,949	62
BUILT 1950 TO 1959	331,810	3,355	75
Built 1940 to 1949	157,385	1,654	26
Built 1939 or earlier	928,460	12,351	177
TENURE BY YEAR STRUCTURE BUILT			
Total:	2,646,980	30,790	727
Owner occupied:	1,654,892	21,256	642
Built 2014 or later	30,131	262	9
Built 2010 to 2013	24,886	124	10
Built 2000 to 2009	129,695	1,441	71
Built 1990 to 1999	152,360	1,921	37
Built 1980 to 1989	193,496	3,281	156
Built 1970 to 1979	173,164	2,497	93
Built 1960 to 1969	178,241	1,820	57
Built 1950 to 1959	219,681	1,899	32
Built 1940 to 1949	88,074	848	19
Built 1939 or earlier	465,164	7,163	158
Renter occupied:	992,088	9,534	85
Built 2014 or later	29,098	267	0
Built 2010 to 2013	20,642	110	0
Built 2000 to 2009	56,541	219	3
Built 1990 to 1999	58,720	383	0
Built 1980 to 1989	91,266	801	31
Built 1970 to 1979	130,870	1,346	20
Built 1960 to 1969	91,010	869	5
Built 1950 to 1959	85,683	1,177	3

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	4,070	1,485	890	1,754	440
	8	11	7	0	17
	8	0	0	0	12
	94	96	81	92	33
	248	191	122	295	76
	414	216	172	215	72
	440	142	217	534	60
	513	91	93	275	10
	579	150	50	72	32
	198	29	48	0	22
	1,568	559	100	271	106
	3,757	1,278	768	1,606	387
	2,291	1,076	690	653	322
	0	11	7	0	10
	0	0	0	0	6
	75	96	72	69	30
	235	175	109	123	64
	311	187	132	198	60
	180	84	175	60	48
	398	36	72	68	4
	313	91	22	11	7
	72	29	21	0	17
	707	367	80	124	76
	1,466	202	78	953	65
	8	0	0	0	7
	8	0	0	0	6
	19	0	9	23	0
	13	16	13	122	4
	81	29	23	17	12
	228	37	7	418	12
	86	55	3	165	0
	266	30	3	61	8

* Information not available for Amherst

Label	Commonwealth of Massachusetts Estimate	Franklin County Estimate	Leverett Estimate
Built 1940 to 1949	56,924	688	4
Built 1939 or earlier	371,334	3,674	19
MEDIAN VALUE BY YEAR STRUCTURE BUILT			
Total:	398,800	239,900	353,800
Built 2014 or later	598,800	341,800	-
Built 2010 to 2013	534,100	290,500	-
Built 2000 to 2009	470,400	288,800	494,400
Built 1990 to 1999	456,100	272,400	356,300
Built 1980 to 1989	378,500	261,100	408,300
Built 1970 to 1979	360,300	245,900	289,900
Built 1960 to 1969	378,200	225,200	285,000
Built 1950 to 1959	365,000	215,000	325,000
Built 1940 to 1949	354,900	197,200	340,900
Built 1939 or earlier	414,800	225,200	335,300
MEDIAN GROSS RENT BY YEAR STRUCTURE BUILT			
Total:	1,336	959	1,617
Built 2014 or later	2,290	591	-
Built 2010 to 2013	1,795	1,189	-
Built 2000 to 2009	1,794	965	-
Built 1990 to 1999	1,478	1,137	-
Built 1980 to 1989	1,331	1,115	1,427
Built 1970 to 1979	1,222	1,082	1,938
Built 1960 to 1969	1,247	899	-
Built 1950 to 1959	1,235	920	-
Built 1940 to 1949	1,234	1,065	-
Built 1939 or earlier	1,300	907	-

	Montague Estimate	Northfield Estimate	Shutesbury Estimate	Sunderland Estimate	Wendell Estimate
	126	0	17	0	0
	631	35	3	147	16
	229,700	244,300	281,300	324,600	212,000
	-	-	-	-	-
	-	-	-	-	-
	317,300	287,500	335,300	386,100	233,300
	246,600	234,400	317,300	391,900	228,300
	259,800	241,300	280,000	348,800	202,500
	252,400	-	263,200	272,600	210,000
	226,200	254,200	300,000	263,800	-
	196,500	182,500	165,000	-	-
	252,600	-	335,000	-	96,900
	209,200	294,900	253,300	283,300	191,300
	933	796	1,385	1,462	1,164
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	1,600	-
	979	628	1,972	-	1,625
	912	1,125	-	1,550	-
	875	817	-	1,178	-
	928	-	-	-	-
	900	-	1,938	-	-
	942	-	-	1,724	-

Leverett

COMMUNITY PROFILE

1,829	-0.86%	2.39	30.3	52.1	\$103,980	\$430,571	\$496,934	16.8%	61%	402
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



8.8%
Services

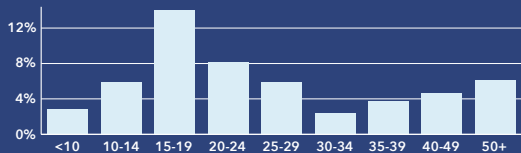


16.3%
Blue Collar

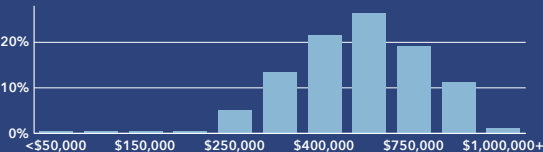


75.0%
White Collar

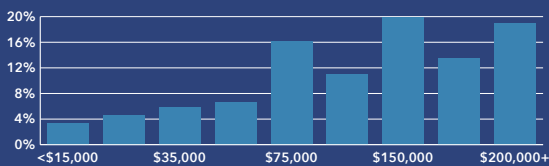
Mortgage as Percent of Salary



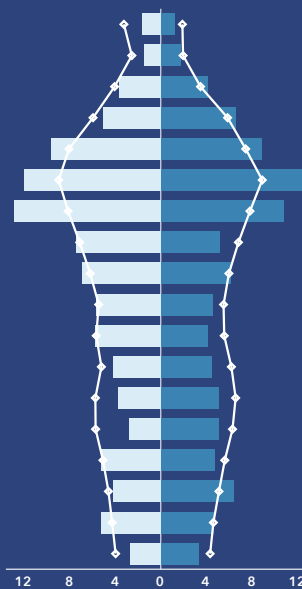
Home Value



Household Income

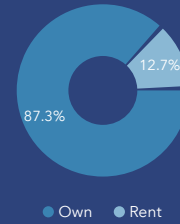


Age Profile: 5 Year Increments

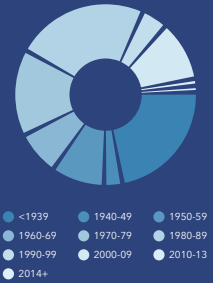


Dots show comparison to Franklin County

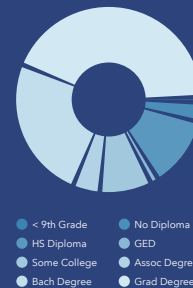
Home Ownership



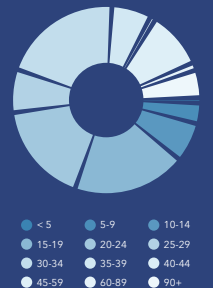
Housing: Year Built



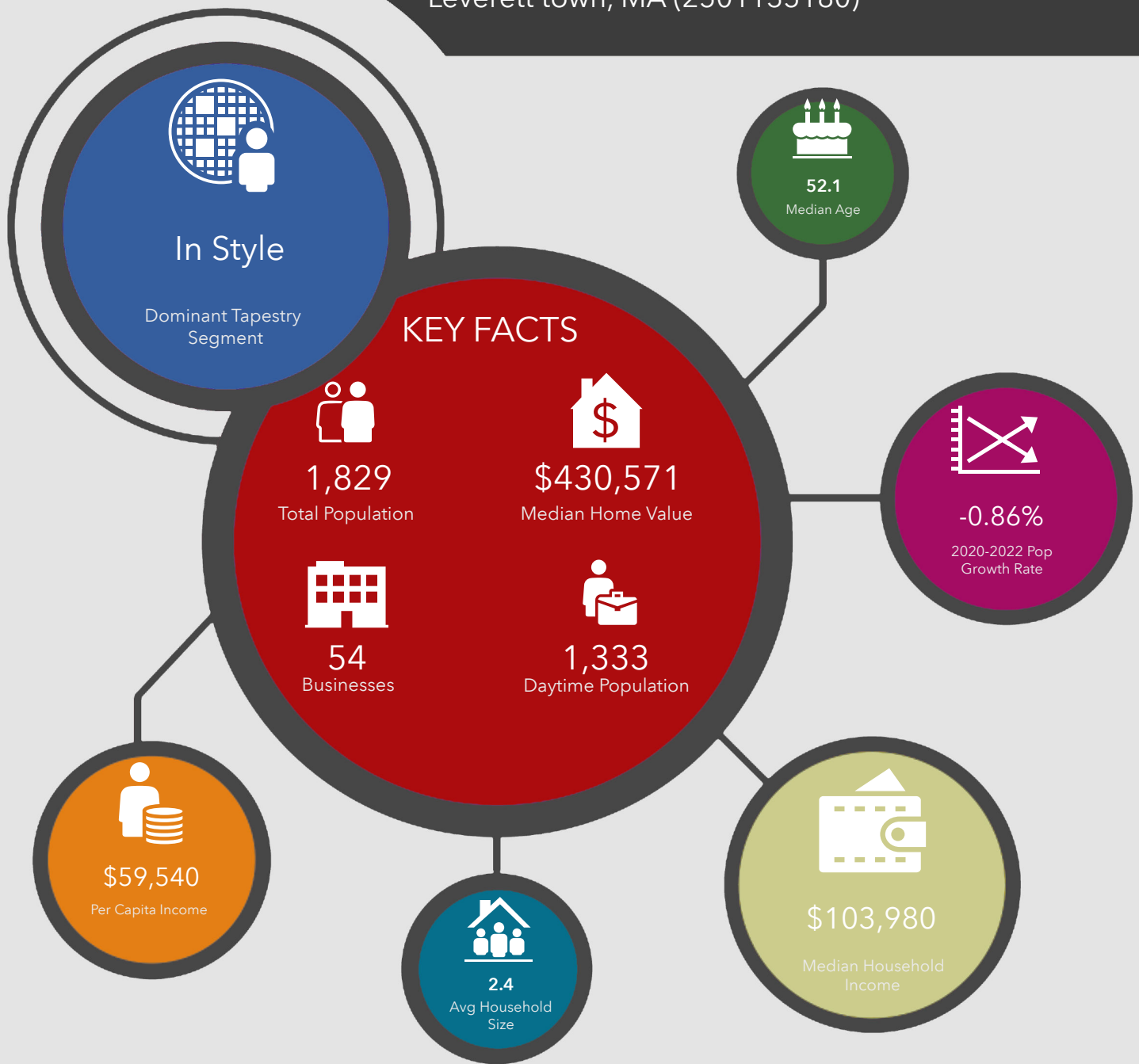
Educational Attainment



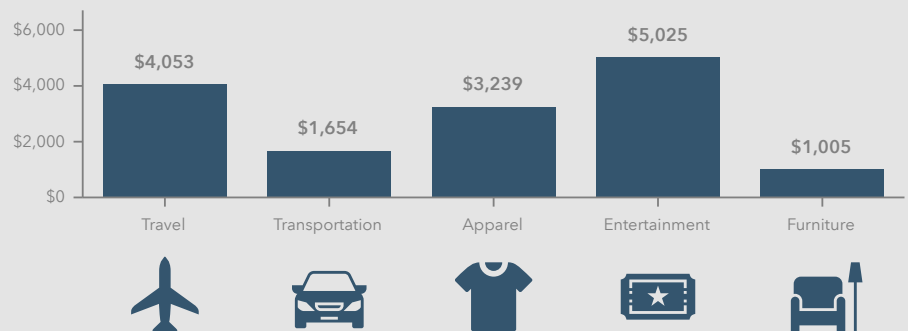
Commute Time: Minutes



Source: Esri, ACS
Esri forecasts for 2022, 2016-2020, 2027



KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027

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Spending facts are average annual dollars per household

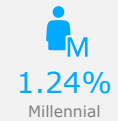
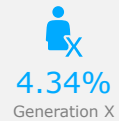
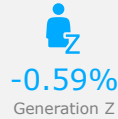
OFFICE MARKET PROFILE

This infographic provides a set of key demographic, market potential and spending indicators that allow you to quickly understand the market opportunities and demographics of an area that provide powerful decision-making insight about office location.

[Learn more about this data](#)



PROJECTED ANNUAL GROWTH RATE



INTERNET ACCESS (INDEX)



102

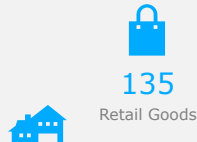
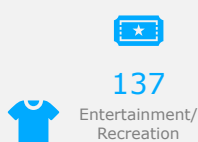
Access to Internet at home



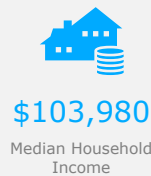
103

Internet at home via high speed connection

LIFESTYLE SPENDING (INDEX)



INCOME AND HOME VALUE



This infographic contains data provided by Esri, Esri-MRI-Simmons, Esri-U.S. BLS. The vintage of the data is 2027, 2022.

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COMMUTE PROFILE

Leverett town, MA

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

WORKERS



915

ACS Workers Age 16+



75.8%

Drove Alone to Work

TRANSPORTATION TO WORK



0.3%

Took Public Transportation



6.6%

Carpooled



0.0%

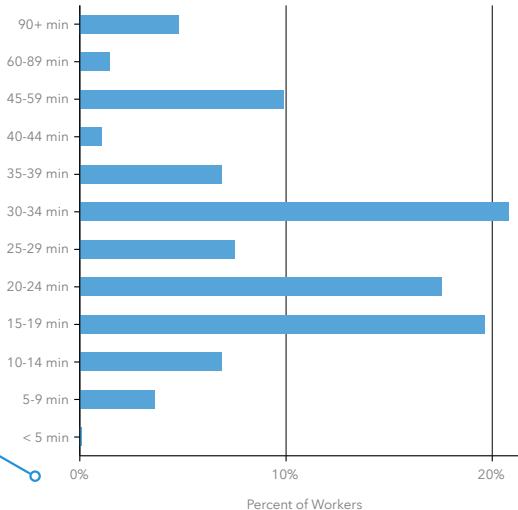
Walked to Work



0.0%

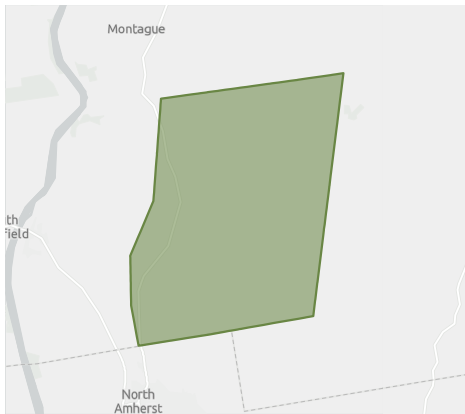
Bike to Work

TRAVEL TIME TO WORK



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2016-2020.

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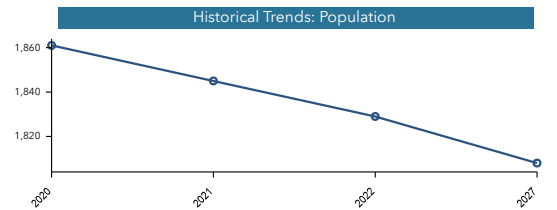


POPULATION TRENDS AND KEY INDICATORS

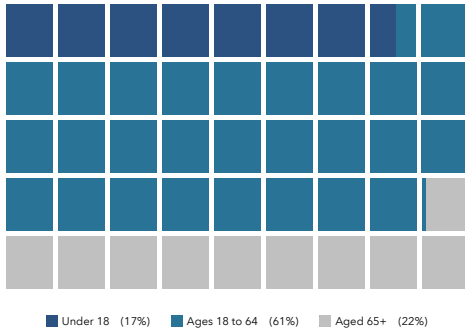
Leverett town, MA

1,829	762	2.39	52.1	\$103,980	\$430,571	194	96	30
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

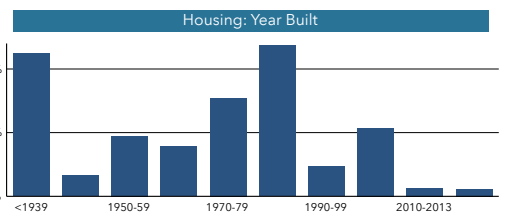
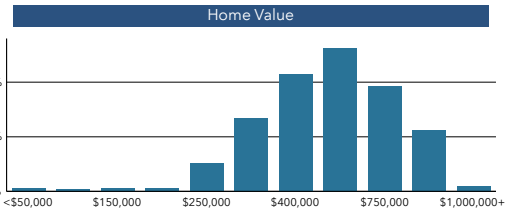
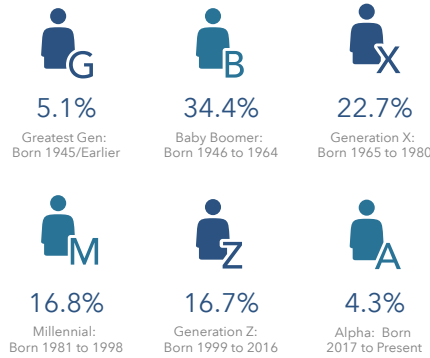
MORTGAGE INDICATORS



POPULATION BY AGE



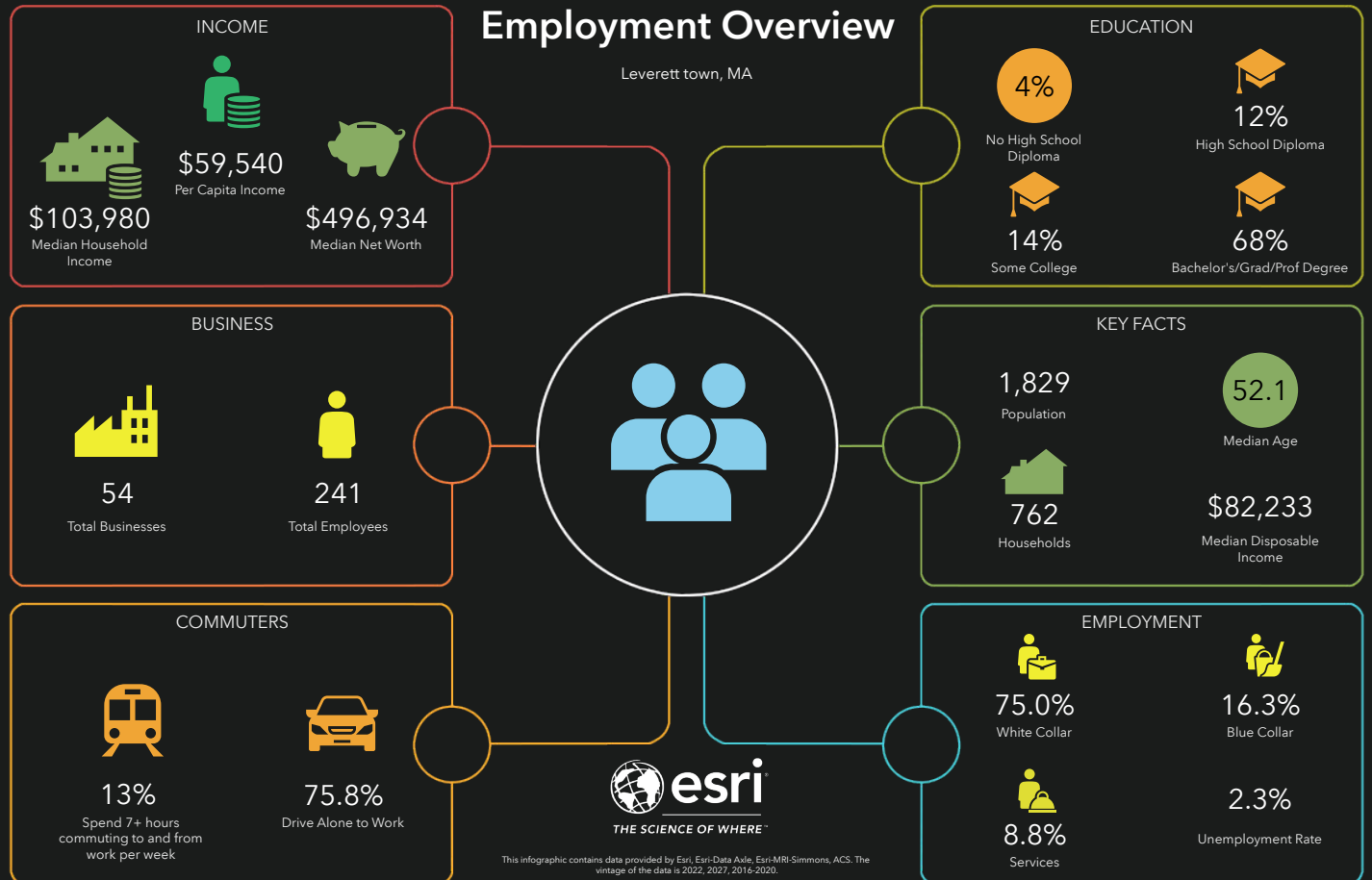
POPULATION BY GENERATION

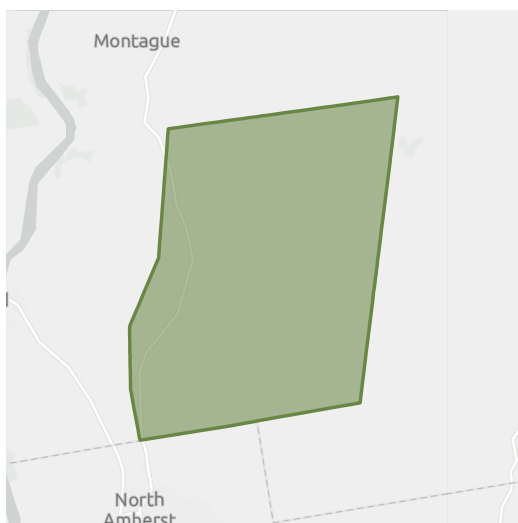


esri THE SCIENCE OF WHERE® This infographic contains data provided by Esri, Esri-U.S. BLS, ACS. The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri

Employment Overview

Leverett town, MA





Average Annual Spend per Household on Eating Out



\$566

Breakfast



\$1,739

Lunch



\$2,687

Dinner



0

Bakers
(Retail)

0

Bars and
Pubs

0

Coffee
Shops

0

Juice
Bars

0

Doughnut
Shops

0

Ice Cream
Parlors

0

Pizza
Restaurants

0

Other
Restaurants

1,829

Population

762

Households

2.39

Avg Size
Household

52.1

Median
Age

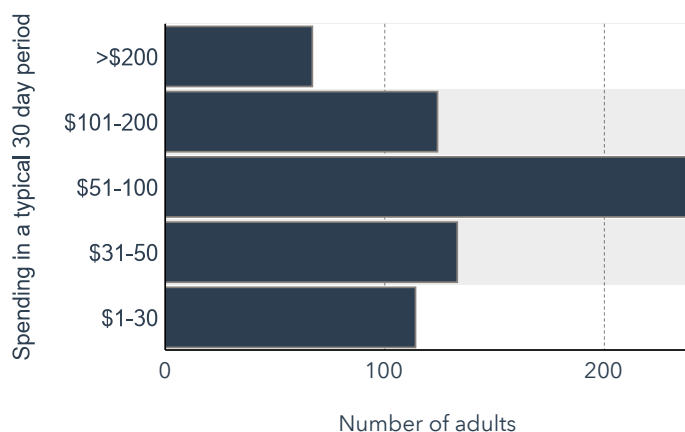
\$103,980

Median
Household Income

\$430,571

Median
Home Value

Family Restaurants Market Potential



Annual Household Spending

\$5,453

Meals at
Restaurants

\$950

Food & Drink
on Trips

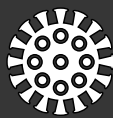
Local Business Summary

54

Total
Businesses

241

Total
Employees



CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

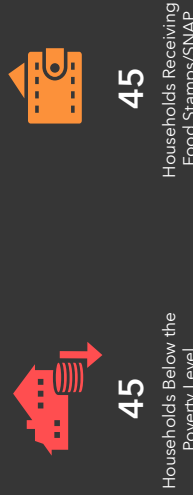
Leverett town, MA

1,829	2.39	762	52.1	\$103,980	\$430,571	96	97%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

POPULATION AND BUSINESSES



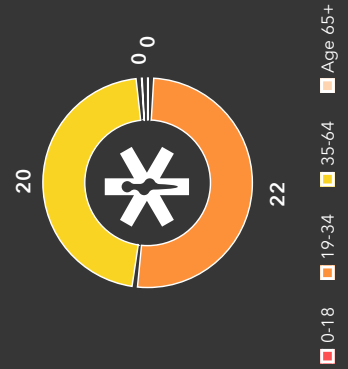
POVERTY



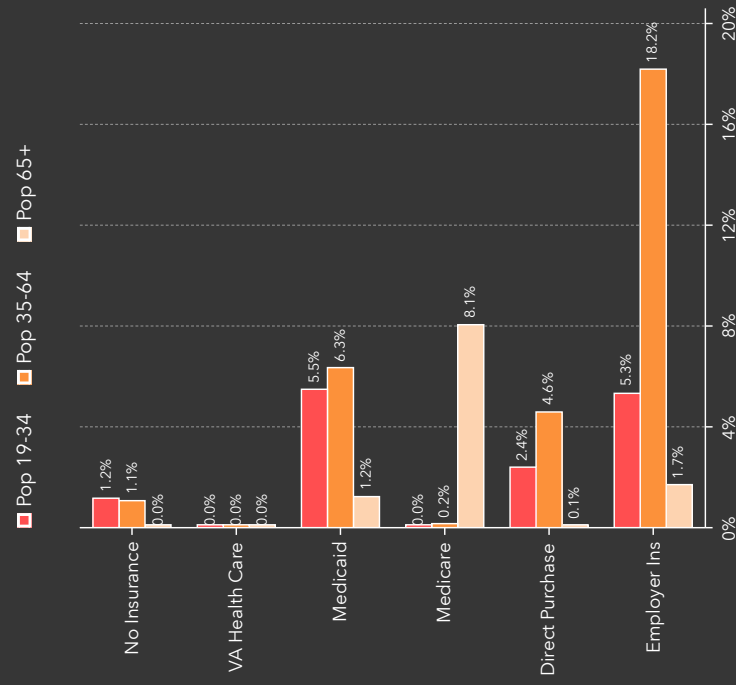
AT RISK POPULATION



POPULATION NO HEALTH INSURANCE (ACS)



HEALTH INSURANCE COVERAGE (ACS)



Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: Esri, EsriMbl-Simmons, Esri-Data-Axle, ACS

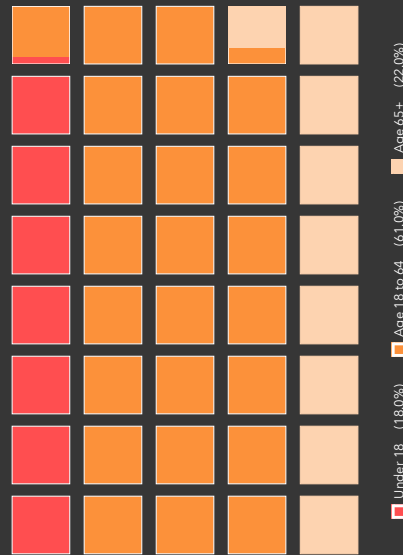


KEY INDICATORS: IMPACT PLANNING

Leverett town, MA

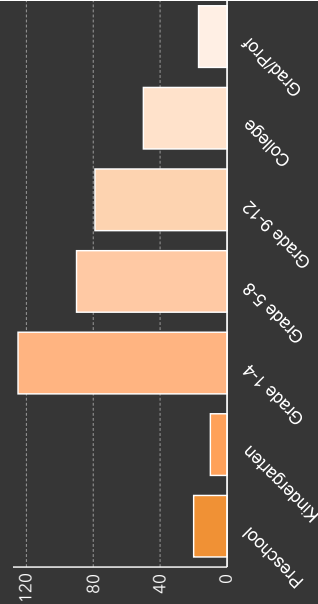
LANGUAGE (ACS)		Age 5-17	18-64	Age 65+	Total
English Only		299	872	522	1,693
Spanish		0	22	0	22
Spanish & English Well		0	22	0	22
Spanish & English Not Well		0	0	0	0
Indo-European		0	44	5	49
Indo-European & English Well		0	44	5	49
Indo-European & English Not Well		0	0	0	0
Asian-Pacific Island		0	24	0	24
Asian-Pacific Isl & English Well		0	23	0	23
Asian-Pacific Isl & English Not Well		0	1	0	1
Other Language		0	16	0	16
Other Language & English Well		0	16	0	16
Other Lang. & English Not Well		0	0	0	0

POPULATION BY AGE

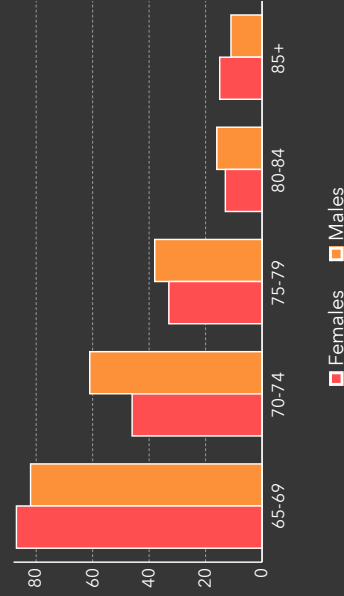


1,829	Population	2.39	Avg Size Household	762	Households	52.1	Median Age	\$103,980	Median Household Income	\$430,571	Median Home Value	96	Housing Affordability	97%	Internet at Home
-------	------------	------	--------------------	-----	------------	------	------------	-----------	-------------------------	-----------	-------------------	----	-----------------------	-----	------------------

SCHOOL ENROLLMENT (ACS)



SENIOR POPULATION



POPULATION AND POVERTY STATUS (ACS)

	Total
Population for whom Poverty Status is Determined	1,873
Income to Poverty Ratio <0.50	81
Income to Poverty Ratio 0.50-0.99	93
Income to Poverty Ratio 1.00-1.24	89
Income to Poverty Ratio 1.25-1.49	58
Income to Poverty Ratio 1.50-1.84	93
Income to Poverty Ratio 1.85-1.99	37
Income to Poverty Ratio 2.00+	1,422

POVERTY LEVELS (ACS)

	Below	Above	Total
Total	45	682	727
Married Couple Families	15	412	427
Other Families w/Male Householder	0	25	25
Other Families w/Female Householder	10	49	59
Nonfamilies w/Male Householder	7	64	71
Nonfamilies w/Female Householder	13	132	145

NO HEALTH INSURANCE COVERAGE (ACS) %

	(ACS) %	Total
Population <19	0.0%	0
Population Age 19-34	1.2%	22
Population Age 35-64	1.1%	20
Population Age 65+	0.0%	0



Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-HMRI-Simmons, Esri-Data Axle, ACS

Version 1.12
Jun 3, 2021

Amherst

COMMUNITY PROFILE

39,257 -0.01% 2.28 64.1 23.2 \$70,523 \$418,517 \$67,354 8.8% 81% 3,955
 Population Total Population Growth Average HH Size Diversity Index Median Age Median HH Income Median Home Value Median Net Worth Age <18 Age 18-64 Age 65+



22.6%
Services

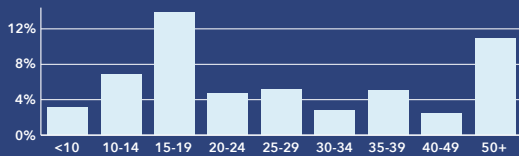


9.6%
Blue Collar

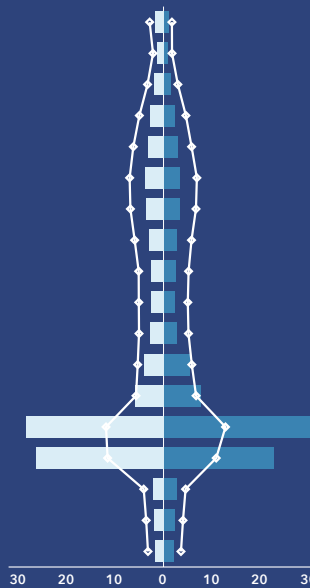


67.8%
White Collar

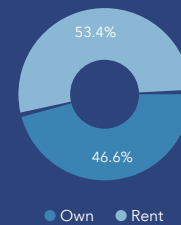
Mortgage as Percent of Salary



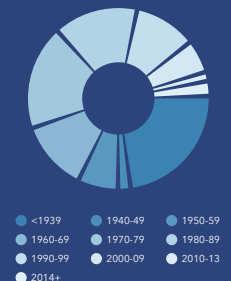
Age Profile: 5 Year Increments



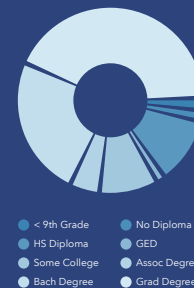
Home Ownership



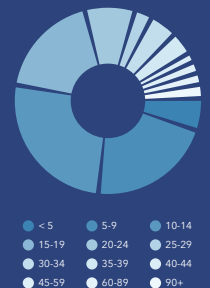
Housing: Year Built



Educational Attainment



Commute Time: Minutes

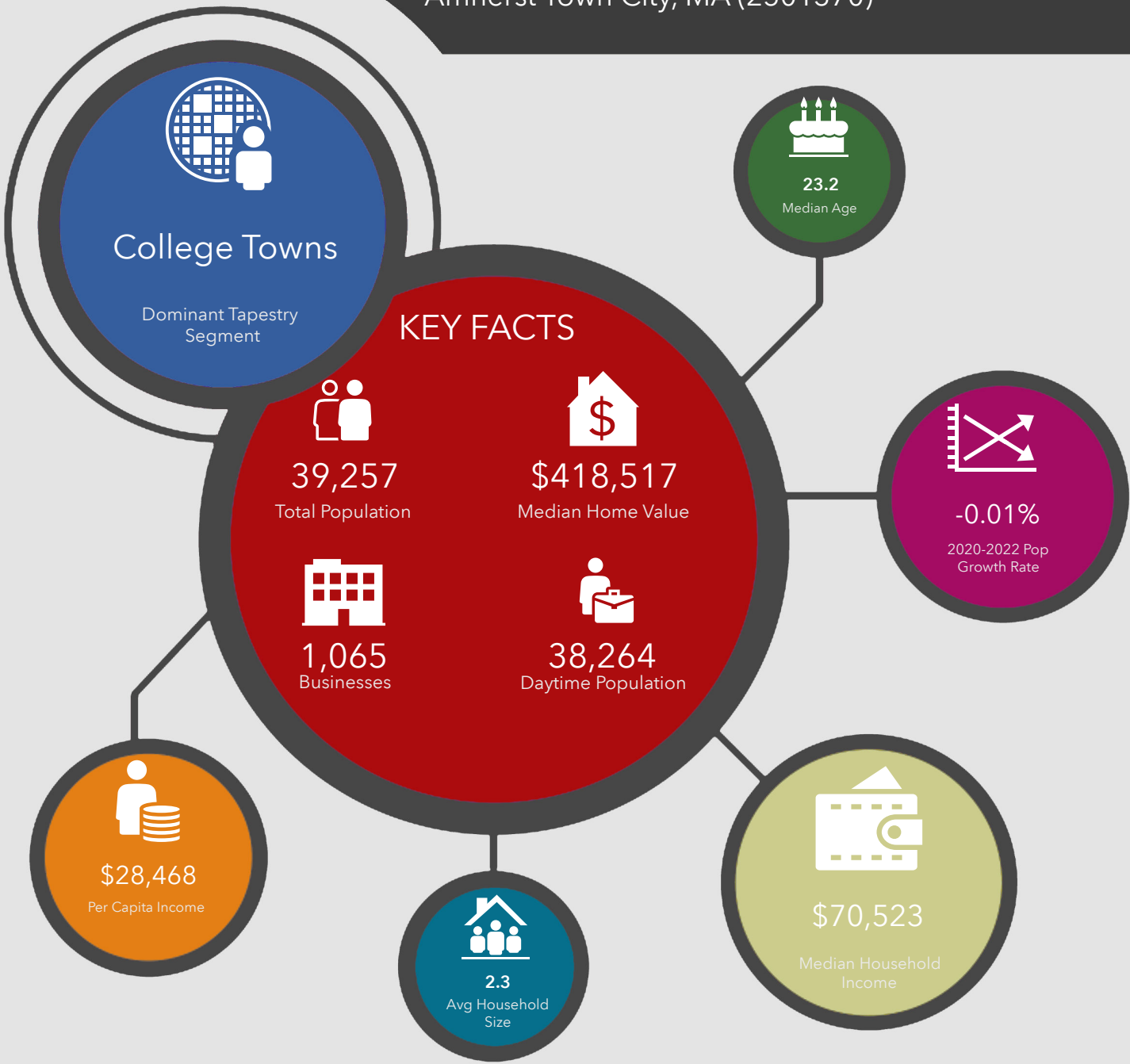


Dots show comparison to Hampshire County

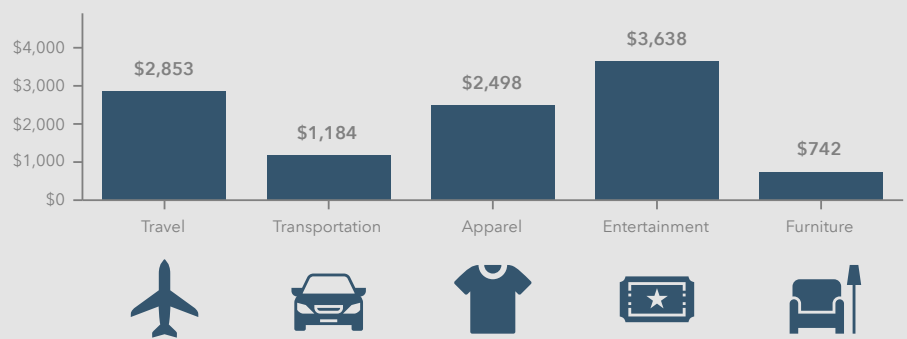


Source: Esri, ACS
Esri forecasts for 2022, 2016-2020, 2027

Amherst Town City, MA (2501370)



KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027

© 2022 Esri

Spending facts are average annual dollars per household

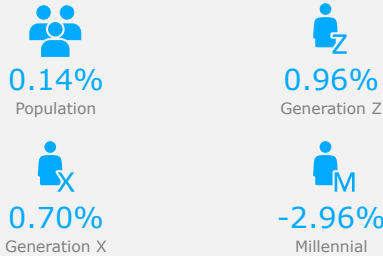
OFFICE MARKET PROFILE

This infographic provides a set of key demographic, market potential and spending indicators that allow you to quickly understand the market opportunities and demographics of an area that provide powerful decision-making insight about office location.

