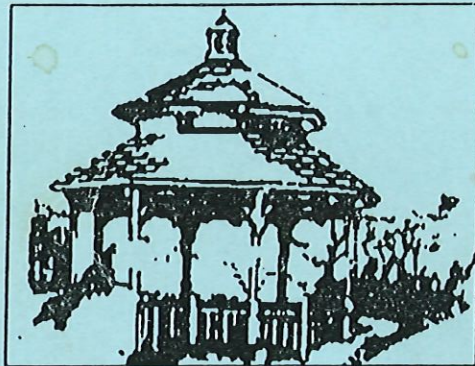


## GOALS FOR ROWE II

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Rowe, Massachusetts 1996



Sponsored by the Rowe Planning Board

Prudence Berry  
Rebecca Bradley  
Melissa S. Quinn, Co-chair  
James W. Taylor, Co-chair  
John H. Williams

Technical assistance by:

Steven Whitman

Franklin County Planning & Development Department  
Margaret M. Sloan, Director  
Linda Dunlavy  
Nathan Dansereau

Philip B. Herr & Associates  
447 Centre Street, Newton, MA 02158





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## **PROGRAM OVERVIEW**

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Over the past year the Town of Rowe has been carrying out a program intended to provide guidance for the Town's efforts at managing change over the next generation. The work has built on the precedent of a similar effort carried out in 1975, credited with influencing many Town actions for years afterwards.

Both the 1975 and the 1996 programs were sponsored and directed by the Rowe Planning Board, assisted by Philip B. Herr & Associates and graduate student interns retained by that firm, with additional assistance from the Franklin County Planning Department. The entire effort was funded by the Town.

The 1996 program has had four parts.

1. The program began with a community workshop and potluck lunch in May. A careful recruitment effort by telephone and other personal contacts resulted in about 70 residents taking part. The day produced group consensus on priority actions for the Town, plus a great deal of background discussion and documentation. Those materials were critical in designing the survey which followed, as well as in shaping final conclusions.
2. During the summer most Rowe households were interviewed by the project intern, using a survey format which drew on the one used in 1975 plus the results of the May workshop. After the surveys were tabulated and analyzed they formed the basis for the fall workshop.
3. In October a second workshop/potluck was held, with 50 or so persons attending. They divided into three groups to discuss in depth three topic areas selected, based upon the summer survey and the May workshop, and again reached agreement on where there was agreement, and where divisions still exist.
4. Following the second workshop, this final report was prepared, bringing together the materials developed in the program, chiefly by citizen-participants, though also in part by the Planning Board and its consultants.

It appears that the activities of the past year have already had some impact on interaction within the Town, and if the 1975 effort is any precedent, the major contribution of this work will emerge over the years to come.

## THE TOWN WE WANT

---

Rowe is a Town like no other. From the beginning of this *Goals for Rowe II* effort residents have shown in many ways their attachment to this special place. They have made clear the things about Rowe which make it special to them, and have suggested changes they would like to see for an even better Rowe.

Many of the things about Rowe which residents like most are the result of the Town's geography. Topography makes Rowe difficult to reach, and no State highway enters the Town. Historically Rowe has not had economic or other resources which caused many to overcome those barriers, so the Town remains small in population and employment. Few Massachusetts communities have fewer residents than Rowe (eight towns according to the Census) or fewer local jobs (fewer than 10% of all towns, based on State data).

The result is a place with rural character, quiet, scenery, privacy, a clean environment, abundant recreational opportunities, attractive Town appearance, many amenities, slow pace, country life, low crime, and abundant wildlife. Those qualities were the things residents cited in the summer survey as what they like most about the Town, and they characterize very essence of both the Town which exists and the Town they want.

Less secure than those qualities rising from the Town's location is its powerful municipal economy, also valued by residents. The Town enjoys assessed values dominated by power generating facilities which place little burden on the Town for services, but which currently pay a large share of Town taxes. The result for residents is unusually low taxes and good public services. Both low taxes and good services are high on residents' list of things they like about the Town. Unfortunately, regulatory change could greatly diminish that wonderful local quality.

There are some things about Rowe which residents wish were different. Predictably, many of those things stem from the same geography which serves the Town so well in other respects. In this summer's survey the most commonly cited "least-liked" thing about Rowe was its location: the distance to work or services. Many believe that the long-term interests of education would be better served by the Town having at least a few more residents, especially school children. Many want a store, an ATM machine, or other services which would be easier to support with a larger population. For reasons such as those, half of the survey respondents would support Town efforts to increase its population. Modest, balanced growth would certainly be an element in the Town which residents want.

Rowe is more than a special place with a rural setting and a strong tax base: it is a community of people. "Town people" was one of the most frequently cited "best" features of the Town in the summer survey. However, "lack of community" was one of the most often cited things liked least about the Town (led only by "distance"). Two-thirds of survey respondents believe that the Town's sense of community is declining. Clearly, in the Town

which residents want, there would be a stronger sense of community than exists today.

The threads of rural setting, strong tax base, and desire for strengthened community come together in the things which participants in this program have advocated for the Town to do. Park and recreation items dominate the utopian suggestions from the May workshop. Concrete action proposals from that workshop similarly suggest many park, recreation, and community activities efforts, as do the suggestions by individuals in the summer survey. Proposals from the October workshop underscore that theme. Community activities and recreation are consistent with the Town's rural character and scale, and help to build community. Rowe's fiscal strength enables it to develop the facilities and programs needed to support those activities, and to operate them.

From the perspective of many Americans, Rowe is Utopia, with its gorgeous, largely unspoiled environment, lack of urban problems, excellent public services, and the "luxury" of putting recreation and the building of stronger community ties at the top of its "want" list. Even utopia, however, is threatened by pressures for change, whether from inside, with its currents of social discomfort, or from the outside, whose changing economies, demographics, and technology bid to forever change the nature of places like Rowe. To maintain a town with so nearly the exact characteristics which residents would want in their ideal place requires ongoing effort, for which this program can be a beginning.

Providing guidance for that ongoing effort was the purpose of both the 1975 and 1996 programs. It is striking, however, how the focus of concerns has shifted between the 1975 study and this one. The 1975 *Goals for Rowe* report stated that the planning program was directed at four major questions:

- *How much growth does the Town want, and what steps should be taken to achieve the wanted level of growth?* With the passage of years it has become clear that Rowe has little to fear about rampant growth, and that while increasing the amount of growth would be welcomed by many, there is little which the Town can really do about that.
- *What capital outlays will be required in the next decade or so?* In 1975 the Town was faced with a large number of facilities questions which have been answered in the years which followed. Capital facilities planning is still important, but not as critical in the short run now as it was then.
- *How should various existing buildings in the Town Center be used?* One of the clear accomplishments of the 1975 effort was to play a part in settling that question.
- *How can the Town hedge against fiscal change?* That remains a critical concern, with the feared change more imminent now than in 1975. However, the issues are so technically demanding and so difficult for a small town to influence that this program is not the key place for efforts on that question.

In contrast, in its invitation to the May workshop, the Planning Board struck the chord which has been reflected throughout the effort.

"We live in a beautiful place, and are wondrously diverse and interesting people. Many Rowe citizens who have lived here for more than a few years have commented on a decline in the neighborly attitude that once existed proudly in this small town. Some who are new to the area have also been aware of the tensions in the community. Your Planning Board has heard these comments and recognizes that this is not a happy situation, nor is it something that we have to accept as a necessary condition of our future life in this lovely little town...

"We believe we hold the town's destiny in our hands and we are seeking to create an opportunity to change the current mood and create a new, more positive feeling in the town..."

Program participants confirmed the accuracy of the Board's concern, and the efforts outlined as a result represent the Town's best views of how to address that concern.

ROWE\1\WANT.WP5  
January 2, 1997



## A SHORT AGENDA

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The May Workshop participants made about 300 proposals in their Utopian and Action schemes. The summer survey saw many of those suggestions repeated, as well as adding new proposals to the inventory. The fall workshop tried to bring all of that together, but still wound up with a listing of proposed actions which takes up five pages just to outline.

All of that outpouring of ideas will be useful in planning in the future, as will be the experience of the process which produced it. However, it is helpful to have a relatively short and focussed set of things to do now, as a way of beginning. After reflecting back on all that has been suggested over the year, seven topics for short-term action stand out:

- A strategy for economic development;
- The Rowe Store;
- Repositioning the *Goal Post*;
- Creation of a Community Committee;
- Consideration of hiring an Activities Director;
- Establishment of a Community Center;
- Keep the process going.

## A STRATEGY FOR ECONOMIC DEVELOPMENT

There are many reasons why an effective economic development program would benefit the Town.

- The unemployment rate for Town residents is more than double that of the State. Having more nearby jobs would certainly help reduce that.
- Commuting distances for residents who don't work within the Town are very time- and energy-consuming, since nearby employment opportunities are few and the road system by which they are reached isn't easy.
- More jobs would draw (or retain) more residents for the Town than would live here without those jobs. Those residents in turn help support better schools and other local services.

- The jobs which economic development could bring may involve providing services which residents have been asking for: a store, for example, would provide both job support and services.
- The job-related facilities would pay more in taxes than they would cost the Town to service, providing a way of diversifying and strengthening the Town's tax base, which is now perilously dependent on a single industry.

Articles describing a number of success stories of small town economic development have been reproduced in the *Technical Supplement* to this report. Also reproduced are some horror-stories of towns which have sacrificed important qualities of their community in the name of "development", to the subsequent regret of many residents. The extreme negative case is Black Hawk, Colorado, which in two years went from economic depression and real estate worthlessness to \$100 per square foot land, full employment, and half of the Town's 300 residents moving out of town in reaction to the impacts of economic development on their quality of life. In that case, casino gambling was the chosen industry. However, more positive cases include a number from not far away, including Lee, MA; Rochester, VT; and Dover and Walpole, NH.

There are some observations which emerge from those cases.

- In many of these places, the key to economic success has been the amenities of life in the community, which attracted an entrepreneur who wanted to remain there. Protecting a community's physical and social amenities can be the most important economic development step of all for many rural places in this era.
- Telecommunications have for many occupations and industries greatly diminished the relative advantage of metropolitan versus rural locations. To take full advantage of that, however, requires investments in communications and in skill-building.
- Economic development separated from a clear vision of what the community wants for its future can be less than helpful. Connecting development with planning is critical.

