



WELCOME TO THE TOWN OF FALMOUTH VISION AND VALUES PROJECT

Falmouth Vision and Values – Future Summit – Slide Deck - 8 December

VISION AND VALUES THINK-TANK

The Vision and Values Think-Tank date has been set for Saturday, November 6, from 8:30am-12:30pm. Join us in the next step in the Town's visioning process at this highly participatory workshop! We invite you to sign up to participate either in-person or virtually.

Future Summit #3 - Schedule



- **Welcome** (5 min - *times approximate*)
- **Review of Think-Tank Process and Outcomes** (20 min)
 - Overview of the Falmouth Scenario Matrix - how it was created; how it works
 - Review of the four scenario narratives created by Falmouth Think-Tank participants and their implications
- **Overview of the Final Community Survey** (5 min)
 - How the community survey is structured, and how to complete
- **Question and Answers** (15 min)
 - Moderated Q&A session with questions and comments from community.
- **Wrap-up / Next Steps** (5 min)

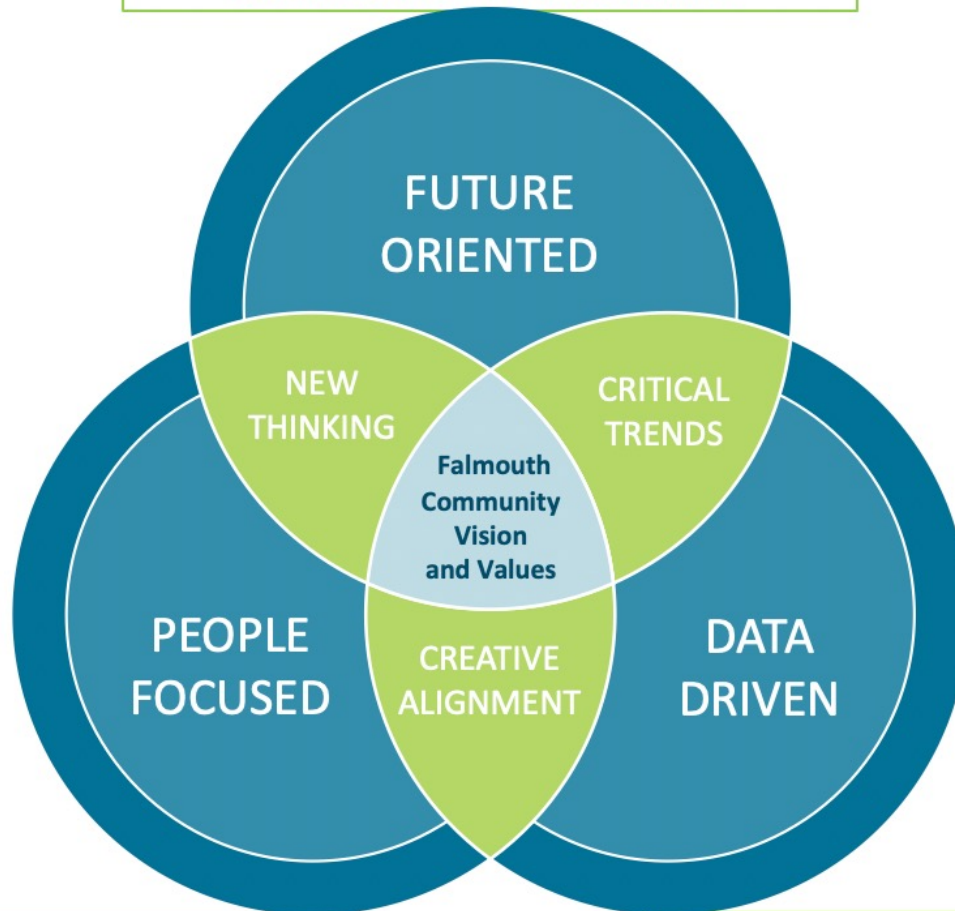
Meeting will be recorded

PURPOSE
Launch
Community
Survey #2

An aerial photograph of Falmouth harbor, Maine, showing numerous sailboats in the water and buildings along the shore. A semi-transparent map overlay is visible on the water. The text "TOWN OF FALMOUTH VISION AND VALUES PROJECT" is superimposed in large white letters.

TOWN OF FALMOUTH
VISION AND VALUES PROJECT

What is the future of the Town of Falmouth?
This project will examine critical emerging trends in cities, towns and regions to create an understanding of local implications and opportunities.



Structured people focused Falmouth community input will build knowledge and strengthen the community ecosystem.

Data driven analysis of project engagement results will empower leadership to make research-based decisions.



Vision and Values Community Engagement Process – to date

Falmouth Community Survey #1
November 2020 - February 2021

Community Connector Meetings
December 2020 - June 2021

Future Summits
March 2021

Online Discussion Boards
August - September 2021

Focus Groups
September 2021

Think-Tank
Nov 2021

**Town of Falmouth
Visions and Values
Project**

**Launching final
community
survey**





Creating the Scenario Framework

An aerial photograph of a harbor filled with numerous sailboats. In the background, a coastal town with buildings and greenery is visible. Overlaid on the image is a blue grid pattern with various lines and dots, suggesting a planning or mapping project.