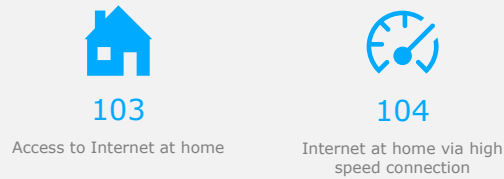
[Learn more about this data](#)



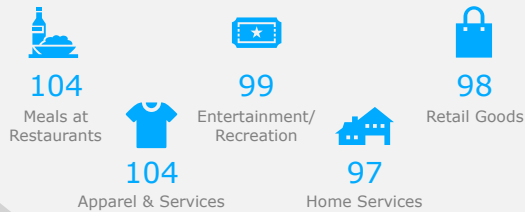
PROJECTED ANNUAL GROWTH RATE



INTERNET ACCESS (INDEX)



LIFESTYLE SPENDING (INDEX)



INCOME AND HOME VALUE



This infographic contains data provided by Esri, Esri-MRI-Simmons, Esri-U.S. BLS. The vintage of the data is 2027, 2022.

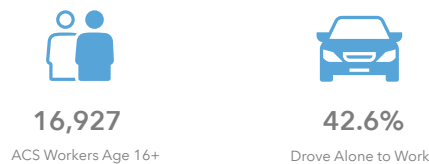
© 2022 Esri

COMMUTE PROFILE

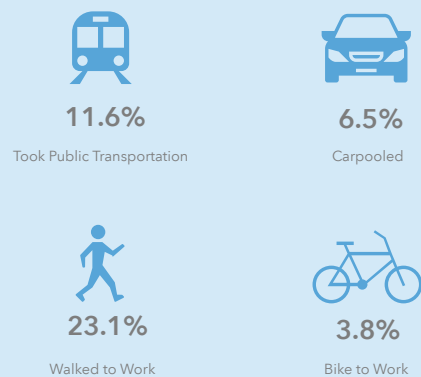
Amherst Town City, MA

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

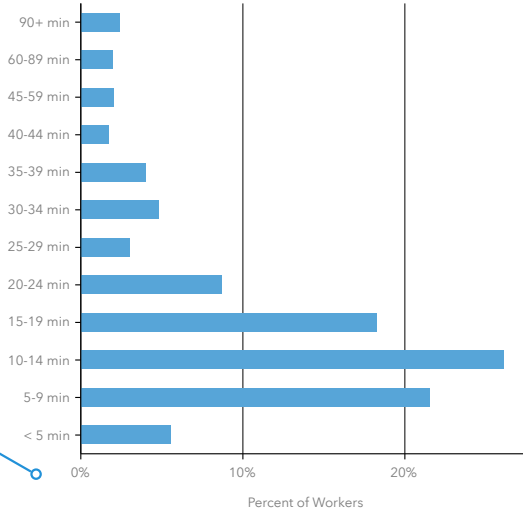
WORKERS



TRANSPORTATION TO WORK

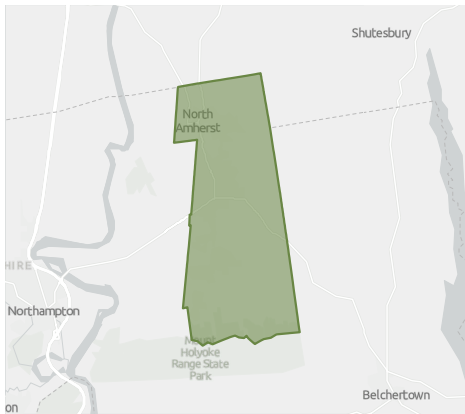


TRAVEL TIME TO WORK



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2016-2020.

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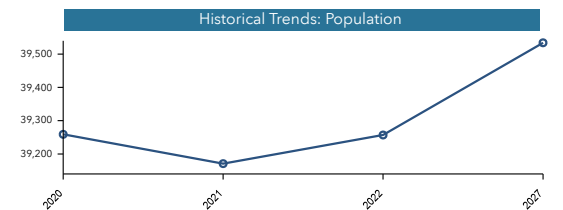


POPULATION TRENDS AND KEY INDICATORS

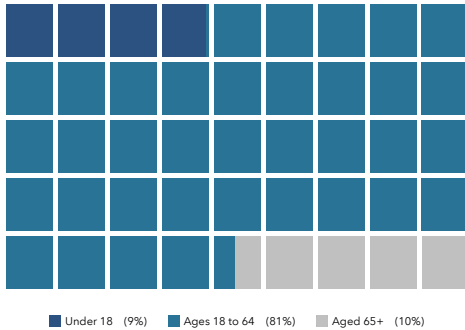
Amherst Town City, MA

39,257	9,947	2.28	23.2	\$70,523	\$418,517	105	68	64
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

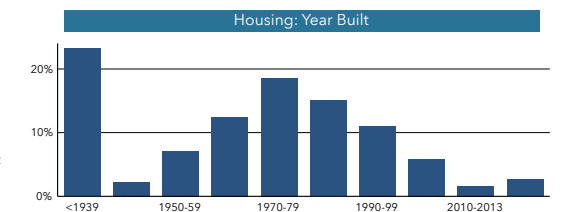
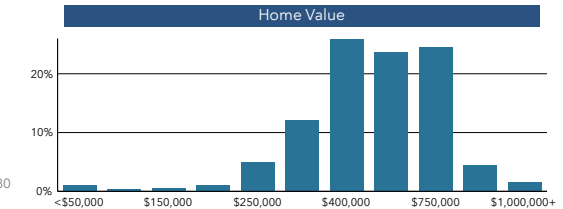
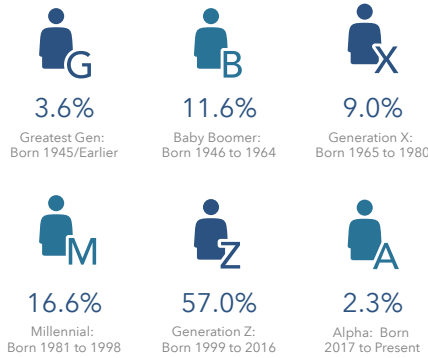
MORTGAGE INDICATORS



POPULATION BY AGE



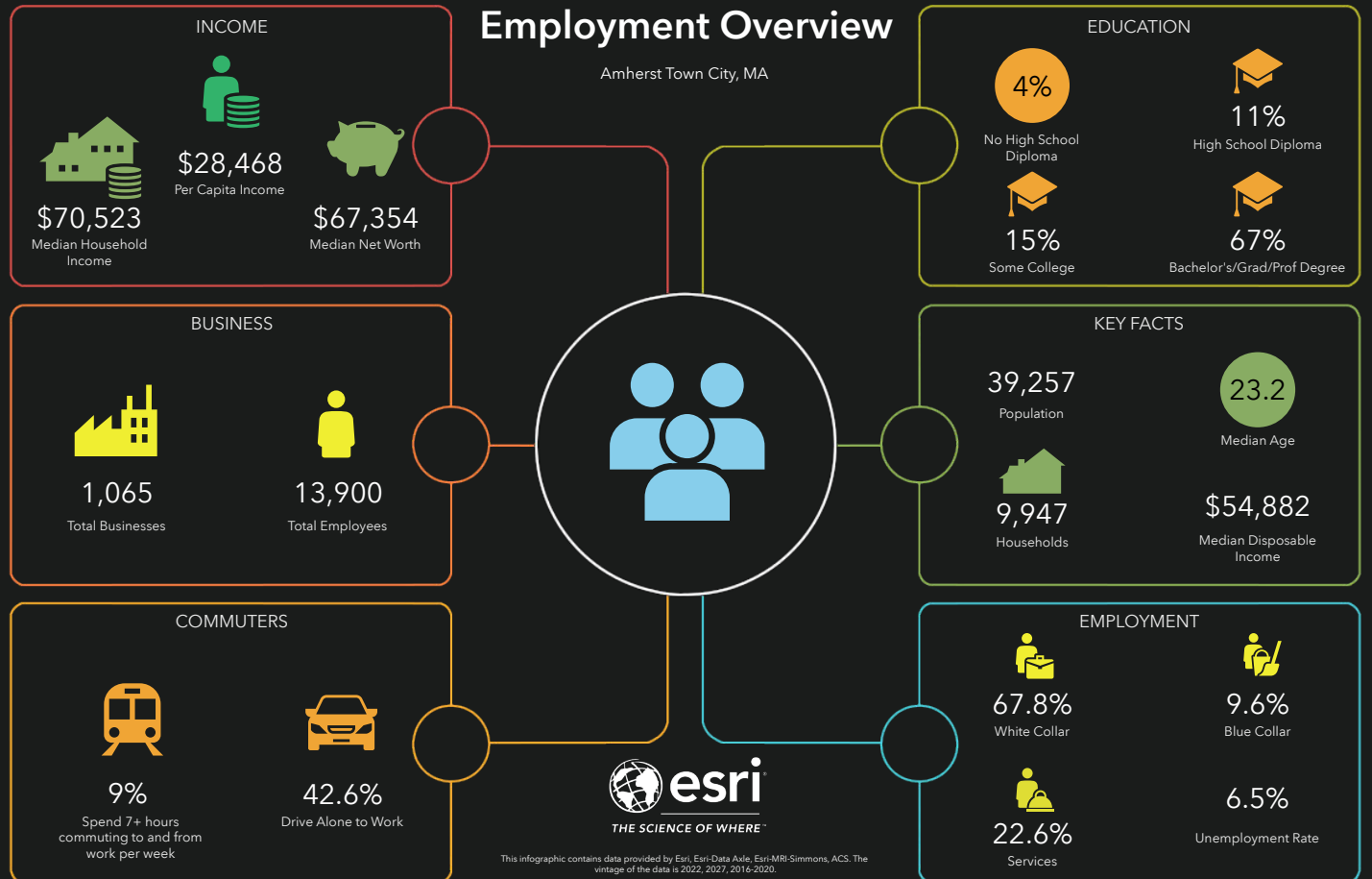
POPULATION BY GENERATION



esri THE SCIENCE OF WHERE™
This infographic contains data provided by Esri, Esri-U.S. BLS, ACS
The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri

Employment Overview

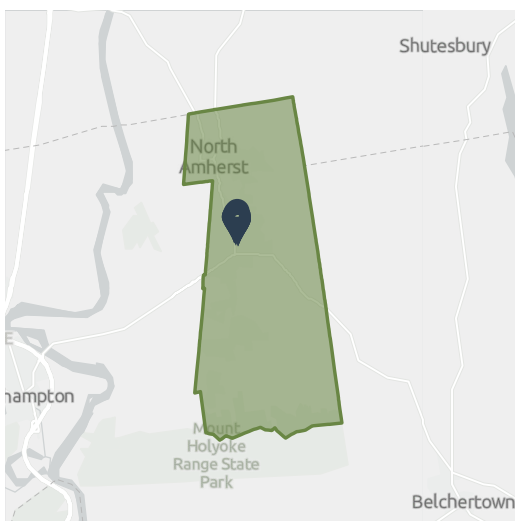
Amherst Town City, MA





Company/Business Name	Street	City	State	Employees	Sales (\$'000)	Distance
GLAZED DONUT SHOP		AMHERST	MA	6	248	0.0
LEMONGRASS FOODS		AMHERST	MA	10	415	0.0
RAO'S COFFEE	KELLOGG	AMHERST	MA	17	705	0.0
PITA POCKET	PLEASANT	AMHERST	MA	10	415	0.1
POWERHOUSE NUTRITION	PLEASANT ST # NPLEASANT	AMHERST	MA	1	42	0.1
PANDA EAST	PLEASANT	AMHERST	MA	7	291	0.1
LILI'S RESTAURANT	PLEASANT	AMHERST	MA	10	415	0.1
MALEK SHAWARMA MEDITERRANEAN	PLEASANT	AMHERST	MA	10	415	0.1
BISTRO 63 AT THE MONKEY BAR	PLEASANT	AMHERST	MA	30	1,244	0.1
DOWNSTAIRS LLC	BOLTWOOD	AMHERST	MA	10	415	0.1
KAIJU	BOLTWOOD	AMHERST	MA	0	0	0.1
JOHNNY'S TAVERN	BOLTWOOD	AMHERST	MA	40	1,658	0.1
STACKERS PUB	PLEASANT	AMHERST	MA	10	430	0.1
MISS SAIGON	PLEASANT	AMHERST	MA	3	125	0.1
CHUAN JIAO BISTRO INC	PLEASANT	AMHERST	MA	10	415	0.1
SHANGHAI GOURMET	PLEASANT	AMHERST	MA	7	415	0.1
MCMURPHY'S UPTOWN TAVERN	PLEASANT	AMHERST	MA	15	645	0.1
HONEYCRISP CHICKEN	BOLTWOOD	AMHERST	MA	6	415	0.1
BUENO Y SANO	BOLTWOOD	AMHERST	MA	9	373	0.1

Closest 19 locations



Average Annual Spend per Household on Eating Out



\$444

Breakfast



\$1,389

Lunch



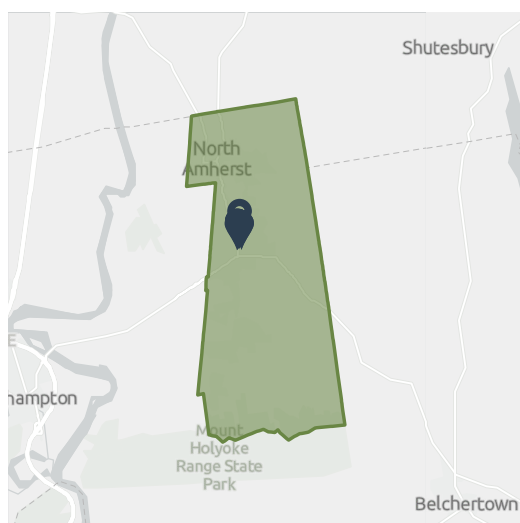
\$2,095

Dinner



Company/Business Name	Street	City	State	Employees	Sales (\$'000)	Distance
INSOMNIA COOKIES	MAIN	AMHERST	MA	8	396	0.1
CRAZY NOODLES CAFE	MAIN	AMHERST	MA	1	42	0.1
LIMERED TEAHOUSE	MAIN	AMHERST	MA	9	373	0.1
ANTONIO'S PIZZA BY THE SLICE	PLEASANT	AMHERST	MA	15	622	0.1
EL RINCONSITO CUSCATLECO	BOLTWOOD	AMHERST	MA	10	415	0.1
TASTE THAI CUISINE	PLEASANT	AMHERST	MA	10	415	0.1
WORKS BAKERY CAF	PLEASANT	AMHERST	MA	8	396	0.1
VIVI BUBBLE TEA	PLEASANT	AMHERST	MA	5	750	0.1
ARIGATO JAPANESE RESTAURANT	PLEASANT	AMHERST	MA	10	415	0.1
GLAZED DOUGHNUT SHOP	PLEASANT	AMHERST	MA	5	248	0.1
PASTA E BASTA	MAIN	AMHERST	MA	10	415	0.1
AMHERST BREWING CO	PLEASANT	AMHERST	MA	10	415	0.1
SUBWAY OF AMHERST	MAIN	AMHERST	MA	11	456	0.2
PARADISE OF INDIA RESTAURANT	MAIN	AMHERST	MA	5	208	0.2
BLACK SHEEP DELI & BAKERY	MAIN	AMHERST	MA	35	1,451	0.2
SPOKE	PLEASANT	AMHERST	MA	8	344	0.2
ORIENTAL FLAVOR	PLEASANT	AMHERST	MA	10	415	0.2
METACOMET CAFE	PLEASANT	AMHERST	MA	10	415	0.2
AMHERST COFFEE	AMITY	AMHERST	MA	12	498	0.2

Closest 19 locations



Average Annual Spend per Household on Eating Out



\$444

Breakfast



\$1,389

Lunch



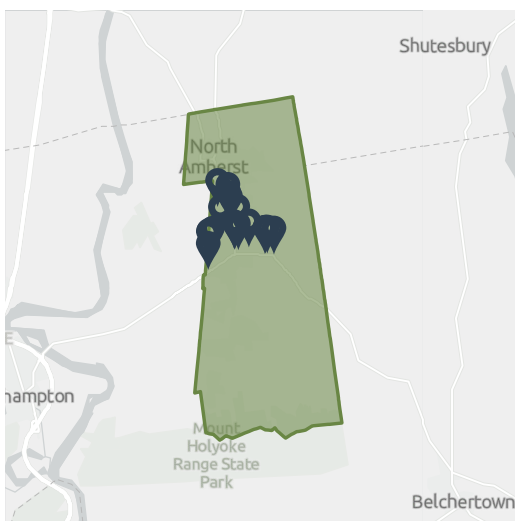
\$2,095

Dinner



Company/Business Name	Street	City	State	Employees	Sales (\$'000)	Distance
VESPA'S RESTAURANT	AMITY	AMHERST	MA	20	829	0.2
FRESH SIDE	PLEASANT	AMHERST	MA	10	415	0.2
30 BOLTWOOD	BOLTWOOD	AMHERST	MA	10	415	0.2
PRIMO PIZZERIA TOO	TRIANGLE	AMHERST	MA	7	291	0.2
LA VERACRUZANA MEXICAN RSTRNT	PLEASANT	AMHERST	MA	11	456	0.2
BRUNO'S PIZZA	MAIN	AMHERST	MA	15	622	0.3
SUNSET GRILL & PIZZA	FEARING	AMHERST	MA	1	42	0.5
FREEDOM CAF UMASS	PLEASANT	AMHERST	MA	0	0	0.5
NEWMAN CAFE	PLEASANT	AMHERST	MA	25	1,037	0.7
HANGAR PUB & GRILL	UNIVERSITY	AMHERST	MA	7	344	0.8
SUBWAY	COLLEGE	AMHERST	MA	8	332	0.8
DUNKIN'	COLLEGE	AMHERST	MA	18	891	0.8
KELLY'S RESTAURANT	COLLEGE	AMHERST	MA	7	291	0.8
UNIVERSITY CLUB & RESTAURANT	STOCKBRIDGE	AMHERST	MA	10	415	0.9
AFTERBURNER INC	UNIVERSITY	AMHERST	MA	8	344	0.9
ATHENA'S PIZZA	UNIVERSITY	AMHERST	MA	6	249	0.9
NORTH HOT POT	BELCHERTOWN	AMHERST	MA	10	415	1.0
UMASS CATERING	CAMPUS CENTER	AMHERST	MA	50	2,073	1.1
GINGER GARDEN RESTAURANT	NORTHAMPTON	AMHERST	MA	10	415	1.1

Closest 19 locations



Average Annual Spend per Household on Eating Out



\$444

Breakfast



\$1,389

Lunch



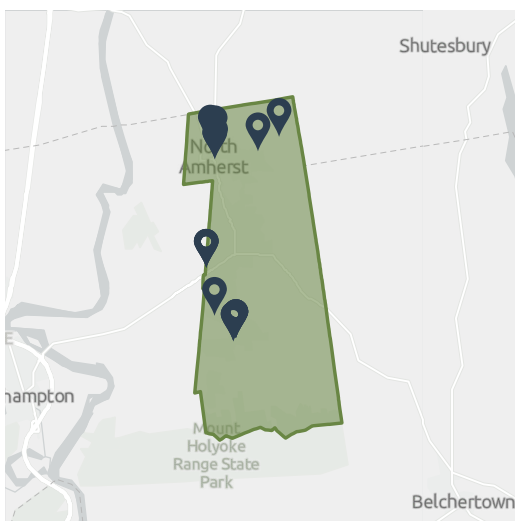
\$2,095

Dinner



Company/Business Name	Street	City	State	Employees	Sales (\$'000)	Distance
DUNKIN'	UNIVERSITY	AMHERST	MA	12	594	1.1
WINGS OVER AMHERST	UNIVERSITY	AMHERST	MA	75	3,109	1.1
OMI OMY	UNIVERSITY	AMHERST	MA	4	249	1.1
EL RINCONSITO CUSCATLECO	HADLEY	AMHERST	MA	10	415	2.1
HOUSE OF TERIYAKI	PLEASANT	AMHERST	MA	5	208	2.3
MILL RIVER CAFE	PLEASANT	AMHERST	MA	10	415	2.3
AMHERST HOUSE OF PIZZA	MONTAGUE	AMHERST	MA	4	208	2.4
CUSHMAN MARKET & CAFE	PINE	AMHERST	MA	9	373	2.5
WATROBA'S LIQUORS	SUNDERLAND	AMHERST	MA	5	208	2.5
HUMBLE BAKER	WEST	AMHERST	MA	8	396	2.6
COFFEE GRIND INC	WEST	AMHERST	MA	7	291	2.6
EL COMALITO RESTAURANT	WEST	AMHERST	MA	10	415	2.6
MOAN & DOVE	WEST	AMHERST	MA	5	215	2.6
MISSION CANTINA	WEST	AMHERST	MA	4	166	2.6
SIBIE'S PIZZA	WEST	AMHERST	MA	10	415	2.6
JAKE'S AT THE MILL	COWLS	AMHERST	MA	6	249	2.7
MISSION CANTINA INC	WEST	AMHERST	MA	10	415	2.7
HARP IRISH PUB	SUNDERLAND	AMHERST	MA	15	622	2.7
CONSTANCE W GILDEA	FLAT HILLS	AMHERST	MA	10	415	3.0

Closest 19 locations



Average Annual Spend per Household on Eating Out



\$444

Breakfast



\$1,389

Lunch



\$2,095

Dinner



3

Bakers
(Retail)

5

Bars and
Pubs

5

Coffee
Shops

0

Juice
Bars

4

Doughnut
Shops

0

Ice Cream
Parlors

6

Pizza
Restaurants

53

Other
Restaurants

39,257

Population

9,947

Households

2.28

Avg Size
Household

23.2

Median
Age

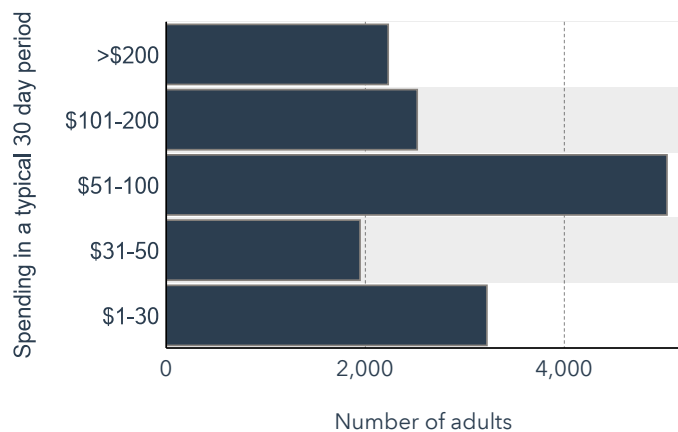
\$70,523

Median
Household Income

\$418,517

Median
Home Value

Family Restaurants Market Potential



Annual Household Spending

\$4,309

Meals at
Restaurants

\$680

Food & Drink
on Trips

Local Business Summary

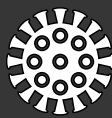
1,065

Total
Businesses

13,900

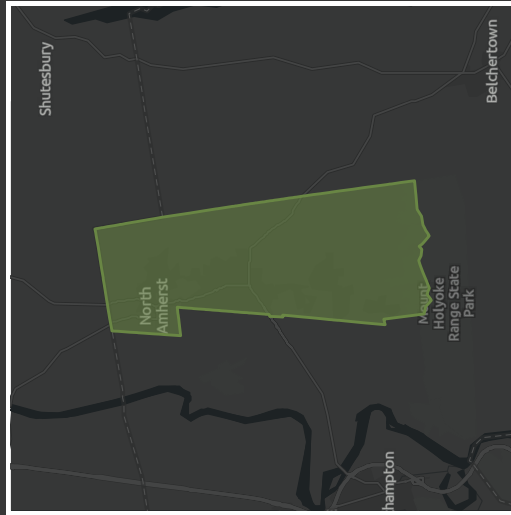
Total
Employees

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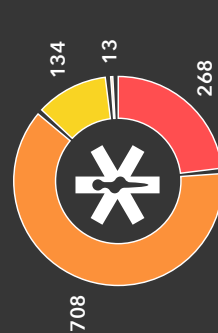


CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Amherst Town City, MA



POPULATION NO HEALTH INSURANCE (ACS)



0-18 19-34 35-64 65+



Sources: Esri forecasts for 2022, 2027, 2016-2020 | Esri, Esri-MRI-Simmons, Esri-Data-Axis, ACS

39,257	2.28	9,947	23.2	\$70,523	\$418,517	68	97%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

POPULATION AND BUSINESSES



38,264
Daytime Population



1,065
Total Businesses



13,900
Total Employees

POVERTY



2,255
Households Below the Poverty Level



720
Households Receiving Food Stamps/SNAP

AT RISK POPULATION



2,015
Households With Disability



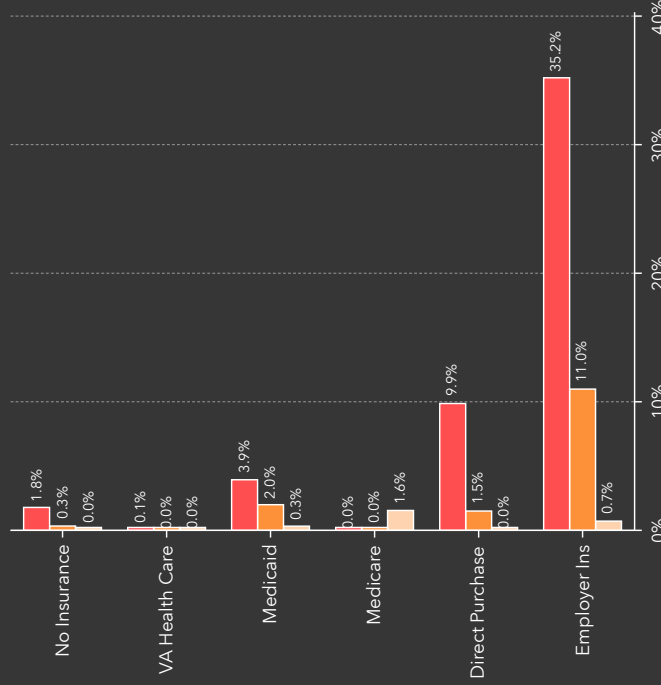
3,955
Population 65+



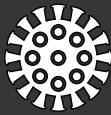
1,320
Households Without Vehicle

HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: Esri, Esri-MRI-Simmons, Esri-Data-Axis, ACS

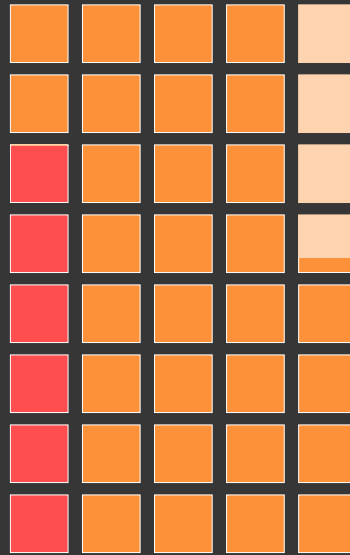


KEY INDICATORS: IMPACT PLANNING

Amherst Town City, MA

LANGUAGE (ACS)				
English Only	Age 5-17	18-64	Age 65+	Total
English Only	2,114	25,356	2,689	30,159
Spanish	141	1,600	100	1,841
Spanish & English Well	141	1,468	90	1,699
Spanish & English Not Well	0	112	10	122
Indo-European	219	2,686	259	3,164
Indo-European & English Well	219	2,575	259	3,053
Indo-European & English Not Well	0	111	0	111
Asian-Pacific Island	149	2,938	198	3,285
Asian-Pacific Isl & English Well	142	2,781	180	3,103
Asian-Pacific Isl & English Not Well	7	120	18	145
Other Language	80	449	36	565
Other Language & English Well	80	449	36	565
Other Lang. & English Not Well	0	0	0	0

POPULATION BY AGE



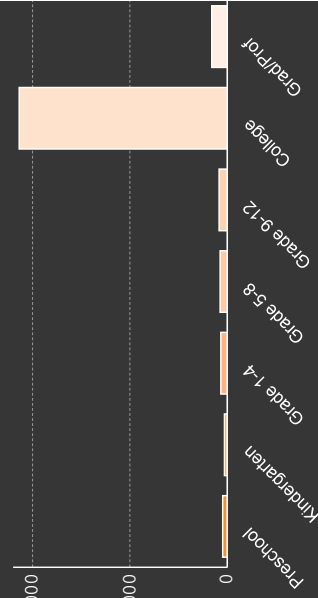
Under 18 (16.0%) Age 18 to 64 (81.0%) Age 65+ (10.0%)



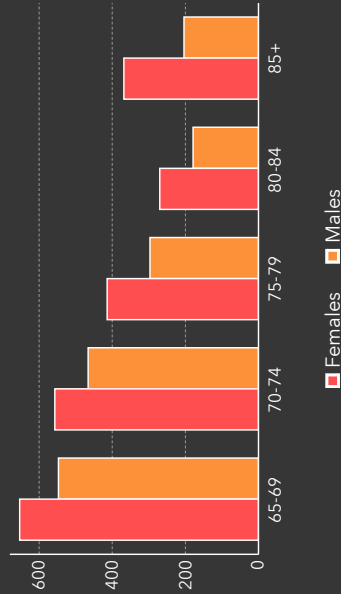
Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