Massachusetts has had a variety of grant programs over the years for assisting small towns in economic development efforts and especially recently, to connect vision and development. The most recent program was the Local Partnership Grant Program, which provided grants to rural communities to engage consultants for the design of economic development strategies. Inquiries about such programs can be addressed to the Massachusetts Department of Housing and Community Development at 100 Cambridge Street, Boston MA 02202, recently at (617) 727-7001, extension 423. The Planning Board might undertake exploration of current potential for such help, and might carefully scope what new understanding or information is really wanted, in order to tailor the effort to Rowe's unique circumstances.

## THE ROWE STORE

Creating a store in Rowe was discussed at great length in this program, and many ideas have been suggested for it, included here in both the results of the summer survey and in the fall workshop suggestions. A few conclusions are clear. The most evident is that the number of residents within reach of any potential store location in Rowe is too small to support a conventional operation. To be successful, the store would have to be creatively conceived. Ideas which have been suggested include:

- starting as a coop for locally produced or "found" items: a combination of farmer's market, arts and crafts sales, antiques, and some amount of convenience goods as a local service;
- operation within a Town-owned facility, such as the Browning Benchtool Factory;
- operation in the same mode as a PX, or more accurately a commissary: as a public service function.

Just as businesses often maintain a small, sometimes part-time service outlet for their employees, selling newspapers, refreshments, and other conveniences, it is easy to imagine an operation which is a functional expansion of Post Office operations, a mid-day convenience at the Rowe School, a seasonal outlet appealing to visitors as well as residents, or some other "piggy-back" operation.

A way of beginning on this effort might be for the Selectmen to seek volunteers for a "Store Team", with the charge to come back within six months with a reasonable "business plan" for how to start the kind of operation which is wanted, and proposals for the next steps to be taken by the Town.

## REPOSITIONING THE GOAL POST

Establishment of the *Goal Post* was a major contribution of the 1975 Goals for Rowe project. After passage of a generation of time, it is not surprising that many are now suggesting, in various ways, a reassessment of how the paper operates. For example, these are among the 5-year Actions proposed at the May workshop:

- *Goal Post* letters to the Editor;
- *Goal Post* departmental reports;
- Make *Goal Post* an opinion forum;
- Open up *Goal Post* to encourage debate.

In the May "red dot voting", "Expand the role of *Goal Post*" was the sixth-ranked proposal. In the summer survey expanding the role of the *Goal Post* was strongly endorsed (95 to 48)

as a key means of strengthening community. Among the survey suggestions for strengthening "community" were these:

- Classifieds in the *Goal Post*;
- *Goal Post* gripes section;
- Editorials in the *Goal Post*;
- *Goal Post* not on fancy paper;
- *Goal Post* reporter;
- Minutes in the *Goal Post*.

At the fall workshop, creation of a committee to research the possibility of a responsive publication in Rowe was one of the five final recommendations of the "Restore Community" group.

Far from feeling defensive in reaction to all these ideas, those responsible for the *Goal Post* should feel flattered that people see it as such an important means of bringing the community together. People wouldn't trouble to comment on things that are not important. In all of these and other ways, many have been saying that the *Goal Post* is playing a key role, and it would be even better if there were a way for it or some other medium to support an easy and informal dialogue among differing views on topics of concern.

The constraint on that exchange is the understanding that as a publicly sponsored journal, it is imperative that the *Goal Post* give perfectly "balanced" coverage to all views, and that since such perfect balance is almost impossible to achieve, it is best for the *Goal Post* to avoid topics of controversy, thus missing out on an important role which a news journal can play: providing a medium for exchange of views.

It would be good to hear fresh ideas about how to follow through on the suggestions which have been made for the *Goal Post*. To provide those fresh insights, the Planning Board might convene a group, charged to undertake a major reexamination of the *Goal Post* and report back with suggestions within a half year. Included in that group might be both present and past editors, but also others in the community with some interest in and knowledge about such publications, with further help being solicited from others outside of the community.

Among the questions to be explored are these.

- What is the current understanding under the law of how constrained the *Goal Post* really is regarding "Balance"? The present interpretation, leading to a very limited range of material, came many years ago in an informally conveyed legal opinion. Since that now is a major constraint on making the paper into what many would like to see, that question of law ought to be revisited through a new and, ideally, creative legal opinion.

- What alternatives exist to Town funding for the newspaper? Especially if that funding limits the role of the paper, is there another way in which it could be supported, freeing its content?
- Are there other media which should be considered? How many Rowe households are now accessing the Internet? How many are likely to do so in a year or two? Does a Web home page have potential here for exchange of views? If so, should that be a Town-established facility or should it have private sponsors and operators?

## CREATION OF A COMMUNITY COMMITTEE

At the Fall workshop, the "Restore Sense of Community" group suggested creation of a "Community Committee." In later discussions, that has proven to be one of the most important suggestions of all. It is a step which the Selectmen could easily and quickly undertake.

It has long been widely understood and documented in both popular literature and academic documents that social interaction in small communities can be one of the most wonderful aspects of small town life, but often it is the opposite. For "community" to work, especially in a small place, it has to be carefully cultured. Rowe is no different from other towns in that respect, and two-thirds of those surveyed in the summer acknowledged that. The patterns of change in our society tend to diminish the role of "place" in forming socially cohesive groups. There are exceptions, and many would like to see Rowe return to being one of them.

In the course of this effort, participants have gone beyond critical comment to make many concrete suggestions for how to accomplish restoring community, ranging from continuing Old Home Day (almost everyone surveyed supported that) to having a Town sewer (one person's idea). Accomplishing the objective of a stronger sense of community necessarily involves many Town organizations, but it would help if there were one formally sanctioned organization which made the promotion of community its central concern.

By its nature, such a group should come up from the community, not be imposed down upon it. Accordingly, this is how it might be formed.

- The *Goal Post* might carry an article about the coming creation of such a committee, and solicit suggestions about how that should be done.
- The Selectmen might then announce a date on which they would sponsor a meeting to initiate the Community Committee effort. That meeting would be open to the entire community, and all who are willing to do so would be encouraged to sign up as members. The Selectmen would conduct that first meeting, but by the end of it, the Community Committee would exist, would have designated its own leadership





## MAY WORKSHOP OVERVIEW

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The May workshop was designed to bring a substantial share of the Rowe's population together for an exchange of thoughts about the Town<sup>1</sup>. About a quarter of the adult population of Rowe did just that. The workshop preparation began with a recruiting effort intended to assure participation reflecting the full diversity of and divisions within the Town. A broad spectrum really did participate, and not just those whose voices are most commonly heard in Town affairs. Achieving that involved selecting the categories of interest from which people should be recruited, and then organizing telephone trees and other means of assuring that participants from each of those categories really would attend.

At the workshop, participants broke into five smaller groups based on the selected categories: Rowe School parents, other school parents, older adults, the retired, and all others. Each group was asked to prepare four maps or lists, showing:

- what each person most liked and disliked about the Town;
- a scheme for a utopian Rowe in 2020;
- a program of proposed shorter-term realistic actions; and
- selection of the five or six highest-priority actions.

After a pot-luck lunch, each group presented its ideas for discussion. Those attending then were invited to nominate what they thought were the most important of all of the proposals, finally suggesting about twenty items. As a last step, each person attending was given some sticky red dots, and asked to put them next to the actions they thought were the most deserving of follow-up.

The materials on the following pages begin with copies of handouts from the workshop, then tabulations of what was found on the maps and lists which participants produced. This section ends with tabulations of the red-dot voting. It is striking that the summer survey and fall workshop deepened the exploration of the topics surfaced in this workshop, but essentially supported similar outcomes.

ROWE\1\MAY.WPS  
December 31, 1996

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<sup>1</sup> The workshop design was based on that outlined in "The Art of Swamp-Yankee Planning", written by Philip Herr, most recently revised December 27, 1995, and widely used for similar programs.



# GOALS FOR ROWE II PROJECT

Rowe Planning Board  
Philip B. Herr & Associates, Consultants

Town Hall, Rowe MA 01367  
447 Centre Street, Newton Corner, MA 02158 (617) 969-1805 FAX (617) 332-9499

## VISIONING WORKSHOP

May 11, 1996

- 10:00 AM Welcome and Introduction
- 10:10 AM Overview of Goals for Rowe II
- 10:20 AM Program for the day
- 10:30 AM Organizing small groups, getting coffee
- 10:45 AM Small group brainstorming
- The Good and the Bad
  - A Utopian Rowe 2020
  - Actions for the next five years
- 12:15 PM Lunch Together
- 1:00 PM Group presentations
- 2:30 PM Finding agreements
- 3:00 PM Adjourn.

## WORKSHOP INTENTIONS AND PROCEDURES

This workshop is intended to give residents, especially those not otherwise involved in Town government, a chance to meet with people like themselves and to develop their own ideas about how the future of Rowe should be directed. In the morning, small groups will be formed, and they will meet separately to brainstorm for ideas. Then, after a lunch break, the groups will come together to find common ground, and to put together an agenda for action. That agreement will be important in the "Goals

for Rowe II" project being carried out by the Planning Board.

To help ideas to stand out sharply, we will try to divide groups so that the people within each group will be in the best possible agreement, which also means that whatever differences may exist within the community should show up as differences *between* these groups. Don't worry about the group structure -- the groups are just for part of today, not long-term commitments.

**SMALL GROUP BRAINSTORMING. 10:30 A.M. to 12:15 P.M.**

This first step is intended to get ideas flowing, and to get items for later discussions between groups. Maps and markers will be provided. Time estimates for each step are noted. To finish on time you'll need to keep up with them.

**1. Sign in.** Take turns "signing in" on one of your blank maps, each person locating where he or she lives, as an introduction both to each other and to the map. It will work best if you use an orange marker. (15 minutes)

**2. The Good and the Bad.** Going around the group, each person in turn should then describe and draw on that first map two things in or about Rowe that he or she is glad about and two that he or she is sorry about. (Suggestion: green marker for "glad" aspects; red marker for "sorry" aspects). This is a collection of individual's views, not a group agreement, so no fair quarreling with each other. If one person thinks something is good and another thinks it is bad just circle it with both colors. (30 minutes)

**3. Utopian Rowe 2020.** On the second map, conjure up a Utopian dream plan for Rowe just the way your group would like it, without worrying about money, politics, law, or being fair to the other groups. This is a real dream-map: be as bold as you can. Don't quash ideas because they seem absurd: by definition there is no such thing as an absurd utopian notion. Put everyone's ideas on unless they really conflict with someone else's proposal. (30 minutes)

**4. Actions.** On the third map, record what your group agrees are the most important actions which should be taken by the Town or its residents over the next half-dozen years, this time being reasonably realistic about what is possible. Any action which the Town can take is fair game. These Action Plans should reflect group agreement, not

just be a collection of individual's ideas. Then, decide on your group's five or six actions of highest priority. Print each of these actions in large letters on the sheets provided for this purpose. (30 minutes)

**HINT:** Start a new piece of paper. Ask for nominations for the top-six list, drawing on the ideas on the Action map or even going beyond them. If consensus about priority items has not been reached near the end of the time available, use voting to settle it (everyone gets two votes).