**TOWN OF FALMOUTH
VISION AND VALUES PROJECT**

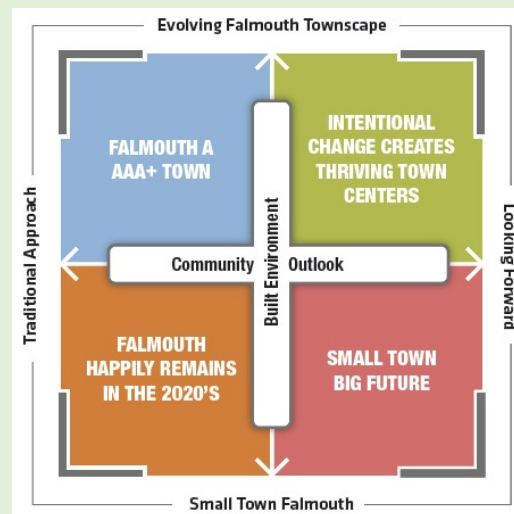
Tightening the lens – Creating the scenario matrix

Community Survey #1 and Future Summits



Surfaced key issues and concerns

- Highlighted importance of environmental protection
- Concern about pace of development
- Mixed views about housing types and future options
- Desire for more connectivity
- Need to manage future trajectory
- Desire to retain rural feel
- Importance of schools and safety
- Want community where people can belong and age-in-place
- Interest in more housing options and affordability (by some)



Tightening the lens – creating the scenario matrix

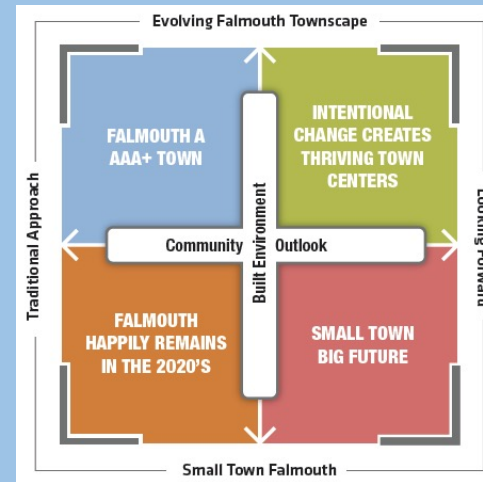
Discussion Boards and Focus Groups

- Explored key issues and trade-offs
- Explore ideas and options
- Explored future sweet spots



KEY FOCUS GROUP TOPICS

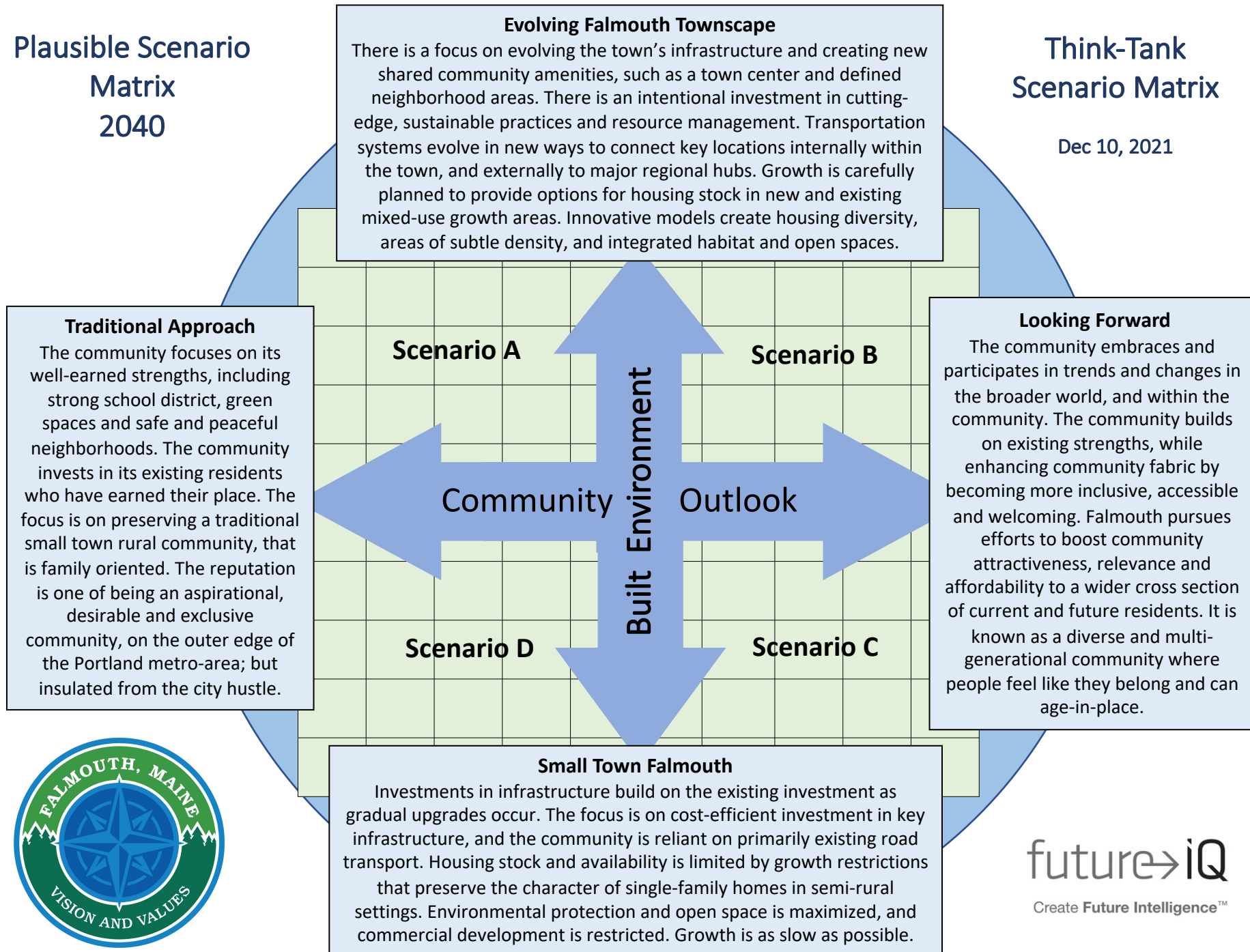
- Residential Development
- Non-residential Development and Future Town Center
- Housing Affordability
- Shared Community Areas, Green and Open Spaces
- Connectivity, Walkability, and Recreation
- Community Diversity, Inclusivity, and Resident Experience
- Lifelong Community Learning Opportunities and Our School System
- Environmental Focus
- Governance and Collaboration
- Cost of Living in Falmouth