39,257	2.28	9,947	23.2	\$70,523	\$418,517	68	97%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

SCHOOL ENROLLMENT (ACS)



SENIOR POPULATION



Version 1.12
Jun 3, 2021

Montague

COMMUNITY PROFILE

8,416	-0.85%	2.15	32.6	45.4	\$58,442	\$262,793	\$100,064	16.8%	61%	1,907
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



17.9%
Services

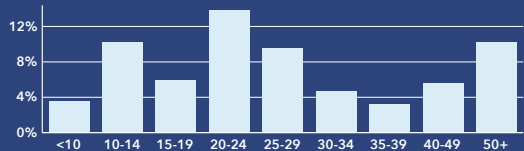


29.3%
Blue Collar



52.7%
White Collar

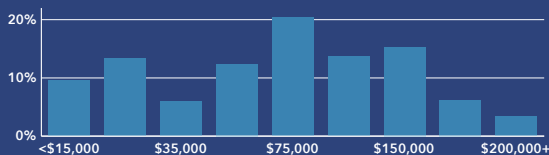
Mortgage as Percent of Salary



Home Value



Household Income

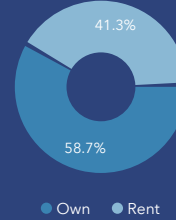


Age Profile: 5 Year Increments

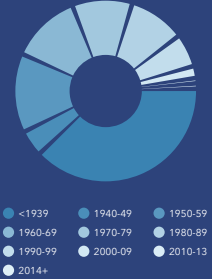


Dots show comparison to Franklin County

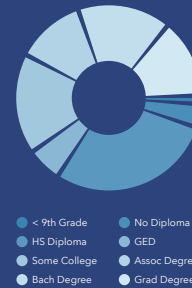
Home Ownership



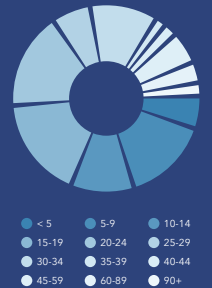
Housing: Year Built



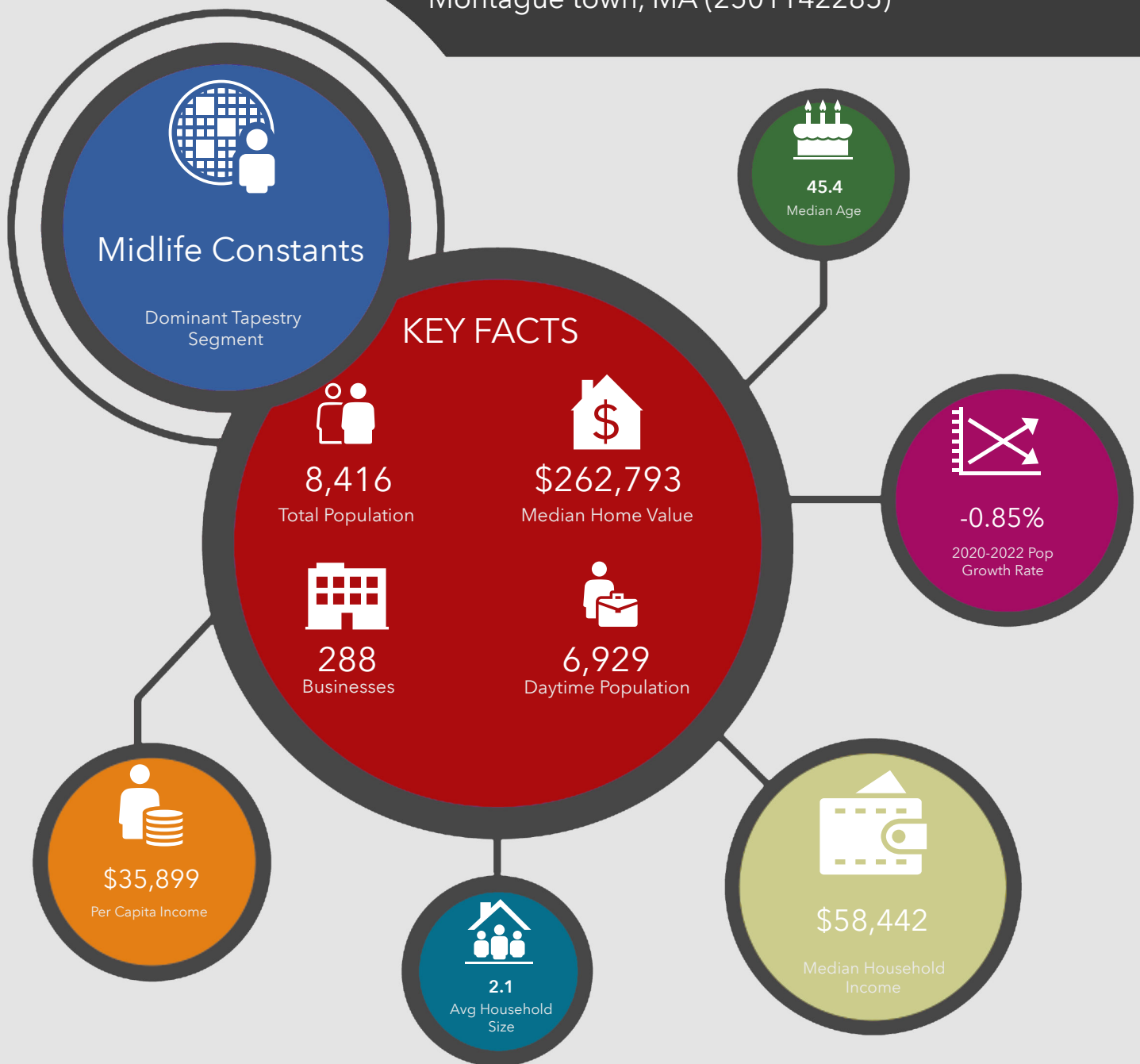
Educational Attainment



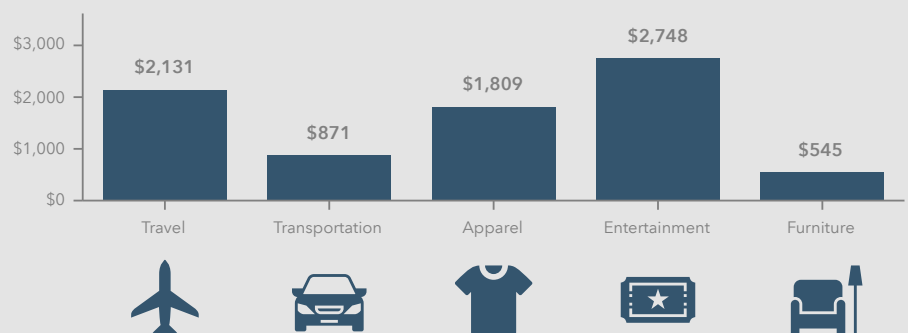
Commute Time: Minutes



Source: Esri, ACS
Esri forecasts for 2022, 2016-2020, 2027



KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027

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Spending facts are average annual dollars per household

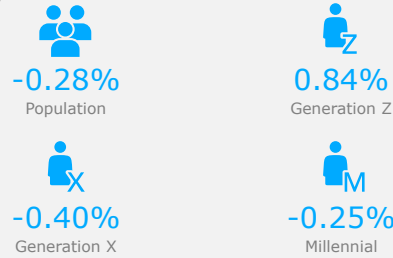
OFFICE MARKET PROFILE

This infographic provides a set of key demographic, market potential and spending indicators that allow you to quickly understand the market opportunities and demographics of an area that provide powerful decision-making insight about office location.

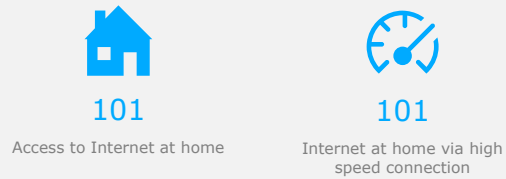
[Learn more about this data](#)



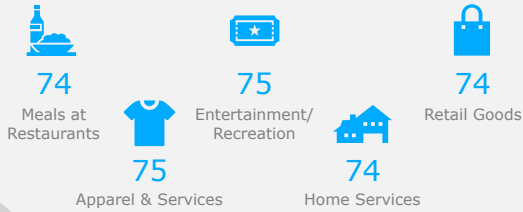
PROJECTED ANNUAL GROWTH RATE



INTERNET ACCESS (INDEX)



LIFESTYLE SPENDING (INDEX)



INCOME AND HOME VALUE



This infographic contains data provided by Esri, Esri-MRI-Simmons, Esri-U.S. BLS. The vintage of the data is 2027, 2022.

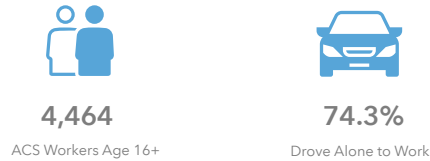
© 2022 Esri

COMMUTE PROFILE

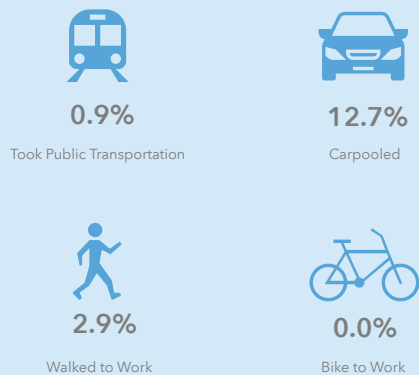
Montague town, MA

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

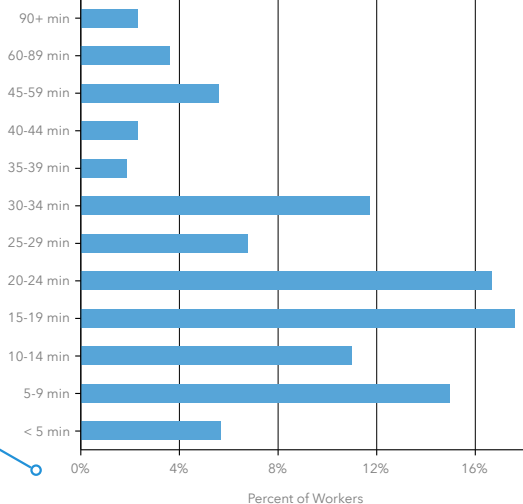
WORKERS



TRANSPORTATION TO WORK

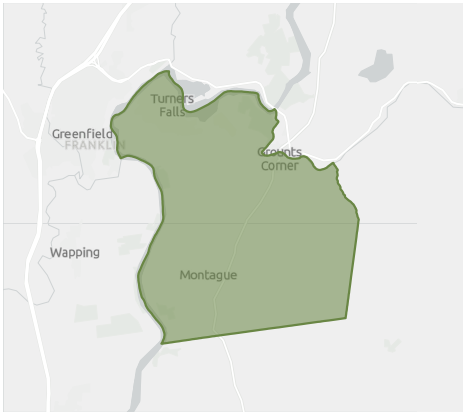


TRAVEL TIME TO WORK



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2016-2020.

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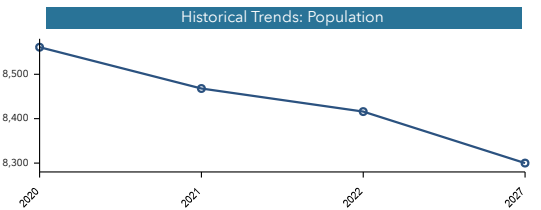


POPULATION TRENDS AND KEY INDICATORS

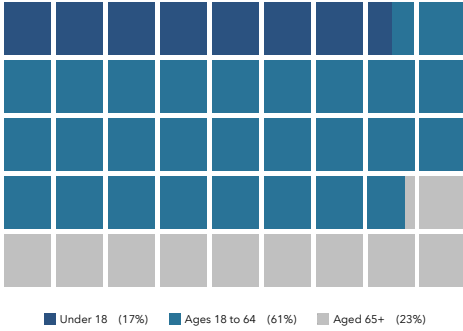
Montague town, MA

8,416	3,853	2.15	45.4	\$58,442	\$262,793	59	90	33
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

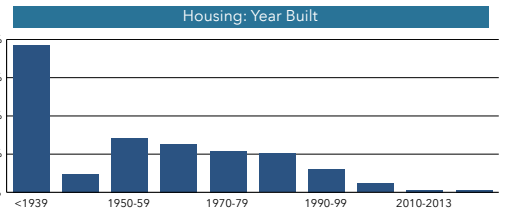
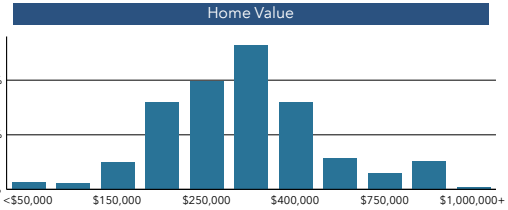
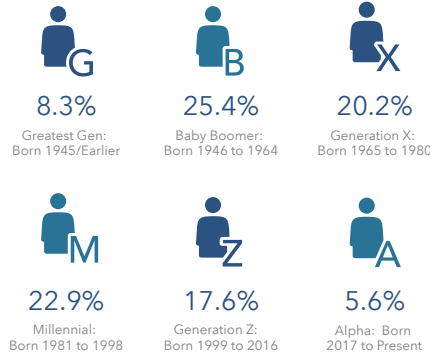
MORTGAGE INDICATORS



POPULATION BY AGE



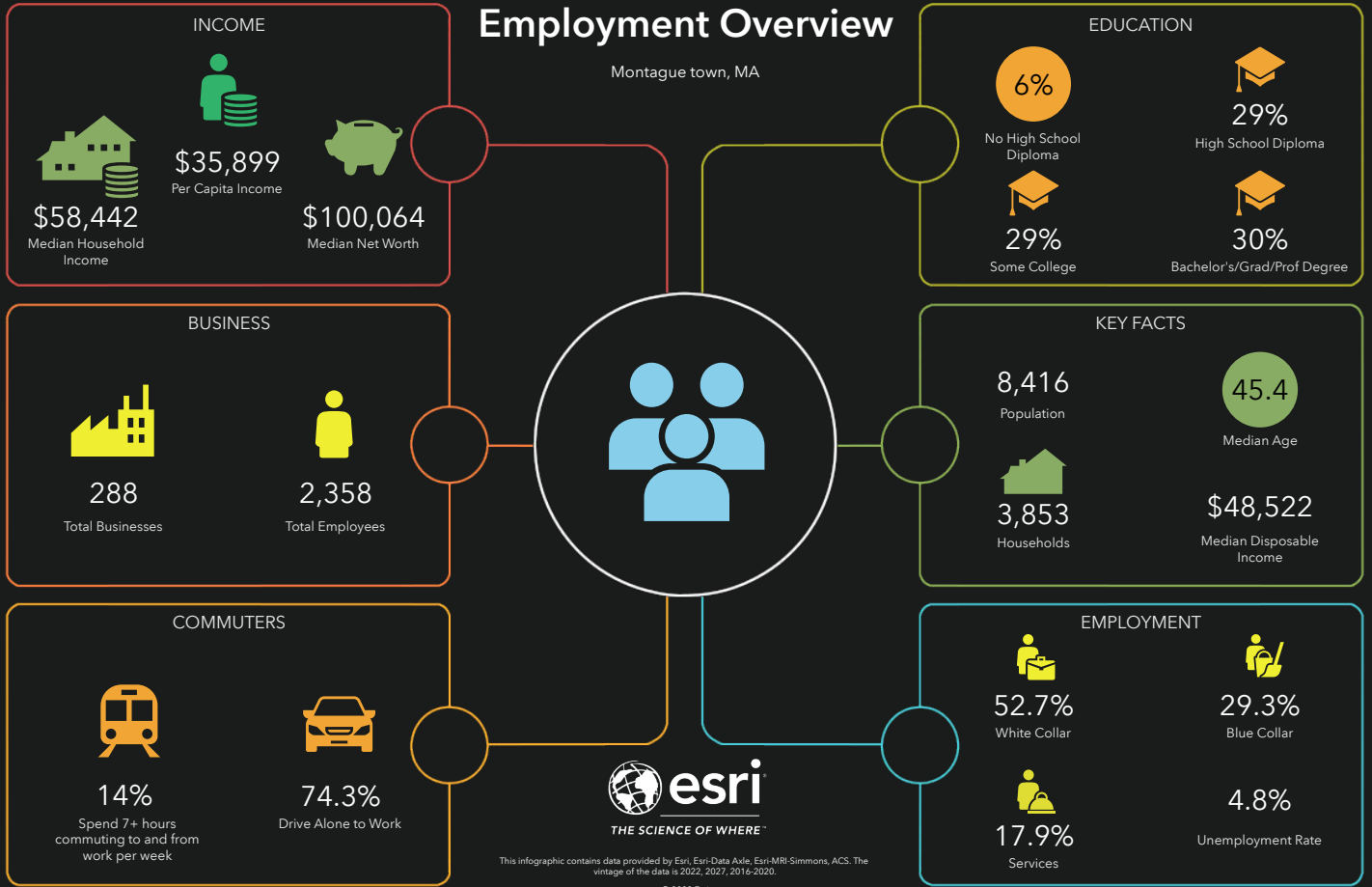
POPULATION BY GENERATION



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This infographic contains data provided by Esri, Esri-U.S. BLS, ACS
The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri

Employment Overview

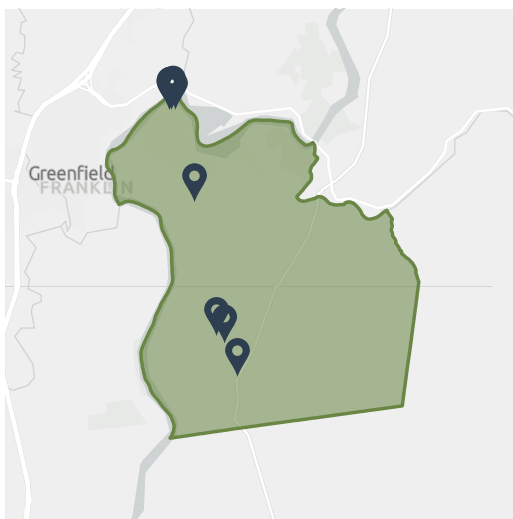
Montague town, MA





Company/Business Name	Street	City	State	Employees	Sales (\$000)	Distance
ROBERTOS FAMILY RESTAURANT	TURNERS FALLS	MONTAGUE	MA	3	114	0.2
BEIJING STATION	L	TURNERS FALLS	MA	5	302	1.9
RENDEZVOUS	3RD	TURNERS FALLS	MA	2	76	1.9
BLACK COW BURGER BAR	AVENUE A	TURNERS FALLS	MA	8	302	1.9
TURNERS FALLS PIZZA HOUSE	AVENUE A	TURNERS FALLS	MA	14	528	1.9
UPPER BEND CAFE	AVENUE A	TURNERS FALLS	MA	8	302	2.0
CECE'S CHINESE RESTAURANT	AVENUE A	TURNERS FALLS	MA	6	264	2.0
SUBWAY	AVENUE A	TURNERS FALLS	MA	7	264	2.0
BETWEEN THE UPRIGHTS	AVENUE A	TURNERS FALLS	MA	5	219	2.0
FIVE EYED FOX	3RD	TURNERS FALLS	MA	5	189	2.0
TWISTERS	AVENUE A	TURNERS FALLS	MA	5	189	2.0
COUNTRY CREAMEE	AVENUE A	TURNERS FALLS	MA	10	377	2.0
SHADY GLEN	AVENUE A	TURNERS FALLS	MA	4	151	2.0
LADY KILLIGREW	GREENFIELD	MONTAGUE	MA	10	377	3.0
MILLER'S PUB	MAIN	MONTAGUE	MA	2	88	3.2
RED FIRE FARM	FEDERAL	MONTAGUE	MA	8	302	3.9

Closest 16 locations



Average Annual Spend per Household on Eating Out



\$323

Breakfast



\$970

Lunch



\$1,512

Dinner



0

Bakers
(Retail)



2

Bars and
Pubs



0

Coffee
Shops



0

Juice
Bars



0

Doughnut
Shops



2

Ice Cream
Parlors



2

Pizza
Restaurants



10

Other
Restaurants

8,416

Population

3,853

Households

2.15

Avg Size
Household

45.4

Median
Age

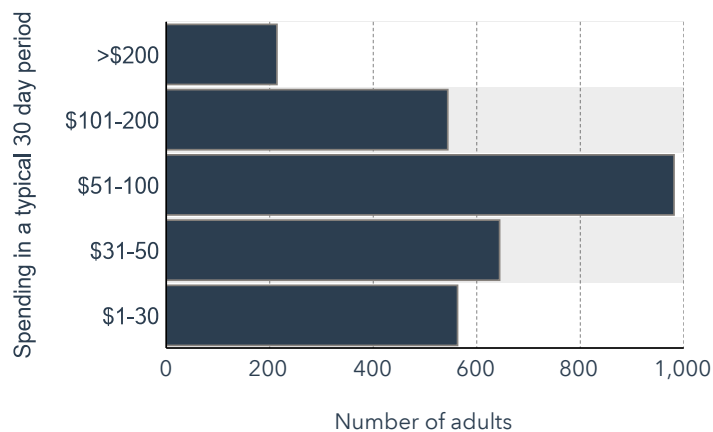
\$58,442

Median
Household Income

\$262,793

Median
Home Value

Family Restaurants Market Potential



Annual Household Spending

\$3,064

Meals at
Restaurants

\$505

Food & Drink
on Trips

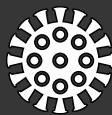
Local Business Summary

288

Total
Businesses

2,358

Total
Employees



CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Montague town, MA



8,416	2.15	3,853	45.4	\$58,442	\$262,793	90	95%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

POPULATION AND BUSINESSES



6,929
Daytime Population



288
Total Businesses



2,358
Total Employees

POVERTY



391
Households Below the Poverty Level



681
Households Receiving Food Stamps/SNAP



1,146
Households With Disability



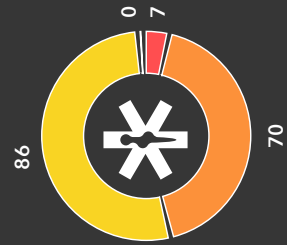
1,907
Population 65+



465
Households Without Vehicle

AT RISK POPULATION

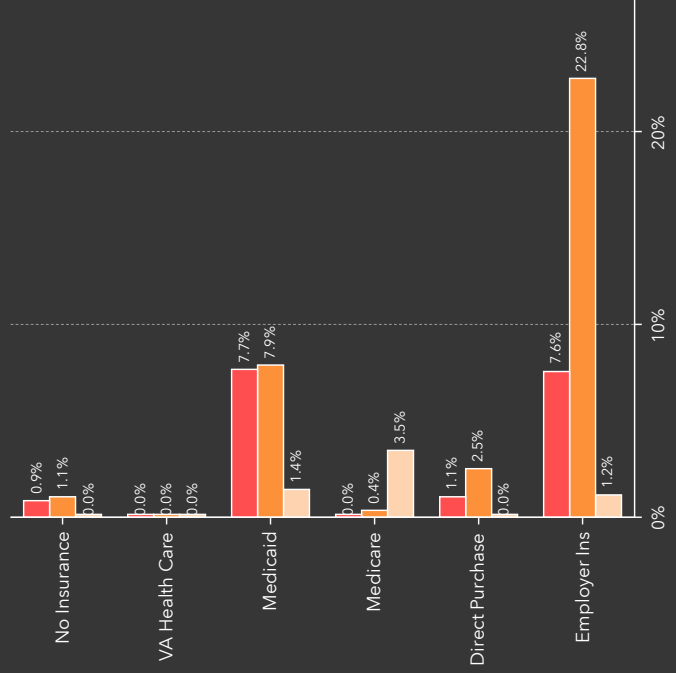
POPULATION NO HEALTH INSURANCE (ACS)



0-18 19-34 35-64 Age 65+

HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

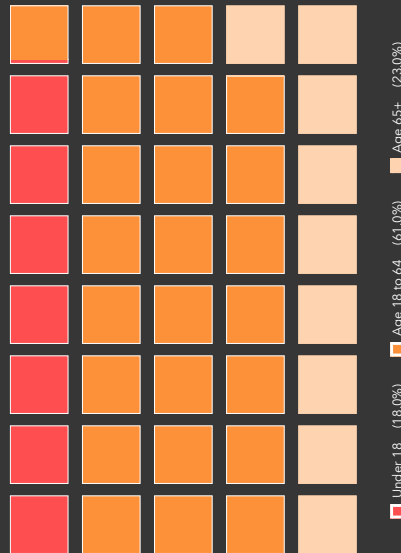


KEY INDICATORS: IMPACT PLANNING

Montague town, MA

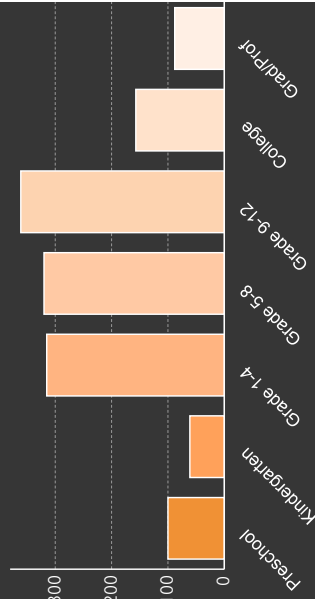
LANGUAGE (ACS)		Age 5-17	18-64	Age 65+	Total
English Only		944	4,780	1,551	7,275
Spanish		56	184	23	263
Spanish & English Well		56	134	17	207
Spanish & English Not Well		0	23	6	29
Indo-European		85	167	76	328
Indo-European & English Well		57	159	68	284
Indo-European & English Not Well		28	8	8	44
Asian-Pacific Island		0	4	0	4
Asian-Pacific Isl & English Well		0	4	0	4
Asian-Pacific Isl & English Not Well		0	0	0	0
Other Language		0	55	0	55
Other Language & English Well		0	55	0	55
Other Lang. & English Not Well		0	0	0	0

POPULATION BY AGE

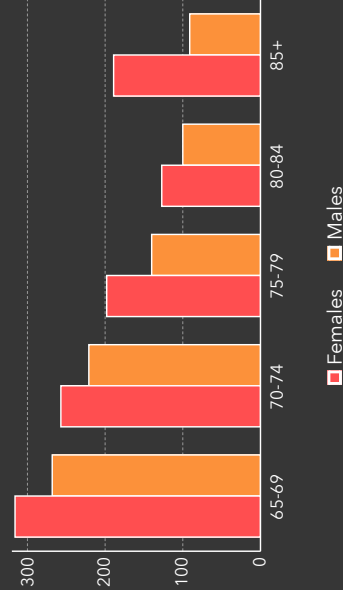


8,416	Population
2.15	Avg Size Household
3,853	Households
45.4	Median Age
\$58,442	Median Household Income
\$262,793	Median Home Value
90	Housing Affordability
95%	Internet at Home

SCHOOL ENROLLMENT (ACS)



SENIOR POPULATION



POVERTY LEVELS (ACS)		Below	Above	Total
Total		391	3,366	3,757
Married Couple Families		23	1,384	1,407
Other Families w/Male Householder		28	100	128
Other Families w/Female Householder		53	329	382
Nonfamilies w/Male Householder		105	820	925
Nonfamilies w/Female Householder		182	733	915
NO HEALTH INSURANCE COVERAGE		(ACS) %		Total
Population <19		0.1%		7
Population Age 19-34		0.9%		70
Population Age 35-64		1.1%		86
Population Age 65+		0.0%		0




Source: Esri forecasts for 2022, 2027, 2016-2020, Esri | Esri-MRI-Simmons, Esri-Data-Axle, ACS

Version 1.12
Jun 3, 2021


Northfield

COMMUNITY PROFILE


2,799	-1.05%	2.31	20.2	49.3	\$84,912	\$292,539	\$277,484	15.8%	60%	676
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



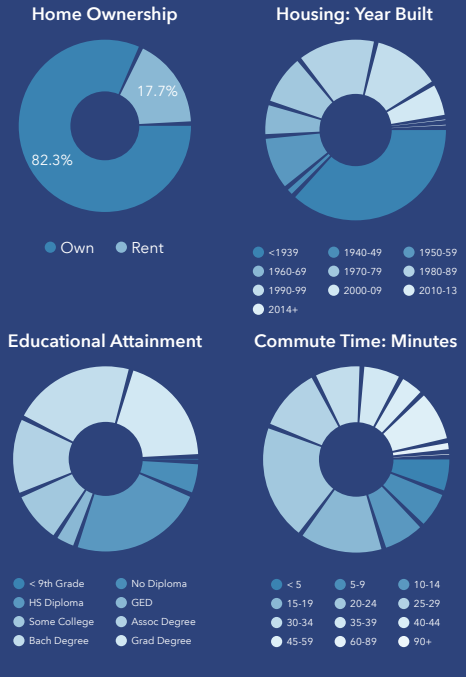
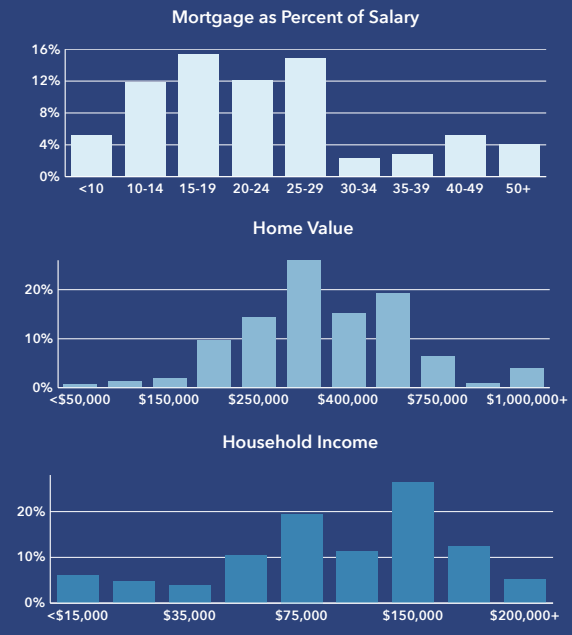
11.1%
Services



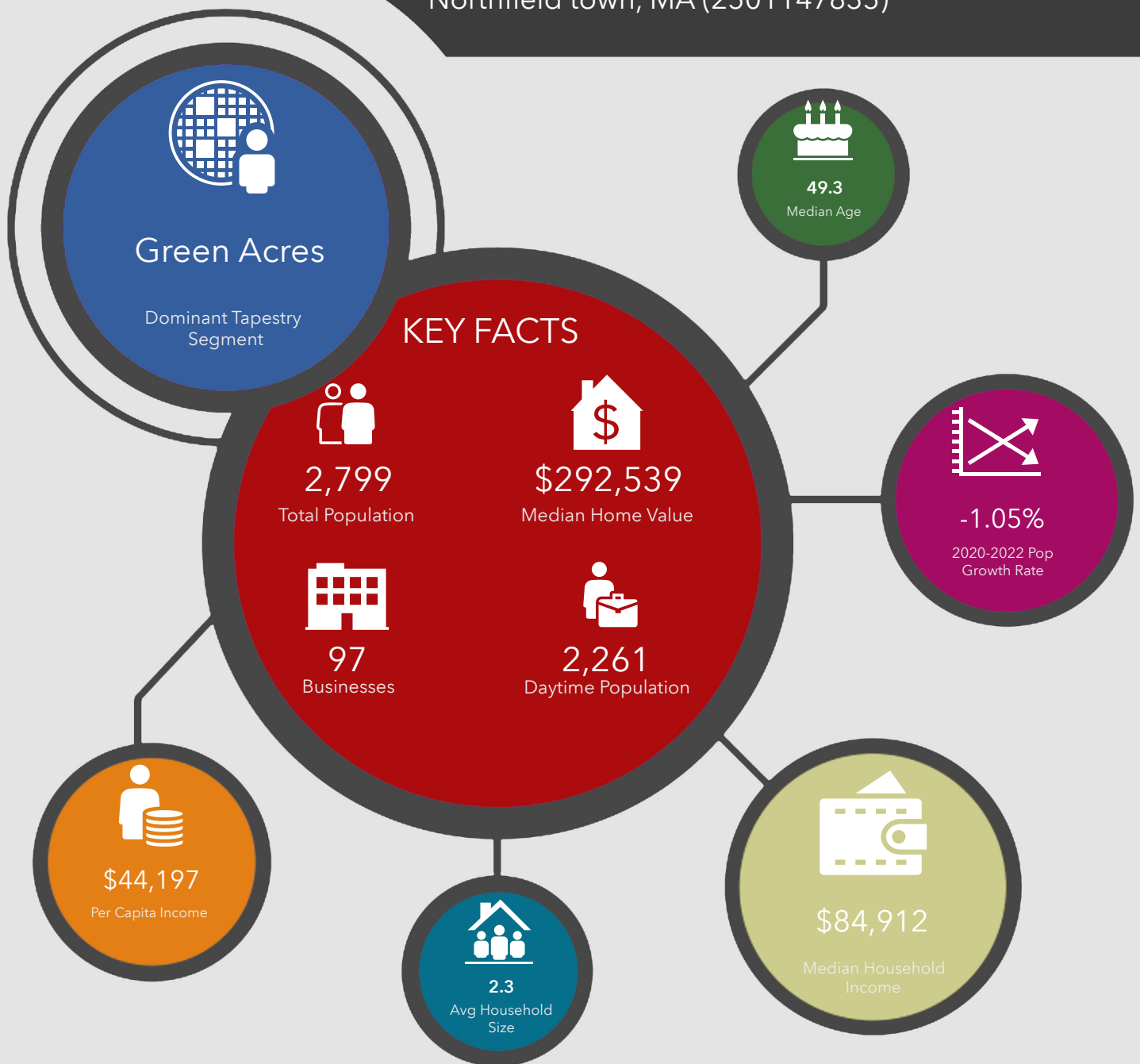
24.7%
Blue Collar



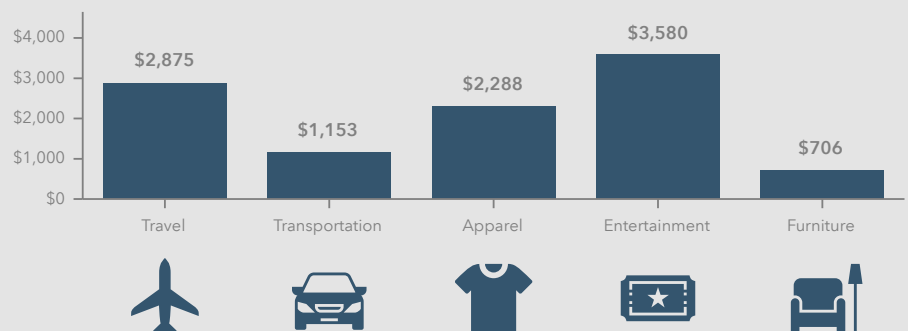
64.2%
White Collar



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Source: Esri, ACS
Esri forecasts for 2022, 2016-2020, 2027



KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027

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Spending facts are average annual dollars per household

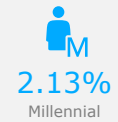
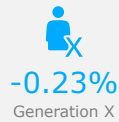
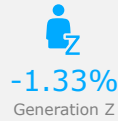
OFFICE MARKET PROFILE

This infographic provides a set of key demographic, market potential and spending indicators that allow you to quickly understand the market opportunities and demographics of an area that provide powerful decision-making insight about office location.