**5. Agree on a spokesperson** (who may or may not be the group's coordinator or recorder) to present the six actions to the whole workshop after lunch.

**SHOW AND TELL 1:00 to 2:30 P.M.**

When we reassemble, all the group maps will be hung around the room. Each group in turn will present its ideas, focusing on the priority action proposals, referring to the other maps and sheets as needed to clarify ideas. To finish in time, each group's presentation must be quick: about 6-8 minutes. Again, brainstorming rules apply during these presentations: there are no bad ideas, so no snickers, no debate, just inquiry and support for the things you like most.

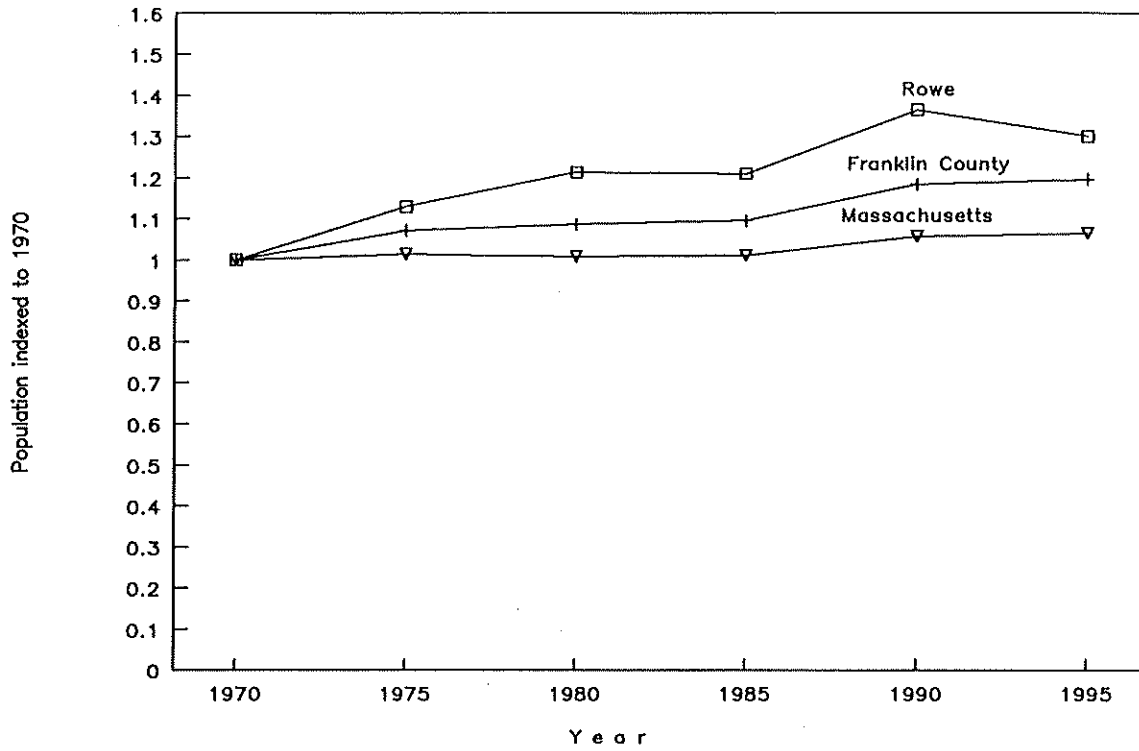
**WINDING UP 2:30 to 3:00 P.M.**

The last step is to put together what participants collectively think are the most important things to come out of the ideas presented during the day, and the actions which they think the Town should give priority to in the home interviews to be carried out over the summer, and in shaping a strategy for following through with actions. Setting priorities will be done through a process shaped to fit the time really available before 3:00 PM, the time at which we are committed to adjourning.

ROWE\AGENDA.WP5

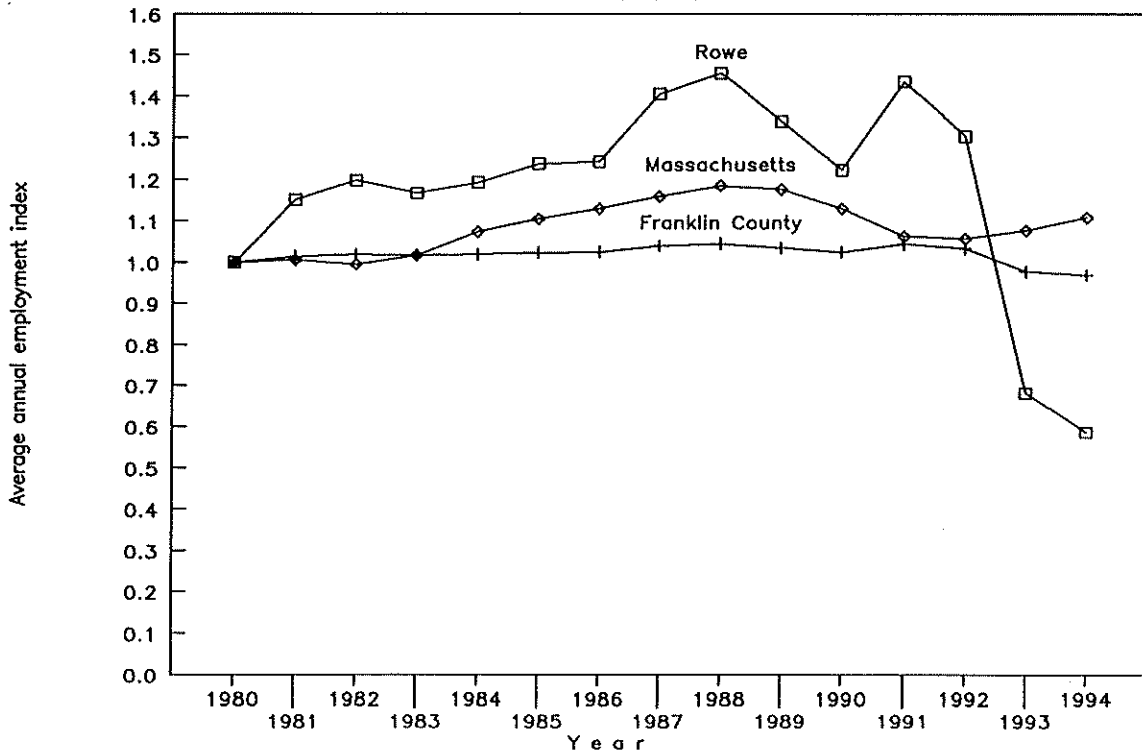
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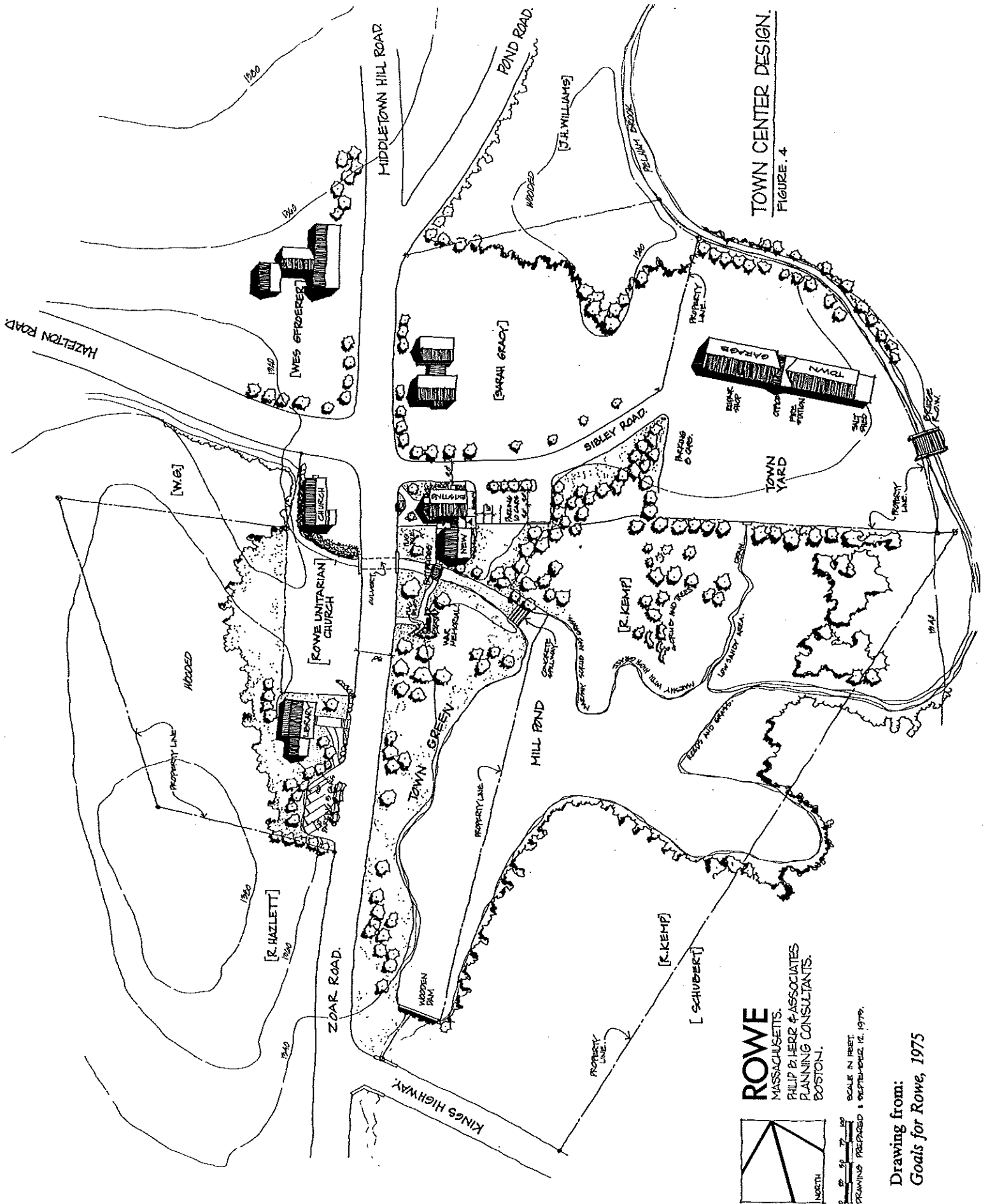
1970 = 100



