

REDEVELOPMENT AUTHORITY ACTION ITEMS

Priorities: Immediate (I)=within 1 year; Short-Term (ST)=1-3 years; Mid-Term(MT)=3-5 years; Long-Term(LT)=5-10 years

NOTE: Priorities may have two time frames and they may start in the shorter time frame, but take longer to complete.

#	Goal Actions	Primary Entity	Subentity(ies)	Evaluation Metrics	Priority	Status
G1-13	Use the park adjacent to the Library to highlight South Hadley's historical, cultural and natural resources.	Library	Historical Commission, Cultural Council, Conservation Commission, Redevelopment Authority , HG&E	Number of people using park.	MT	No outreach to RDA from Library
G1-16	Engage an affordable housing developer to build new housing.	Planning & Conservation Department	Administration, Housing Authority, Redevelopment Authority	Date developer(s) engaged. Number of affordable units developed.	MT	The RDA doesnot own any land and thus cannot engage a developer to building housing on land they own. The The P&C Department in partnerhsip with the RDA received an MDI Grant to reimagine the SHELD property on MAin Street as a mixed use development. See report here: https://southhadley.org/DocumentCenter/View/7776/South-Hadley-Falls-Mixed-Use-Development-Report---January-2021
G1-23	Distribute information about existing programs to assist residents of the Falls, e.g. CDAC Home Modification Loan Program, for housing rehabilitation for low income families.	Redevelopment Authority	Falls Neighborhood Association	Number of people reached. Number of people applying. Number of rehabilitation projects completed.	I	CDAC housing rehab program operated by PVPC and coordianted through Town Adminisrator.
G1-24	Develop a marketing and facilitation campaign to encourage more housing and small business for the Town, with a focus on the Falls.	Redevelopment Authority		Date plan for campaign approved. Change in business demand. Change in residential demand. Number of new businesses. Number of existing business that have expanded. Number of new jobs created. Change in tax revenues received.	ST	The RDA doesnot own any land and thus cannot engage a developer to building housing on land they own. The The P&C Department in partnerhsip with the RDA received an MDI Grant to reimagine the SHELD property on Main Street as a mixed use development. See report here: https://southhadley.org/DocumentCenter/View/7776/South-Hadley-Falls-Mixed-Use-Development-Report---January-2021
G1-25	Promote low cost reliable electricity and availability of fiber; consider offering or expanding incentives for business or industry to locate or expand in South Hadley.	SHELD	Administration, Redevelopment Authority	Number of inquiries from businesses. Number of new businesses. Number of existing business that have expanded. Number of new jobs created. Change in tax revenues received.	ST	SHELD continues to expand fiber internet connectivity. They offer a reduced rate for eligible low income households. Town of South Hadley offered a stipend for wifi service during COVID State of Emergency; program has ended. P&C Department has a REDO Grant and will be implemeting a pilot Mesh Wifi public outdoor access system between Town Hall and the Beachgrounds Park. Anticipate system to be operational Fall 2022. Wifif service not intended to be for local residents or businesses but rather outdoor users while in these areas.

G1-26	Identify and encourage conditions that attract and support Black, Indigenous, and People of Color population.	Selectboard	Administration, All entities	Process for identifying issues concerning BIPOC population and for monitoring the experience of Town services across all demographics. Process for identifying challenges and addressing them. Change in Town demographics. Change in diversity of people participating in civic life.	ST/MT	No outreach from Selectboard.
G1-31	Foster Town engagement with college/university personnel and consultants to provide special expertise.	Administration	Other entities as appropriate	Number of personnel used. Type and effectiveness of services provided.	ST, MT, LT	No outreach from Selectboard. P&C Department initiated and implement public street mural of Buttery Brook on Main Street with local artist. Project development included outreach to MHC Art Department which resulted in connections that developed the Buttery Brook Park mural, installed in July 2022.
G3-6	Incorporate floodplain management in design and planning of redevelopment projects.	Redevelopment Authority	Planning & Conservation Department, Planning Board	Change in site plan and/or special permit review criteria. Number, type, and location of projects affected. Change in number of acres flooded. Change in amount of damage created by flooding.	ST/MT	Floodplain was a factor in the SHELD redesign project noted above in G1-24. Local bylaws and regulations require floodplain to be a design consideration in all projects developed within the designated floodplain.
G3-14	Incorporate addressing climate change/resiliency into routine permitting and operations.	All boards and committees		Date new mandate adopted. Changes to Zoning or subdivision regulations adopted. Impact on projects.	ST	RDA doesnot conduct permitting.
G3-18	Seek charitable donations for work of the Redevelopment Authority. Mention at all presentations/public events that the Redevelopment Authority can accept donations. Enable online donations.	Redevelopment Authority		Amount raised.	ST	No progress on public outreach materials. Communications with perspective developers and property owners have included the potential for such landowners to donate their
G3-24	Work with boards and committees to produce videos to welcome new members and give them a brief overview of responsibilities.	SHCTV	All boards and committees	Number of videos. Number of boards and committees participating. Feedback from viewers.	ST	No progress on videos however, RDA website is maintained by P&C Department with current information.
G3-25	Encourage people of diverse backgrounds to run for boards and/or apply for committees to ensure broad representation of all residents in government functions.	All boards		Number of candidates identified. Number of candidates elected. Change in demographics of candidates.	ST/MT	Ongoing.
G4-1	Create working groups of staff and committee and board members to meet regularly around common priorities to identify and work together toward shared objectives.	All boards, committees, and departments	Administration, Selectboard	Date working group created. Number of shared priorities identified. Number of group actions being pursued. Number of actions completed.	ST	Ongoing.
G4-8	Create a central resource directory on the Town website for all listing and linking to all current plans, reports and key data.	Administration	All boards, committees, and departments	Date resource created. Relevance of information provided. Use of information.	ST/MT	No progress
G4-13	Prior to Town Meeting, review proposed bylaws as to legality, consistency with other bylaws, and alignment with the goals of this Master Plan Update and make recommendations for action (recommend or not recommend) to the Selectboard and Town Meeting.	Bylaw Review	All other boards and committees	Date(s) bylaws reviewed. Number of committees and/or proposers consulted. Recommendations made. Votes by Town Meeting.	ST/MT	No outreach to RDA from Library
G4-22	Post articles in area newspapers, Town's website and social media.	All boards and committees		Number of articles posted. Number of responses or other feedback.	ST/MT	Ongoing for projects where applicable

G4-23	Focus on ways to improve the on-boarding process for new employees.	HR/Administration		Feedback from participants.	ST/MT	No outreach to RDA
G4-27	Work with boards, committees and departments to identify baseline data for impact evaluation and standard metrics, as appropriate.	Master Plan Implementation Committee	All boards, committees, and departments	Date baseline data identified. Schedule for collection of baseline data. Date(s) data collected.	MT	Ongoing
G4-28	Work with boards, committees, and departments to monitor progress towards goals using metrics recommended in this Master Plan Update, as appropriate.	Master Plan Implementation Committee	All boards, committees, and departments	Identify schedule and process for monitoring. Feedback from boards etc. as to usefulness. Dates of progress updates to Selectboard, Planning Board, and Town Meeting.	MT/LT	Ongoing
G4-31	Issue regular press releases, supported by robust and current website content, about projects and programs supporting redevelopment of the Falls.	Redevelopment Authority		Number of releases. Number of inquiries.	ST/MT	Ongoing for projects where applicable
G4-32	Use social media more broadly, as part of an overarching communications plan, to promote redevelopment efforts.	Redevelopment Authority		Number of postings. Number of inquiries.	ST/MT	Ongoing for projects where applicable