[Learn more about this data](#)



PROJECTED ANNUAL GROWTH RATE



INTERNET ACCESS (INDEX)



102

Access to Internet at home



103

Internet at home via high speed connection

LIFESTYLE SPENDING (INDEX)



Apparel & Services



98

Entertainment/ Recreation



97

Home Services



96

Retail Goods



INCOME AND HOME VALUE



\$84,912

Median Household Income



\$44,197

Per Capita Income



\$292,539

Median Home Value

This infographic contains data provided by Esri, Esri-MRI-Simmons, Esri-U.S. BLS. The vintage of the data is 2027, 2022.

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COMMUTE PROFILE

Northfield town, MA

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

WORKERS



1,633

ACS Workers Age 16+



73.5%

Drove Alone to Work

TRANSPORTATION TO WORK



0.0%

Took Public Transportation



8.9%

Carpooled



1.5%

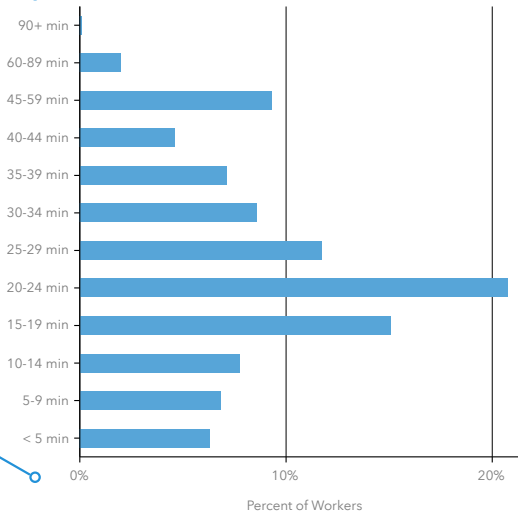
Walked to Work



0.0%

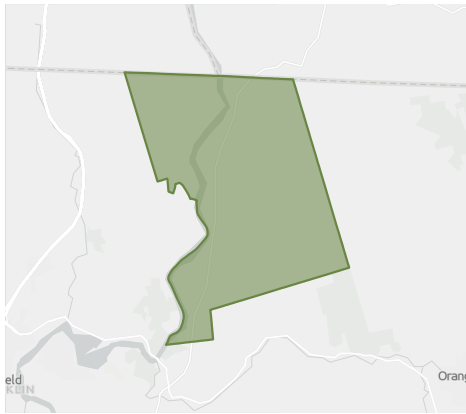
Bike to Work

TRAVEL TIME TO WORK



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2016-2020.

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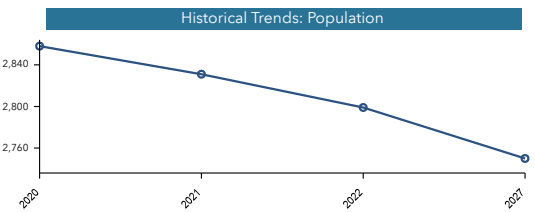


POPULATION TRENDS AND KEY INDICATORS

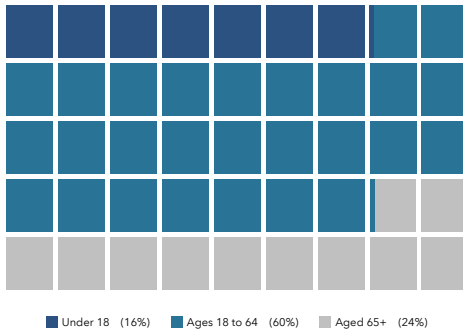
Northfield town, MA 2

2,799	1,209	2.31	49.3	\$84,912	\$292,539	97	118	20
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

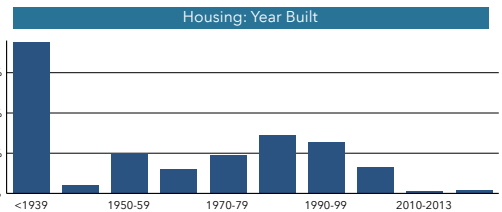
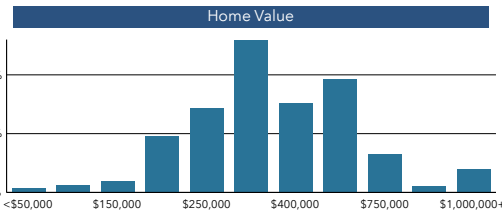
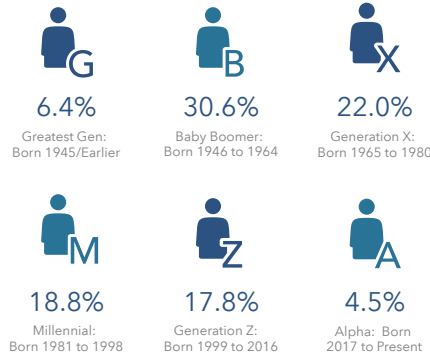
MORTGAGE INDICATORS



POPULATION BY AGE



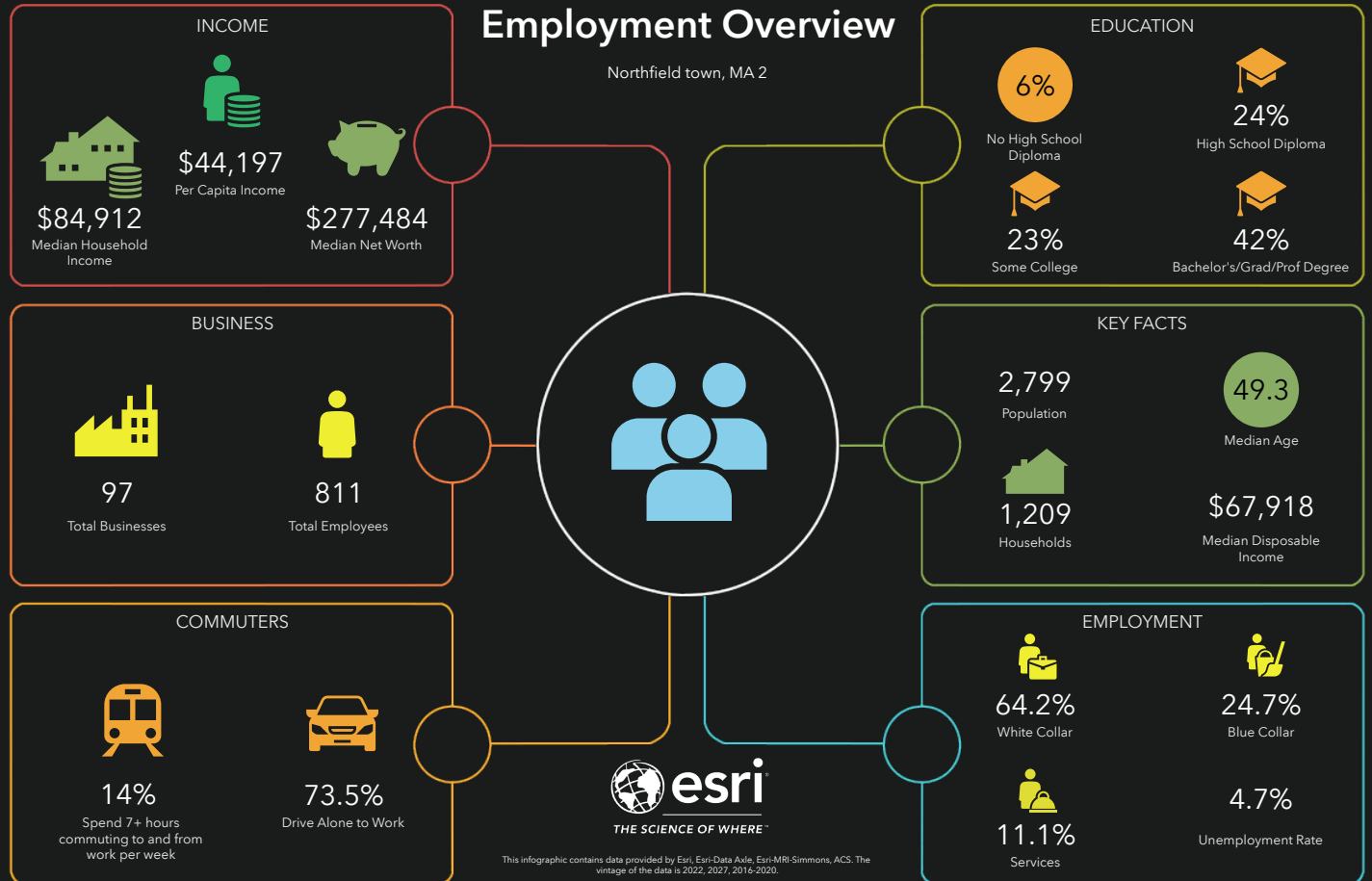
POPULATION BY GENERATION



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The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri

Employment Overview

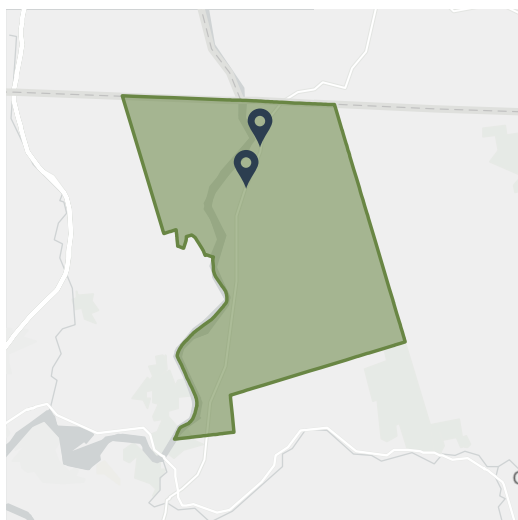
Northfield town, MA 2





Company/Business Name	Street	City	State	Employees	Sales (\$000)	Distance
NOTCH	MAIN	NORTHFIELD	MA	7	264	0.9
NORTHFIELD PIZZA HOUSE	MAIN	NORTHFIELD	MA	1	38	1.9

Closest 2 locations



Average Annual Spend per Household on Eating Out



\$398

Breakfast



\$1,186

Lunch



\$1,925

Dinner



0

Bakers
(Retail)

0

Bars and
Pubs

0

Coffee
Shops

0

Juice
Bars

0

Doughnut
Shops

0

Ice Cream
Parlors

1

Pizza
Restaurants

1

Other
Restaurants

2,799

Population

1,209

Households

2.31

Avg Size
Household

49.3

Median
Age

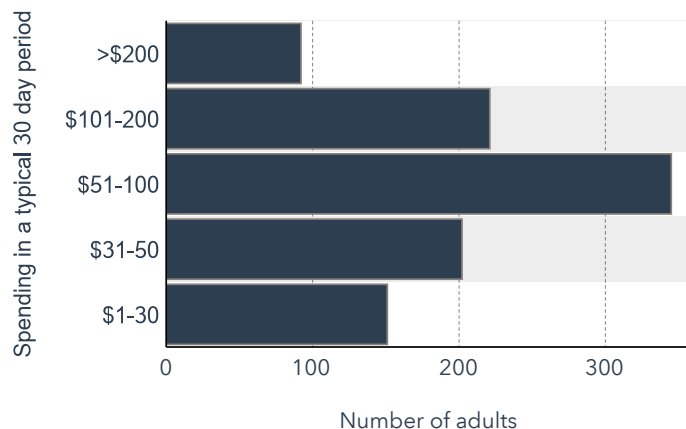
\$84,912

Median
Household Income

\$292,539

Median
Home Value

Family Restaurants Market Potential



Annual Household Spending

\$3,823

Meals at
Restaurants

\$673

Food & Drink
on Trips

Local Business Summary

97

Total
Businesses

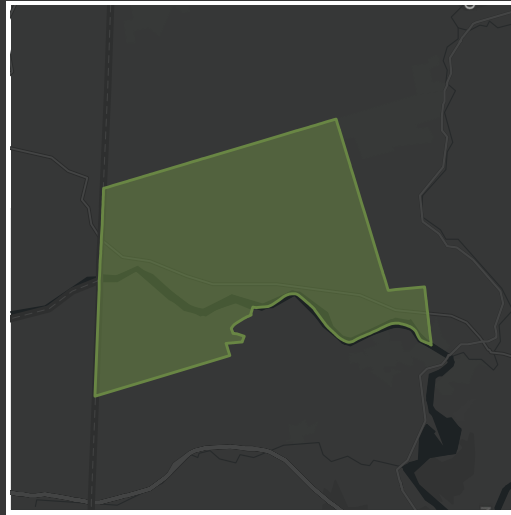
811

Total
Employees



CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Northfield town, MA 2

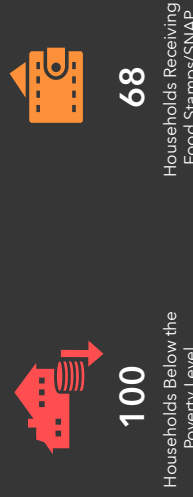


2,799	2,31	1,209	49.3	\$84,912	\$292,539	118	96%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

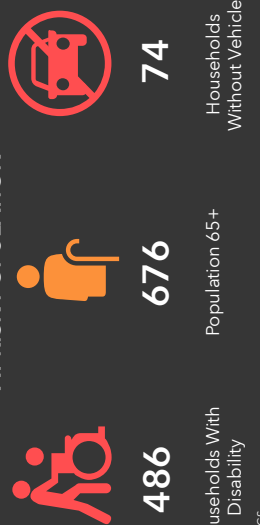
POPULATION AND BUSINESSES



POVERTY

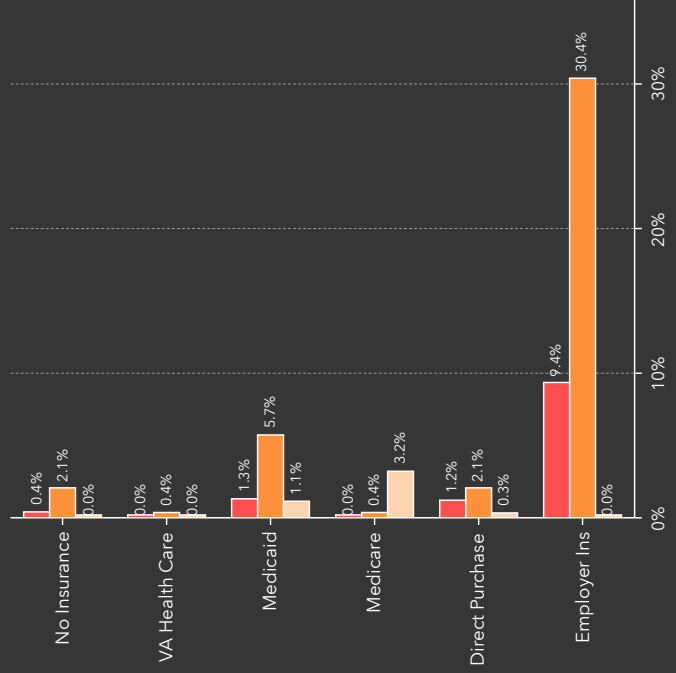


AT RISK POPULATION



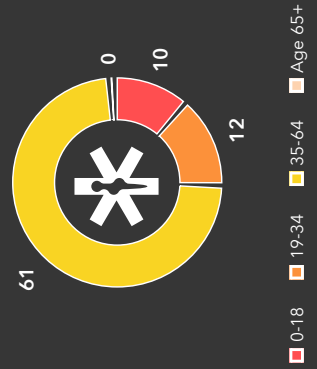
HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: Esri, Esri-MRI-Simmons, Esri-Data-Axle, ACS

POPULATION NO HEALTH INSURANCE (ACS)



Source: Esri forecasts for 2022-2027, 2016-2020 | Esri, Esri-MRI-Simmons, Esri-Data-Axle, ACS



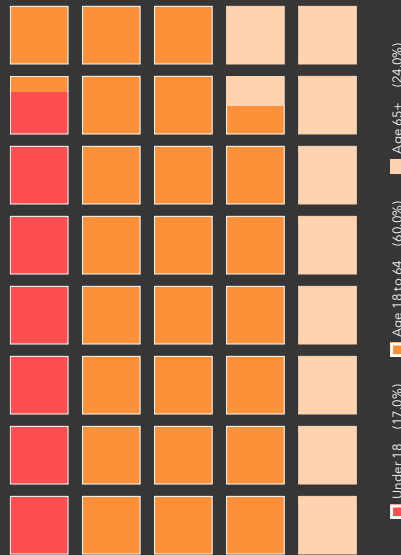


KEY INDICATORS: IMPACT PLANNING

Northfield town, MA 2

LANGUAGE (ACS)		Age 5-17	18-64	Age 65+	Total
English Only		459	1,719	545	2,723
Spanish		5	56	0	61
Spanish & English Well		5	56	0	61
Spanish & English Not Well		0	0	0	0
Indo-European		32	30	23	85
Indo-European & English Well		32	30	23	85
Indo-European & English Not Well		0	0	0	0
Asian-Pacific Island		1	0	0	1
Asian-Pacific Isl & English Well		1	0	0	1
Asian-Pacific Isl & English Not Well		0	0	0	0
Other Language		0	0	0	0
Other Language & English Well		0	0	0	0
Other Lang. & English Not Well		0	0	0	0

POPULATION BY AGE



POPULATION AND POVERTY STATUS (ACS)

	Total
Population for whom Poverty Status is Determined	2,948
Income to Poverty Ratio <0.50	61
Income to Poverty Ratio 0.50-0.99	61
Income to Poverty Ratio 1.00-1.24	37
Income to Poverty Ratio 1.25-1.49	67
Income to Poverty Ratio 1.50-1.84	147
Income to Poverty Ratio 1.85-1.99	67
Income to Poverty Ratio 2.00+	2,508

POVERTY LEVELS (ACS)

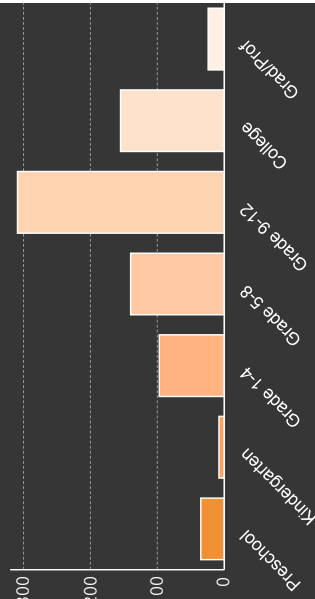
	Below	Above	Total
Total	100	1,178	1,278
Married Couple Families	0	632	632
Other Families w/Male Householder	0	91	91
Other Families w/Female Householder	8	198	206
Nonfamilies w/Male Householder	35	105	140
Nonfamilies w/Female Householder	57	152	209

NO HEALTH INSURANCE COVERAGE

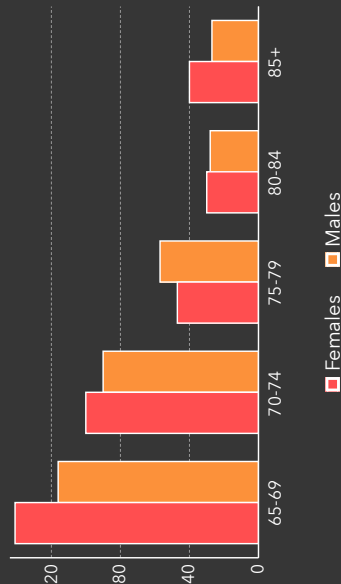
	(ACS) %	Total
Population <19	0.3%	10
Population Age 19-34	0.4%	12
Population Age 35-64	2.1%	61
Population Age 65+	0.0%	0

2,799	2.31	1,209	49.3	\$84,912	\$292,539	118	96%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

SCHOOL ENROLLMENT (ACS)



SENIOR POPULATION



Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

Version 1.12
Jun 3, 2021

Shutesbury

COMMUNITY PROFILE

1,679	-0.99%	2.35	30.6	49.2	\$92,315	\$349,415	\$315,577	18.4%	64%	302
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



11.3%
Services

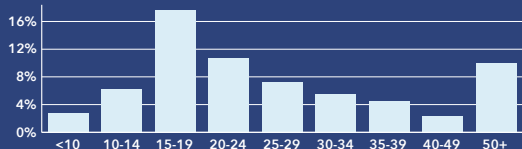


9.6%
Blue Collar

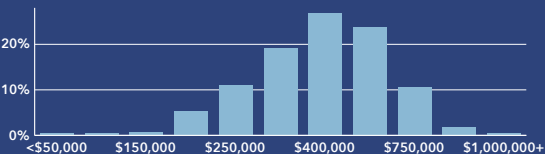


79.2%
White Collar

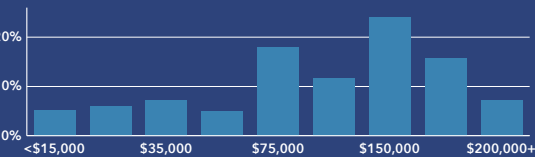
Mortgage as Percent of Salary



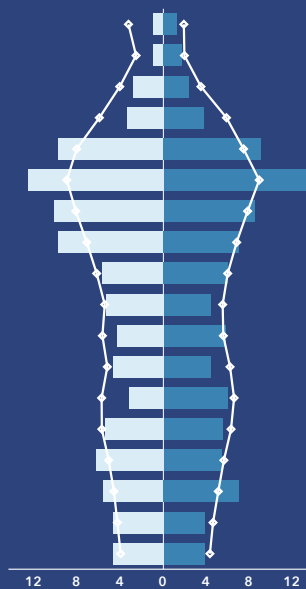
Home Value



Household Income

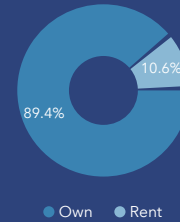


Age Profile: 5 Year Increments



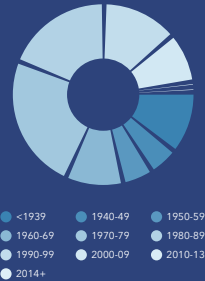
Dots show comparison to Franklin County

Home Ownership

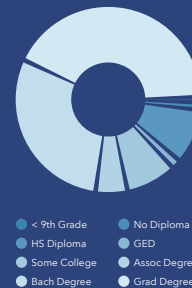


Own Rent

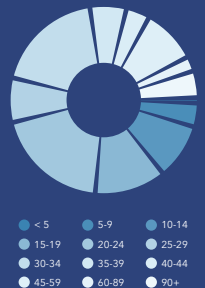
Housing: Year Built



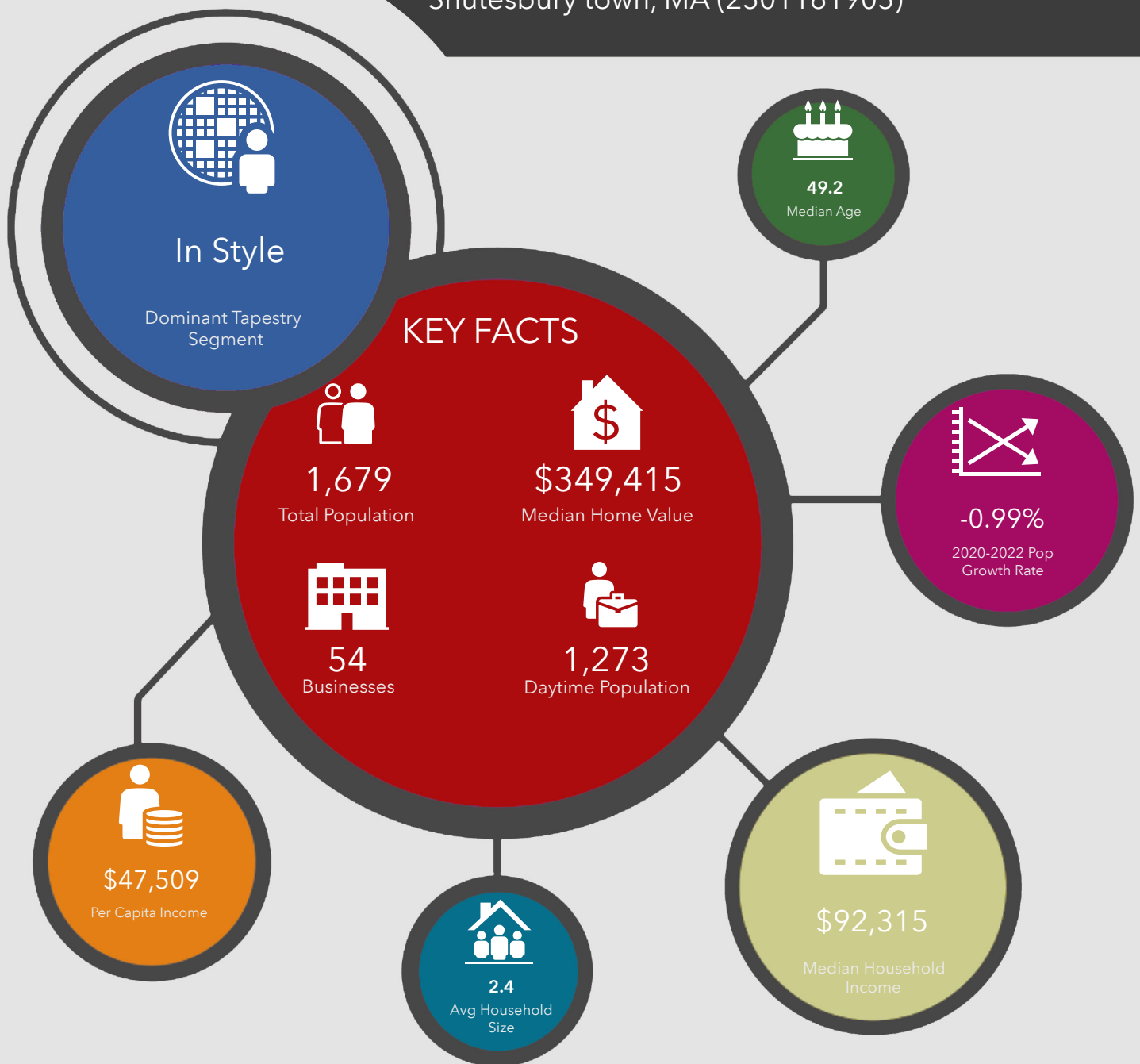
Educational Attainment



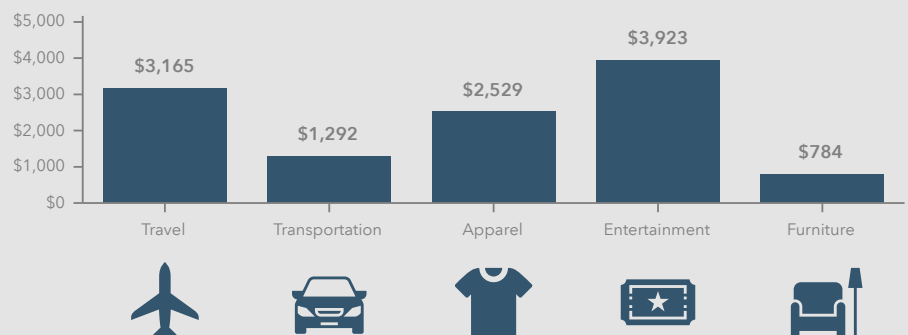
Commute Time: Minutes



Source: Esri, ACS
Esri forecasts for 2022, 2016-2020, 2027



KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027

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Spending facts are average annual dollars per household

OFFICE MARKET PROFILE

This infographic provides a set of key demographic, market potential and spending indicators that allow you to quickly understand the market opportunities and demographics of an area that provide powerful decision-making insight about office location.

[Learn more about this data](#)



PROJECTED ANNUAL GROWTH RATE

-0.29%
Population

-0.47%
Generation Z

-1.00%
Generation X

0.42%
Millennial



INTERNET ACCESS (INDEX)



102

Access to Internet at home



103

Internet at home via high speed connection

LIFESTYLE SPENDING (INDEX)

103
Meals at Restaurants

107
Entertainment/ Recreation

105
Retail Goods

105
Apparel & Services

106
Home Services



INCOME AND HOME VALUE



\$92,315
Median Household Income



\$47,509
Per Capita Income



\$349,415
Median Home Value

This infographic contains data provided by Esri, Esri-MRI-Simmons, Esri-U.S. BLS. The vintage of the data is 2017, 2022.

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COMMUTE PROFILE

Shutesbury town, MA 2

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

WORKERS



945

ACS Workers Age 16+



73.8%

Drove Alone to Work

TRANSPORTATION TO WORK



0.0%

Took Public Transportation



7.8%

Carpooled



0.4%

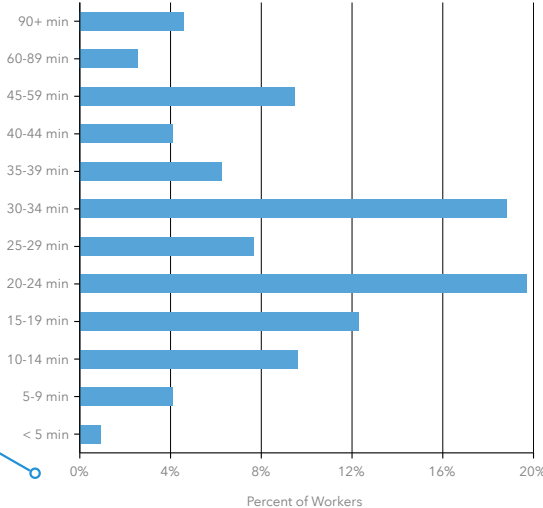
Walked to Work



0.0%

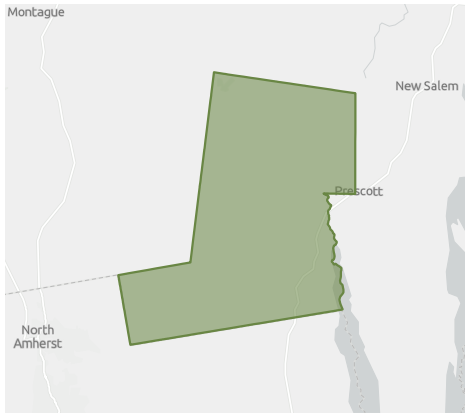
Bike to Work

TRAVEL TIME TO WORK



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2016-2020.