## EMPLOYMENT

Indexed to 1980





TOWN CENTER DESIGN.  
FIGURE 4

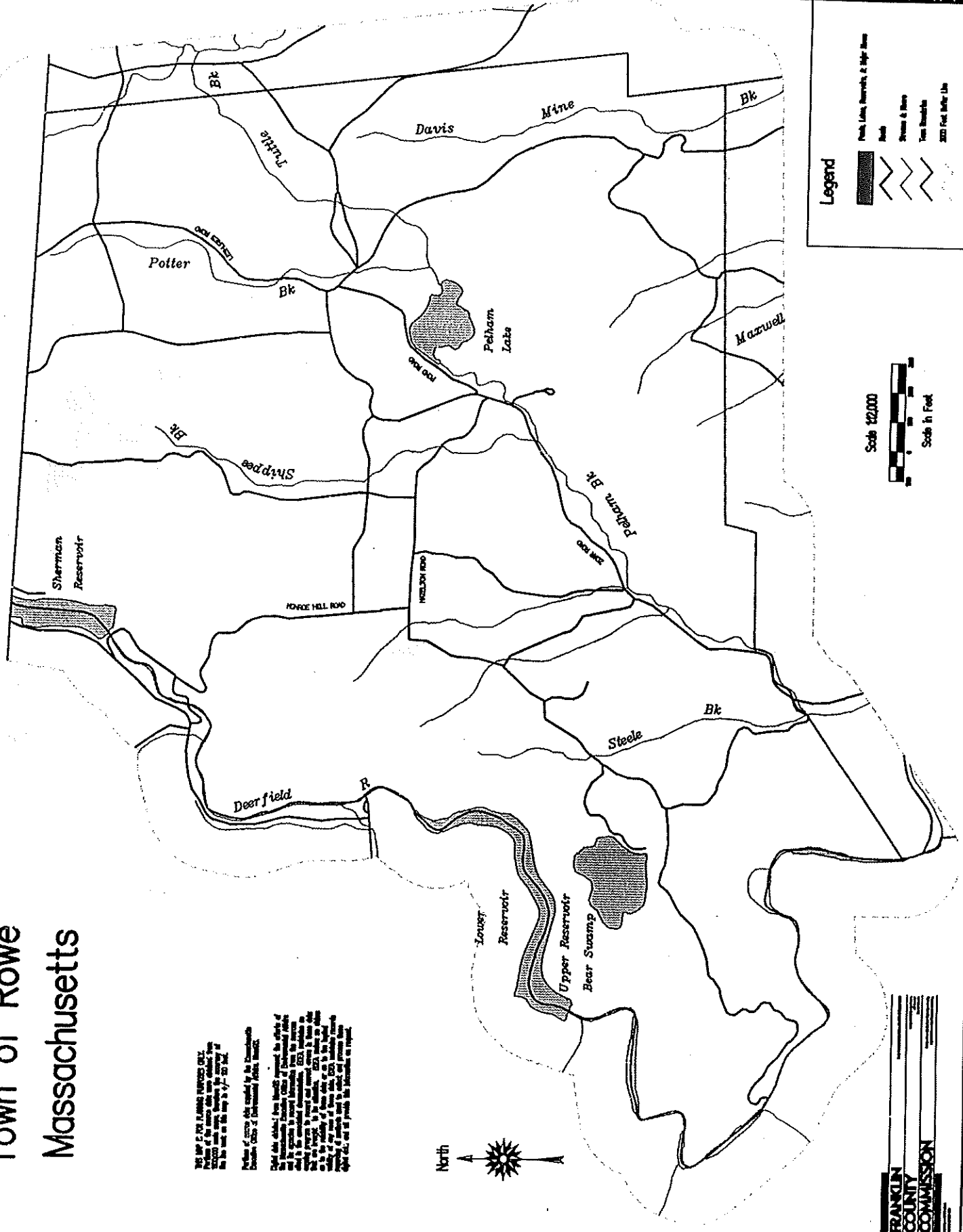


# Town of Rowe Massachusetts

THIS MAP IS FOR INFORMATIONAL PURPOSES ONLY.  
Portions of the same have been recorded in  
Franklin County, Massachusetts, under the authority of  
the State of Massachusetts, Chapter 270A, § 10.

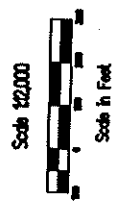
Portions of certain other records of the Massachusetts  
Department of Transportation, State of Massachusetts.

This map shows the boundaries of the Town of Rowe, Massachusetts, as they appear on the records of the Massachusetts Department of Transportation, State of Massachusetts, and the records of the State of Massachusetts, Department of Transportation, State of Massachusetts, and the records of the State of Massachusetts, Department of Transportation, State of Massachusetts.



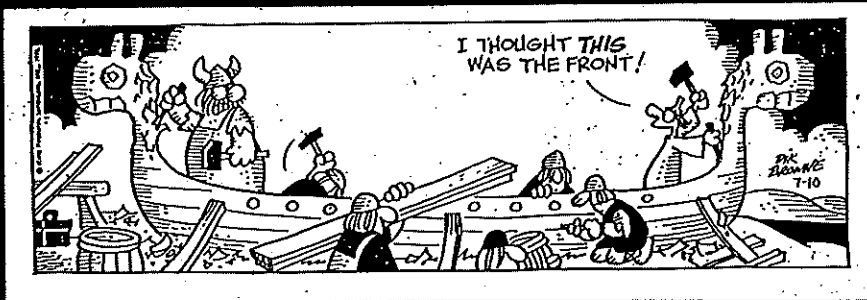
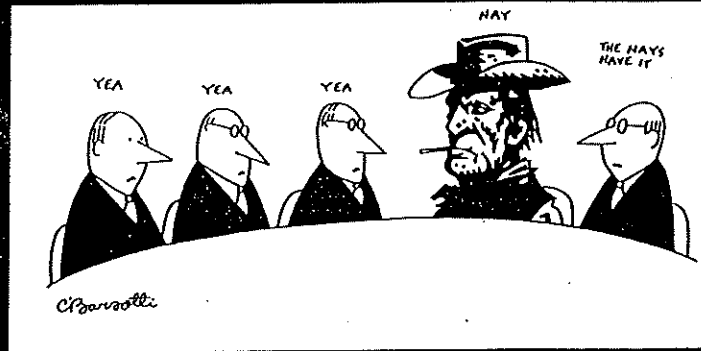
**Legend**

- Public Lines, Reservoirs, & Major Roads
- Rail
- Streets & Highways
- Town Boundaries
- 2000 Foot Buffer Line

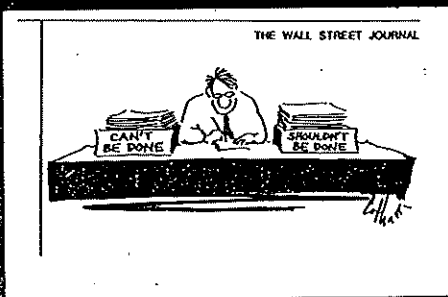


May 1, 2008

FRANKLIN  
COUNTY  
COMMISSION



"Yes, it is perfect, but don't you think it's rather small?"



## GOALS FOR ROWE II PROJECT

Rowe Planning Board  
Philip B. Herr & Associates, Consultants

Town Hall, Rowe MA 01367  
447 Centre Street, Newton Corner, MA 02158 (617) 969-1805 FAX (617) 332-9499

### MAY WORKSHOP RESULTS

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December 17, 1996

Following is a listing of items taken from the maps prepared by participants in the May 11m Visioning Workshop. They are first sorted by the kind of map:

- Good
- Bad
- Utopia
- Actions.

Within each map kind, the items are sorted by type of suggestion:

- *Business.*
- *Community*, meaning "sense of", or "spirit", or similar.
- *Education.*
- *Fiscal*, referring to municipal financial matters.
- *Institutions*, noting those outside of Town government.
- *Location*, noting things resulting purely from where Rowe is.
- *Natural Environment.*
- *Recreation*, chiefly activity, not facility.
- *Rural character.*
- *Rural Lack*, noting things lacking in Rowe, and also commonly lacking in rural communities.
- *Rural Quality*, applied to items which are generally part of a rural context.

- *Service Lack*, either public or private, not necessarily because the Town is rural.
- *Social*, dealing with relations among individuals or groups, in or beyond the Town.
- *Town Park*, when the comment chiefly dealt with the physical Park.
- *Town Roads*.
- *Town Services*, other than those more specifically categorized.
- *Transportation*.
- *Yankee (Atomic)*.
- *Other*, when all else failed.

Also listed is the group making each of the suggestions.

Rowe School parents  
 Other school parents  
 Older adults  
 Retired  
 Other

Following the map item listings is a tabulation of the "Red Dot" voting results. At the end of the May workshop, a "short list" of suggestions was nominated by participants, then each participant was given four red dots to distribute among those nominated proposals as they saw fit.