Plausible Scenario Matrix 2040

Think-Tank Scenario Matrix

Dec 10, 2021



Scenario Characteristics - Dimensions to Consider

Built Environment and Economic Characteristics

- Businesses types and location
- Neighborhood nodes and clusters
- Commercial development and nodes
- Housing types, sizes, prices and affordability
- Community amenities – types and locations
- Cost of living and services
- Connectivity, accessibility and transportation

Community and Social Values Characteristics

- Population makeup, growth and locations
- Underlying community values and ethos
- Community engagement and social fabric
- Workforce profiles and commute patterns
- Role of educational system
- Community reputation

Environmental and Landscape Characteristics

- Town and neighborhood character
- Land use allocation, use of green and open spaces
- Ecological and environmental health and quality
- Waterfront preservation and access
- Resource management systems and waste levels



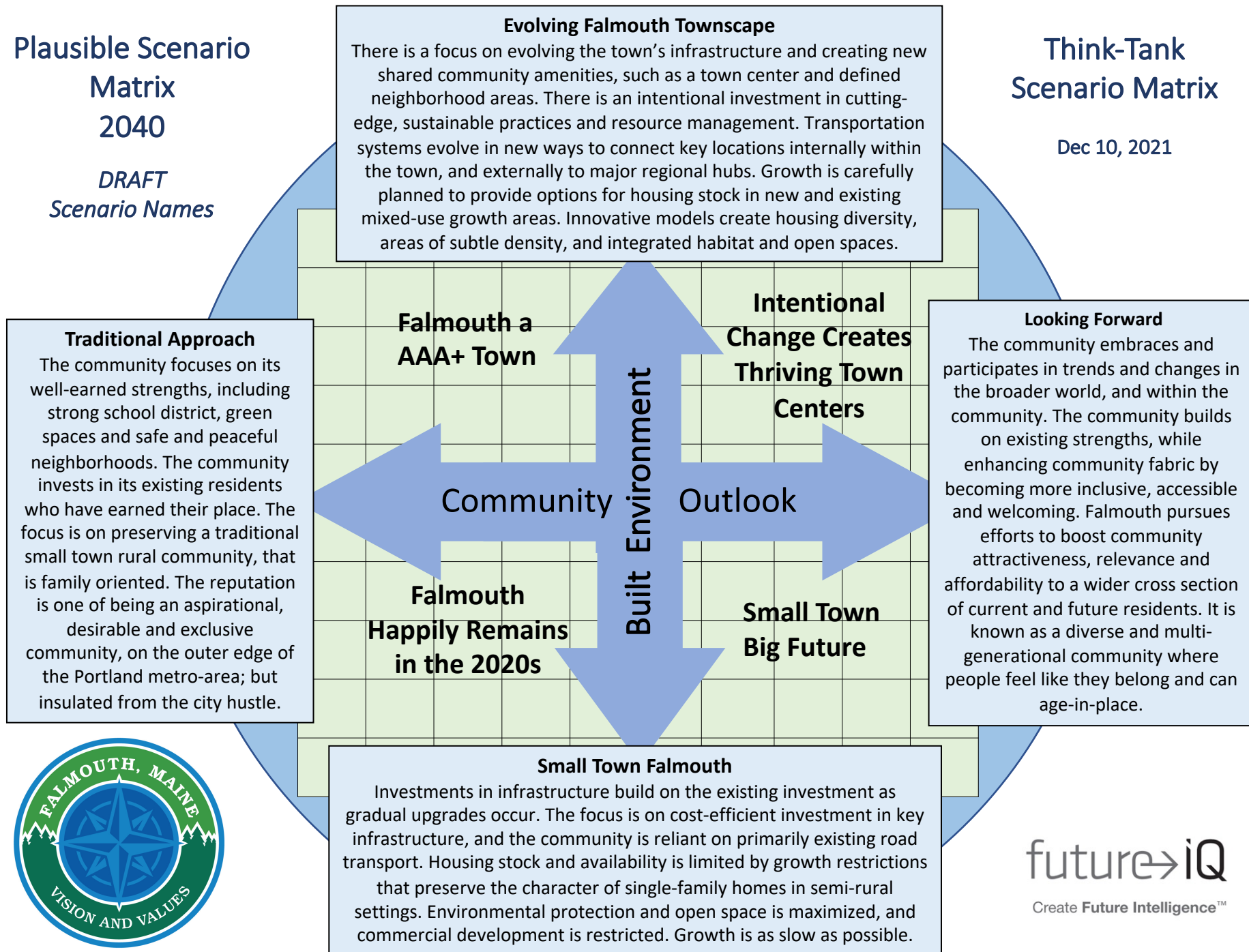
Think-Tank participants developed narratives for each scenario, and explored impacts, implications, and trade-offs