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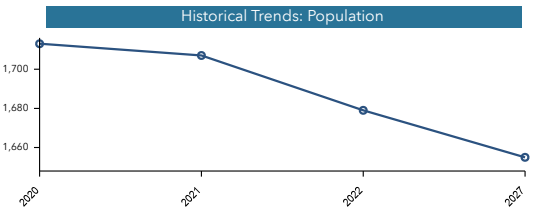


POPULATION TRENDS AND KEY INDICATORS

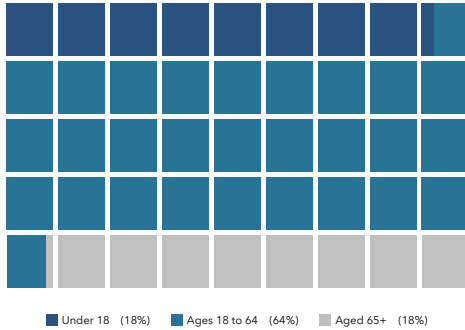
Shutesbury town, MA 2

1,679	715	2.35	49.2	\$92,315	\$349,415	111	105	31
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

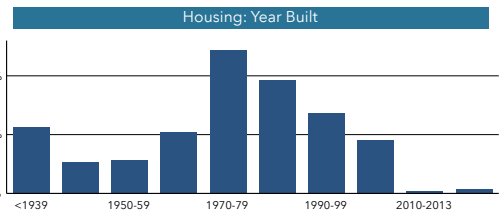
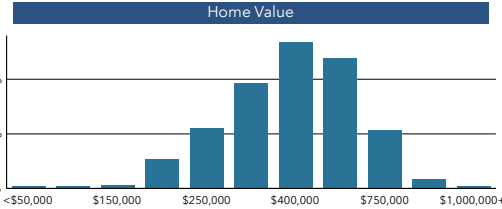
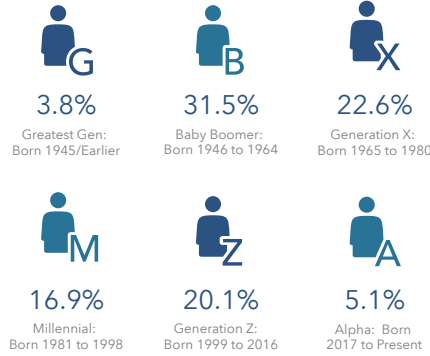
MORTGAGE INDICATORS



POPULATION BY AGE



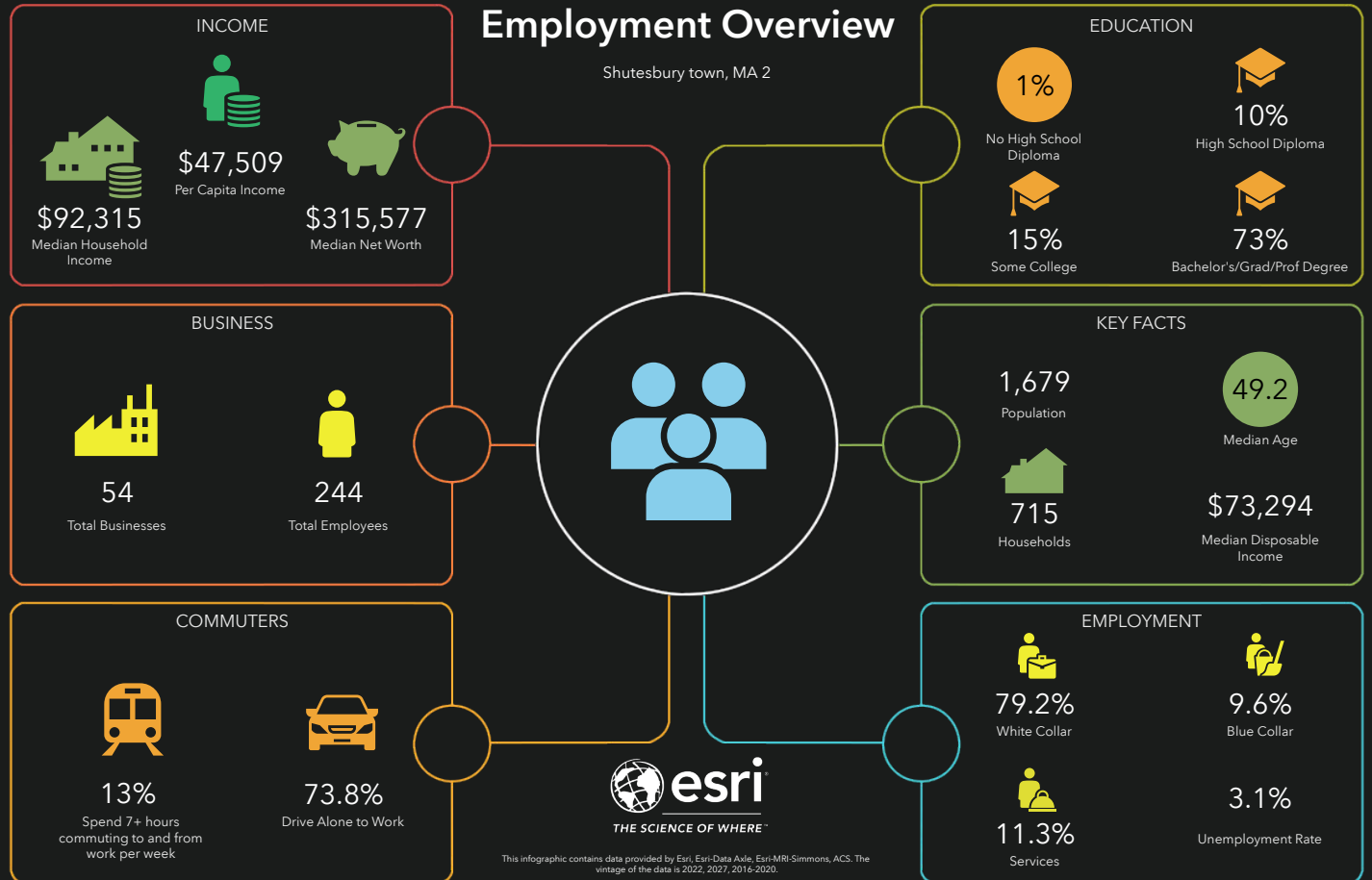
POPULATION BY GENERATION



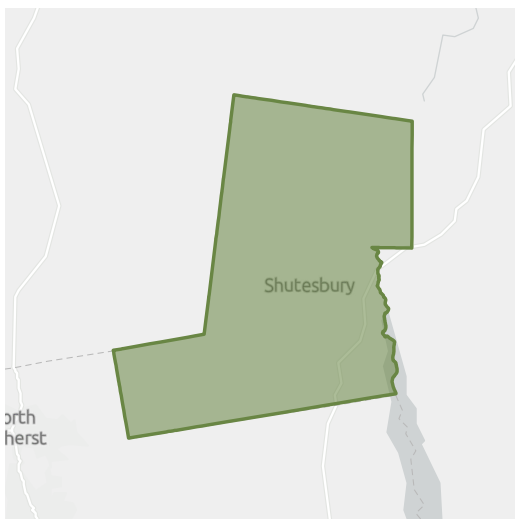
esri THE SCIENCE OF WHERE™ This infographic contains data provided by Esri, Esri-U.S. BLS, ACS The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri

Employment Overview

Shutesbury town, MA 2



This infographic contains data provided by Esri, Esri-Data Avle, Esri-MRI-Simmons, ACS. The vintage of the data is 2022, 2027, 2016-2020. © 2022 Esri



Average Annual Spend per Household on Eating Out



\$442

Breakfast



\$1,358

Lunch



\$2,098

Dinner



0

Bakers
(Retail)

0

Bars and
Pubs

0

Coffee
Shops

0

Juice
Bars

0

Doughnut
Shops

0

Ice Cream
Parlors

0

Pizza
Restaurants

0

Other
Restaurants

1,679

Population

715

Households

2.35

Avg Size
Household

49.2

Median
Age

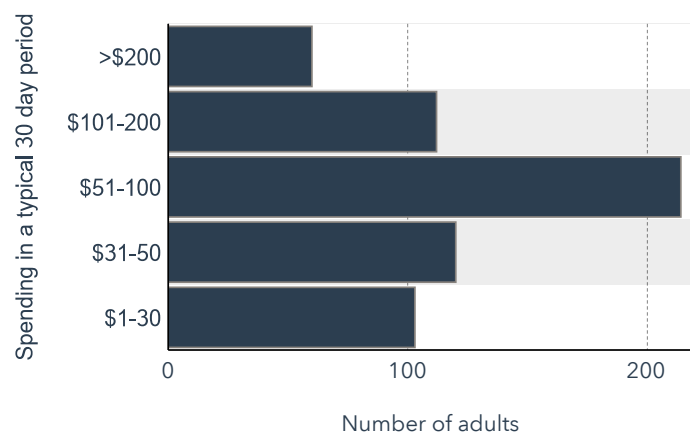
\$92,315

Median
Household Income

\$349,415

Median
Home Value

Family Restaurants Market Potential



Annual Household Spending

\$4,257

Meals at
Restaurants

\$741

Food & Drink
on Trips

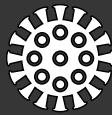
Local Business Summary

54

Total
Businesses

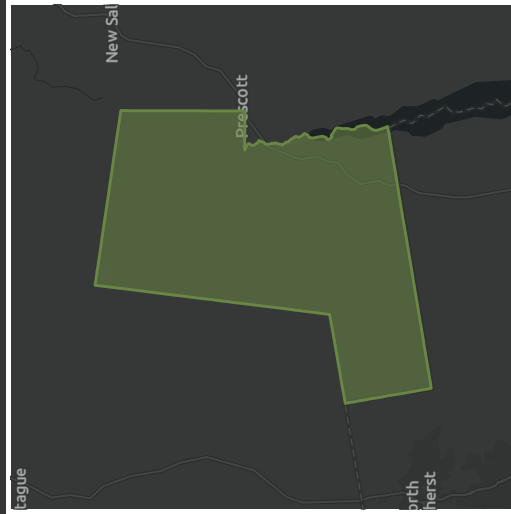
244

Total
Employees

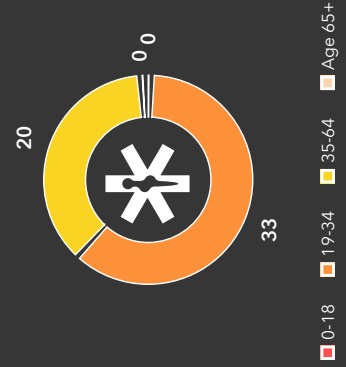


CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Shutesbury town, MA 2



POPULATION NO HEALTH INSURANCE (ACS)



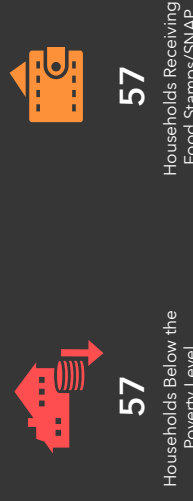
Source: Esri forecasts for 2022, 2027, 2016-2020. Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

1,679	2.35	715	49.2	\$92,315	\$349,415	105	97%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

POPULATION AND BUSINESSES



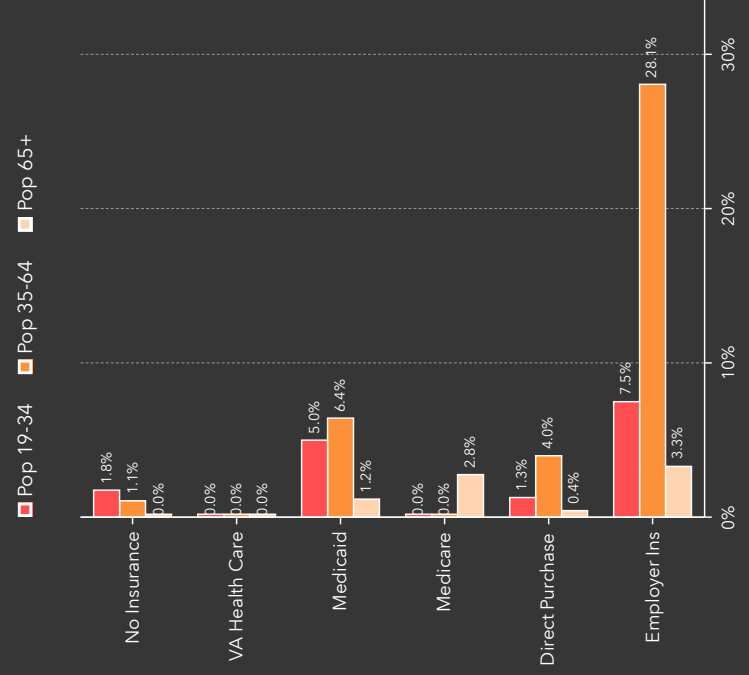
POVERTY



AT RISK POPULATION



HEALTH INSURANCE COVERAGE (ACS)



Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

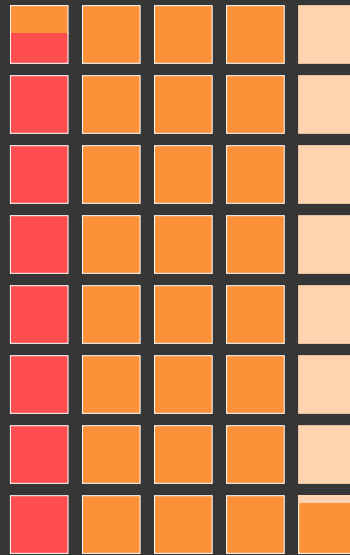


KEY INDICATORS: IMPACT PLANNING

Shutesbury town, MA 2

LANGUAGE (ACS)					Total
English Only	Age 5-17	18-64	Age 65+		
English Only	207	1,061	353		1,621
Spanish	3	45	47		95
Spanish & English Well	3	45	47		95
Spanish & English Not Well	0	0	0		0
Indo-European	0	57	13		70
Indo-European & English Well	0	57	10		67
Indo-Euro & English Not Well	0	0	3		3
Asian-Pacific Island	0	0	0		0
Asian-Pacific Isl & English Well	0	0	0		0
Asian-Pacific Isl & English Not Well	0	0	0		0
Other Language	0	4	0		4
Other Language & English Well	0	4	0		4
Other Lang. & English Not Well	0	0	0		0

POPULATION BY AGE



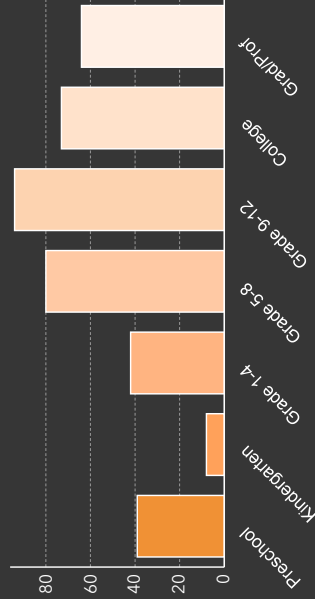
Under 18 (19.0%) Age 18 to 64 (64.0%) Age 65+ (18.0%)



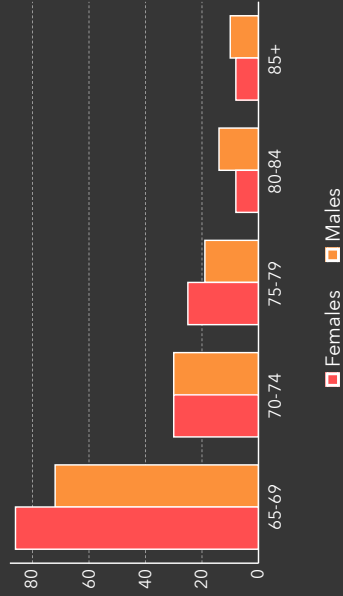
Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-MRI-Simmons, Esri-Data-Ave, ACS

1,679	2.35	715	49.2	\$92,315	\$349,415	105	97%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

SCHOOL ENROLLMENT (ACS)

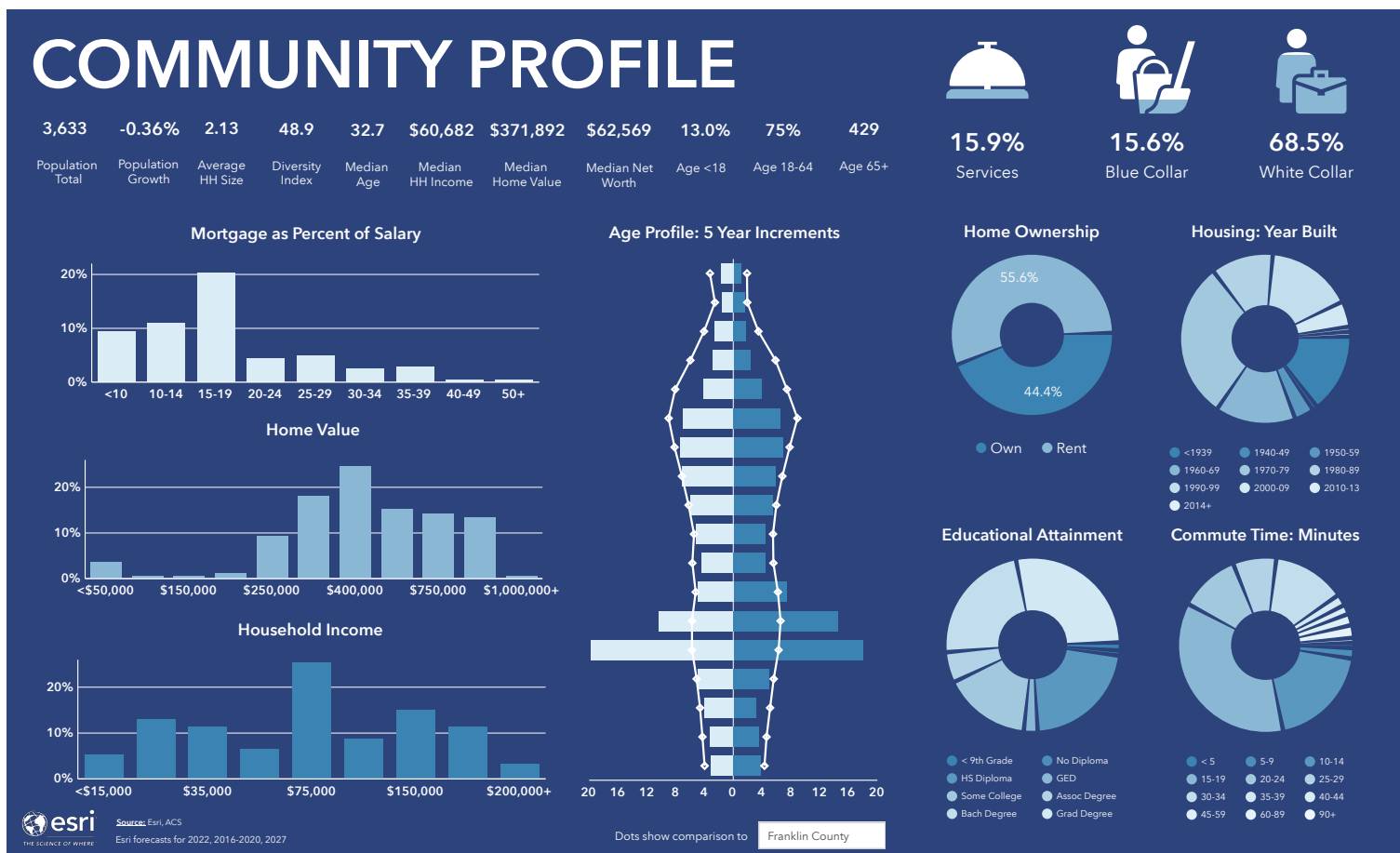


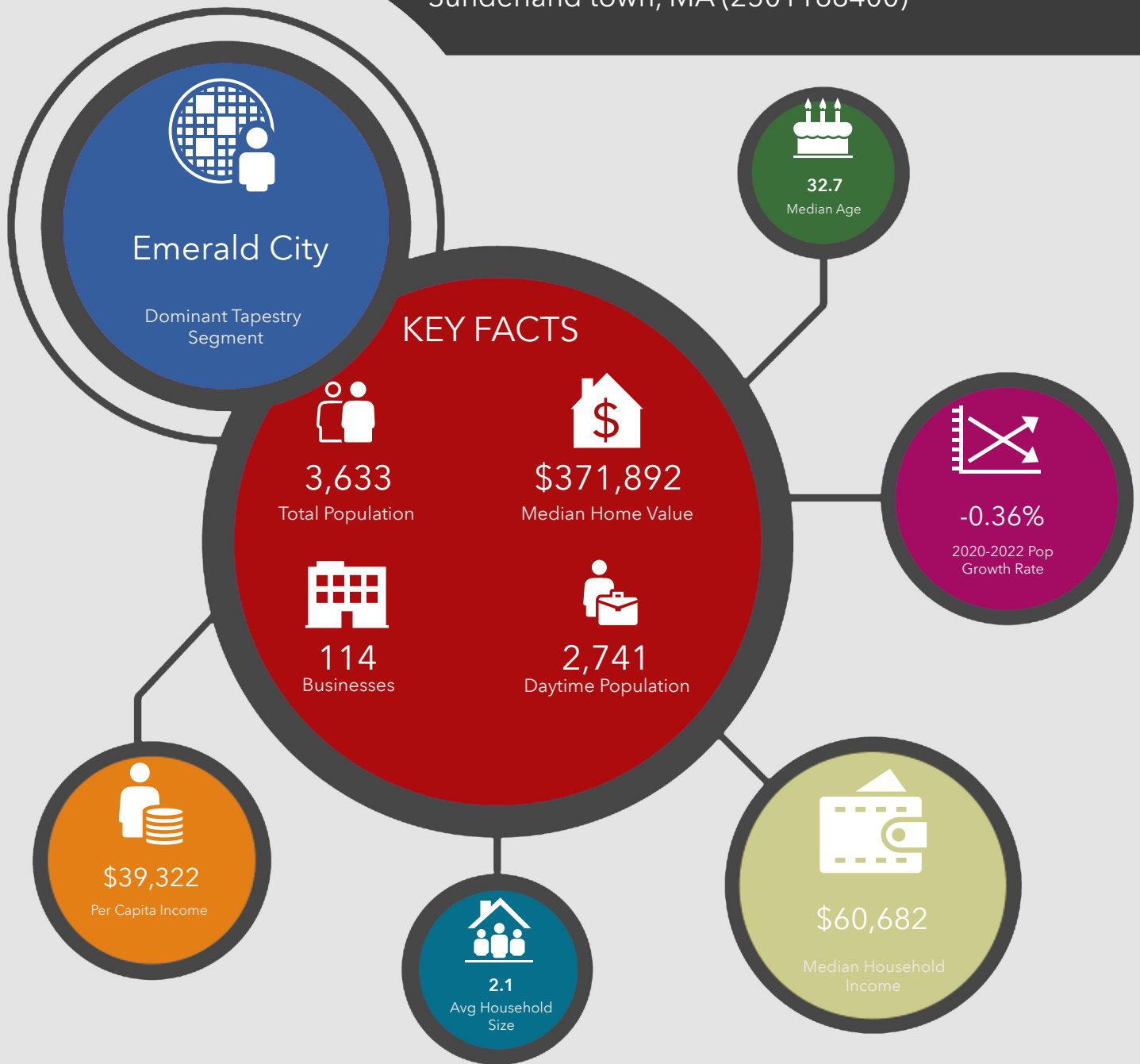
SENIOR POPULATION



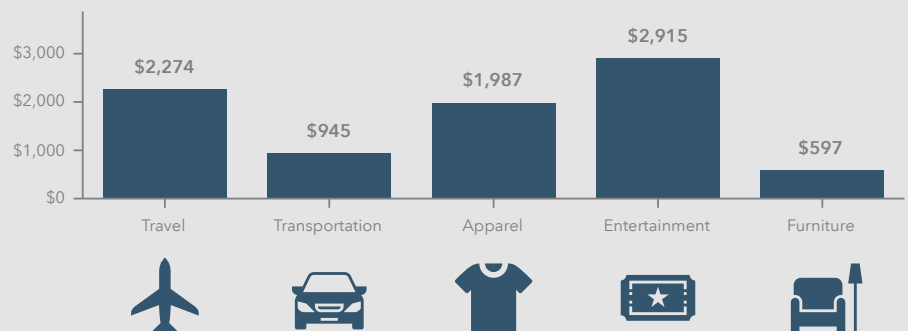
Version 1.12
Jun 3, 2021

Sunderland





KEY SPENDING FACTS



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Spending facts are average annual dollars per household

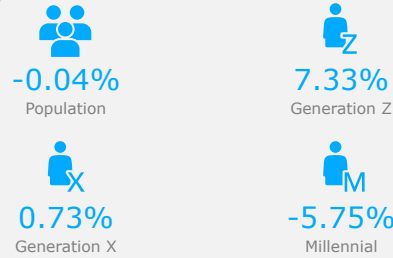
OFFICE MARKET PROFILE

This infographic provides a set of key demographic, market potential and spending indicators that allow you to quickly understand the market opportunities and demographics of an area that provide powerful decision-making insight about office location.

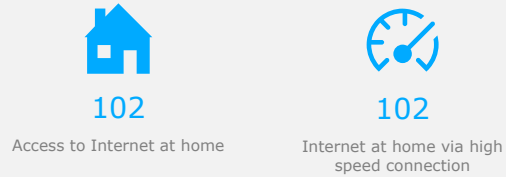
[Learn more about this data](#)



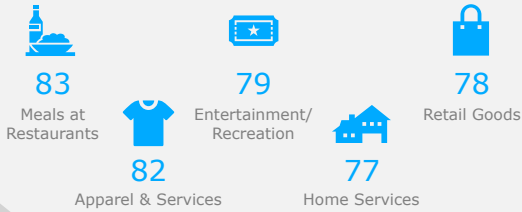
PROJECTED ANNUAL GROWTH RATE



INTERNET ACCESS (INDEX)



LIFESTYLE SPENDING (INDEX)



INCOME AND HOME VALUE



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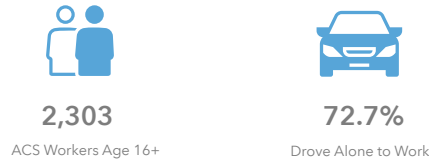
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COMMUTE PROFILE

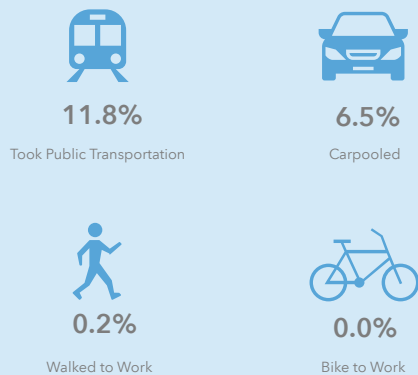
Sunderland town, MA

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

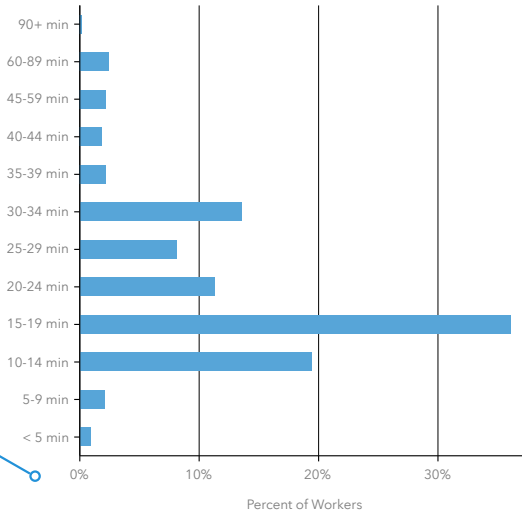
WORKERS



TRANSPORTATION TO WORK

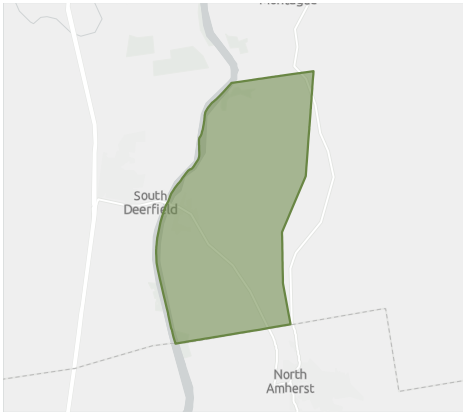


TRAVEL TIME TO WORK



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2016-2020.

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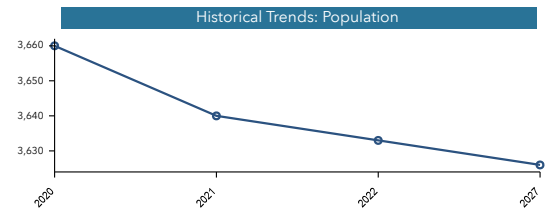


POPULATION TRENDS AND KEY INDICATORS

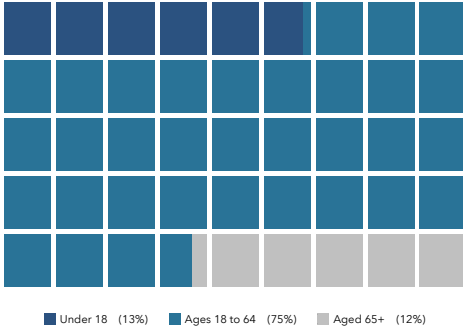
Sunderland town, MA

3,633	1,704	2.13	32.7	\$60,682	\$371,892	56	68	49
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

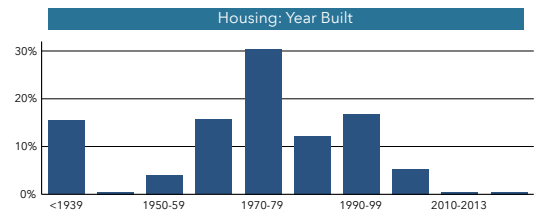
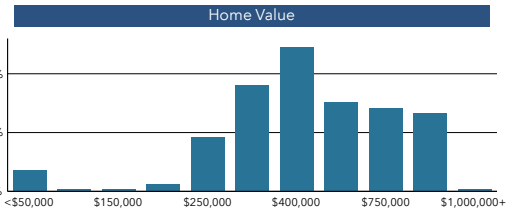
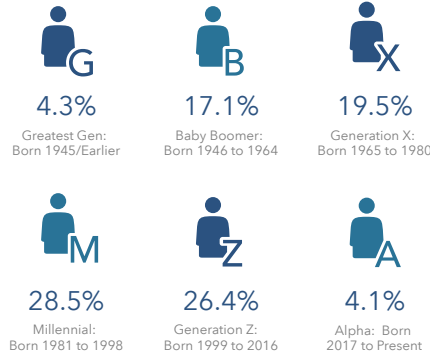
MORTGAGE INDICATORS



POPULATION BY AGE



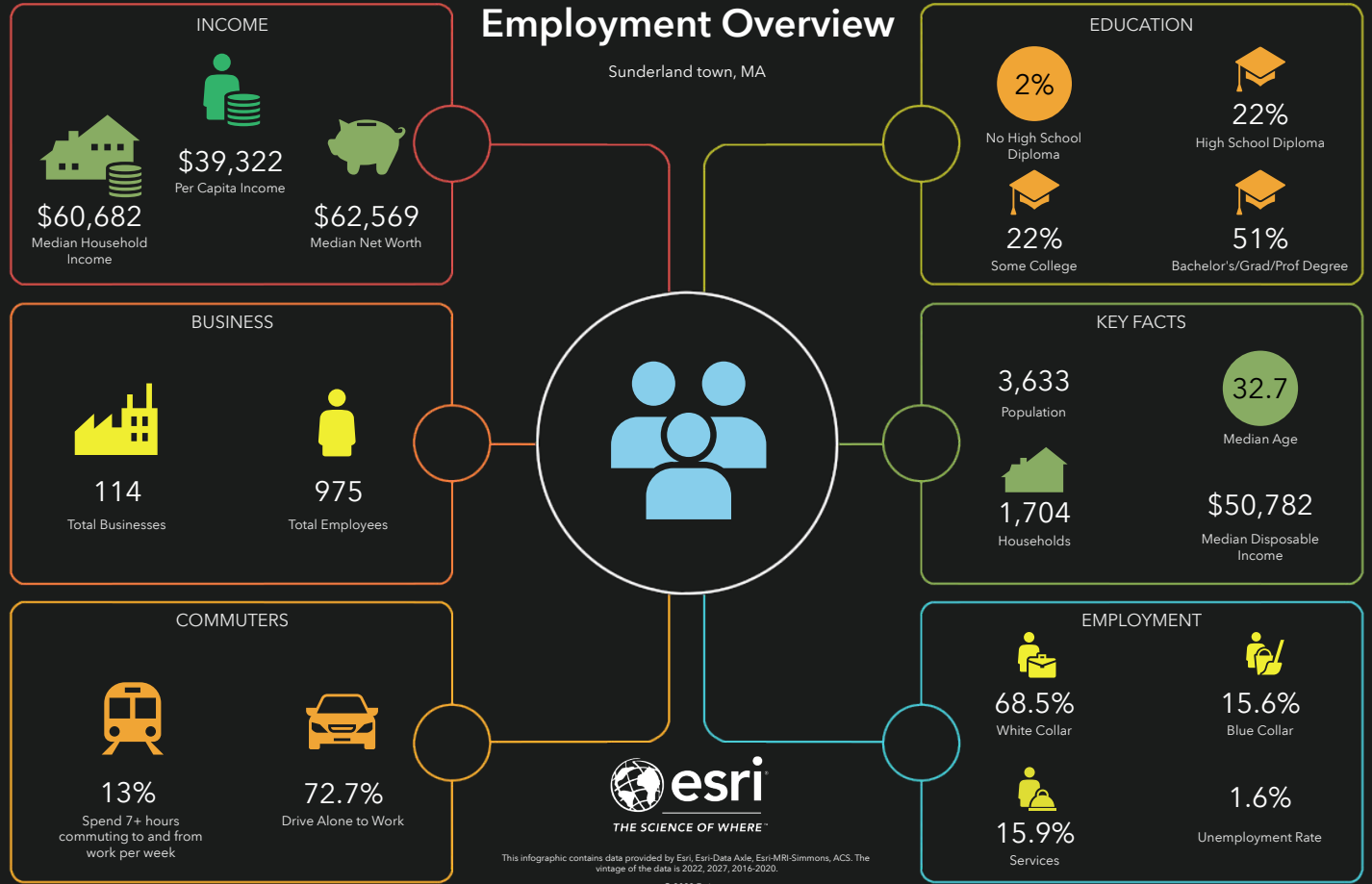
POPULATION BY GENERATION



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The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri

Employment Overview

Sunderland town, MA



Sunderland town, MA

Geography: County Subdivision



Nearby Restaurants

Company/Business Name	Street	City	State	Employees	Sales (\$'000)	Distance
DOVE'S NEST RESTRNT	AMHERST	SUNDERLAND	MA	2	76	0.3
DUNKIN'	AMHERST	SUNDERLAND	MA	15	558	0.3
SUBWAY	CLARK MOUNTAIN	SUNDERLAND	MA	6	227	0.4
GOTEN OF JAPAN	OLD AMHERST	SUNDERLAND	MA	15	566	0.4
SUGAR LOAF FROSTEE	AMHERST	SUNDERLAND	MA	6	227	0.8
FRONTIER PIZZA PLACE	AMHERST	SUNDERLAND	MA	6	227	0.8
SUBWAY	AMHERST	SUNDERLAND	MA	8	302	0.9
BRIDGESIDE GRILLE	AMHERST	SUNDERLAND	MA	20	754	1.0
BLUE HERON RESTAURANT	MAIN	SUNDERLAND	MA	30	1,131	1.1
DIMO'S RESTAURANT	MAIN	SUNDERLAND	MA	1	38	1.1
WILD ROOTS	BRIDGE	SUNDERLAND	MA	7	264	1.1
BEAN CAKE CO	PLUMTREE	SUNDERLAND	MA	2	93	2.4

Closest 12 locations



Average Annual Spend per Household on Eating Out



\$354

Breakfast



\$1,102

Lunch



\$1,653

Dinner



1

Bakers
(Retail)