ROWE\1\MAPS.WP5

ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
E. Older adults	Good	Neighborliness	Community
F. Other	Good	Old Home Day	Community
D. Retired	Good	People/self-help -helping others	Community
D. Retired	Good	Low taxes	Fiscal
B. Other school parents	Good	Tax base (power companies)	Fiscal
A. Rowe School parents	Good	Church on Zoar Road near the Pelahm & Shippee Brook intersection	Institutions
C. Retired	Good	Historical Society	Institutions
D. Retired	Good	Rowe Camp	Institutions
B. Other school parents	Good	Rowe Camp	Institutions
A. Rowe School parents	Good	Rowe Camp	Institutions
D. Retired	Good	Changing seasons	Location
E. Older adults	Good	Blueberry Hill	Nat environ
F. Other	Good	Deerfield River	Nat environ
A. Rowe School parents	Good	Deerfield River north of the Florida/Monroe town line	Nat environ
F. Other	Good	Mountains	Nat environ
E. Older adults	Good	Pelham Lake	Nat environ
A. Rowe School parents	Good	Pretty rivers, streams, forests	Nat environ
E. Older adults	Good	Pulpit rock	Nat environ
E. Older adults	Good	White water near Bear Swamp	Nat environ
E. Older adults	Good	Wildlife	Nat environ
F. Other	Good	Wildlife	Nat environ
F. Other	Good	Bear Swamp	Other
F. Other	Good	Noon bell instead of horn	Other
E. Older adults	Good	? (8)	Other
F. Other	Good	Hiking	Rural quality
C. Retired	Good	Low rate of crime	Rural quality
F. Other	Good	Natural surroundings	Rural quality
B. Other school parents	Good	Outdoor recreation opportunities	Rural quality
A. Rowe School parents	Good	Pretty Town	Rural quality
B. Other school parents	Good	Rural character	Rural quality
D. Retired	Good	Safe from crime	Rural quality
D. Retired	Good	Scenery	Rural quality
F. Other	Good	Smallness of Town	Rural quality
E. Older adults	Good	Smallness of Town	Rural quality
F. Other	Good	Snow sports	Rural quality
C. Retired	Good	Town center	Rural quality
E. Older adults	Good	Trail near Steele Brook at the Charlemont town line	Rural quality
E. Older adults	Good	Tunnel Road	Rural quality
B. Other school parents	Good	Diversity of people	Social
B. Other school parents	Good	Great people	Social
D. Retired	Good	Lake well regulated	Town Park
C. Retired	Good	Park	Town Park

ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
D. Retired	Good	Park and facilities	Town Park
D. Retired	Good	Park guest passes	Town Park
F. Other	Good	Park workers	Town Park
B. Other school parents	Good	Pelham Lake Park	Town Park
A. Rowe School parents	Good	Town park and trails in the Pelham Lake vicinity	Town Park
C. Retired	Good	Good roads	Town Roads
D. Retired	Good	Good roads	Town Roads
F. Other	Good	Grasshoppers crew	Town Roads
D. Retired	Good	Great road crew	Town Roads
E. Older adults	Good	Road care	Town Roads
F. Other	Good	Road crew	Town Roads
B. Other school parents	Good	Roads and highway crew	Town Roads
A. Rowe School parents	Good	Roads are good	Town Roads
E. Older adults	Good	Cemeteries	Town service
B. Other school parents	Good	Facilities - Town Hall, Fire Station, School, Highway	Town service
D. Retired	Good	Good building inspector	Town service
C. Retired	Good	Good dump	Town service
D. Retired	Good	Good EMTs	Town service
B. Other school parents	Good	Library	Town service
C. Retired	Good	Post office	Town service
D. Retired	Good	Public buildings	Town service
B. Other school parents	Good	Rowe School	Town service
E. Older adults	Good	School	Town service
C. Retired	Good	School Town nurse	Town service
F. Other	Good	Upkeep of whole Town	Town service
B. Other school parents	Good	Zoning	Town service
F. Other	Good	Atomic plant	Yankee
A. Rowe School parents	Good	People at Rowe nuclear power facility	Yankee
E. Older adults	Good	Yankee	Yankee
B. Other school parents	Good	Yankee closing - environment	Yankee
D. Retired	Bad	Lack of interest in Town offices	Community
D. Retired	Bad	Absence of community activities	Community
F. Other	Bad	Lack of community events	Community
A. Rowe School parents	Bad	Prefer to be in Vermont than Massachusetts	Location
B. Other school parents	Bad	Tough winters	Location
E. Older adults	Bad	Miles to commute to work	Location
A. Rowe School parents	Bad	Town name "Rowe", prefer Merifield	Other
A. Rowe School parents	Bad	School on Pond Road	Other
C. Retired	Bad	Geese problem	Other
E. Older adults	Bad	? (1)	Other
E. Older adults	Bad	Geese	Other



ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
A. Rowe School parents	Bad	Building Inspector	Town service
C. Retired	Bad	Cemetery in bad condition	Town service
C. Retired	Bad	Dump mud hole	Town service
C. Retired	Bad	School situation	Town service
C. Retired	Bad	Dump open more	Town service
C. Retired	Bad	Library parking and steps	Town service
D. Retired	Bad	Park restrictions regarding non-residents	Town service
E. Older adults	Bad	School cap	Town service
E. Older adults	Bad	Town refuse availability	Town service
E. Older adults	Bad	Use of park to other towns	Town service
E. Older adults	Bad	Getting stuck	Town service
F. Other	Bad	Noon horn	Town service
F. Other	Bad	Town activities on the week	Town service
B. Other school parents	Bad	Employment opportunities	Rural lack
B. Other school parents	Bad	Lack of store	Rural lack
C. Retired	Bad	Lack of a doctor	Rural lack
C. Retired	Bad	Lack of store	Rural lack
F. Other	Bad	No ATM or other money source	Rural lack
F. Other	Bad	No general store	Rural lack
A. Rowe School parents	Bad	No timber management	Service lack
B. Other school parents	Bad	Lack of senior and youth activities	Service lack
C. Retired	Bad	Lack of parking space at the Town Hall and Library	Service lack
C. Retired	Bad	Lack of Town activities	Service lack
C. Retired	Bad	Lack of Council on Aging	Service lack
C. Retired	Bad	Lack of ambulance within 5 minutes	Service lack
E. Older adults	Bad	Lack of Town senior services	Service lack
A. Rowe School parents	Bad	Attitudes of other towns about Rowe	Social
B. Other school parents	Bad	Divisions caused by Rowe School	Social
B. Other school parents	Bad	Extreme political divisions among great people	Social
D. Retired	Bad	Decline of old home day	Social
D. Retired	Bad	Friction/politics etc.	Social
D. Retired	Bad	Snobbish reputation	Social
D. Retired	Bad	Lack of leadership -volunteers	Social
E. Older adults	Bad	Secrets	Social
E. Older adults	Bad	Elitism	Social
E. Older adults	Bad	Mean spiritedness	Social
E. Older adults	Bad	Lack of respect	Social
E. Older adults	Bad	Arguments	Social
E. Older adults	Bad	Exclusiveness	Social
F. Other	Bad	Lack of volunteering in Town events	Social
F. Other	Bad	Clique/divisiveness	Social
F. Other	Bad	Lack of support for the Camp	Social

ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
A. Rowe School parents	Bad	Sorry YNPS closed down	Yankee
B. Other school parents	Bad	Yankee closure - divisions employment, tax base	Yankee
E. Older adults	Bad	Yankee	Yankee
F. Other	Bad	Atomic plant	Yankee
F. Other	Utopia	ATM	Business
A. Rowe School parents	Utopia	ATM machine at Town Hall	Business
A. Rowe School parents	Utopia	Bank/ATM	Business
B. Other school parents	Utopia	Co-op community store/cafe/take-out/arts & crafts outlet	Business
E. Older adults	Utopia	Craft co-op	Business
E. Older adults	Utopia	General store	Business
A. Rowe School parents	Utopia	Mini-mall on Zoar Road near Charlemont	Business
D. Retired	Utopia	Non-polluting industry/craft/home industry	Business
E. Older adults	Utopia	Passive non-polluting employer like LLBean	Business
A. Rowe School parents	Utopia	Restaurant/food	Business
A. Rowe School parents	Utopia	Rowe artisan showplace and store	Business
C. Retired	Utopia	Some industry	Business
F. Other	Utopia	Subsidize store	Business
E. Older adults	Utopia	Continuing forum for Town-wide discussions	Community
B. Other school parents	Utopia	Improved positive community spirit interaction	Community
E. Older adults	Utopia	More involvement in Town issues	Community
E. Older adults	Utopia	Volunteerism spirit raised	Community
E. Older adults	Utopia	Community arts and education center	Education
E. Older adults	Utopia	Library seminars	Education
E. Older adults	Utopia	Life-long education opportunities	Education
F. Other	Utopia	Privatize Rowe School	Education
E. Older adults	Utopia	School	Education
B. Other school parents	Utopia	School excellence in academics, technology, arts, language ...	Education
B. Other school parents	Utopia	School population at optimum	Education
D. Retired	Utopia	School situation at peace	Education
B. Other school parents	Utopia	Successful school	Education
E. Older adults	Utopia	Many more townspeople coming to Rowe Camp and Conference Center	Institutions
D. Retired	Utopia	Prefer to be in Vermont, not Massachusetts	Location
D. Retired	Utopia	Pulpit rock	Nat environ
C. Retired	Utopia	Arch bridge at dam	Other
A. Rowe School parents	Utopia	Attract lots of kids	Other
E. Older adults	Utopia	Covered bridge on KHR	Other
E. Older adults	Utopia	Dick Tower book of photos	Other
C. Retired	Utopia	Elder care facility	Other
A. Rowe School parents	Utopia	Merrifield, Vermont instead of Rowe, Massachusetts	Other
E. Older adults	Utopia	New knees or free knee pads	Other
E. Older adults	Utopia	Newspaper that reflects Town-wide discussions	Other

ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
E. Older adults	Utopia	Observation tower	Other
D. Retired	Utopia	Regulate geese	Other
B. Other school parents	Utopia	Upgraded phone system (fiber optics)	Other
D. Retired	Utopia	All age recreation center	Recreation
E. Older adults	Utopia	Amphitheatre for orchestras	Recreation
E. Older adults	Utopia	Auditorium	Recreation
F. Other	Utopia	Big screen movies	Recreation
E. Older adults	Utopia	Bowling alley	Recreation
F. Other	Utopia	Center to include indoor swimming, gym, bball, social center	Recreation
B. Other school parents	Utopia	Continue to expand park land	Recreation
F. Other	Utopia	Create health spa and sports center at atomic plant	Recreation
A. Rowe School parents	Utopia	Cycling club	Recreation
A. Rowe School parents	Utopia	Domed stadium beside Pelham Lake	Recreation
B. Other school parents	Utopia	Expand park to 4 season use	Recreation
D. Retired	Utopia	Golf course	Recreation
E. Older adults	Utopia	Golf course	Recreation
A. Rowe School parents	Utopia	Golf course and driving range near Monroe Hill and Hazelton Rds	Recreation
E. Older adults	Utopia	Gym	Recreation
A. Rowe School parents	Utopia	Heath kids can continue to use Town beach	Recreation
A. Rowe School parents	Utopia	Hiking and skiing trails along the Deerfield River	Recreation
D. Retired	Utopia	Hiking trails	Recreation
E. Older adults	Utopia	Indoor pool	Recreation
E. Older adults	Utopia	Lake that's shared with other towns	Recreation
C. Retired	Utopia	Mini YMCA at park	Recreation
D. Retired	Utopia	More park land	Recreation
D. Retired	Utopia	No hunting in Town	Recreation
A. Rowe School parents	Utopia	Outdoor theatre across Pond Road from Pelham Lake	Recreation
D. Retired	Utopia	Park near YNPS	Recreation
B. Other school parents	Utopia	Park open to general public	Recreation
B. Other school parents	Utopia	Park to incl ski ctr, botan garden, greenhse, playgrnd, campgrnd	Recreation
B. Other school parents	Utopia	Rec center with Browning Bench, pool. bowling and excercise	Recreation
A. Rowe School parents	Utopia	Recreation building with pool at the park	Recreation
E. Older adults	Utopia	Seperate trails in woods for motorized vehicles	Recreation
A. Rowe School parents	Utopia	Skateboarding and rollerblading areas	Recreation
E. Older adults	Utopia	Swimming pool	Recreation
F. Other	Utopia	Tool bench to pool hall, fun and games	Recreation
C. Retired	Utopia	Town coordinator of activities	Recreation
A. Rowe School parents	Utopia	Walking club	Recreation
E. Older adults	Utopia	Zoo	Recreation
A. Rowe School parents	Utopia	N Rockwell picture of kids fishing w their dog not on a leash	Rural char
E. Older adults	Utopia	Book discussion group	Social
E. Older adults	Utopia	Congenial atmosphere	Social

ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
E. Older adults	Utopia	Garden club	Social
E. Older adults	Utopia	Good manners at meetings	Social
B. Other school parents	Utopia	Improved communication	Social
B. Other school parents	Utopia	Improved open-mindedness, empathy	Social
B. Other school parents	Utopia	Improved tolerance of diversity	Social
E. Older adults	Utopia	Monthly suppers	Social
E. Older adults	Utopia	More diversity in ages	Social
E. Older adults	Utopia	More diversity in ethnicity	Social
A. Rowe School parents	Utopia	No feeling of anger when I drive up into Town	Social
E. Older adults	Utopia	Roast goose for every family	Social
D. Retired	Utopia	Active nature center	Town service
C. Retired	Utopia	Adult education center	Town service
D. Retired	Utopia	Adult education classes (computer, etc.)	Town service
C. Retired	Utopia	Ambulance	Town service
E. Older adults	Utopia	Bigger budget for beautification of Town	Town service
E. Older adults	Utopia	Bigger budget for services to people	Town service
D. Retired	Utopia	Community center coordinator	Town service
E. Older adults	Utopia	Community computer on-line	Town service
D. Retired	Utopia	Community environmental planning	Town service
E. Older adults	Utopia	Completed fountain	Town service
D. Retired	Utopia	Dredge lake	Town service
A. Rowe School parents	Utopia	Dump hours improved - 6 days a week	Town service
B. Other school parents	Utopia	Expanded library	Town service
E. Older adults	Utopia	Facility for emergencies	Town service
A. Rowe School parents	Utopia	Fireworks on July 4th	Town service
E. Older adults	Utopia	Flag and light for flagpole	Town service
D. Retired	Utopia	Good Town map	Town service
E. Older adults	Utopia	Green shutters on Town Hall	Town service
B. Other school parents	Utopia	Improved governmental system	Town service
A. Rowe School parents	Utopia	Latchkey program at Rowe School	Town service
A. Rowe School parents	Utopia	No Town building Inspector	Town service
D. Retired	Utopia	Parking at Town Hall and Library	Town service
A. Rowe School parents	Utopia	Post Office	Town service
E. Older adults	Utopia	Senior activites	Town service
B. Other school parents	Utopia	Senior services including activities, meals, transport, housing	Town service
E. Older adults	Utopia	Share all with Heath and Florida	Town service
C. Retired	Utopia	Someone to keep track of things that people do	Town service
E. Older adults	Utopia	Stone wall protection	Town service
E. Older adults	Utopia	Teen & community center	Town service
E. Older adults	Utopia	Town nurse	Town service
B. Other school parents	Utopia	Town water and sewer system	Town service
A. Rowe School parents	Utopia	Transition children tuitioned to Heath if desired	Town service

ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
E. Older adults	Utopia	"Town Dump" sign	Town service
E. Older adults	Utopia	A&R food delivery	Transport
E. Older adults	Utopia	Carpool	Transport
A. Rowe School parents	Utopia	Delivery service of groceries and supplies	Transport
E. Older adults	Utopia	Heliport	Transport
F. Other	Utopia	Minivan public transportation system	Transport
D. Retired	Utopia	Restoration of public transport - railroad/bus	Transport
E. Older adults	Utopia	Rowe bus	Transport
C. Retired	Utopia	Transportation	Transport
E. Older adults	Utopia	Transportation for seniors	Transport
C. Retired	Utopia	Two heliports	Transport
E. Older adults	Utopia	Green field at YNPS	Yankee
A. Rowe School parents	Utopia	No storage of nuclear waste at YNPS	Yankee
F. Other	Actions	Create job opportunities	Business
E. Older adults	Actions	Estab committee to investigate employment poss incl craft center	Business
E. Older adults	Actions	Find a nonpolluting employer like Land's End	Business
E. Older adults	Actions	General store with gas pumps	Business
F. Other	Actions	Subsidize a general store	Business
F. Other	Actions	Subsidize an ATM	Business
B. Other school parents	Actions	Activites like visions workshop with food and entertainment	Community
F. Other	Actions	Bring back the classic Old Home Day	Community
E. Older adults	Actions	Citizens league to monitor Town and put on dinners	Community
A. Rowe School parents	Actions	Community business association	Community
D. Retired	Actions	Community meeting area	Community
D. Retired	Actions	Community pot lucks etc.	Community
E. Older adults	Actions	Encourage townspeople participation	Community
C. Retired	Actions	Get Town back together	Community
C. Retired	Actions	Inventory of human resources	Community
D. Retired	Actions	Issues forum	Community
E. Older adults	Actions	Monthly suppers	Community
C. Retired	Actions	Move on community activities (suppers, etc.)	Community
A. Rowe School parents	Actions	Old Home Day	Community
B. Other school parents	Actions	Periodic community activities to improve community spirit	Community
D. Retired	Actions	Repeat goals program yearly	Community
B. Other school parents	Actions	Retreats, seminars and other ways to build community relations	Community
F. Other	Actions	Utilize talents and hobbies	Community
D. Retired	Actions	"Barn Raising" concepts	Community
D. Retired	Actions	Adult education classes	Education
F. Other	Actions	Charter privatized school	Education
E. Older adults	Actions	Continuing education - library seminar etc.	Education
B. Other school parents	Actions	Develop better management of school w/ more community involmment	Education

ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
E. Older adults	Actions	Keep our own Town school	Education
A. Rowe School parents	Actions	School choice	Education
B. Other school parents	Actions	Use an Education council to better manage the school	Education
E. Older adults	Actions	BIC	Other
E. Older adults	Actions	Dick Tower book of photos	Other
C. Retired	Actions	Make Rowe a garden spot (planting along the roadside)	Other
A. Rowe School parents	Actions	Merrifield	Other
E. Older adults	Actions	On-line computer	Other
A. Rowe School parents	Actions	Part of Vermont	Other
D. Retired	Actions	Supervised cutting for roadside floral diversity	Other
E. Older adults	Actions	Tower lookout on Adams Mountain	Other
D. Retired	Actions	All age exercise facility	Recreation
B. Other school parents	Actions	Community recreation/fitness center with activities director	Recreation
F. Other	Actions	Develop activities center - swimming pool, spa, social center	Recreation
B. Other school parents	Actions	Expand park for 4 season use - programs, trails, bot garden, restrooms	Recreation
E. Older adults	Actions	Golf course	Recreation
A. Rowe School parents	Actions	Golf course	Recreation
E. Older adults	Actions	Indoor swimming pool	Recreation
D. Retired	Actions	Open park to non-residents	Recreation
D. Retired	Actions	Outlaw bear hunting with dogs	Recreation
D. Retired	Actions	Park expansion	Recreation
B. Other school parents	Actions	Plan for long term preservation of lake	Recreation
C. Retired	Actions	Recreation facility & coordinator	Recreation
E. Older adults	Actions	Teen services	Recreation
E. Older adults	Actions	Book discussion group	Social
E. Older adults	Actions	Congenial atmosphere	Social
E. Older adults	Actions	Garden club	Social
E. Older adults	Actions	Mediation training for Town forums	Social
E. Older adults	Actions	Complete fountain	Town service
E. Older adults	Actions	Covered bridge	Town service
A. Rowe School parents	Actions	Emergency services	Town service
B. Other school parents	Actions	Encourage more participation in Town department meetings	Town service
B. Other school parents	Actions	Expand library services - computers, kids programs, more hours	Town service
B. Other school parents	Actions	Expand senior services - activities, meals, transport, housing	Town service
E. Older adults	Actions	Flag at fire station	Town service
B. Other school parents	Actions	Goal Post letters to the Editor and departmental reports	Town service
E. Older adults	Actions	Goal Post to list meetings of all sorts	Town service
C. Retired	Actions	Hire a coordinator for Town activities	Town service
A. Rowe School parents	Actions	Inspection	Town service
E. Older adults	Actions	Making Goal Post an opinion forum	Town service
E. Older adults	Actions	Open our services and facilities to neighboring towns	Town service
B. Other school parents	Actions	Open up the Goal Post to encourage debate	Town service



ROWE VISIONING THOUGHTS: MAY WORKSHOP

08-Dec-96

Group	Map	Comment	Type
E. Older adults	Actions	Plowing to Route 2	Town service
C. Retired	Actions	Restart the Fireman's Association	Town service
E. Older adults	Actions	Senior services eg. meals-on-wheels	Town service
E. Older adults	Actions	Town nurse	Town service
C. Retired	Actions	Welcome wagon for Town	Town service
E. Older adults	Actions	Community bus	Transport
F. Other	Actions	Minivan service	Transport
D. Retired	Actions	Public transportation	Transport
ROWE\PEOPLE.ALL			





## NEGATIVE

- 43 No gatherings (reason for loss of "community")
- 38 School issue (reason for loss of "community")
- 33 Hours refuse garden open (comments re Ton services)
- 31 Distance (least liked)

On review, the results of the survey appear to be consistent internally, and consistent with the workshops which preceded and followed it. Residents deeply appreciate their rural environment, generally think well of their government, but wish that the Town were a closer "community" than it is.

# GOALS FOR ROWE II PROJECT

Rowe Planning Board  
Philip B. Herr & Associates, Consultants

Town Hall, Rowe MA 01367  
447 Centre Street, Newton Corner, MA 02158 (617) 969-1805 FAX (617) 332-9499

## SUMMER SURVEY RESULTS

December 17, 1996

Following is a tabulation of results from the summer interviews conducted by Steve Whitman, employed by the Town to carry out the survey. About 100 households participated, an unusually complete coverage matching the similar effort made twenty years earlier. On the following pages the basic results are shown.

