MEMORANDUM

Town of Mansfield
Town Manager's Office
4 So. Eagleville Rd., Mansfield, CT 06268
860-429-3339
Maria.Capriola@mansfieldct.org

To: Eastern Highlands Health District Board
Recreation Advisory Committee
Parks Advisory Committee

cc: Curt Vincente
Jay O'Keefe

From: Matthew Hart, Town Manager
Maria Capriola, Assistant to Town Manager

Date: February 6, 2009

Re: Strategic Planning – Mansfield 2020: A Unified Vision

BACKGROUND

As many of you know, Mansfield recently underwent a community visioning process as part of a Town Council strategic planning initiative. Nearly 70 people participated in two visioning weekends during winter 2007/2008. Another 200+ stakeholders from the community commented on the ideas generated during the visioning process through a series of open houses and an on-line "wiki" in early 2008. Throughout the spring and summer of 2008, many of these participants continued to meet and refine their recommended vision points and action plans for Mansfield 2020: A Unified Vision.

Through this process, nine vision points emerged as priorities for the community:

- K-12 Education and Early Childhood Development
- Historic and Rural Character, Open Space and Working Farms
- Housing
- Public Safety
- Recreation, Health and Wellness
- Regionalism
- Senior Services
- Sustainability and Planning
- University/Town Relations

A Strategic Planning Steering Committee consisting of Council members, staff, board members, citizens and other stakeholders assisted in guiding and coordinating the process. In September 2008, Mansfield 2020: A Unified Vision was presented to the Town Council by the Steering Committee. Mansfield 2020: A Unified Vision is reflective of the status and ideas of the participating community stakeholders at a specific point in time.