0

Bars and
Pubs

0

Coffee
Shops

0

Juice
Bars

1

Doughnut
Shops

0

Ice Cream
Parlors

1

Pizza
Restaurants

9

Other
Restaurants

3,633

Population

1,704

Households

2.13

Avg Size
Household

32.7

Median
Age

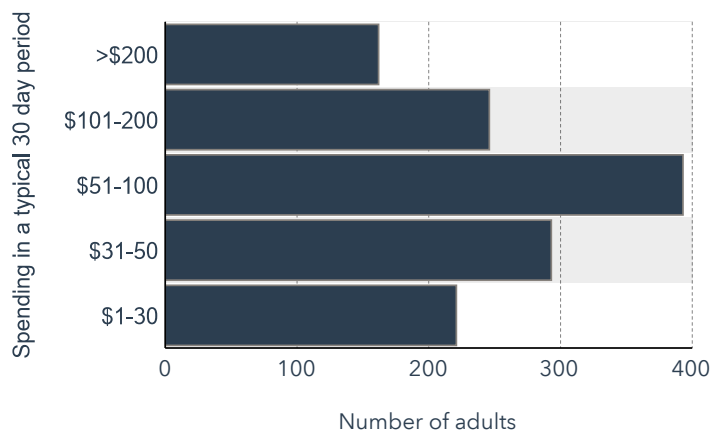
\$60,682

Median
Household Income

\$371,892

Median
Home Value

Family Restaurants Market Potential



Annual Household Spending

\$3,414

Meals at
Restaurants

\$542

Food & Drink
on Trips

Local Business Summary

114

Total
Businesses

975

Total
Employees

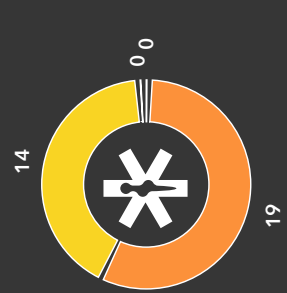


CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Sunderland town, MA



POPULATION NO HEALTH INSURANCE (ACS)



0-18 19-34 35-64 Age 65+



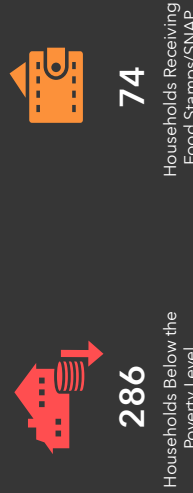
Source: Esri forecasts for 2022-2027, 2016-2020 | Esri, Esri-MRI-Simmons, Esri-Data-Axle, ACS

3,633	2.13	1,704	32.7	\$60,682	\$371,892	68	96%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

POPULATION AND BUSINESSES



POVERTY

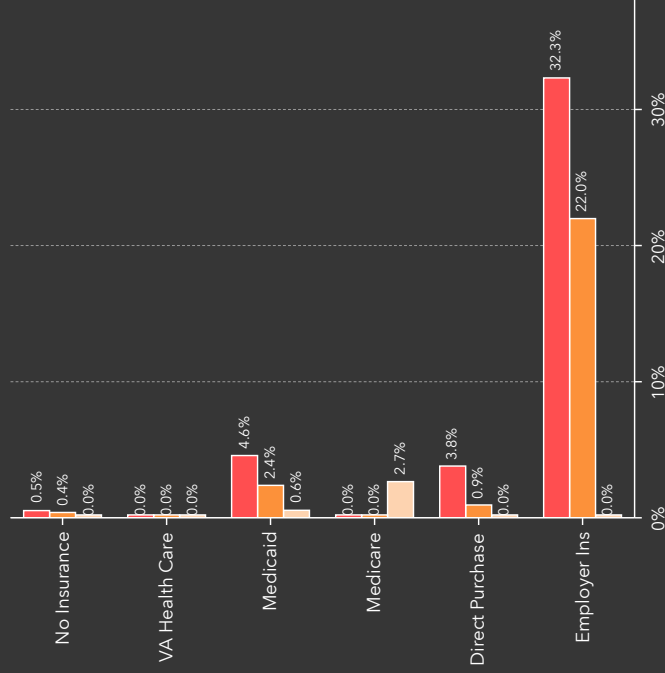


AT RISK POPULATION



HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: Esri, Esri-MRI-Simmons, Esri-Data-Axle, ACS

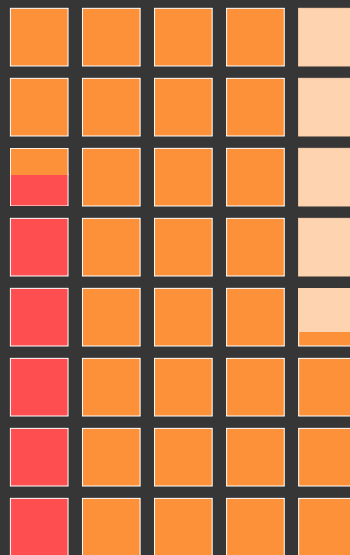


KEY INDICATORS: IMPACT PLANNING

Sunderland town, MA

LANGUAGE (ACS)					Total
English Only	Age 5-17	18-64	Age 65+		2,992
	269	2,219	504		
Spanish	10	33	0	43	
Spanish & English Well	10	33	0	43	
Spanish & English Not Well	0	0	0	0	
Indo-European	23	185	6	214	
Indo-European & English Well	16	185	0	201	
Indo-European & English Not Well	7	0	0	7	
Asian-Pacific Island	39	260	0	299	
Asian-Pacific Isl & English Well	39	202	0	241	
Asian-Pacific Isl & English Not Well	0	58	0	58	
Other Language	0	0	0	0	
Other Language & English Well	0	0	0	0	
Other Lang. & English Not Well	0	0	0	0	

POPULATION BY AGE



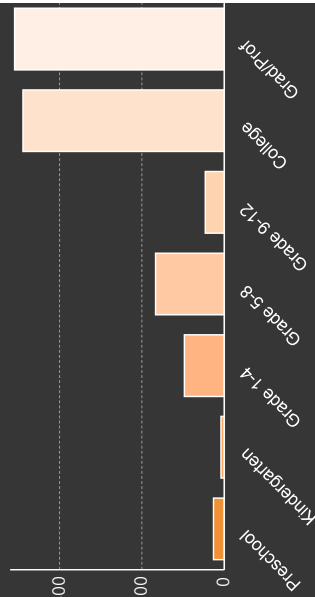
Under 18 (14.0%) Age 18 to 64 (75.0%) Age 65+ (12.0%)



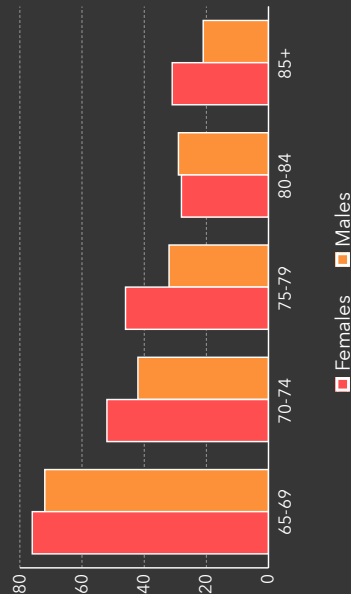
Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

3,633	2.13	1,704	32.7	\$60,682	\$371,892	68	96%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

SCHOOL ENROLLMENT (ACS)



SENIOR POPULATION



Version 1.12
Jun 3, 2021

Wendell

COMMUNITY PROFILE

960	1.71%	2.22	27.2	51.8	\$53,845	\$277,381	\$112,552	13.8%	59%	264
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



16.7%
Services

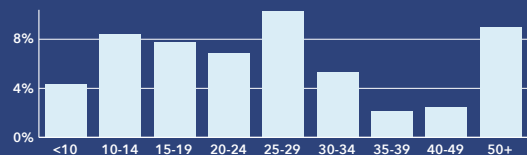


27.3%
Blue Collar



56.0%
White Collar

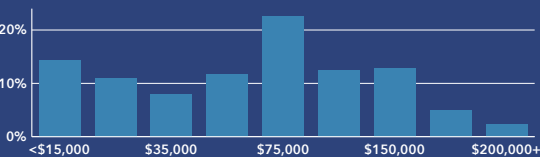
Mortgage as Percent of Salary



Home Value



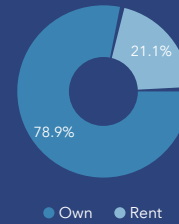
Household Income



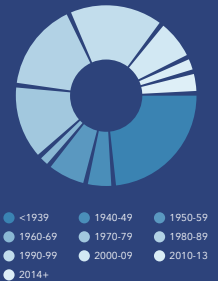
Age Profile: 5 Year Increments



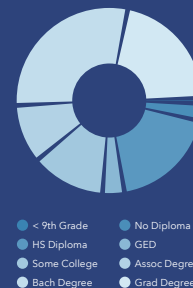
Home Ownership



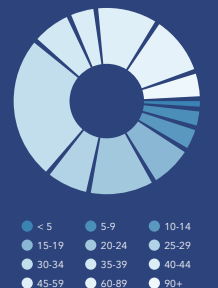
Housing: Year Built



Educational Attainment



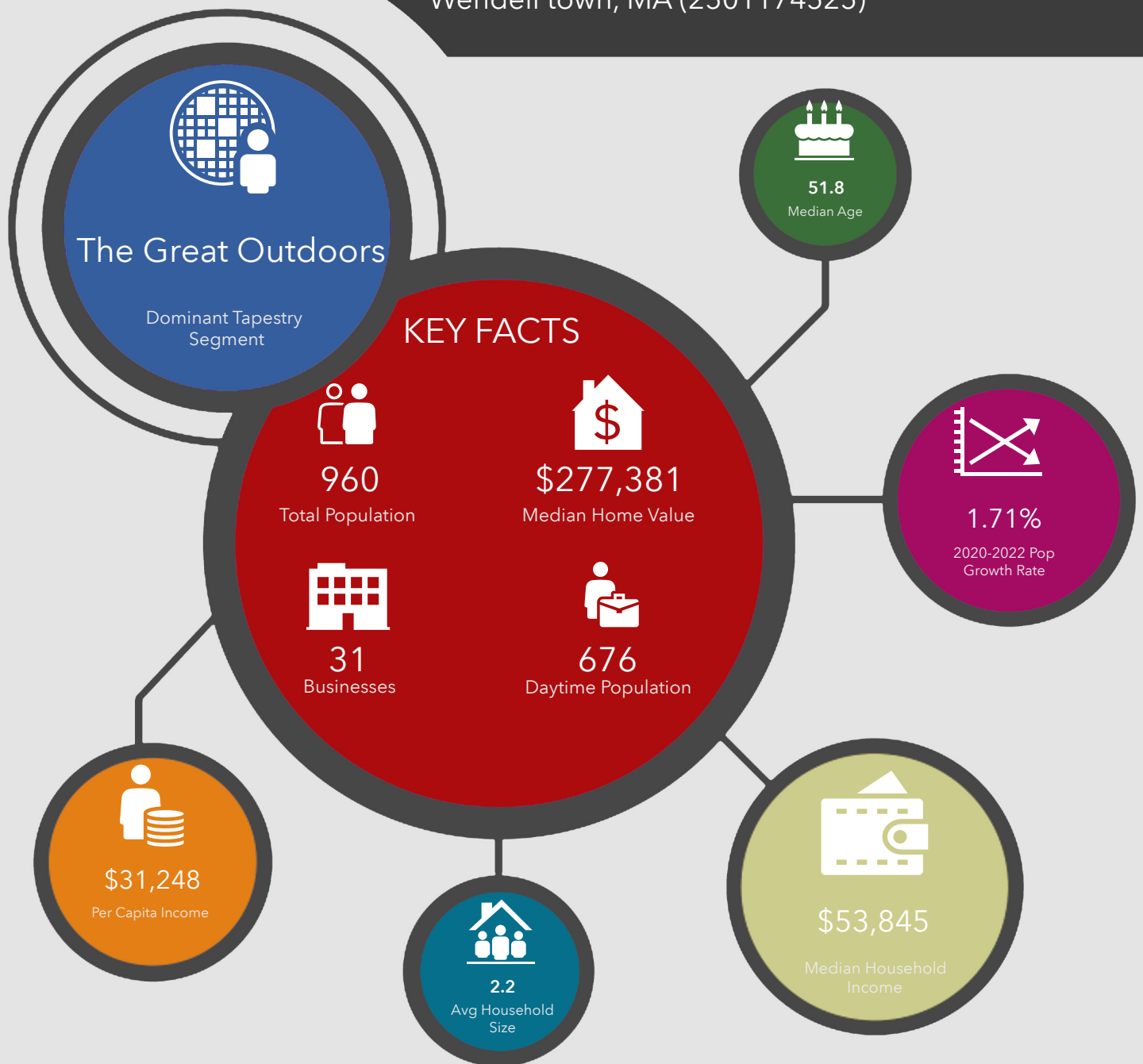
Commute Time: Minutes



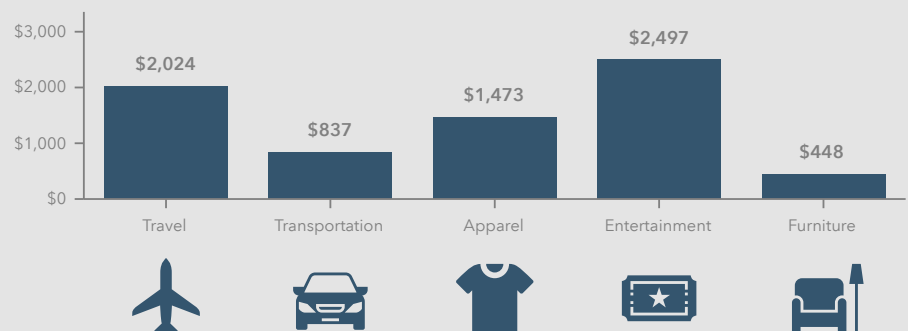
Dots show comparison to Franklin County



Source: Esri, ACS
Esri forecasts for 2022, 2016-2020, 2027



KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027

© 2022 Esri

Spending facts are average annual dollars per household

OFFICE MARKET PROFILE

This infographic provides a set of key demographic, market potential and spending indicators that allow you to quickly understand the market opportunities and demographics of an area that provide powerful decision-making insight about office location.

[Learn more about this data](#)



PROJECTED ANNUAL GROWTH RATE

0.78%
Population

0.00%
Generation Z

1.71%
Generation X

2.09%
Millennial



INTERNET ACCESS (INDEX)



99

Access to Internet at home



101

Internet at home via high speed connection

LIFESTYLE SPENDING (INDEX)

64
Meals at Restaurants



61
Apparel & Services



68
Entertainment/ Recreation



71
Home Services



70
Retail Goods



INCOME AND HOME VALUE



\$53,845
Median Household Income



\$31,248
Per Capita Income



\$277,381
Median Home Value

This infographic contains data provided by Esri, Esri-MRI-Simmons, Esri-U.S. BLS. The vintage of the data is 2027, 2022.

© 2022 Esri

COMMUTE PROFILE

Wendell town, MA

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

WORKERS



370

ACS Workers Age 16+



73.2%

Drove Alone to Work

TRANSPORTATION TO WORK



0.3%

Took Public Transportation



11.9%

Carpooled



1.9%

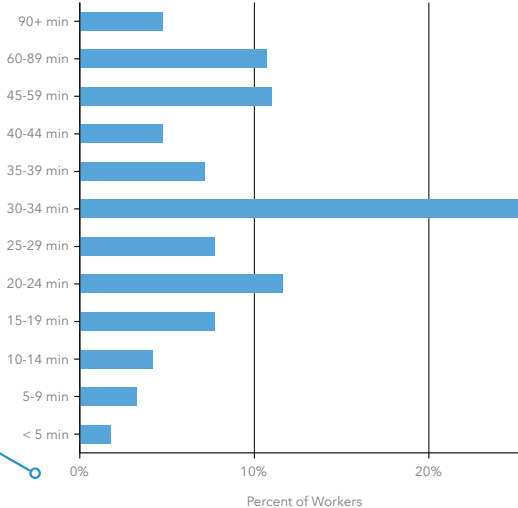
Walked to Work



0.0%

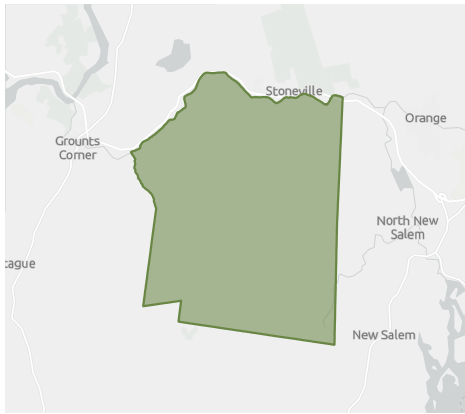
Bike to Work

TRAVEL TIME TO WORK



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2016-2020.

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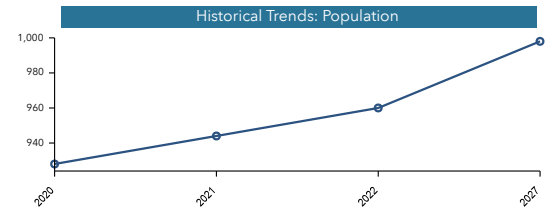
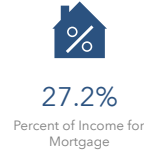


POPULATION TRENDS AND KEY INDICATORS

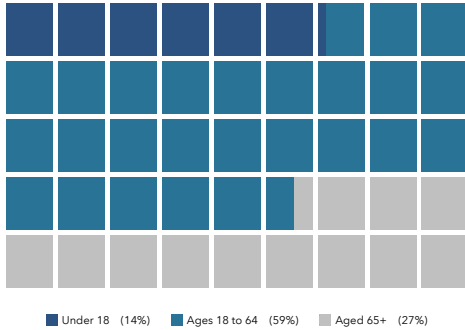
Wendell town, MA

960	427	2.22	51.8	\$53,845	\$277,381	54	85	27
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

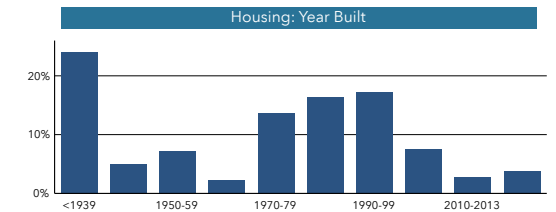
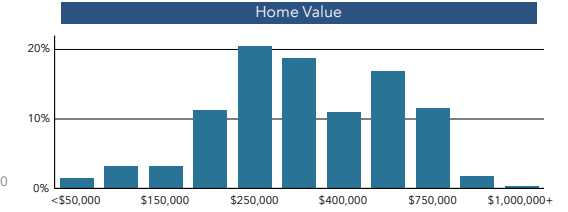
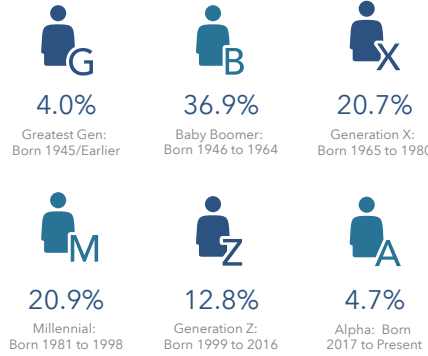
MORTGAGE INDICATORS



POPULATION BY AGE



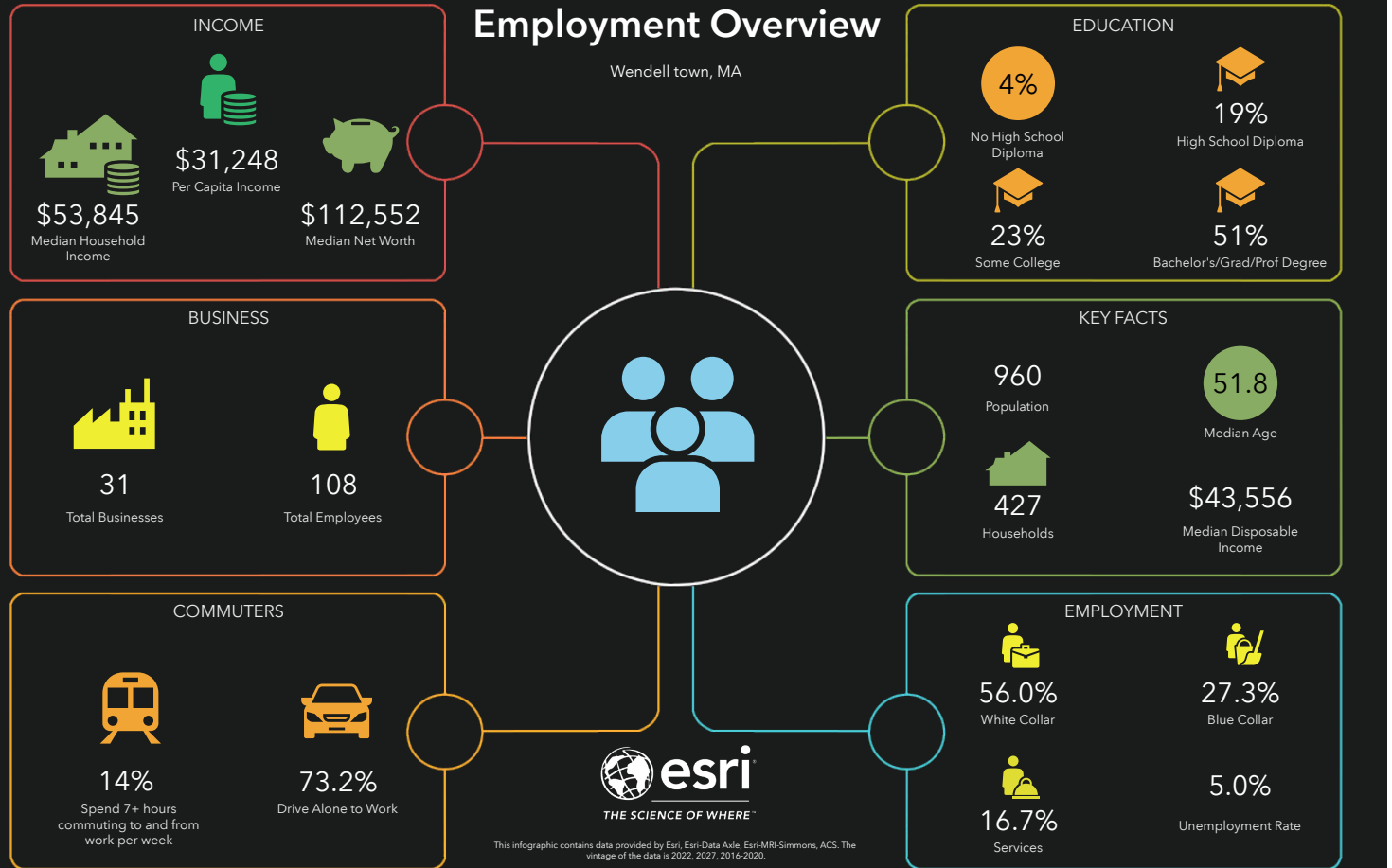
POPULATION BY GENERATION



esri THE SCIENCE OF WHERE™ This infographic contains data provided by Esri, Esri-U.S., BLS, ACS. The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri

Employment Overview

Wendell town, MA





Company/Business Name	Street	City	State	Employees	Sales (\$000)	Distance
DEJA BREW CAFE & PUB	LOCKES VILLAGE	WENDELL	MA	8	350	0.4
CHINESE HERBAL SOLUTIONS	MORSE VILLAGE	WENDELL	MA	8	302	0.5

Closest 2 locations



Average Annual Spend per Household on Eating Out



\$281

Breakfast



\$852

Lunch



\$1,278

Dinner



0

Bakers
(Retail)

1

Bars and
Pubs

0

Coffee
Shops

0

Juice
Bars

0

Doughnut
Shops

0

Ice Cream
Parlors

0

Pizza
Restaurants

1

Other
Restaurants

960

Population

427

Households

2.22

Avg Size
Household

51.8

Median
Age

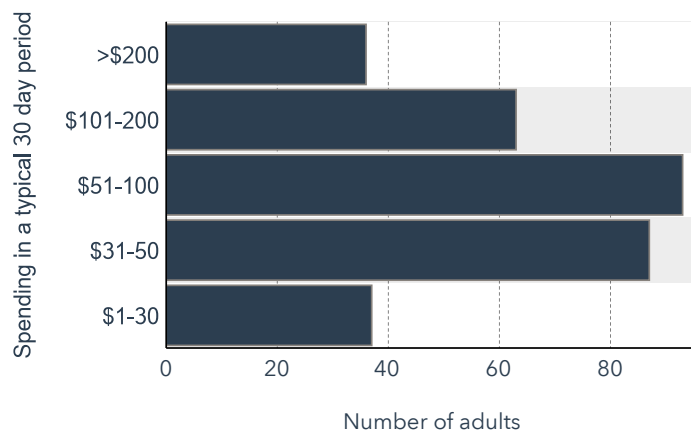
\$53,845

Median
Household Income

\$277,381

Median
Home Value

Family Restaurants Market Potential



Annual Household Spending

\$2,631

Meals at
Restaurants

\$473

Food & Drink
on Trips

Local Business Summary

31

Total
Businesses

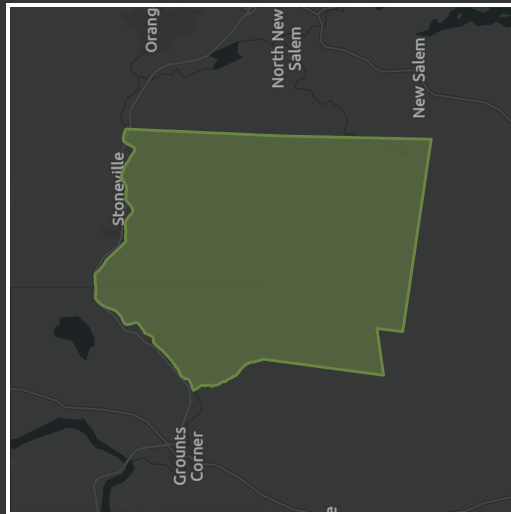
108

Total
Employees



CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Wendell town, MA



960	2.22	427	51.8	\$53,845	\$277,381	85	94%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

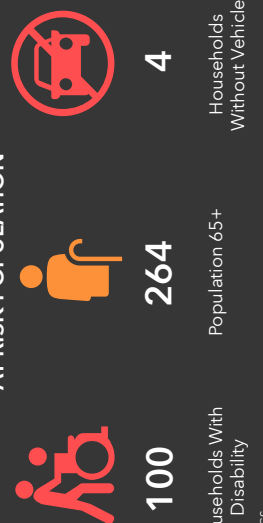
POPULATION AND BUSINESSES



POVERTY

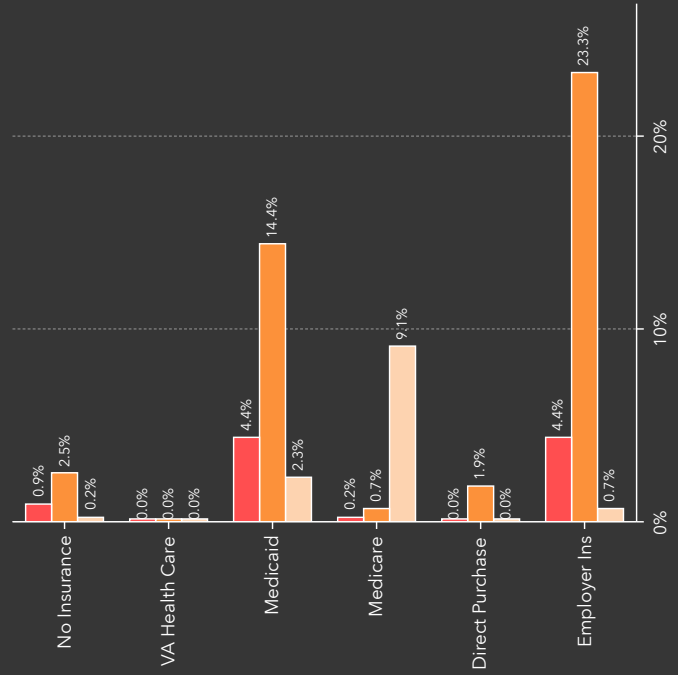


AT RISK POPULATION



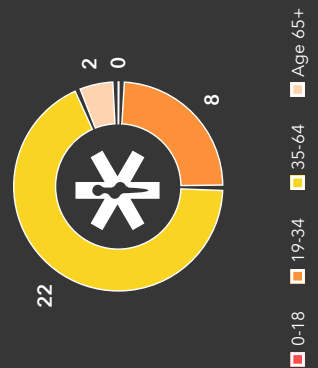
HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

POPULATION NO HEALTH INSURANCE (ACS)



Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS





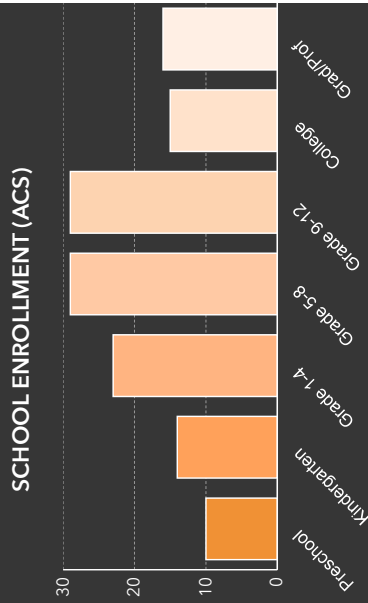
KEY INDICATORS: IMPACT PLANNING

Wendell town, MA

960	2.22	427	51.8	\$53,845	\$277,381	85	94%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

POPULATION AND POVERTY STATUS (ACS)

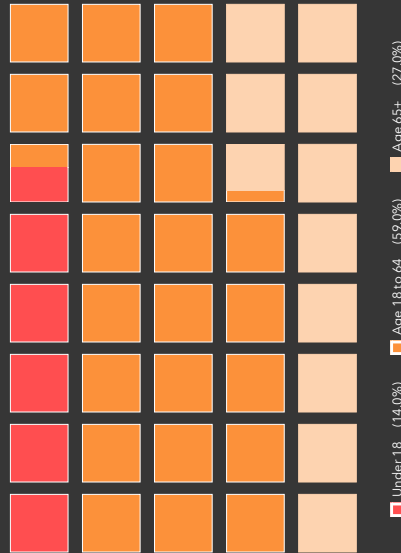
	Total
Population for whom Poverty Status is Determined	862
Income to Poverty Ratio <0.50	80
Income to Poverty Ratio 0.50-0.99	40
Income to Poverty Ratio 1.00-1.24	52
Income to Poverty Ratio 1.25-1.49	21
Income to Poverty Ratio 1.50-1.84	29
Income to Poverty Ratio 1.85-1.99	25
Income to Poverty Ratio 2.00+	615



POVERTY LEVELS (ACS)

	Below	Above	Total
Total	58	329	387
Married Couple Families	10	194	204
Other Families w/Male Householder	6	12	18
Other Families w/Female Householder	6	18	24
Nonfamilies w/Male Householder	7	44	51
Nonfamilies w/Female Householder	29	61	90

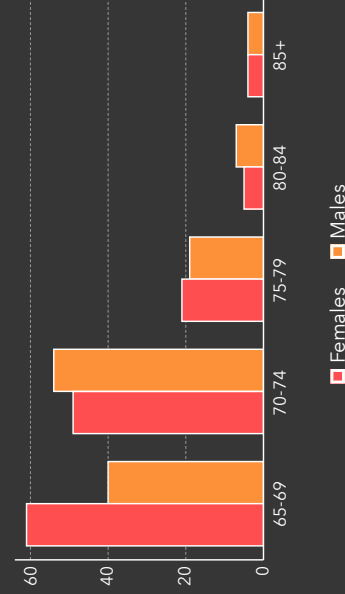
POPULATION BY AGE



NO HEALTH INSURANCE COVERAGE (ACS) %

	(ACS) %	Total
Population <19	0.0%	0
Population Age 19-34	0.9%	8
Population Age 35-64	2.5%	22
Population Age 65+	0.2%	2

SENIOR POPULATION



Source: Esri forecasts for 2022, 2027, 2016-2020 Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

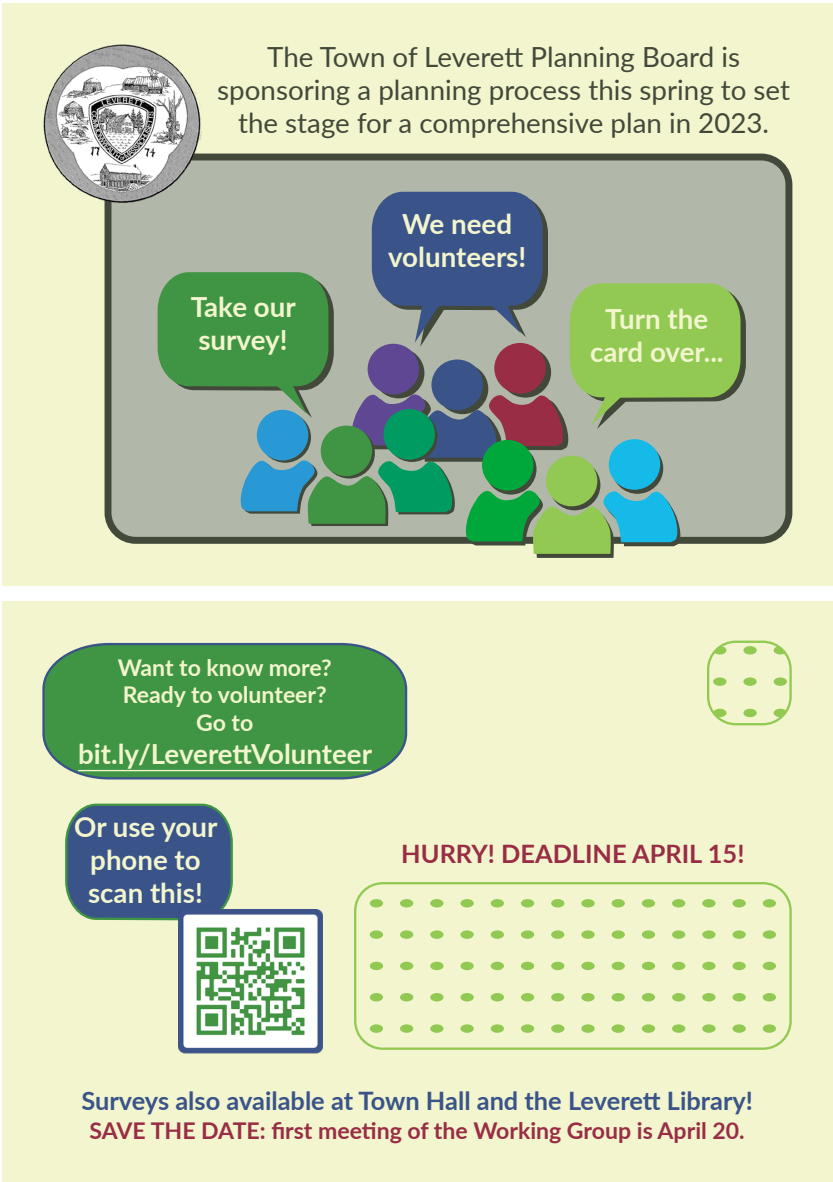
Version 1.12
Jun 3, 2021



APPENDIX D: QUESTIONNAIRE AND RESULTS

The online questionnaire and all responses are included in this appendix except the names and contact information of the people who responded. The Planning Board has that information so they can reach out to the respondents for Phase 2 of this process.