The open-ended questions drew widely diverse and often non-duplicated responses. In this tabulation all responses given by fewer than five people have been summarized into general categories. A more complete listing including even once-mentioned responses has also been made, and is separately available.

ROWE\D-RESULT.WP5

THOSE WHO WERE SURVEYED

	Rowe Total	Interviewed	
		Number	Percent
Households	150	99	66%
People:	360	161	45%

A. BACKGROUND INFORMATION

A1. The person being interviewed

Age and gender:

	Persons interviewed				Rowe resident total 1990		
	Male	Female	Total	%	Age	#	%
Under 20	2	4	6	4%	Under 20	90	24%
20-retired	50	61	111	69%	21-64	223	59%
Retired	18	26	44	27%	65+	65	17%
Total	70	91	161	100%	Total	378	100%
Percent	43%	57%	100%				

Length of Residence:

	Persons interviewed		Rowe households 1990	
	#	%		%
0-5 years	25	16%	0-1 year	3%
6 - 20 years	50	31%	2 - 20 years	60%
Over 20 years	86	53%	Over 20 years	37%
Total	161	100%	Total	100%

A2. Household characteristics

	Households			"Expected"
	Yes	No	% yes	% yes
A2a. Year round resident:	143	17	89%	77%
A2b. Children in Rowe School:	15	146	9%	15%
A2c. Registered Voter:	146	15	91%	85%
A2d. Attended spring town meetng:	71	90	44%	25%
A2e. Attended May workshop:	63	97	39%	25%
A2f. Own house in Rowe:	136	24	85%	87%

B. GENERAL ATTITUDES

B1. What do you like best about Rowe?	
rural character	62
quiet	54
scenery	36
town people	36
size	26
park	25
privacy	25
clean environment	16
tax rate	13
natural environ	13
roads	11
jobs	9
friendly	9
safe	8
recreation	7
rooted here	7
appearance	6
school	5
dirt roads	5
bylaws	5
location	5
amenities	5
Others summarized:	
Rural qualities	15
Public services	8
Social qualities	8
All other	8

B2. What do you like least about Rowe?	
distance	31
lack of community	22
cliques	13
image	11
school issues	10
pettiness	9
office holders	8
gossipy	7
people	6
attitudes	6
Yankee	5
over-regulation	5
Others summarized:	
Public services	23
Rural qualities	19
Social qualities	12
All other	4

B3. Do you feel the quality of life in Rowe is changing?

Choice:	1996		1975
	#	%	%
Better:	33	20%	43%
Same:	84	52%	36%
Worse:	44	27%	21%
Total:	161	100%	100%

Similar tables arranged similarly, but omit totals and column heads: for example, see B4.

B4. Are you in favor of renaming the Town Myrifiel?

Yes:	20	13%
No:	120	75%
Maybe:	20	13%

B5. What changes, if any, would you like to see in the future for the town?

more kids	14	Others summarized:	
clean industry	14	Government style, structure	21
community center	11	Public services	
elderly activities	11	Recreation	9
money spent	7	Education	8
improve library	7	Transportation	3
activities	6	Other	20
bus	5	Other community services	8
get along	5	Business services	8
store	5	Regulation	15
		Social change	4

C. TOWN GROWTH

C1. Do you think the Town should encourage more people to live in Rowe?

	1996		1975
	#	%	%
Yes:	81	50%	8%
No:	78	48%	85%
Maybe:	2	1%	7%

C1a. If yes, what ideas do you have about what the town could do to accomplish that?

small businesses	12
good school system	12
encourage young people to stay	10
zoning	8
septic regs	6
don't discourage	6
share with towns	5
Others summarized:	
Attitude/style	13
Public services	10
All other	22

C2. Do you think the Town should try to help in establishing a local store?

Yes:	84	52%
No:	73	45%
Maybe:	4	2%



C2a. If yes, what ideas do you have about what the town could do to accomplish that?

co-op	16
support of people	16
tax break	11
gas	9
town employee	9
town structure	9
subsidized	5
town run	5
Others summarized	
Financial help	5
All other	15

C3. Do you think the Town should encourage business development or agriculture?

Yes:	109	68%
No:	45	28%
Maybe:	6	4%

C3a. If yes, what kind?

small business	26	Others summarized:	
home business	22	Various retail services	11
cottage industry:	18	Various recreation	13
farming:	18	Various professional	5
clean industry	15	Various energy	7
utilities:	11	All others	12
animal raising:	9		
arts and crafts	9		
tree farm/sawmill/forest products	8		
computer business	5		

D. COMMUNITY

D1. Do you think that in Rowe the sense of community or shared interest has grown, stayed the same, or deteriorated in recent years?

grown:	13	8%
stayed same:	47	29%
deteriorated:	101	63%

D2. If there has been change, what do you think are the reasons for it?

no gatherings	43	Others summarized:	
school issue	38	Universal change	2
lack of community:	14	Nation-wide change	8
unfriendliness	10	Local social changes	18
politics:	10	Town actions/inactions	5
old timers run town	10	Other local causes	3
lack of involvement	8	Economics	4
cliques	6		
personalities	5		
no young families	5		
attitude of officers:	5		
Yankee leaving:	5		

D3. Do you think change in the "sense of community" in Rowe is different from other communities generally?

Yes:	51	32%
No:	101	63%
No opinion:	9	6%

D4. These are some proposals made at the May workshop which might help to build community. Do you support, strongly support, oppose, or not care about Town efforts and expenditures for each of the following:

	support	strongly support	oppose	don't care about
Initiate potluck dinners.	100	16	24	21
Expand the role of the Goalpost.	86	9	48	18
Initiate community forums.	79	6	45	30
Continue Old Home Day.	118	23	6	14
Initiate a mediation process.	62	6	72	28
Welcome Wagon for new residents	101	17	25	18
Initiate Cultural Events.	90	13	21	37

D5. Do you have other suggestions for actions to help build stronger "community".

		Others summarized:	
activities:	15	Town services	22
others involved in town	13	Meetings/events	16
kids involved	6	Facilities & their use	13
dances:	5	Goalpost changes	9
entertainment	5	Other Town gov't actions	14
movies at the beach:	5	Efforts by individuals	12
		Other community efforts	16

E. TOWN SERVICES AND FACILITIES

E1. Those attending the May workshop strongly supported the idea of creating a community center. Do you agree with that idea?

Yes:	115	71%
No:	41	25%
Maybe:	5	3%

E1a. What are your reasons for feeling that way?

help sense of community	19	All others:	
activities:	17	Positives:	11
not enough people:	12	Negatives:	10
need gatherings:	10	Others:	3
kids:	7		
town is too small:	7		
too much money:	7		
for elderly people:	6		
people don't share:	5		

E1b. If there is to be a community center, should it be in an existing building or a new one?

Existing:	125	79%
New:	20	13%
Either:	13	8%

More specifically where should it be:

school:	78
town hall:	33
Gracy House	11
Browning Bench	9
build a lodge on lake:	7
town property	5
fire station:	5
other Town facilities:	4
all other:	5

E1c. What would you like to see this community center include?

classes and activities	84	gatherings	6
fitness center:	41	dances:	6
indoor pool	31	chamber music:	6
craft center:	30	pool tables:	6
senior center/events:	30	business center:	6
teen center:	28	kitchen facility:	6
sports:	20	indoor courts:	5
games:	19	workshops	5
computer center:	19	Others summarized:	
Gym/Hall:	17	Sports facilities/activities	7
movies:	15	Classes/education	9
meeting rooms/hall:	11	Entertainment	8
daycare:	7	Crafts/hobbies	6
store:	7	All other	25
greenhouse:	7		

E2. These are some other facilities and services suggested at the workshop. Do you support, strongly support, oppose, or not care about Town efforts and expenditures for each of the following:

	support	strongly support	oppose	don't care about
Creating a crafts outlet.	94	13	26	28
Beautification efforts.	114	8	20	19
Building covered bridge(s).	37	3	93	28
Expanding the Park and trails:	73	10	55	23
Expanding other Park and recreation facilities and services.	99	9	34	19
Building a golf course.	28	1	107	25
Running a community bus or other transportation help.	81	17	33	30

E3. Are there other facilities and services which you would support the Town in providing?

Items summarized:

Park, recreation, open space	29
Transportation	19
Beautification, etc.	8
Various Town facilities	5
Leisure activities	8
Business, business-related	12
All other	29

E4. Overall, are you satisfied or dissatisfied with the following:

	1996				1975
	no opinion	satisfied	dissatisfied	% disatis	% disatis
The current level of road maintenance and repair	3	152	6	4%	5%
The current level of fire protection in Rowe?	15	141	4	3%	2%
The current level of police protection in Rowe?	9	121	30	19%	29%
The quality of education the children are receiving at the Rowe Elementary School?	104	51	6	4%	26%
The quality of education the children are receiving at the Mohawk Regional School?	121	13	27	17%	26%
The quality of education the children are receiving at Franklin Tech?	150	11	0	0%	
The current level of educational opportunities for elementary and secondary students in Rowe?	57	65	39	24%	
The solid waste transfer station (refuse garden)?	7	131	23	14%	

(Comments made about the above):

Hours Refuse Garden open:	33
Others summarized:	
Disposal-related	15
School-related	10
Roads-related	8
Police-related	8
Fire-related	2
Others	5

F. TOWN GOVERNMENT

F1. Would you support the Town hiring any of the following:

	Yes	No	part time
A conservationist (a person with professional knowledge about environmental questions)?	16	62	24
A community activity director?	29	63	11
Additional fire personnel?	28	70	4
Additional police personnel?	18	83	1
A Public Safety/Health Commissioner?	30	70	2
A Town/School Nurse?	84	17	1

F1 (continued) Other professional personnel to perform administrative duties?

town administrator:	4
LPN school nurse:	3
All others (2 or 1 each)	14

G. GENERAL ATTITUDES

G1. What actions would you suggest that the Town take:

G1a. in the next five years?

foster sense of community	27	Others summarized:	
community center (small)	18	New/improved facilities	29
school succeed:	11	Town services	28
business:	9	Town govt operations	26
director of activities:	9	All others	22
mend with Heath:	9	Fiscal matters	13
town gatherings:	9	Community actions	13
control expense:	6	Town regulation	5
expand acreage of park:	6		
store:	6		
\$ to stabilization fund:	5		
bus:	5		
senior services:	5		
town/school nurse:	5		

G1b. in the next ten years?