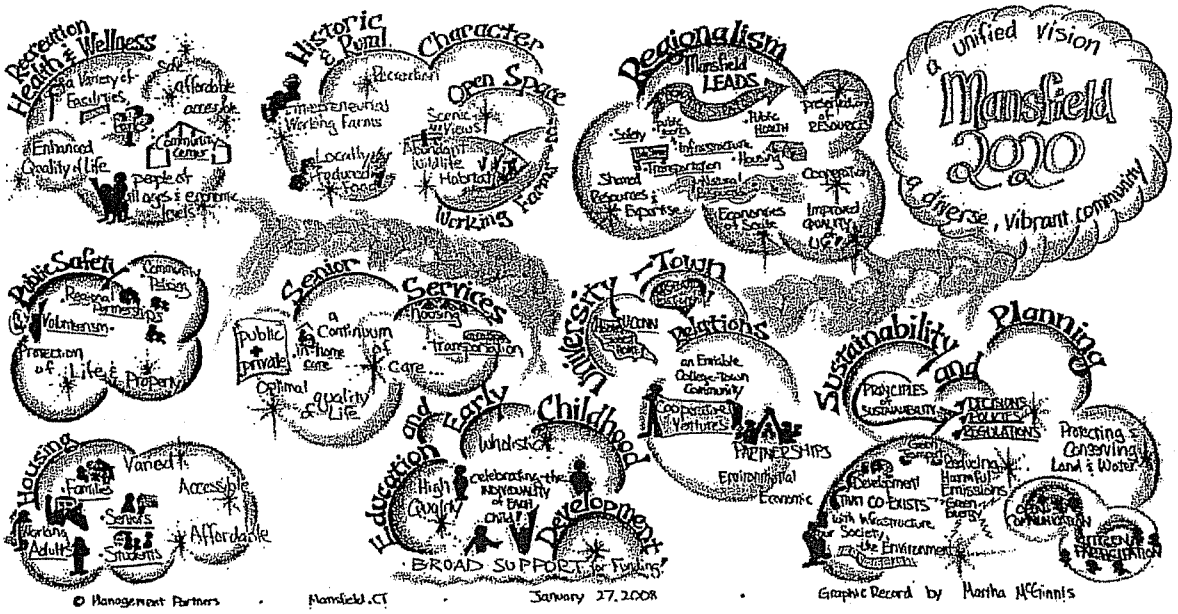
ACTION NEEDED

Town Council is currently in the process of reviewing the merits of the recommendations presented in the plan. Council has determined that your Committee has significant expertise relevant to one or more vision points in the strategic plan. As a result, Council respectfully requests your review and feedback regarding the Recreation, Health and Wellness vision point and related action plans[1]. They are attached for your review. Please review the attached information and complete the attached template for each action plan assigned to you for review. Please provide the completed template(s) to the Town Manager's Office no **later than April 1, 2009**. Your assistance will aid Council in determining action plans and steps for its strategic plan, as well as prioritization of items within the plan. Once prioritization of the plan has occurred, Council will likely seek guidance and assistance from your Committee in regards to implementation.

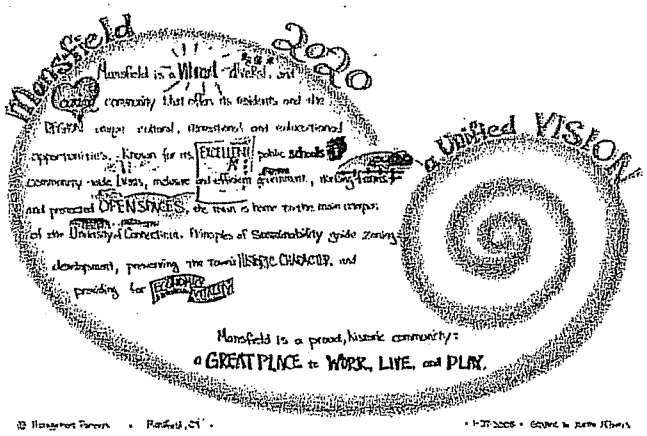
If you have questions regarding this memorandum please contact your assigned staff person or Maria Capriola or Sara-Ann Chaine in the Town Manager's Office at 860-429-3336.

[1] Pages 34-36, Mansfield 2020: A Unified Vision

Mansfield 2020 Unified Vision and Priority Vision Points



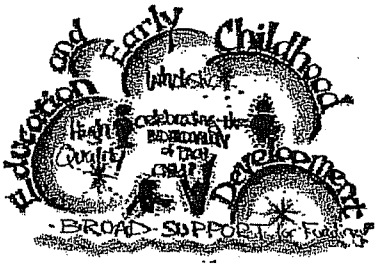
The Future Search process resulted in the following unified vision and priority vision points. In addition to the priority vision points listed here, a comprehensive list of vision points developed and considered are detailed in the "Vision Search" section of the report. The unified vision establishes the overarching themes for Mansfield's future.



Unified Vision

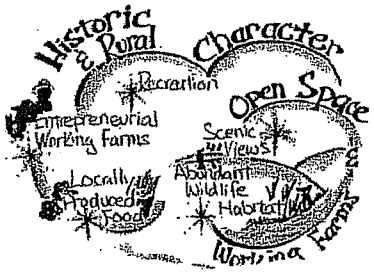
Mansfield is a vibrant, diverse and caring community that offers its residents and the region unique cultural, recreational and educational opportunities. Known for its excellent public schools, community-wide events, inclusive and efficient government, working farms and protected open spaces, the town is home to the main campus of the University of Connecticut. Principles of sustainability guide zoning and development, preserving the town's historic character and providing for economic vitality. Mansfield is a proud historic community: A great place to live, work and play.

Priority Vision Points



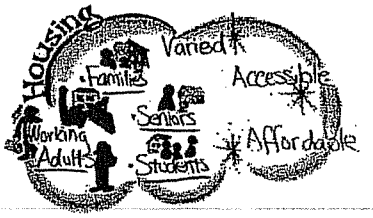
K – 12 Education and Early Childhood Development

Mansfield provides high quality, holistic education for all children/youth in town while celebrating the individuality of each child. Funding for education has broad support from the community.