Plausible Scenario Matrix 2040

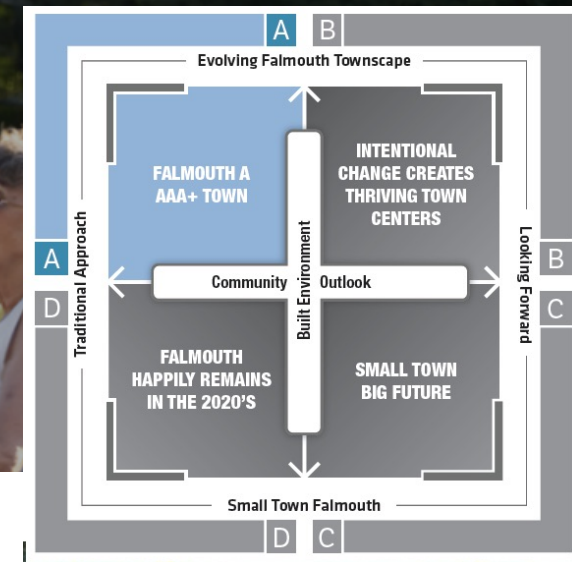
*DRAFT
Scenario Names*

Think-Tank Scenario Matrix

Dec 10, 2021



SCENARIO A: 'FALMOUTH A AAA+ TOWN'



Built Environment and Economic Characteristics

Carefully planned growth creates denser commercial areas and incorporates multi-use functionality.



Community and Social Values Characteristics

The community preserves its traditional family-oriented reputation centered around its school amenities.



Environmental and Landscape Characteristics

Intentional investment in cutting-edge, sustainable practices and resource management occurs.

2025 HEADLINE NEWS:

"Falmouth announces new enhanced transit options!"

2030 HEADLINE NEWS:

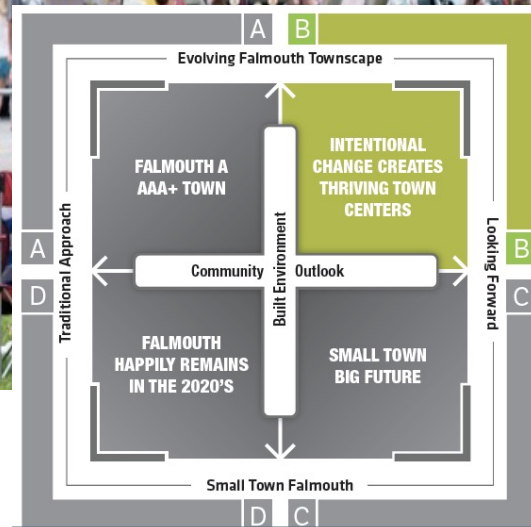
"New high school/senior multi-generational collaboration announced."

2040 HEADLINE NEWS:

"Falmouth to be net zero for all new buildings."

In the 'Falmouth a AAA+ Town' scenario, the more inward orientation of the community creates an oasis for existing residents, but the exclusivity may drive up housing prices and cost of living, which then becomes a barrier to potential new residents.

SCENARIO B: 'INTENTIONAL CHANGE CREATES THRIVING TOWN CENTERS'



Built Environment and Economic Characteristics

Diverse residential, commercial and public space options allow people and businesses to thrive.



Community and Social Values Characteristics

The community embraces social change and diversity and the town is inclusive and welcoming to all.



Environmental and Landscape Characteristics

Intentional investment in sustainable practices and resource management preserves the ecological health of the community.

2025 HEADLINE NEWS:

"Falmouth builds apartments for all ages and stages."



2030 HEADLINE NEWS:

"Falmouth's carefully managed growth wins it environmental awards."



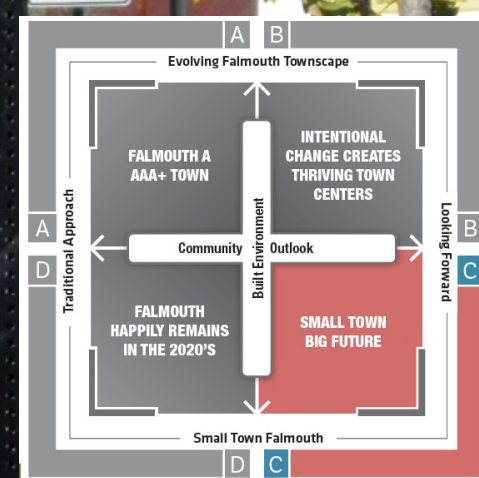
2040 HEADLINE NEWS:

"There is something for everyone in Falmouth."



This scenario forecasts intentional and careful management of future development in targeted areas while preserving existing neighborhood character. This approach may require greater investment from the Town to help plan, guide and manage creative new development approaches.

SCENARIO C: 'SMALL TOWN BIG FUTURE'



Built Environment and Economic Characteristics

Investment is in cost-effective existing infrastructure with no large development.



Community and Social Values Characteristics

Focus is on becoming more inclusive and accessible with limited growth.



Environmental and Landscape Characteristics

Land preservation is a priority and Falmouth adopts an open space management plan.

2025 HEADLINE NEWS:

"Falmouth develops network of pocket parks."

2030 HEADLINE NEWS:

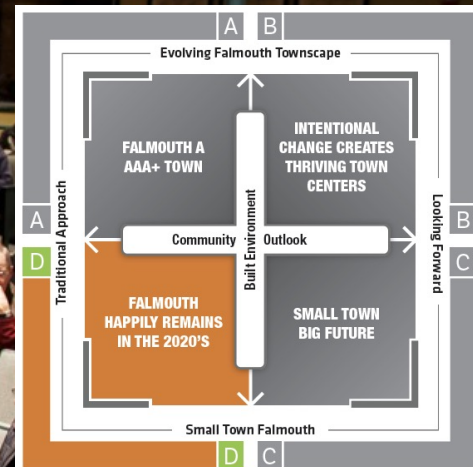
"Falmouth adopts repurposing of residential and commercial development to restrict growth."