G1c. in the next twenty years?

foster sense of community:	6	Business development:	7
Business development:	4	All other:	6
All other:	10		

G2. Would you like to become more involved in the functions of the Town?

Yes:	29	18%
No:	111	69%
No opinion	21	13%









## FALL WORKSHOP OVERVIEW

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On October 5, 1996 a second Goals for Rowe II workshop was held, with a variety of purposes. Most fundamentally it was hoped to explore in more depth some of the topics emerging from the summer survey. It also was intended to provide an opportunity for feedback on the survey, and to actually do one of the things which many had asked for at the first workshop and in the survey: to hold interesting community events, including pot-luck meals.

As expected, attendance was smaller than in May, but the event still drew well over 10% of the Town population, which is a huge turnout by the norms of most communities. After introductions and a presentation on the summer survey findings, groups self-formed around three critical topics: how to strengthen the Town's sense of "community"; how to improve services and government; and more particularly what to do about building better community facilities. In addition to exploring those topics, each group was asked to briefly outline their view of what would characterize "The Town We Want". In order to assure even-handedness, each group was facilitated by an "outsider": Steve Whitman, who had conducted the summer survey, Peggy Sloan, Director of Planning and Development for the Franklin County Commission, and Linda Dunlavy, also of the County planning staff.

After meeting separately for the remainder of the morning, the groups reconvened after the pot-luck lunch for presentations and discussion. Those discussions made clear that there are large areas of agreement within the community, punctuated with enough differences in perspective and style to produce animated but healthy discussion.

The materials which follow are simply a copy of the handout and a summary transcription of what the groups presented. The major findings which resulted from the workshop are embedded in the other parts of this report, particularly in "The Town We Want" and "A Short Agenda."



# GOALS FOR ROWE II PROJECT

Rowe Planning Board  
Philip B. Herr & Associates, Consultants

Town Hall, Rowe MA 01367  
447 Centre Street, Newton Corner, MA 02158 (617) 969-1805 FAX (617) 332-9499

## FALL WORKSHOP

October 5, 1996

- 10:00 AM Welcome and Introduction
- 10:10 AM Program for the day
- 10:20 AM Summary: May Workshop and Household Surveys
- 10:30 AM Organizing small groups, getting coffee
- 10:45 AM Small group discussions
- The Town We Want
  - Strengthening Community
  - Building Community Facilities
  - Improving Services and Government
- 12:30 PM Lunch Together
- 1:30 PM Group presentations
- 2:30 PM General Discussion
- 3:00 PM Adjourn.

## WORKSHOP INTENTIONS AND PROCEDURES

The purpose of this workshop is to develop agreement on how the Town should move in the coming years to build a better community. This workshop will draw on the results of the one held on May 11 to begin this GOALS FOR ROWE II project, and on the 100 household interviews conducted this summer. The results will be incorporated into the forthcoming *Goals for Rowe II* report.

**SMALL GROUP BRAINSTORMING.** 10:30 A.M. to 12:30 P.M.

In the morning, small discussion groups will be formed, organized by topic. Each participant will join the small group of his or her choice, together with whomever else chooses that topic area. Materials will be provided for each small group, and each will have an "outside" facilitator. Although the

specifics will vary among the groups, the general intention is for each group to provide (on big flip-charts or maps) suggestions for what the *Goals for Rowe II* report should say about that group's topic, and as concretely as possible, to outline what actions ought to be taken next.

These are the likely topic areas, subject to some revision on the day of the workshop, such as having two groups on one topic and eliminating another, depending on the interests of those attending.

### **The Town We Want**

A vision of the kind of town which residents want is emerging from the May workshop and from the interviews. Participants in this group will try to put that vision into words and phrases which the consultants and Planning Board will later craft into a one or two page statement for the project report.

### **Strengthening Community**

There has been widely expressed regret over the gradual loss of the strong sense of community which Rowe once enjoyed. There also have been many suggestions for how to rebuild that collective spirit which makes a "community" out of a "place." Participants in this group will discuss those ideas and add more if possible. The group will then shape an agenda of who should do what to move those ideas forward.

### **Building Community Facilities**

The facilities proposals of the 1975 *Goals for Rowe* project were largely implemented much as proposed. In 1996 a community center has been strongly endorsed in interviews, but there needs to be serious discussion about the activities which it could support, where it should be housed, and how it can be paid for. Investments in other community facilities have also been suggested, including a crafts outlet,

beautification efforts, and park expansion. "Next steps" and priorities need to be shaped.

### **Improving Services and Government**

Many suggestions were made in the May Workshop and in interviews regarding Town services. Some would support certain new positions in Town government, while many would support expanded park and recreation efforts. Schools are a concern for part of the population, while operation of the Refuse Garden drew more suggestions than any other Town function. Again, "next steps" and priorities need to be shaped.

### **LUNCH TOGETHER 12:30 to 1:30 P.M.**

Informal discussions.

### **GROUP PRESENTATIONS 1:30 to 2:30 P.M.**

When we reassemble, all the group charts and maps will be hung around the room. Each group in turn will present its ideas. To finish in time, each group's time must be fairly short: 10-15 minutes presentation, followed by ten minutes of discussion.

### **WINDING UP 2:30 to 3:00 P.M.**

The last step is to put together what participants collectively think are the most important things to come out of the ideas presented during the day, and the actions which they think should have priority. As in May, the process will be shaped to fit the time really available before 3:00 PM, the time at which we are committed to adjourn.

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### FALL WORKSHOP SUGGESTIONS

December 17, 1996

The following is an informal "transcription" of the suggestions made by groups at the Fall Workshop on October 5, 1996. All three groups contributed suggestions for a statement of "the town we want." Each also developed suggestions for its assigned topic:

- Strengthening Community
- Building Community Facilities
- Improving Services and Government

## THE TOWN WE WANT

### COMMUNITY FACILITIES GROUP

Rural.

Balanced, managed growth.

Maintain recreation/open space for residents.

Keep the Town the way it is.

### TOWN SERVICES AND GOVERNMENT GROUP

1. Strong, self-supporting economy - now & in future.
2. Increase sense of community - foster community.
3. A safe community - now & in future.

### STRENGTHENING COMMUNITY GROUP

Pure living

Where all are heard

Tolerant

Diversity

Cohesive

Democracy

    opinions are respected

    responsive

Welcoming

More participation

Acknowledging Positive Aspects in Rowe

Develop Communication

Wider Community support for school.

## ACTION PROPOSALS

### TOWN SERVICES & GOVERNMENT (first draft)

- Combined School & Town nurse.
  - Provide services that were provided in the past to all Town citizens.
  - Hire Town Nurse in Town Hall or other location than school.
- Expertise/advice in Town Government to protect Town's environmental assets.
- Start up Town store
  - convenience to Town residents
  - service.
- More activities for general population.
  - movies, pot lucks.
- Pool at school for school activities and general population.
- Aide, transportation, grocery service, for elderly.
  - Council on Aging
    - \* Publicize services, meetings, members.
    - \* Survey for needs and wants.
  - Town bus or comfortable mini-van.
- Community services handbook/resources.
  - State, local, federal.
- Day trips for residents.
  - Museums, casinos.
- Health opportunities.
- Educational opportunities.
  - crafts, foreign language, computers.
- Employee - community activity director.
  - promotion, enthusiasm.
- Seek new employment opportunities.
  - consultant/paid position.
  - sources of tax revenue.

- Expand police service.
  - more regular patrols.
  - more regular hours.
  - check on elderly more.
  - neighborhood watch program.
- Expanded hours for dump.
- Term limits for Town offices.
- Town officers more responsive to all citizens
  - open door policy.

## TOWN SERVICES & GOVERNMENT (second draft)

### 1. Employment Opportunities

- Volunteer committee to oversee:
  - \* type
  - \* location
- Consultant to study economic development, existing natural resources, etc.
- Reuse.
- Look into expanding service economy.
- Expand telecommuting?
  - \* Better fiber optic connection, PCs.

### 2. Store

- Can it survive?
- Should Town be involved? (could result in lower prices)
- What kind of store?
  - \* convenience, dry goods, crafts, Rowe PX?

### 3. Rowe Bus

- Build community.
- Serve all ages, all needs.
- End isolation.
- Activities director/driver.

### 4. Activities Director/Coordinator of Resources.

- Resources handbook.
- Activity organizer.

### 5. Health Opportunities.

- Town nurse.
- Community Resources Handbook.



## RESTORE SENSE OF COMMUNITY I

- Expand role of Goalpost
- Place to Gather
  - Openness
  - Field trips
- Gatherings
  - Potlucks (make them interesting)
- Activities
- Share interests
- Welcome Committee
  - Work with church committee
- Weekend activities
- Individuals participation & responsibility
- (• Mediation process) — *delete*
- Drop past issues and become involved.
- Approach people to get involved.
- Involve part-timers.
- Safe & accepting. → *Increase sense of safety and acceptance*

## RESTORE SENSE OF COMMUNITY II

- Committee to explore the idea of mediation.
- Approach people to become involved.
- Community Committee.
- Form interest groups.
  - Crafts, sports, music, etc.
- Committee to research the possibility of a responsive publication in Rowe.

## COMMUNITY CENTER/FACILITIES

### Store

- Gas station/country store.
  - \* Not financially feasible as a private entity.
  - \* Find location.
- Summer/fall - Farmers market on weekends
- Food coop - Browning Bench Factory
  - \* Town-owned - fix up.  
(information - Susan Wood)
- School - greenhouse/farming.
- Country fair
  - \* 4H Club
  - \* Work with Heath
- Park Commissioner to identify improvements & develop budget estimates.

### Community Center

- Use existing buildings.
  - School
    - \* Dances, computer, fitness, senior meals, art classes, pot-luck, open house.
  - Town Hall
    - \* Movies, forums, bingo.
  - Browning Bench Building
    - \* Explore options.
  - Park, trails
    - \* Outdoor activities.
- Part-time activities coordinator.
  - \* 15-20 hours/week.
- Fairground
  - Community & regional activities.

### Process

- Follow-through group:
  - Planning Board member
  - Ann
  - Sandy
  - Ask Laurie
  - Mary Jo

- Next Steps
  - Subgroup prepare written outline/budget
  - Discuss with Selectboard
    - \* Job description
    - \* Activities
    - \* Wage
  
- Timeframe
  - By end of October.

ROWE-1\WSHOP-2.WP5