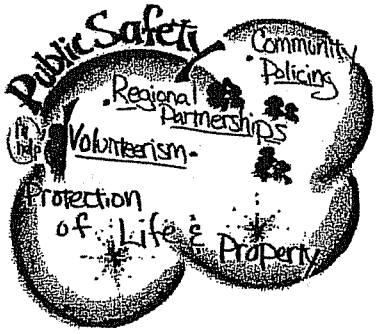
Historic and Rural Character, Open Space and Working Farms

Mansfield's cultural history together with its woodlands, open fields, and working farmlands, remain an integral part of the Town's character providing locally produced food, abundant wildlife habitat, scenic views and inviting recreational opportunities. Through collaboration with the University of Connecticut and the Connecticut Department of Agriculture, Mansfield is known as an incubator site for a growing number of entrepreneurial farms and farmers.



Housing

Mansfield has varied types of affordable and accessible housing that meets the needs of everyone, especially families, working adults, seniors and students.



Public Safety

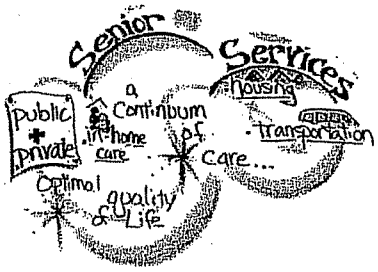
Mansfield's public safety services—police, fire and EMS—have appropriate resources to serve the present and future needs of the community. The community emphasizes the protection of life and property, and the importance of regional partnerships, volunteering and community policing.

Recreation, Health and Wellness

The Town of Mansfield has a variety of quality recreation facilities and programs that build a sense of community and citizen health and wellness. The community center is a key asset that promotes health, fitness and well being. Outdoor parks and facilities assist in this effort. These resources provide safe, affordable and accessible places to enhance the quality of life of people of all ages and socioeconomic levels.

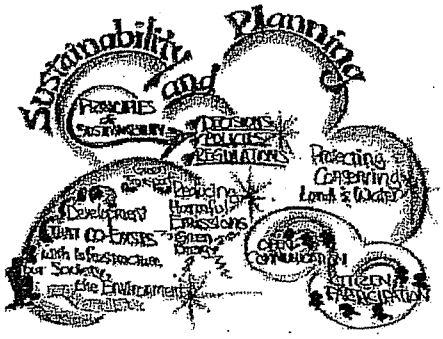
Regionalism

Mansfield is a leader in developing regional strategies for addressing common concerns such as public works and infrastructure, public health and safety, education, economic development, transportation, natural resources, housing, health and recreation. Shared resources and expertise and other cooperative efforts lead to economies of scale, preservation of resources, and improved quality of life.



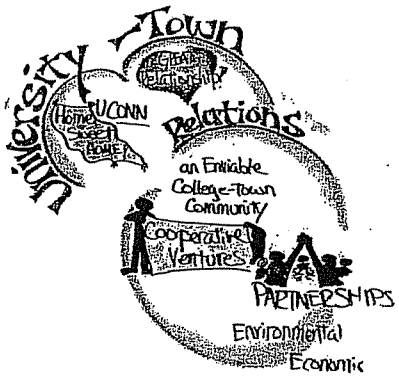
Senior Services

Through public and private efforts, Mansfield provides a continuum of care services such as: housing, transportation and in-home care to create an optimal quality of life for an aging population.



Sustainability and Planning

Principles of sustainability guide the decisions, policies and regulations of the Town government and its regional partners. In order to achieve quality of life and economic prosperity for current and future generations, Mansfield protects and conserves land and water resources, reduces harmful emissions by promoting green transportation and energy, and plans for development that coexists with infrastructure, social and environmental resources.



University/Town Relations

Mansfield, home to the University of Connecticut main campus, has built an enviable college-town community. Mansfield has established and maintained a good relationship with UConn through many cooperative ventures and partnerships including sustainable environmental and economic partnerships.