2040 HEADLINE NEWS:

"Falmouth wins award for most open space preserved."

By restricting development, this scenario offers positives in terms of preserving the look and feel of the community. However, lack of investment in community infrastructure, could make the community less appealing and relevant – especially as societal expectations change.

SCENARIO D: 'FALMOUTH REMAINS HAPPILY IN THE 2020s'



Built Environment and Economic Characteristics

Growth is as slow as possible and all types of development are severely restricted.



Community and Social Values Characteristics

Focus is on building Falmouth's reputation of being an exclusive, small-town community.



Environmental and Landscape Characteristics

Preservation of small-town rural community feel with green spaces and peaceful neighborhoods.

2025 HEADLINE NEWS:

"Housing prices in Falmouth continue to increase."



2030 HEADLINE NEWS:

"Falmouth empty-nesters leave the Town when kids finish school."



2040 HEADLINE NEWS:

"Falmouth's carbon footprint worsens."



This future sees limited investment from the Town in community amenities and infrastructure. While this keeps costs down, the slow decline in availability of amenities may make the community less appealing to families, young people, and active retirees. The community could fall behind in trends such as walkability and aging in place.

Plausible Scenario Matrix 2040

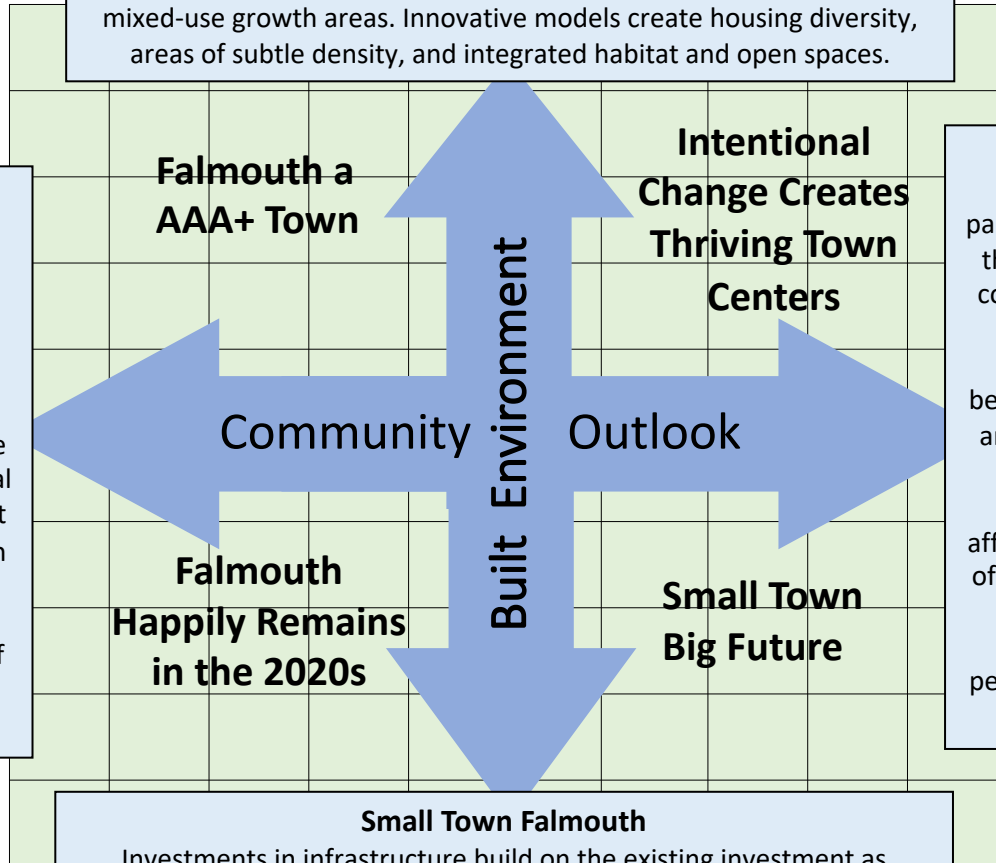
DRAFT Scenario Names

Think-Tank Scenario Matrix

Dec 10, 2021

Traditional Approach
The community focuses on its well-earned strengths, including strong school district, green spaces and safe and peaceful neighborhoods. The community invests in its existing residents who have earned their place. The focus is on preserving a traditional small town rural community, that is family oriented. The reputation is one of being an aspirational, desirable and exclusive community, on the outer edge of the Portland metro-area; but insulated from the city hustle.

Evolving Falmouth Townscape
There is a focus on evolving the town's infrastructure and creating new shared community amenities, such as a town center and defined neighborhood areas. There is an intentional investment in cutting-edge, sustainable practices and resource management. Transportation systems evolve in new ways to connect key locations internally within the town, and externally to major regional hubs. Growth is carefully planned to provide options for housing stock in new and existing mixed-use growth areas. Innovative models create housing diversity, areas of subtle density, and integrated habitat and open spaces.



Looking Forward
The community embraces and participates in trends and changes in the broader world, and within the community. The community builds on existing strengths, while enhancing community fabric by becoming more inclusive, accessible and welcoming. Falmouth pursues efforts to boost community attractiveness, relevance and affordability to a wider cross section of current and future residents. It is known as a diverse and multi-generational community where people feel like they belong and can age-in-place.

