

 The 495/MetroWest Partnership STRATEGIC PLAN OVERVIEW 2022-2027		
MISSION	<i>The Partnership leads the advancement of the 495/MetroWest region as an exceptional location for people, businesses and communities.</i>	
VISION	<i>The 495/MetroWest region enjoys sustainable economic growth, well-stewarded natural and built resources, and diverse transportation and housing choices. Together, these assets make our region a desirable place for all to live and work.</i>	
VALUES	<ul style="list-style-type: none"> • Collaboration and Innovation – The Partnership draws strength from the breadth and depth of our public and private sector stakeholders. We advocate for their common interests and work together in pursuit of innovative, thoughtful, shared solutions to regional challenges. • Economic Development – Our approach to economic development holds that our region’s transportation, housing, water, energy, and workforce resources are key to supporting strong businesses and continued growth; we advocate for our regional needs on these key issues to foster a climate that is desirable for both businesses and residents. • Equity and Inclusion – Our region’s increasing diversity is an asset. Anyone who chooses to live and/or work here should be treated respectfully and equitably, and be welcomed to participate fully in all of our 36 communities. The Partnership is committed, together with our stakeholders, to eliminating systemic barriers where encountered in our work. • Complementary Growth – A skilled and educated workforce, affordable and workforce housing, accessible and reliable transportation, and effective management of resources go hand in hand. These are both economic development issues and quality-of-life issues. • Stewardship of Natural Resources – We advocate for thoughtful utilization of water, land, and energy resources and reducing our vulnerability and contribution to climate change; these principles are critical to the health of the public and the economy. 	
Goals	Objectives	Strategies
Operational Efficiency and Effectiveness: Strengthen the Partnership’s Unique Ability to Speak for the Needs of the 495/MetroWest Region	Improve organizational efficiency	Increase board member engagement
		Utilize the decision tree to make engagement decisions about any new initiatives and to explain those decisions to stakeholders
		Over the term of the plan, explore staffing and resource sharing options to assist with administrative, marketing and other operational tasks
	Improve organizational effectiveness	Clearly highlight and communicate where the Partnership creates value in order to increase public and stakeholder awareness
		Continue efforts of the Nominating Committee to increase Board member diversity
		Engage non-Board member stakeholders more often and more effectively
	Strengthen long-term sustainability of the organization	Increase private investment by a specific target as recommended by the Investor Relations Committee
		Involve Board members in peer-to-peer appeals to prospective investors
		Strengthen the Board Investor Relations Committee
	Engage in direct economic development work as the Regional Economic Development Organization for 495/MetroWest	Act as a primary contact for businesses seeking assistance from state or local governments
		Promote regionally significant industry clusters and connections across sectors of the regional economy
		Identify public funding sources for business activity and assist in accessing public tax incentive programs
Identify potential sites for business development and maintain an inventory of key development parcels		
Assist municipalities with economic development efforts, including access to state economic development programs		
Goals	Objectives	Strategies
Transportation: Foster Geographic Equity by Continuing to Serve as the Leading Advocate for Transportation Investment in Our Region	Ensure that the transit and ridership needs of the region’s diverse population, including its workforce population, are met	Serve as the leading regional voice to mitigate negative impact from the I-90 Allston Multimodal Project, and ensure the region’s commuter and other interests are reflected in the final project
		Advocate for improved commuter rail access and service
		Support robust RTA service and work to improve connectivity between RTAs, and with other modes of transit
		Work to increase First and Last Mile Service
		Advocate for funding for, comment on impact, and mitigate impact of transportation projects within the region
		Advocate for livability through transit options, e.g., improved rail trail connectivity, walkability, cycling opportunities, etc.
		Identify employers’ workforce transportation needs and address the barriers to incoming, outgoing, and internal mobility
Learn more about the 495/MetroWest Partnership:	Website: www.495partnership.org Email: jason@495partnership.org Phone: (774) 760-0495 x105 Address: 200 Friberg Parkway, Suite 1003, Westborough, Massachusetts 01581	



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Natural & Built Resources: Advocate for and Coordinate Initiatives That Build the Sustainable Use of Natural and Built Resources in the Context of Climate Change and Other Regional Constraints	Use the 2018 Suburban Edge Community Commission (SECC) report and the 495/MetroWest Development Compact as starting points for priorities and regional consensus around natural and built resources	Review the Water, Energy, Commercial Development, and Downtown Revitalization recommendations in the SECC report and operationalize the areas where the Partnership can create meaningful impact at this time		
		Work with policymakers on laws and regulations that help to operationalize SECC recommendations		
		Work to develop a regional listing of Priority Development Areas (PDAs) and Priority Preservation Areas (PPAs)		
	Play to our strengths: leverage existing planning work and the expertise of the Partnership's stakeholders to support regional needs regarding climate change mitigation and carbon footprint reduction	Collaborate with watershed associations, municipal organizations, and other environmental organizations to support regional efforts and cooperation among municipalities	Work across disciplines to find solutions that account for the interrelation between the built and the natural environment	
			Collaborate with partners and other regional advocates and experts to support state greenhouse gas reduction policies and plans	
			Advocate for resources for the region to turn MVP plans into action	
			Help to implement promising projects by finding common themes, sharing best practices, and fostering coordination	
	Improve climate change resiliency in our area by helping to operationalize Municipal Vulnerability Preparedness plans (MVPs)	Incorporate private sector perspectives into environmental conversations (including businesses, trade associations, and Chambers)	Collaborate with Regional Climate Coalitions in our area (including watershed associations) on their climate change resiliency efforts	
			Increase investment in the region's water infrastructure	Advocate for increased investment in the state's Clean Water Trust
				Support the #InvestInWaterMA initiative, which aims to see water, sewer, and wastewater infrastructure prioritized for new infrastructure funding
Goals	Objectives	Strategies		
Housing: Identify a Regional Strategy to Increase Housing Diversity, Including Affordable and Workforce Housing	Identify where there is regional consensus on increasing affordable and workforce housing, and help to strengthen that consensus	Review the Housing recommendations in the 2018 Suburban Edge Community Commission (SECC) report and operationalize the areas where the Partnership can make a meaningful impact at this time		
		Offer communication materials that elevate the conversation around the meaning, benefits, resources, and successful strategies for diverse housing		
		Leverage the voice of the business/employer community in conversations about workforce development and its relation to housing		
		Serve as an informational resource and community convener by connecting stakeholders with existing housing resources and each other		
		Work across disciplines to find housing solutions that address both housing and environmental concerns		
	Advocate for resources to assist municipalities in developing diverse housing	Obtain state and/or federal funding to support housing innovations in our region		
Goals	Objectives	Strategies		
Workforce Development: Strive to Meet the Workforce Development Needs of the Region, Including Employer and Job Seeker Needs	Leverage the Partnership's unique relationships among stakeholders and its ability to bring them together (employers, workforce boards, chambers of commerce, higher education institutions and other training partners)	Review the Educational Attainment and Skills recommendations in the 2018 Suburban Edge Community Commission (SECC) report and operationalize the areas where the Partnership can make a meaningful impact at this time		
		Hold educational forums to share best practices		
		Increase area business involvement in workforce development efforts		
		Continue to conduct annual employer survey and share results more widely		
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