The postcard sent to residents in early April is shown below.





Town of Leverett Comprehensive Plan Volunteer Application

Thank you for your interest in the Town's planning process! The Planning Board is kicking off this year with a "plan to plan" effort: finding out what we know, what we need to know, and how we can best engage the Leverett Community in a discussion about our future.

Between now and June, we will create a Working Committee to help us explore these questions in time to apply for a grant for the next stage. We expect to start the full planning process next year, assuming we receive the grant. **For those of you interested in being on the Working Committee, please save April 20 as the date for the first meeting.**

You can help us by answering the questions below. We hope you will become involved in this process and we look forward to hearing from you!



1. Would you like to volunteer for the planning process? Check all that apply.

- ☐ Yes! I would like to join the 2022 Working Group. I can commit to attending up to four meetings before the end of June and reading materials between meetings. I can spend 12-20 hours between now and the end of June.
- ☐ Yes! I would like to join the 2023 Steering Committee. I can commit to attending four meetings in 2023 and reading materials between meetings. I can spend 12-20 hours in 2023.
- ☐ Yes! I can be a Plan Ambassador at public events in 2022 and 2023. I can spend 3 hours in 2022 and six hours in 2023.
- ☐ Yes! I would love to host a house/neighborhood party to discuss the plan in 2023. I can spend 4 hours in 2023.
- ☐ I'm not sure yet, but I look forward to learning more.
- ☐ Not now.

2. What is your most important reason for volunteering?

3. Working Group and Steering Group Meetings will be 60-90 minutes long. Please tell us your preferred meeting format by ranking the following options with 1 being your most preferred option and 3 your least preferred option.

		Virtual
		In-person
		Either

4. Public workshops during the 2023 planning process will be 90 minutes long. Please tell us your preferred format by ranking the following options with 1 being your most preferred option and 3 your least preferred option.

		Virtual
		In-person
		Hybrid

5. What is your preferred time for a meeting based on the format ?

	Virtual	In-person	Hybrid		
8 am - 10 am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 am - 1 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 pm - 2 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 pm - 5 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 pm - 7 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 pm - 8 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What is your preferred time for a meeting based on the day of the week?

	Monday	Tuesday	Wednesday	Thursday	Saturday
8 am - 10 am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 am - 1 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 pm - 2 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 pm - 5 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 pm - 7 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 pm - 8 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How did you hear about this planning process? Choose all that apply.

- | | |
|--|--|
| <input type="checkbox"/> I received a postcard in the mail. | <input type="checkbox"/> The Fire Department's Facebook page |
| <input type="checkbox"/> The Town's website | <input type="checkbox"/> Flyer at the Transfer Station |
| <input type="checkbox"/> The Town's email newsletter | <input type="checkbox"/> Flyer at Town Hall |
| <input type="checkbox"/> The Library's email newsletter | <input type="checkbox"/> Flyer at the Library |
| <input type="checkbox"/> The Leverett Elementary School's email newsletter | <input type="checkbox"/> Flyer at the Co-op |
| <input type="checkbox"/> The Police Department's Facebook page | <input type="checkbox"/> Leverett Connects |
| <input type="checkbox"/> Other (please specify) | |

8. What is the best way for us to communicate with you? Choose all that apply.

- ☐ Mailed postcards
 ☐ The Fire Department's Facebook page
- ☐ The Town's website
 ☐ Flyer at the Transfer Station
- ☐ The Town's email newsletter
 ☐ Flyer at Town Hall
- ☐ The Library's email newsletter
 ☐ Flyer at the Library
- ☐ The Leverett Elementary School's email newsletter
 ☐ Flyer at the Co-op
- ☐ The Police Department's Facebook page
 ☐ Leverett Connects
- ☐ Other (please specify)

We are looking for a wide range of people to participate in this survey with a variety of ages, races/ethnicities, and backgrounds. Please tell us more about yourself in the next few questions so we can make sure we are reaching as many people in Leverett as possible!

9. Which best describes you? (Choose all that apply.) If you used to belong to one of these categories, please use the "N/A:Former" column. If you have never belonged to one of these categories, please use the "N/A: Never" column.

	0-5 years	6-10 years	11-20 years	21-30 years	30+ years	N/A: Former	N/A: Never
How long have you lived in Leverett?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How long have you been a business owner in Leverett?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How long have you been an employee of a business or organization in Leverett?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Tell us about you! How old are you?

- | | |
|--------------------------------|--|
| <input type="radio"/> Under 18 | <input type="radio"/> 55-64 |
| <input type="radio"/> 18-24 | <input type="radio"/> 65-74 |
| <input type="radio"/> 25-34 | <input type="radio"/> 75+ |
| <input type="radio"/> 35-44 | <input type="radio"/> Prefer not to answer |
| <input type="radio"/> 45-54 | |

11. What is your racial or ethnic identity? (Select all that apply.)

- ☐ African-American/Black
- ☐ East Asian
- ☐ Hispanic/Latinx
- ☐ Middle Eastern
- ☐ American Indian/Alaskan Native
- ☐ Pacific Islander
- ☐ South Asian
- ☐ Southeast Asian
- ☐ White
- ☐ Other (please specify)

12. If you volunteered and/or want to be informed about next steps, please provide your information below. We will only reach out to you for the purposes of this planning process.

Name	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text"/>
ZIP/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

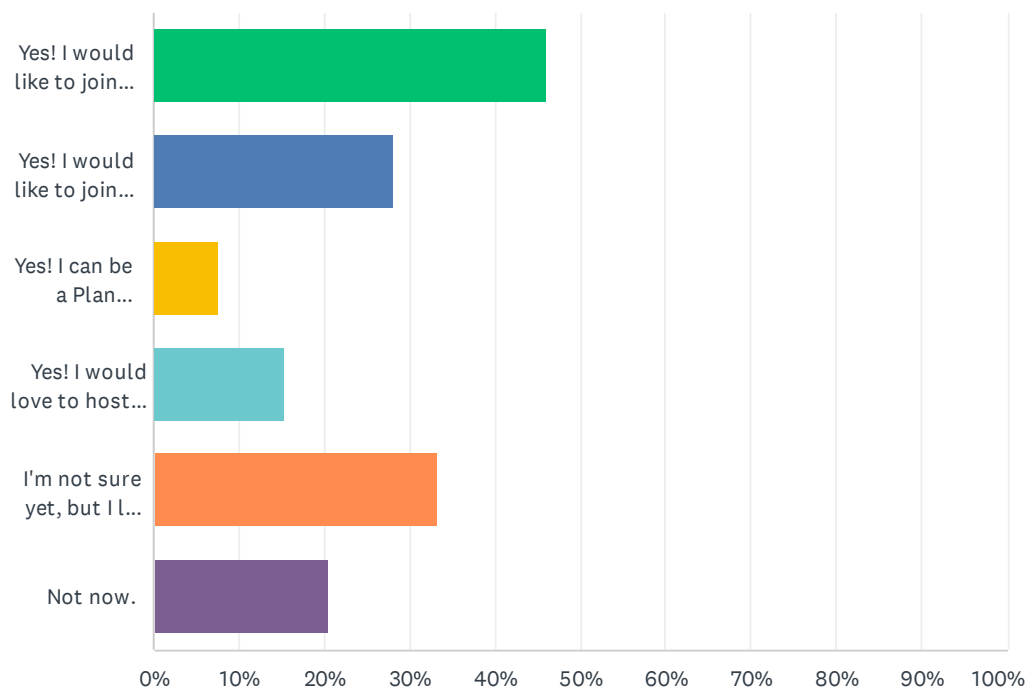
13. What planning topics are most important to you? (Choose all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> Housing | <input type="checkbox"/> Town budget |
| <input type="checkbox"/> Economic development | <input type="checkbox"/> Public health |
| <input type="checkbox"/> Open space | <input type="checkbox"/> Design of buildings and landscape |
| <input type="checkbox"/> Recreation | <input type="checkbox"/> Social and economic equity |
| <input type="checkbox"/> Natural resources | <input type="checkbox"/> Climate adaptation and sustainability |
| <input type="checkbox"/> Historic resources | <input type="checkbox"/> Energy |
| <input type="checkbox"/> Cultural resources | <input type="checkbox"/> Regionalization of Town services |
| <input type="checkbox"/> Mobility (pedestrians, bicyclists, vehicles) | <input type="checkbox"/> Services for seniors |
| <input type="checkbox"/> Town services | <input type="checkbox"/> Visual expression of community identity
(entry into town, public art, storefront
design, etc.) |
| <input type="checkbox"/> Town facilities | |
| <input type="checkbox"/> Land use and zoning | |
| <input type="checkbox"/> Other (please specify) | |
| <input type="text"/> | |
| <input type="checkbox"/> None of the above | |

14. Final question! What questions do you have for the Planning Board as they begin this very first stage of working with the Leverett community to develop a comprehensive plan for the Town of Leverett?

Q1 Would you like to volunteer for the planning process? Check all that apply.

Answered: 39 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes! I would like to join the 2022 Working Group. I can commit to attending up to four meetings before the end of June and reading materials between meetings. I can spend 12-20 hours between now and the end of June.	46.15%	18
Yes! I would like to join the 2023 Steering Committee. I can commit to attending four meetings in 2023 and reading materials between meetings. I can spend 12-20 hours in 2023.	28.21%	11
Yes! I can be a Plan Ambassador at public events in 2022 and 2023. I can spend 3 hours in 2022 and six hours in 2023.	7.69%	3
Yes! I would love to host a house/neighborhood party to discuss the plan in 2023. I can spend 4 hours in 2023.	15.38%	6
I'm not sure yet, but I look forward to learning more.	33.33%	13
Not now.	20.51%	8
Total Respondents: 39		

Q2 What is your most important reason for volunteering?

Answered: 33 Skipped: 6

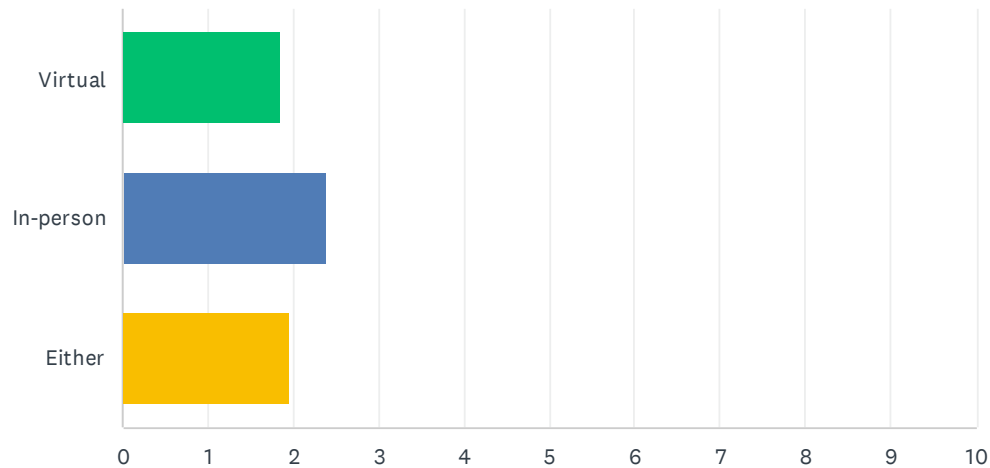
#	RESPONSES	DATE
1	Interest in contribution to the process	4/16/2022 3:22 PM
2	I think we can work together to move Leverett further along toward justice-based opportunities and affordable housing	4/16/2022 12:34 PM
3	I grew up here in the 70s and 80s, moved away for a couple decades and have now come back. I have a policy/planning background and would like to be part of a process in a place I care about.	4/16/2022 10:49 AM
4	Leverett has been my home since I was 4 years old. I have recently purchased a piece of land here where I hope to build a home and raise a family in the coming years. (I am currently in graduate school, earning a Masters in Human Rights and a Law Degree focused on Environmental Law and Civil Rights Law.) At this point in my life (I'm 32), I have traveled quite a bit and lived in a number of different places across the United States, and the more I've seen of the world, the more I've come to realize just how rare places like Leverett are--in their natural beauty, sense of community, and emphasis on education. I would love to be a part of protecting and strengthening those aspects of the town that make it so special.	4/15/2022 12:11 PM
5	I want to learn more of what people want for the town. I prefer Leverett remain as it is!	4/15/2022 11:08 AM
6	As a brand new resident to Leverett, I'm interested in participating in community efforts and helping to improve the town in which I live.	4/15/2022 10:47 AM
7	Leverett is faced with serious fiscal, infrastructural and environmental and cultural challenges and needs to prioritize the towns needs and wants. A master plan is an important tool to help prioritize and accomplish these goals	4/15/2022 9:36 AM
8	Future of town: services, housing, community	4/15/2022 8:46 AM
9	Small towns need volunteers.	4/15/2022 7:01 AM
10	N/a	4/15/2022 6:32 AM
11	I have lived here my whole life and care deeply about this town. I would like a voice in planning for the future.	4/14/2022 9:20 PM
12	I would like to put my finance and management credentials plus my public committee experience to work in planning an innovative path forward for Leverett	4/14/2022 1:48 PM
13	to make sure that there are a diversity of voices in this process, that as many people from town as would like can be informed and express their views.	4/14/2022 12:24 PM
14	I love my community and want it to continue with a solid base	4/14/2022 12:19 PM
15	I love Leverett and would like to be part of planning for its future.	4/14/2022 12:03 PM
16	I am committed to the town of Leverett. Excited about the future of this community.	4/14/2022 11:44 AM
17	To foster energy conservation and sustainable living in Leverett.	4/14/2022 9:22 AM
18	My family and I have lived in and raised our two (now adult) children in Leverett for over 30 years. We are a mixed race, and mixed class / working class family. I have a Master's degree in Planning and Design from the Conway School of Landscape design, I have over 30 years experience working with the human footprint and the natural landscape, and I am very interested in being a part of a collaborative planning process in Leverett that is committed to real equity and inclusion.	4/12/2022 2:20 PM
19	Encouraging broader engagement. I am willing to reach out to residents - renters, home owners, land owners to ensure a variety of voices are heard. To ensure that planning is	4/12/2022 7:39 AM

sensible and realistic for current times while acknowledging the need for systemic transitions ASAP for future generations.

20	I am finishing my graduate degree in Public Policy and Administration in May. I have experience reviewing strategic plans for nearby towns and making recommendations for the creation of Diversity and Inclusion Action Plans. I have also studied Leverett and the surrounding area through my work with the Franklin County Friendly Aging Survey. Leverett is home and I would to participate!	4/12/2022 7:18 AM
21	I have loved living in Leverett, and would like to see the town address issues like affordable housing, diversity, and environmental protection, without losing what makes it a great place to live.	4/11/2022 8:05 PM
22	I'm 33 and my partner and I would like to make Leverett our long term home. I'm going to spend the next 40+ years here I would like to have a say in what it looks like then.	4/11/2022 7:08 PM
23	Once there is some additional information I would be inclined to be actively involved.	4/11/2022 1:43 PM
24	I'm concerned about Leverett's future	4/11/2022 1:31 PM
25	very much in the investigative stage	4/11/2022 12:03 PM
26	I want to help the town of Leverett plan for the future.	4/10/2022 11:11 AM
27	To find out what is going on in this town and to meet some people in the town we have lived for a few years	4/9/2022 7:25 PM
28	N/a	4/9/2022 10:38 AM
29	My concern for the future of Leverett and how this relates to the way we all must adapt to the world's changing needs and conditions	4/9/2022 9:35 AM
30	Good citizenship	4/8/2022 5:12 PM
31	To give back to the community	4/8/2022 3:18 PM
32	Desire to see more community oriented development in town	4/8/2022 2:52 PM
33	The town needs effective planning to balance the needs of retaining its high quality rural environment with the needs of making it affordable and welcoming to a diverse population. I would like to help Leverett achieve these parallel goals.	4/7/2022 5:40 PM

Q3 Working Group and Steering Group Meetings will be 60-90 minutes long. Please tell us your preferred meeting format by ranking the following options with 1 being your most preferred option and 3 your least preferred option.

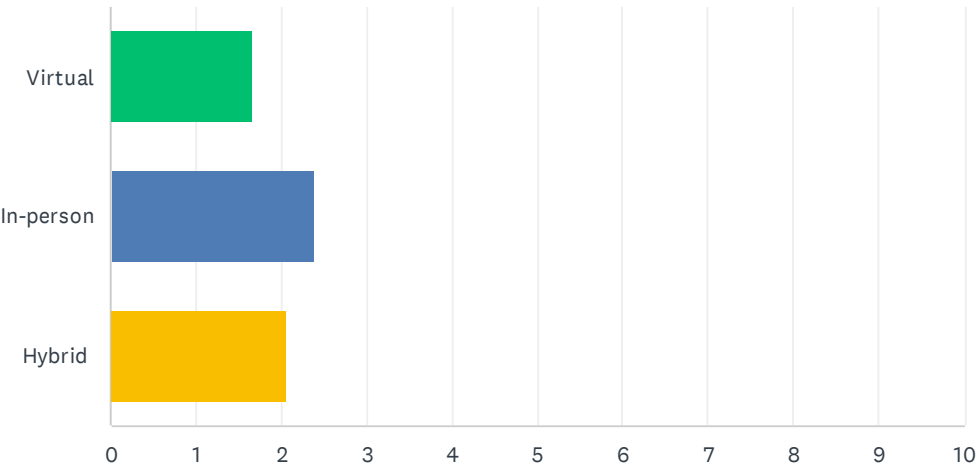
Answered: 32 Skipped: 7



	1	2	3	TOTAL	SCORE
Virtual	39.29% 11	7.14% 2	53.57% 15	28	1.86
In-person	53.57% 15	32.14% 9	14.29% 4	28	2.39
Either	21.43% 6	53.57% 15	25.00% 7	28	1.96

Q4 Public workshops during the 2023 planning process will be 90 minutes long. Please tell us your preferred format by ranking the following options with 1 being your most preferred option and 3 your least preferred option.

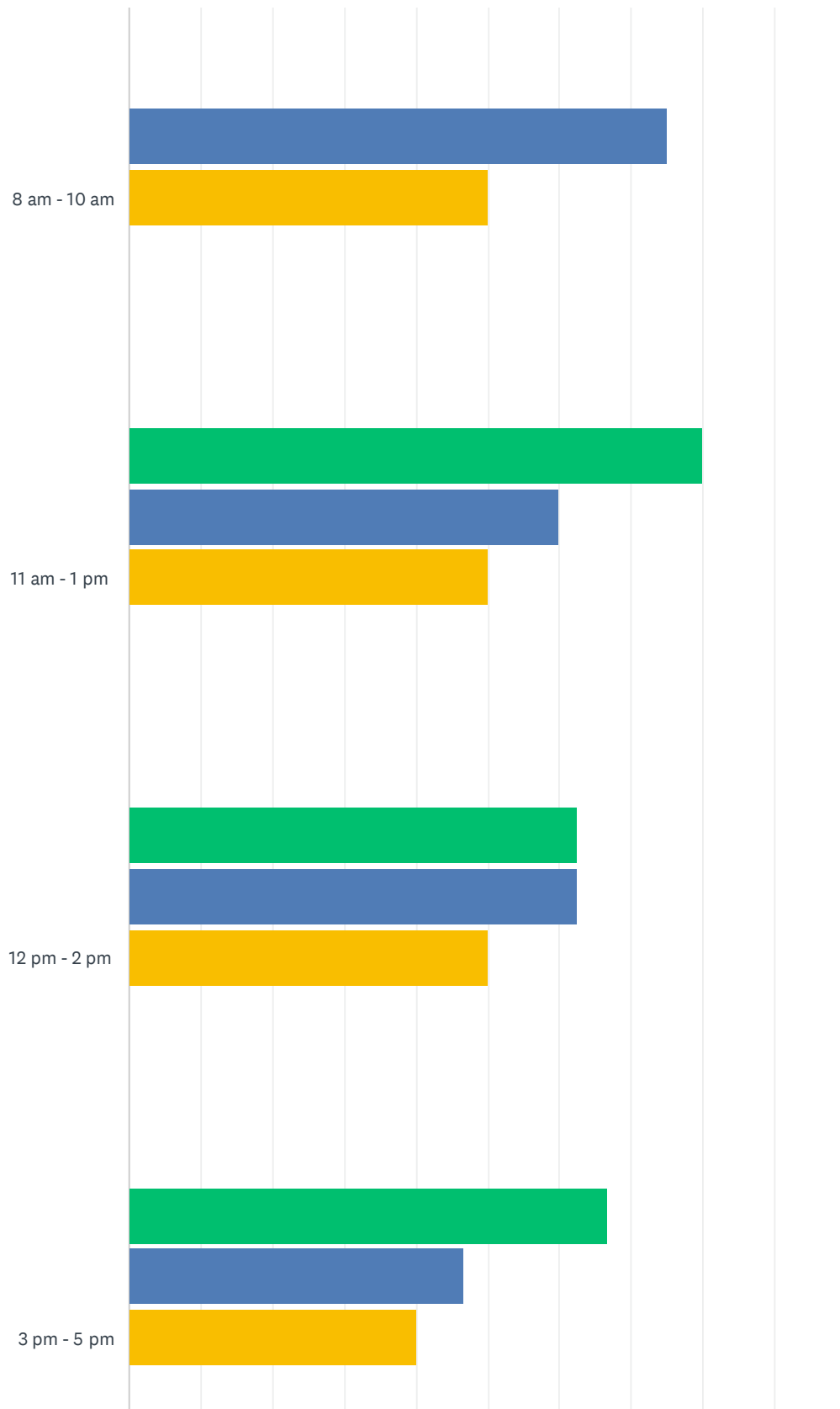
Answered: 31 Skipped: 8

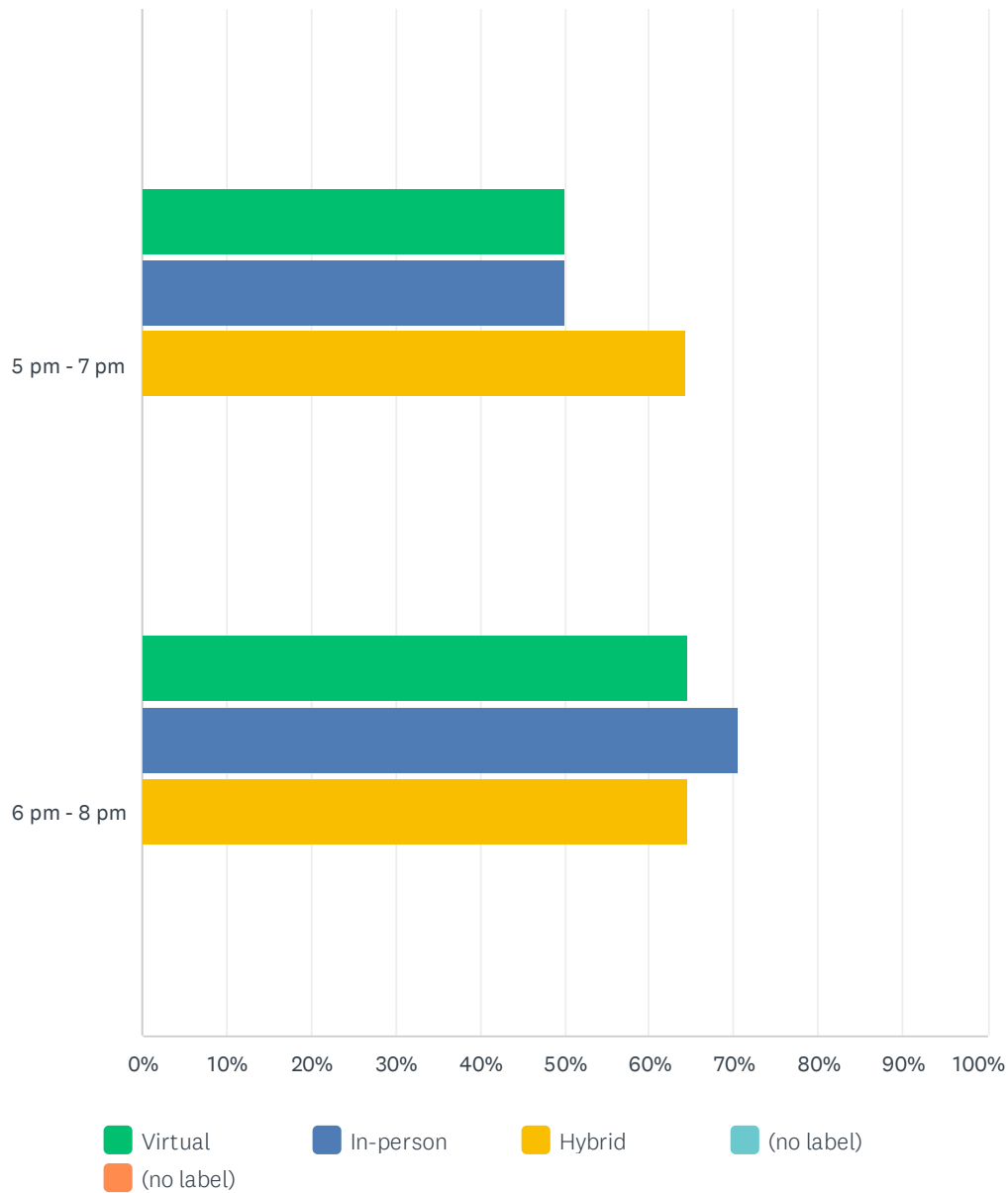


	1	2	3	TOTAL	SCORE
Virtual	29.63% 8	7.41% 2	62.96% 17	27	1.67
In-person	58.62% 17	20.69% 6	20.69% 6	29	2.38
Hybrid	20.69% 6	65.52% 19	13.79% 4	29	2.07

Q5 What is your preferred time for a meeting based on the format ?

Answered: 31 Skipped: 8

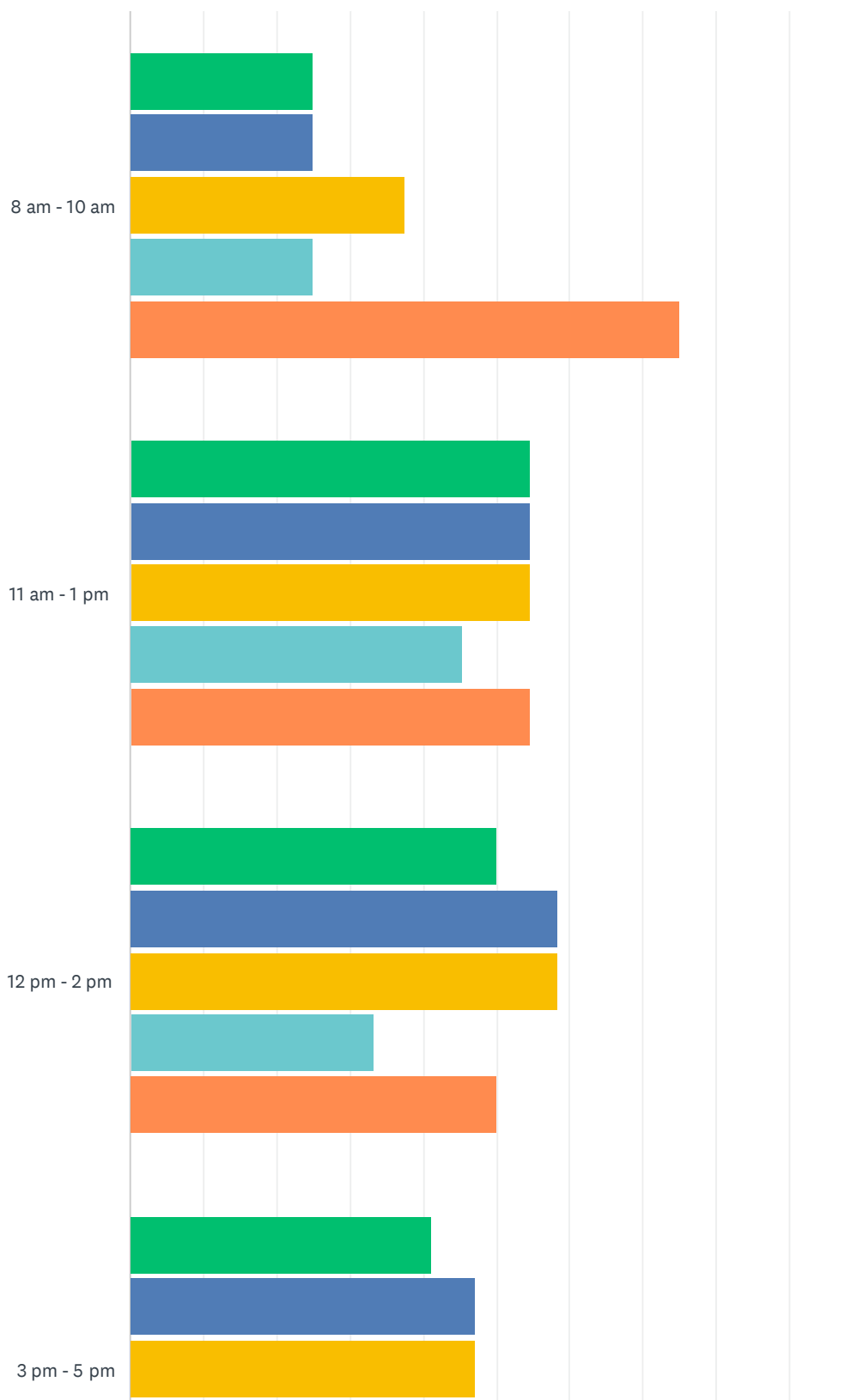


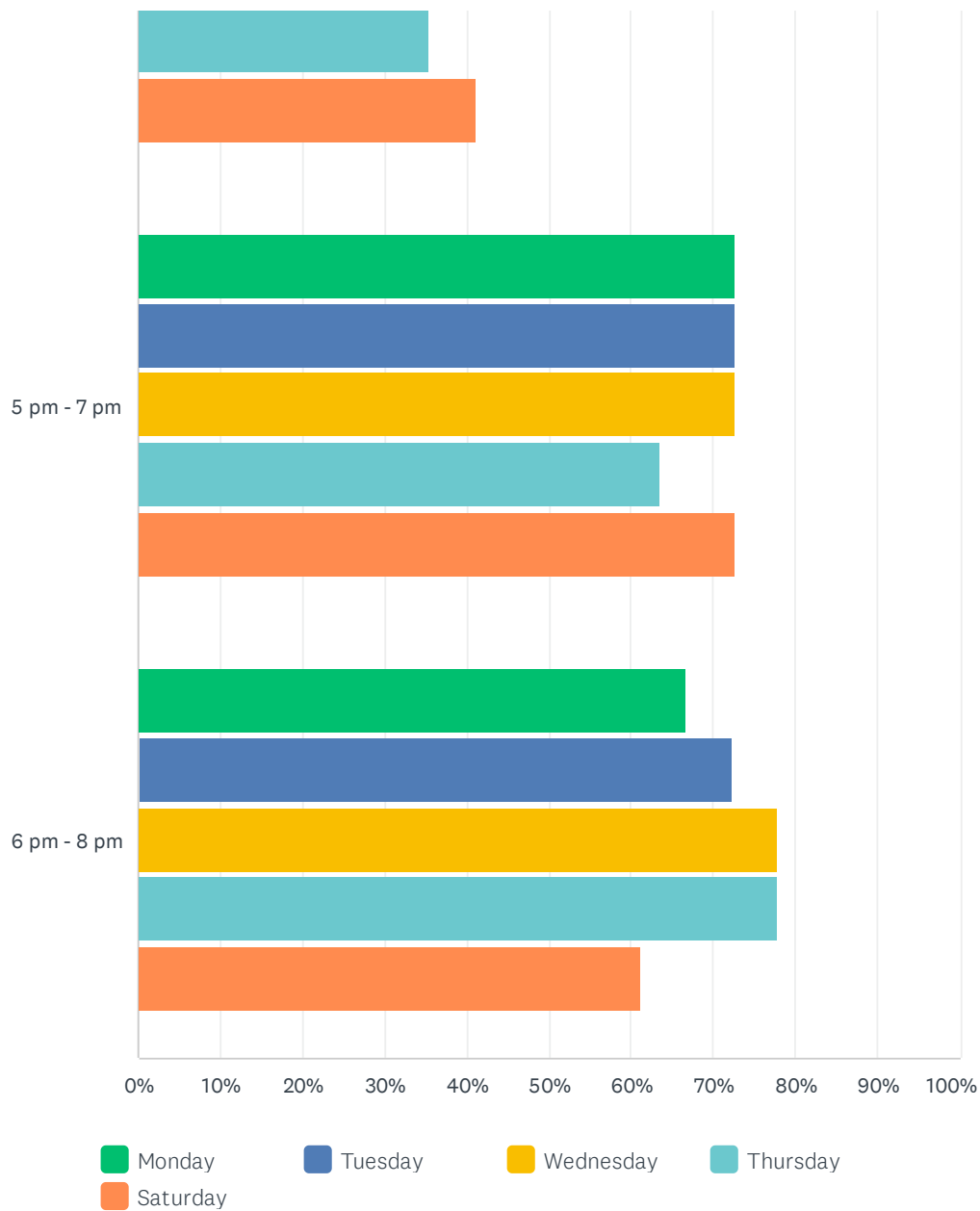


	VIRTUAL	IN-PERSON	HYBRID	(NO LABEL)	(NO LABEL)	TOTAL RESPONDENTS
8 am - 10 am	0.00% 0	75.00% 3	50.00% 2	0.00% 0	0.00% 0	4
11 am - 1 pm	80.00% 8	60.00% 6	50.00% 5	0.00% 0	0.00% 0	10
12 pm - 2 pm	62.50% 5	62.50% 5	50.00% 4	0.00% 0	0.00% 0	8
3 pm - 5 pm	66.67% 10	46.67% 7	40.00% 6	0.00% 0	0.00% 0	15
5 pm - 7 pm	50.00% 7	50.00% 7	64.29% 9	0.00% 0	0.00% 0	14
6 pm - 8 pm	64.71% 11	70.59% 12	64.71% 11	0.00% 0	0.00% 0	17

Q6 What is your preferred time for a meeting based on the day of the week?