Small Town Falmouth
Investments in infrastructure build on the existing investment as gradual upgrades occur. The focus is on cost-efficient investment in key infrastructure, and the community is reliant on primarily existing road transport. Housing stock and availability is limited by growth restrictions that preserve the character of single-family homes in semi-rural settings. Environmental protection and open space is maximized, and commercial development is restricted. Growth is as slow as possible.



Community Survey #2

Survey will
include profile
questions

**Exploring key themes
and
'Expected' and 'Preferred' Futures**

An aerial photograph of a harbor filled with numerous sailboats. Overlaid on the image is a semi-transparent map with various colored lines and dots, representing a project area or survey zones.

**TOWN OF FALMOUTH
VISION AND VALUES PROJECT**

Key themes

- Community infrastructure
- Transportation
- Future development
- Orientation and outlook
- Community focus and fabric
- Community reputation
- Environmental management



Key themes pull together 'big topics' discussed in previous steps



TOWN OF FALMOUTH
VISION AND VALUES PROJECT

Key theme question structure



9. COMMUNITY INFRASTRUCTURE

There has been a lot of discussion and interest in future community amenities and social infrastructure. Amenities can add important services to a community, but they come at a cost. How would you like to see the future approach to community amenities and infrastructure? Please select your answer on the following continuum:

1 = FOCUS ON LOW COST: Investments gradually build on the existing infrastructure only as upgrades are needed. The focus is on cost-efficient investment in only essential infrastructure.

10 = CREATE SHARED AMENITIES: There is an intentional focus on evolving the town's infrastructure and creating new shared community amenities, such as a town center and more enhanced parks, other recreational activity infrastructure, and amenities that enhance social interaction and sense of community.  0

1. Focus on
low cost

2.

3.

4.

5.

6.

7.

8.

9.

10. Create
shared
amenities



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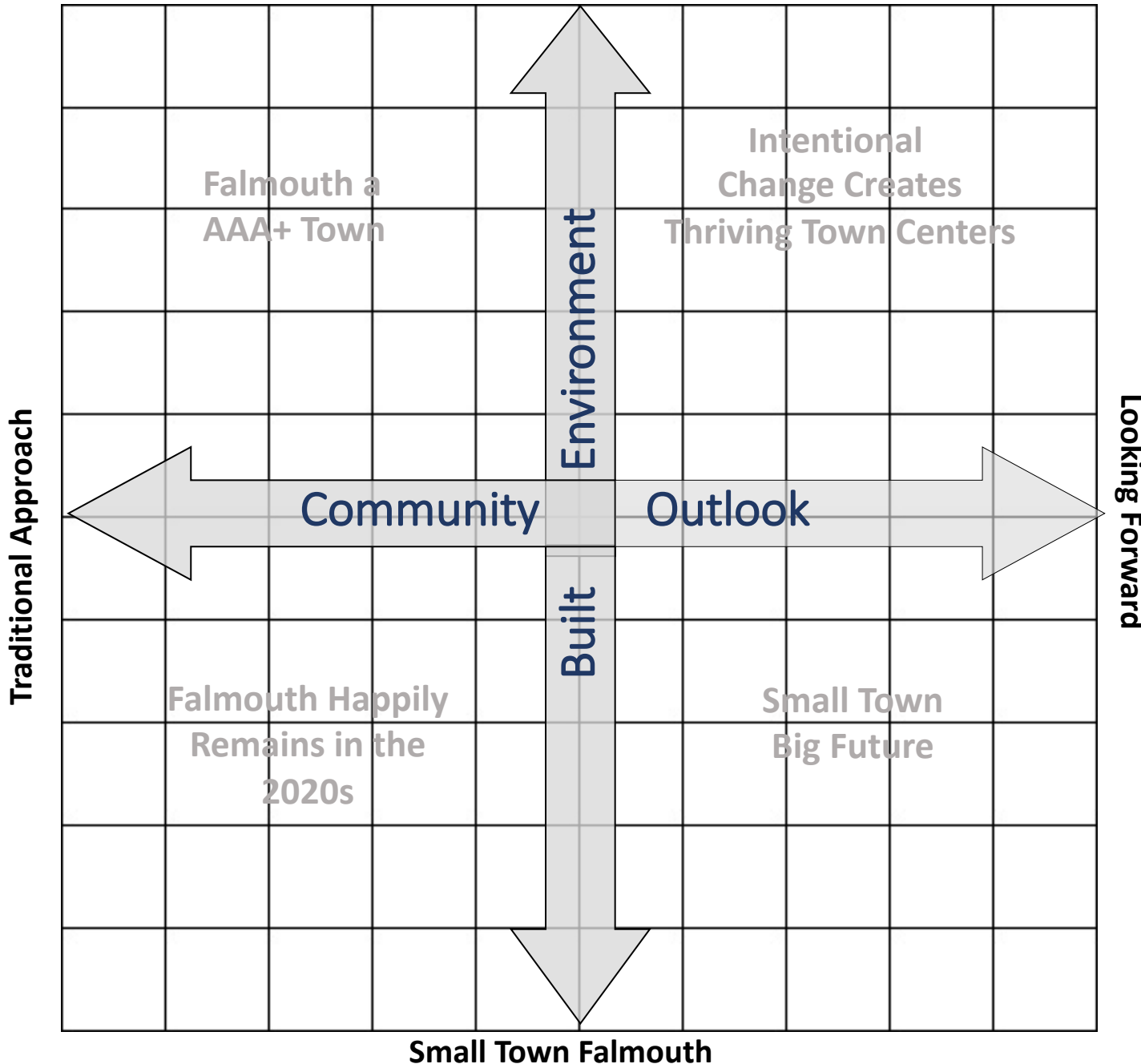
SCENARIO HEAT MAPS

Expected and Preferred Futures

An aerial photograph of a harbor filled with numerous sailboats. Overlaid on the image is a semi-transparent map with various colored lines and shapes, representing different planning scenarios or zones. The text "TOWN OF FALMOUTH VISION AND VALUES PROJECT" is superimposed in large, white, bold, sans-serif capital letters across the lower portion of the image.