MANSFIELD 2020: A UNIFIED VISION

Recreation, Health and Wellness

The Town of Mansfield has a variety of quality recreation facilities and programs that build a sense of community and citizen health and wellness. The community center is a key asset that promotes health, fitness and well being. Outdoor parks and facilities assist in this effort. These resources provide safe, affordable and accessible places to enhance the quality of life of people of all ages and socioeconomic levels.

Recreation, Health and Wellness (RHW) Action Items

- Educate public (employers, individuals, Town Council) about the benefits of recreation, health and wellness
- Conduct a needs assessment of RHW including facilities (indoor and outdoor), programs and the use of technology
- Ensure adequate financial support for recreation, health and wellness

ACTION PLAN VISION POINT: RECREATION, HEALTH AND WELLNESS

Action Item: Educate public (employees, individuals, Town Council) about the benefits of recreation, health and wellness

What constraints or obstacles may need to be overcome to be successful?

What positive factors are in place to help make this action item successful?
Seasonal brochure, Parks and Recreation's website, Parks and Recreation Department presence at all region events

What individuals might you need/want to include?
Major employers, Chamber of Commerce

Who else may be working on this or is interested in its success?
Insurance companies, Windham Community Memorial Hospital, Eastern Connecticut Health Network (ECHN), colleges

What department or agency should take the lead responsibility to make this happen?
Parks and Recreation Department

How will we know if we are successful?
Increase in town usage for recreation, health, wellness activities, facilities

Action Steps	Desired Target Date
1. Conduct series of recreational seminars. Use technology to make seminars more accessible (ie. video tape, online seminars, etc.)	TBD
2. Utilize current research by educating through current e-newsletters	TBD
3. Dedicate space in brochures to emphasize recreational, health and wellness benefits i.e., current research	TBD
4. Expand community events to encourage active participation	TBD
5. Create interactive website	TBD
6. Collaborate with town and regional agencies that share a common mission	TBD

MANSFIELD 2020: A UNIFIED VISION
BOARD/COMMITTEE FEEDBACK TEMPLATE

Action Plan Being Reviewed (PLEASE INSERT):
Is this action plan a current priority of your Committee?
Is this action plan a future priority of your Committee?
Is this action plan feasible in whole or in part? Please elaborate.
Is this action plan legal (i.e. statutory, regulations that exist that would not make the plan legal)?
Does this action plan have merit?

MANSFIELD 2020: A UNIFIED VISION
BOARD/COMMITTEE FEEDBACK TEMPLATE

What work has been done, if any, to date on items referenced in this action plan?
Would you recommend proceeding or deleting this action plan? In whole or in part? Please elaborate.
Are there low cost or no cost solutions that can be utilized to implement this action plan? If so, please elaborate.
Does your Committee have other priorities relevant to the vision points not currently identified in the action plans that are important to identify? If so, please elaborate.
Will your Committee be willing to provide future assistance with implementation of the strategic plan?

ACTION PLAN VISION POINT: RECREATION, HEALTH AND WELLNESS

Action Item: Conduct a needs assessment of Recreation, Health and Wellness including facilities (indoor and outdoor), programs and the use of technology

Action Steps	Desired Target Date
1. Hire consultant to assist Town with study of region-wide RHW needs	TBD
2. Optimize use of technology to gain information and efficiencies of operation	TBD
3. Create a detailed survey online	TBD
4. Continue to evaluate current trends and integrate those trends into programs and services	TBD
5. Use a variety of research methods to connect with all demographics	TBD

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ACTION PLAN VISION POINT: RECREATION, HEALTH AND WELLNESS

Action Item: Ensure adequate financial support for recreation, health and wellness

What positive factors are in place to help make this action item successful?
Restructured department/Town budget to identify community activities and facility membership

Action Steps	Desired Target Date
1. Create non-profit support organization to enhance revenues	TBD
2. Explore opportunities for state and federal funds to support programming	TBD
3. Broaden guidelines for financial assistance to allow for greater participation	TBD
4. Foster public and corporate partnerships	TBD
5. Educate the public as to the value of recreational, health and wellness	TBD

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