Answered: 28 Skipped: 11

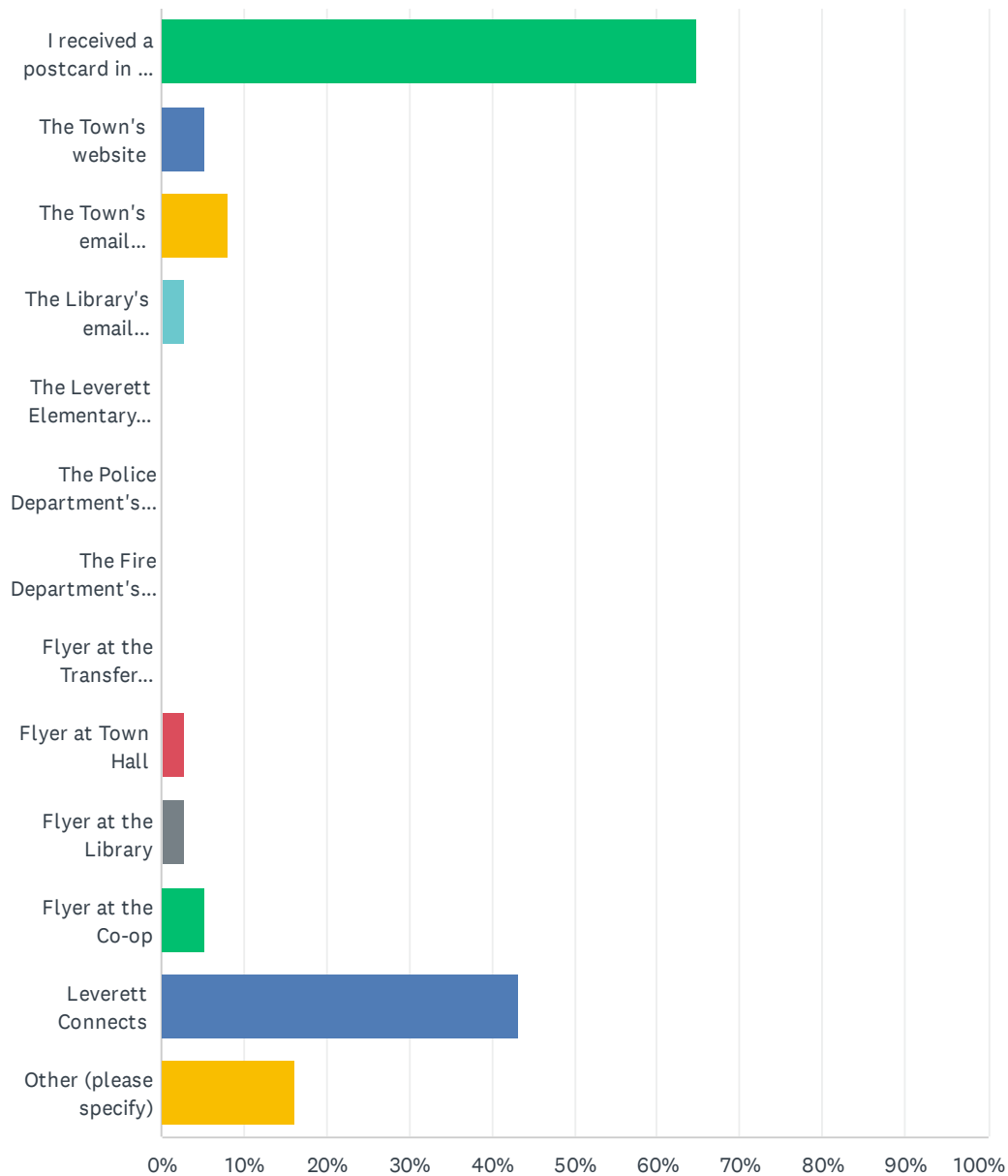




	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	SATURDAY	TOTAL RESPONDENTS
8 am - 10 am	25.00% 2	25.00% 2	37.50% 3	25.00% 2	75.00% 6	8
11 am - 1 pm	54.55% 6	54.55% 6	54.55% 6	45.45% 5	54.55% 6	11
12 pm - 2 pm	50.00% 6	58.33% 7	58.33% 7	33.33% 4	50.00% 6	12
3 pm - 5 pm	41.18% 7	47.06% 8	47.06% 8	35.29% 6	41.18% 7	17
5 pm - 7 pm	72.73% 8	72.73% 8	72.73% 8	63.64% 7	72.73% 8	11
6 pm - 8 pm	66.67% 12	72.22% 13	77.78% 14	77.78% 14	61.11% 11	18

Q7 How did you hear about this planning process? Choose all that apply.

Answered: 37 Skipped: 2

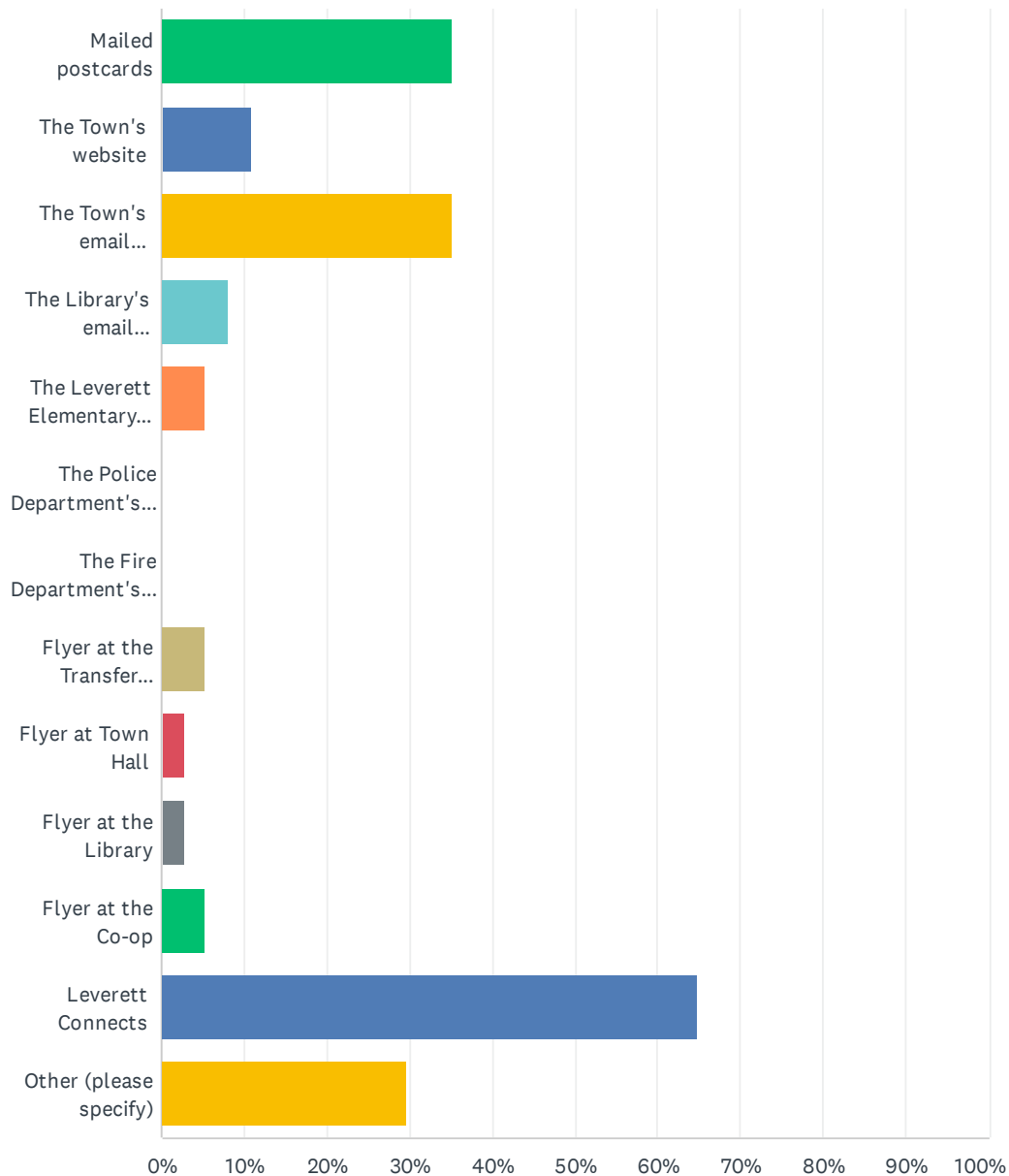


ANSWER CHOICES	RESPONSES	
I received a postcard in the mail.	64.86%	24
The Town's website	5.41%	2
The Town's email newsletter	8.11%	3
The Library's email newsletter	2.70%	1
The Leverett Elementary School's email newsletter	0.00%	0
The Police Department's Facebook page	0.00%	0
The Fire Department's Facebook page	0.00%	0
Flyer at the Transfer Station	0.00%	0
Flyer at Town Hall	2.70%	1
Flyer at the Library	2.70%	1
Flyer at the Co-op	5.41%	2
Leverett Connects	43.24%	16
Other (please specify)	16.22%	6
Total Respondents: 37		

#	OTHER (PLEASE SPECIFY)	DATE
1	I was asked at a SB mtg to participate	4/16/2022 3:22 PM
2	Leverett Connects	4/16/2022 10:49 AM
3	Leverett Planning Board	4/15/2022 9:36 AM
4	Leverett Connects	4/14/2022 12:03 PM
5	Tim Shores	4/14/2022 11:44 AM
6	Conversation with Steve Freedman	4/9/2022 9:35 AM

Q8 What is the best way for us to communicate with you? Choose all that apply.

Answered: 37 Skipped: 2

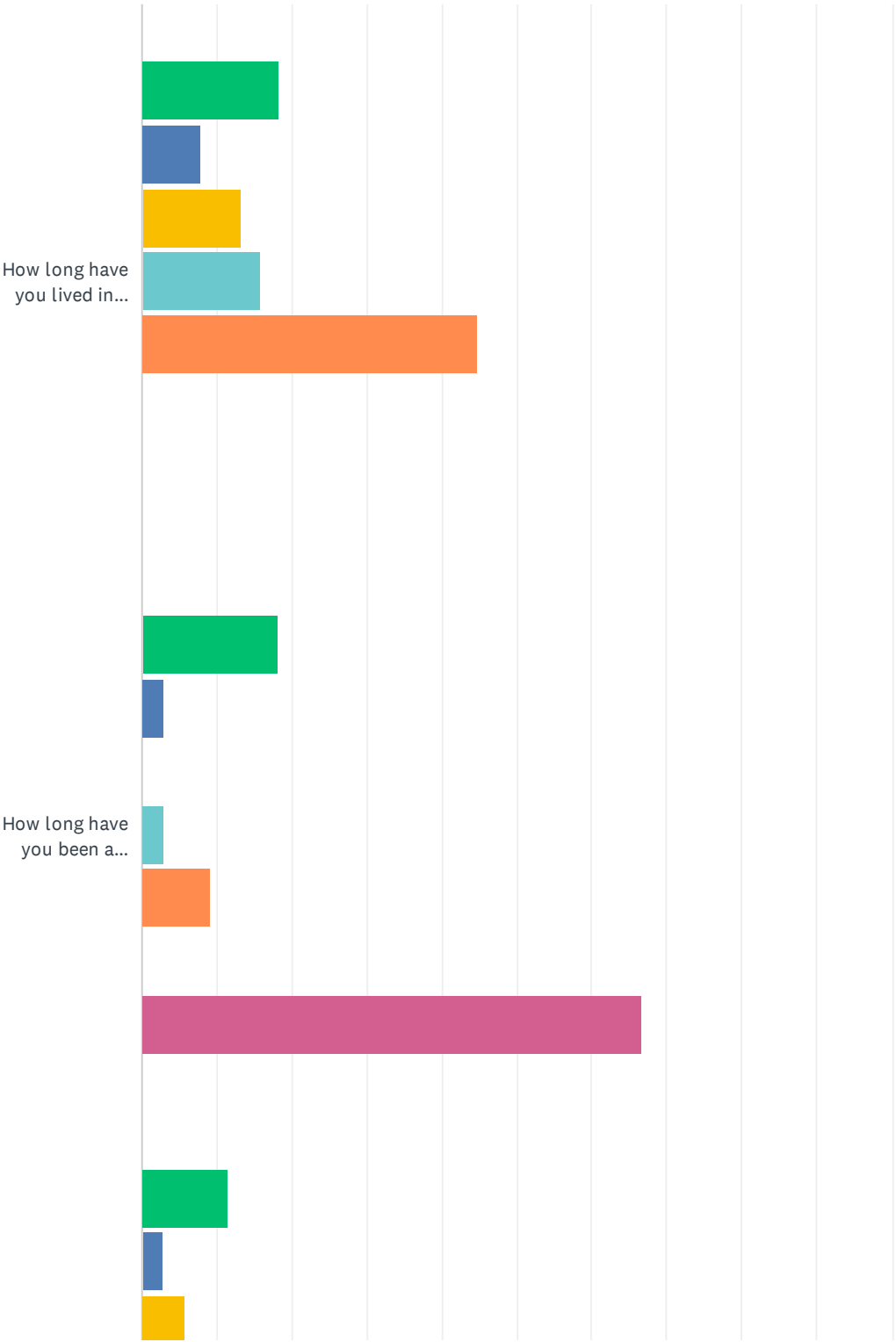


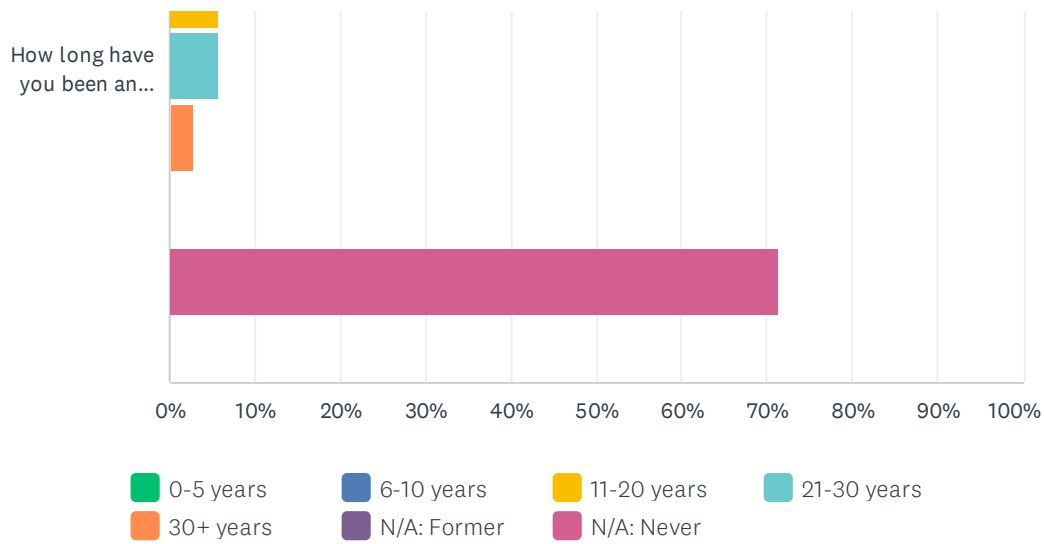
ANSWER CHOICES	RESPONSES	
Mailed postcards	35.14%	13
The Town's website	10.81%	4
The Town's email newsletter	35.14%	13
The Library's email newsletter	8.11%	3
The Leverett Elementary School's email newsletter	5.41%	2
The Police Department's Facebook page	0.00%	0
The Fire Department's Facebook page	0.00%	0
Flyer at the Transfer Station	5.41%	2
Flyer at Town Hall	2.70%	1
Flyer at the Library	2.70%	1
Flyer at the Co-op	5.41%	2
Leverett Connects	64.86%	24
Other (please specify)	29.73%	11
Total Respondents: 37		

#	OTHER (PLEASE SPECIFY)	DATE
1	Text	4/16/2022 3:22 PM
2	email: mfiscella227@gmail.com	4/15/2022 12:11 PM
3	regular email or text	4/15/2022 9:36 AM
4	email	4/15/2022 7:01 AM
5	email	4/14/2022 1:48 PM
6	Leverett Connect	4/14/2022 12:03 PM
7	Phone - Leverett has a phone system that notifies people of meetings, town wide notices, emergencies, and other pertinent information (the police department using facebook as a form of communication is a problem as MANY people do not use facebook)	4/12/2022 2:20 PM
8	direct email or direct text msg	4/11/2022 12:03 PM
9	email	4/10/2022 11:11 AM
10	personal e-mail	4/9/2022 9:35 AM
11	email: fretwell@umass.edu	4/7/2022 5:40 PM

Q9 Which best describes you? (Choose all that apply.) If you used to belong to one of these categories, please use the "N/A:Former" column. If you have never belonged to one of these categories, please use the "N/A: Never" column.

Answered: 38 Skipped: 1

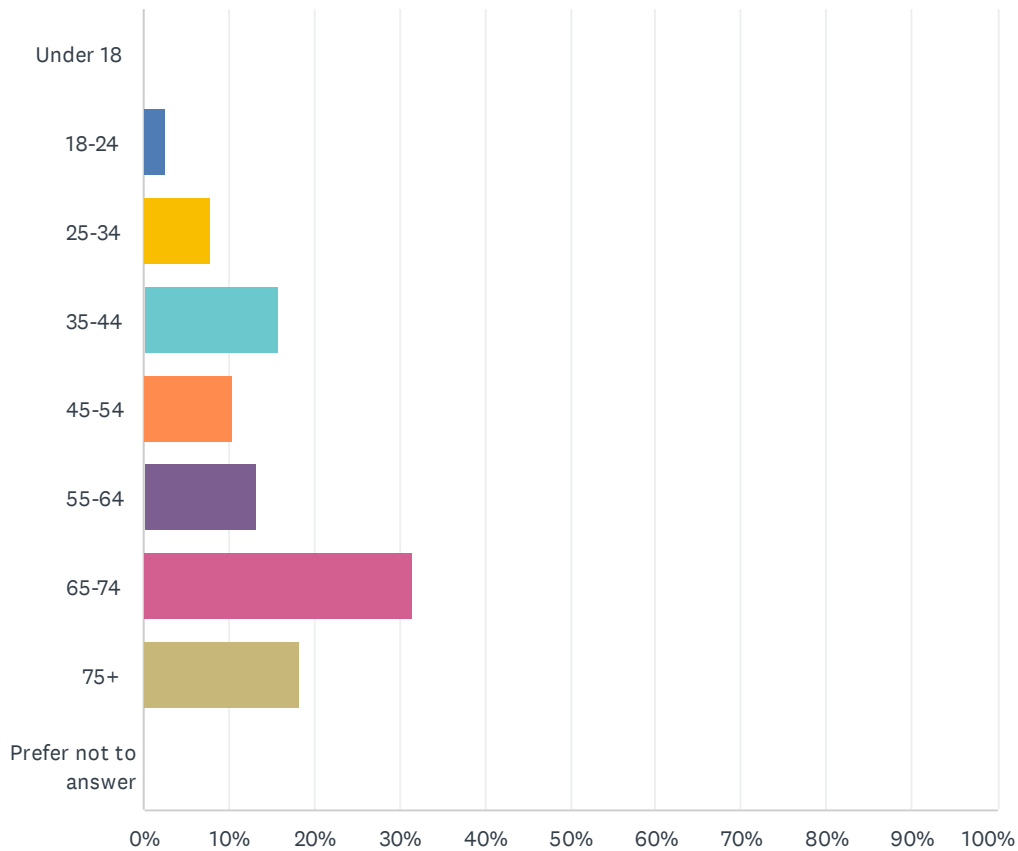




	0-5 YEARS	6-10 YEARS	11-20 YEARS	21-30 YEARS	30+ YEARS	N/A: FORMER	N/A: NEVER	TOTAL
How long have you lived in Leverett?	18.42% 7	7.89% 3	13.16% 5	15.79% 6	44.74% 17	0.00% 0	0.00% 0	38
How long have you been a business owner in Leverett?	18.18% 6	3.03% 1	0.00% 0	3.03% 1	9.09% 3	0.00% 0	66.67% 22	33
How long have you been an employee of a business or organization in Leverett?	11.43% 4	2.86% 1	5.71% 2	5.71% 2	2.86% 1	0.00% 0	71.43% 25	35

Q10 Tell us about you! How old are you?

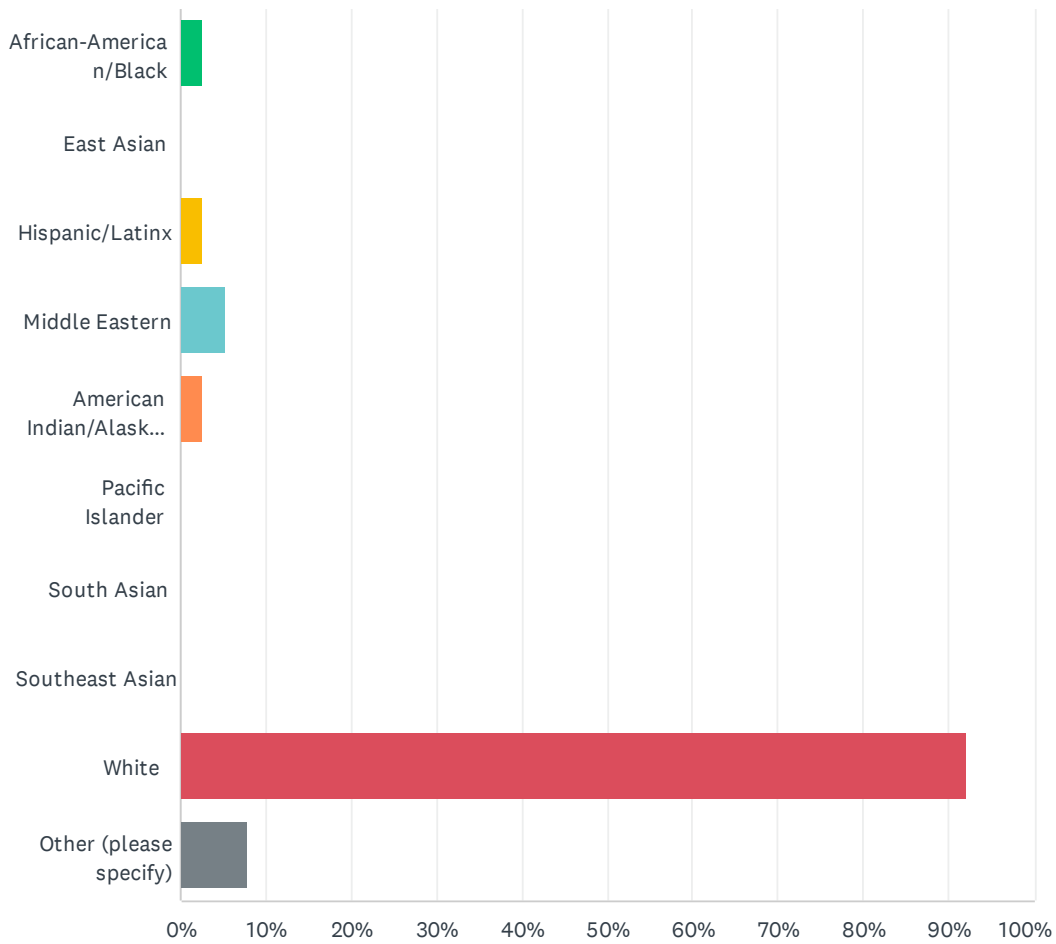
Answered: 38 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	2.63%	1
25-34	7.89%	3
35-44	15.79%	6
45-54	10.53%	4
55-64	13.16%	5
65-74	31.58%	12
75+	18.42%	7
Prefer not to answer	0.00%	0
TOTAL		38

Q11 What is your racial or ethnic identity? (Select all that apply.)

Answered: 38 Skipped: 1

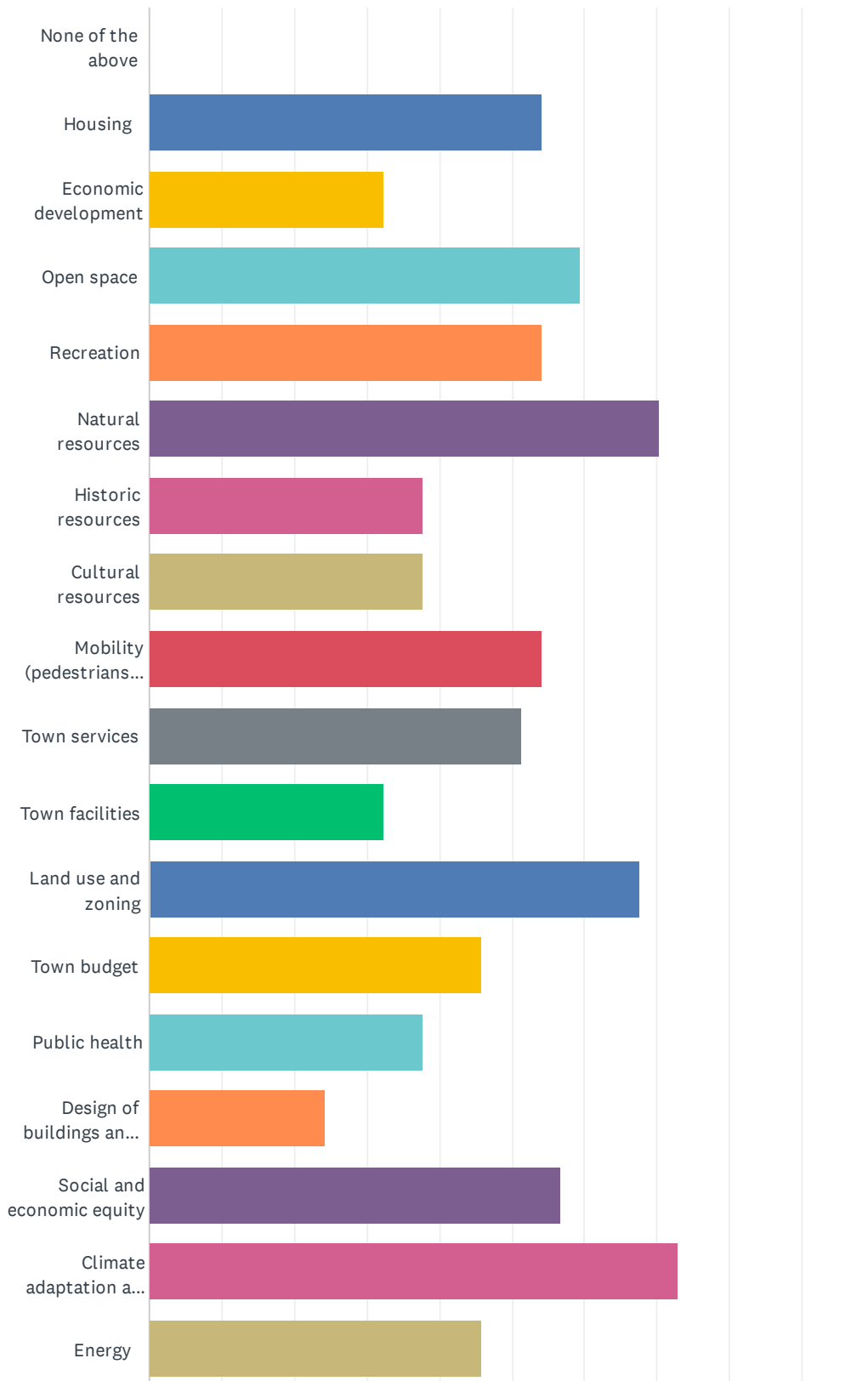


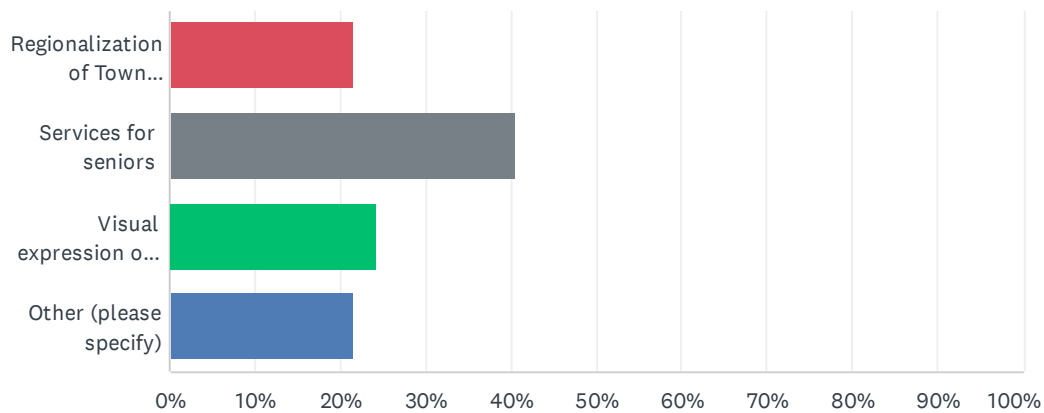
ANSWER CHOICES	RESPONSES	
African-American/Black	2.63%	1
East Asian	0.00%	0
Hispanic/Latinx	2.63%	1
Middle Eastern	5.26%	2
American Indian/Alaskan Native	2.63%	1
Pacific Islander	0.00%	0
South Asian	0.00%	0
Southeast Asian	0.00%	0
White	92.11%	35
Other (please specify)	7.89%	3
Total Respondents: 38		

#	OTHER (PLEASE SPECIFY)	DATE
1	Mixed	4/16/2022 3:22 PM
2	non-anglo non-christian white	4/12/2022 2:20 PM
3	Human	4/11/2022 1:31 PM

Q13 What planning topics are most important to you? (Choose all that apply.)

Answered: 37 Skipped: 2





ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Housing	54.05%	20
Economic development	32.43%	12
Open space	59.46%	22
Recreation	54.05%	20
Natural resources	70.27%	26
Historic resources	37.84%	14
Cultural resources	37.84%	14
Mobility (pedestrians, bicyclists, vehicles)	54.05%	20
Town services	51.35%	19
Town facilities	32.43%	12
Land use and zoning	67.57%	25
Town budget	45.95%	17
Public health	37.84%	14
Design of buildings and landscape	24.32%	9
Social and economic equity	56.76%	21
Climate adaptation and sustainability	72.97%	27
Energy	45.95%	17
Regionalization of Town services	21.62%	8
Services for seniors	40.54%	15
Visual expression of community identity (entry into town, public art, storefront design, etc.)	24.32%	9
Other (please specify)	21.62%	8
Total Respondents: 37		

#	OTHER (PLEASE SPECIFY)	DATE
1	All really	4/16/2022 3:22 PM
2	Flood Plain and storm water regulations and zoning	4/15/2022 9:36 AM
3	The School	4/15/2022 8:53 AM
4	Pre-colonial historic and cultural resources	4/12/2022 2:20 PM
5	Public Transportation	4/12/2022 7:39 AM
6	traffic / speeding - littering - community gardening/food insecurity	4/11/2022 1:43 PM
7	Social cohesion	4/9/2022 9:35 AM
8	Schools (as its own focus, not just part of Services, facilities,etc)	4/7/2022 5:40 PM

Q14 Final question! What questions do you have for the Planning Board as they begin this very first stage of working with the Leverett community to develop a comprehensive plan for the Town of Leverett?

Answered: 21 Skipped: 18

#	RESPONSES	DATE
1	None	4/16/2022 3:22 PM
2	I'm interested in the limits and constraints already known, the expertise and expectations of the people involved, and the level of entry knowledge volunteers should have prior to the first meeting.	4/16/2022 12:34 PM
3	How will you solicit constituents' views on priorities for the plan.	4/16/2022 10:49 AM
4	Interested to know what steps are being taken to ensure that a large and diverse portion of the Leverett community have a say in the planning process.	4/15/2022 12:11 PM
5	May it be possible to keep Leverett as it is, its rural connection to nature's wonders? Thankyou, Laurie	4/15/2022 11:08 AM
6	What is the greatest area of need for help as part of the planning board?	4/15/2022 10:47 AM
7	I'll ask my questions in the meeting	4/15/2022 9:36 AM
8	I do not have any right now, but will as the planning process begins.	4/14/2022 9:20 PM
9	Given the age-profile of Leverett we can expect to see some significant demographic changes in the coming decade (e.g. school headcount): Do we have a flexible plan to handle such changes?	4/14/2022 1:48 PM
10	What are your priority issues for the upcoming year?	4/14/2022 12:19 PM
11	No questions at this time. Thank you for a well designed survey and for the effective community outreach	4/14/2022 11:44 AM
12	How is the planning board going to address and incorporate our colonist history and pre-colonist past.	4/12/2022 2:20 PM
13	How will you continue to ensure balanced and equitable input ?	4/12/2022 7:39 AM
14	What is the Planning Boards' priority topic?	4/12/2022 7:18 AM
15	What are the constraints--political, environmental and which will affect the work of the board and committee?	4/11/2022 8:05 PM
16	Would like to hear more about the goals of this effort - has to have some productive goals and objectives and not just rhetoric	4/11/2022 1:43 PM
17	How can Leverett survive as a town with a tax base that is almost 100% residential and expenses that continue to increase each year?	4/10/2022 11:11 AM
18	What are some of the ideas that the Planning Board hopes to work on?	4/9/2022 7:25 PM
19	So you see relevance for this study beyond the borders of Leverett?	4/9/2022 9:35 AM
20	Is a senior center included in the planning?	4/8/2022 2:52 PM
21	Can we assure the process is policy focussed rather than overtly political?	4/7/2022 5:40 PM