**TOWN OF FALMOUTH
VISION AND VALUES PROJECT**

Evolving Falmouth Townscape



By overlaying a 10x10 grid on the matrix, it creates 100 different possible futures – all subtly different.

- The axis are presented as continuums, which allows detailed choice on both macro-themes or axes.
- The further to ends are more extreme or absolute version of the future.
- The far corners of the scenarios represent the maximum change or version of each scenario.





Falmouth Vision and Values - Expected, Most Preferred and Least Desirable - Future Scenario Survey

Expected, Most Preferred and Least Desirable Scenarios of the Future - What do you think?

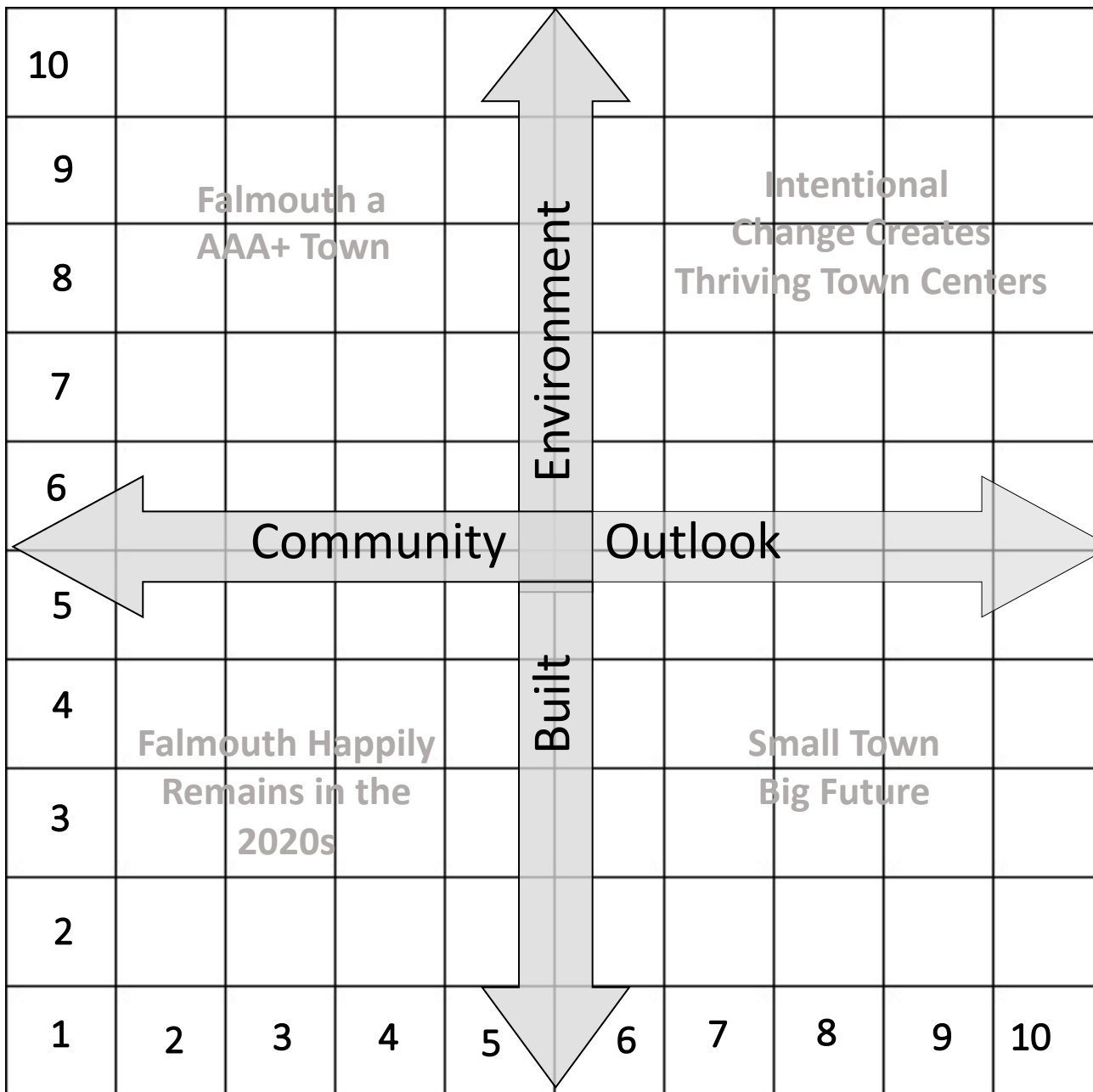
- 1. EXPECTED FUTURE:** Expected Future is the future you expect most likely to eventuate by 2040, if existing trends and trajectory persists.
- 2. MOST PREFERRED FUTURE:** The Most Preferred Future is the future you think is absolutely optimal and creates the best outcomes for the community of Falmouth in 2040.
- 3. LEAST DESIRABLE FUTURE -** The Least Desirable Future is the future that you think will be most undesirable (or least optimal or least desired) future of the community in 2040.

Evolving Falmouth Townscape



Y AXIS

Traditional Approach



Small Town Falmouth

X AXIS

Looking Forward

Instructions:

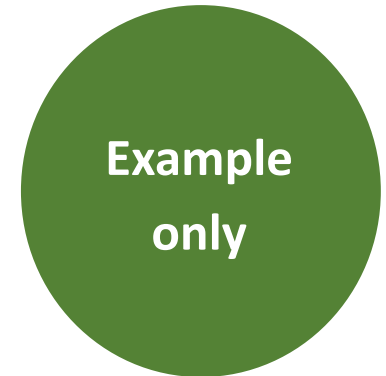
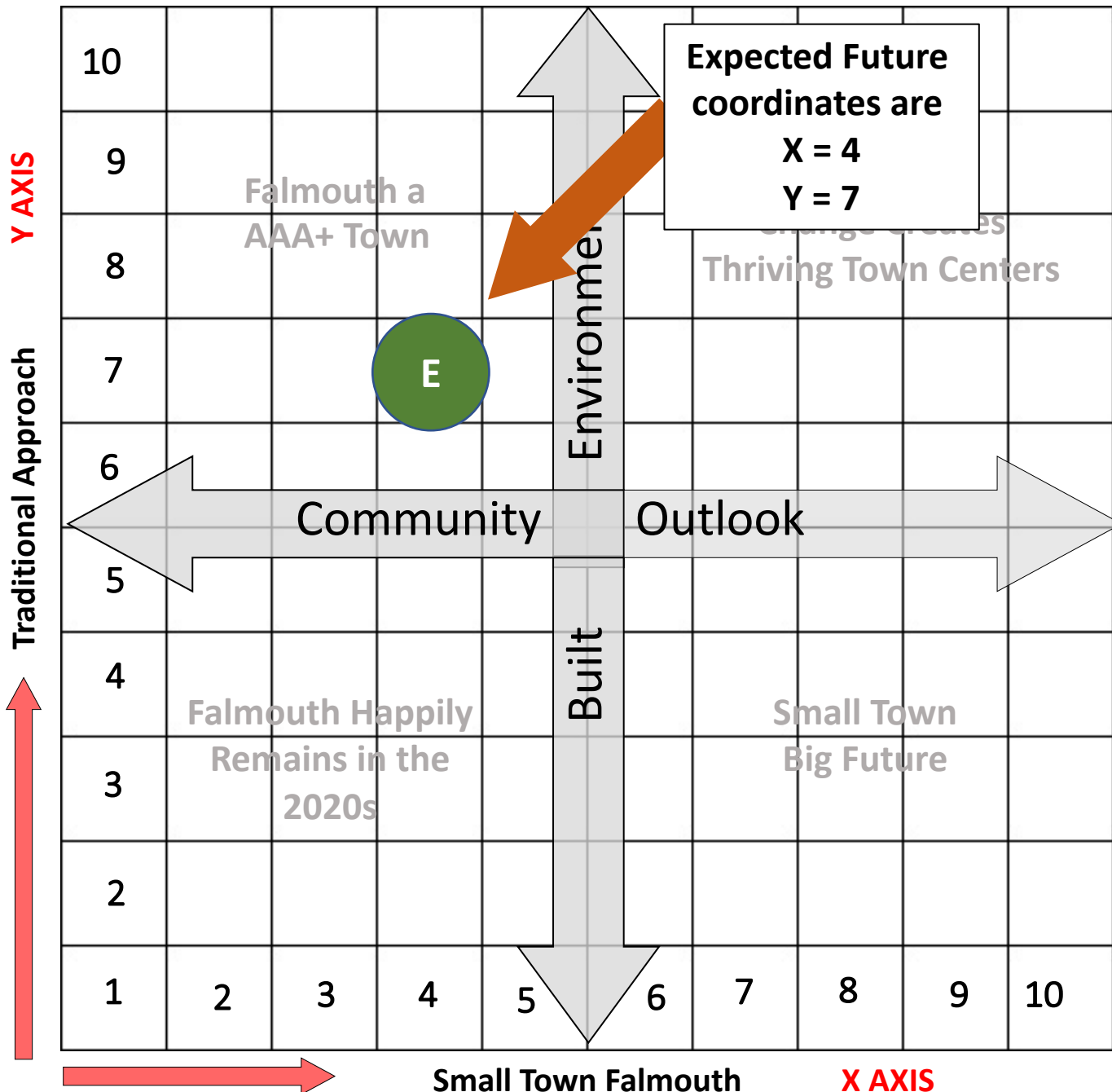
Using the grid at the left, please assign co-ordinates for the followings:

EXPECTED FUTURE: Expected Future is the future you expect most likely to eventuate by 2040, if existing trends and trajectory persists.

MOST PREFERRED FUTURE: The Most Preferred Future is the future you think is absolutely optimal and creates the best outcomes for the community of Falmouth in 2040.

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Evolving Falmouth Townscape



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Falmouth Vision and Values - Expected, Most Preferred and Least Desirable - Future Scenario Survey

16. Expected Future (assume current trajectory) 0

X-axis (Horizontal)

Y-axis (Vertical)

EXPECTED FUTURE: Expected Future is the future you expect most likely to eventuate by 2040, if existing trends and trajectory persists.

17. MOST Preferred Future (most optimal or desired future) 0

X-axis (Horizontal)

Y-axis (Vertical)

MOST PREFERRED FUTURE: The Most Preferred Future is the future you think is absolutely optimal and creates the best outcomes for the community of Falmouth in 2040.

18. LEAST Desirable Future (least optimal or least desired future) 0

X-axis (Horizontal)

Y-axis (Vertical)

LEAST DESIRABLE FUTURE - The Least Desirable Future is the future that you think will be most undesirable (or least optimal or least desired) future of the community in 2040.



Question and Answers

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