TRANSPORTATION LISTENING SESSIONS
IN SUPPORT OF THE TRANSPORTATION AND CLIMATE INITIATIVE

FRANKLIN COUNTY, MA

JUNE 30, 2019

Franklin Regional Council of Governments

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Contents

Overview

The Franklin Regional Council of Governments (FRCOG) contracted with The Nature Conservancy (TNC) to conduct listening sessions with Franklin County leaders on potential solutions rural residents would be most interested in pursuing to combat climate change through reductions in emissions generated by the transportation sector.

Background

Franklin County is comprised of 26 municipalities and is the most rural area in the Commonwealth of Massachusetts. It has a population of approximately 70,000 people spread out over 725 square miles, and has a population density of roughly 100 people per square mile. Currently, public transportation is very limited, and most county residents rely on the personal automobile to access work, school, medical appointments, errands, recreation and more. Most vehicles have traditional combustion engines, but with a strong contingent of progressive county residents, electric vehicles are growing in popularity, and mobility options that don't involve a private automobile are desired.

The Transportation and Climate Initiative (TCI) is a collaboration of environmental, energy and transportation agencies of 12 Northeast and Mid-Atlantic states, and the District of Columbia whose mission is to improve transportation, develop the clean energy economy, and reduce carbon emissions from the transportation sector for the economic and social benefit of all. Massachusetts joined the collaborative in December, 2018. With over 40% of greenhouse gases produced by the transportation sector, it is recognized that any efforts to address climate change through carbon reduction must address the emissions generated by the transportation sector.

Acceptable solutions to reducing carbon emissions from the transportation sector can vary widely between urban, suburban and rural areas. Understanding that rural areas can sometimes be left out of such conversations, TNC made a concerted effort to reach out to rural residents through a survey conducted in the Fall of 2018. Building on this work, TNC contracted with the FRCOG to conduct rural listening sessions with Franklin County leaders to gauge their interest in various solutions for reducing/eliminating emissions from the transportation sector. For the sake of discussion, participants were told that ideas were being explored on how to generate a revenue stream to invest in implementing solutions. However, the purpose of the listening sessions was not to debate revenue generation. Rather they were to assume that revenue was available, and discuss the merits of potential solutions that could be implemented with that revenue.

The Listening Sessions

Two listening sessions were held with regional leaders in the Spring of 2019. The first was with the Franklin Regional Planning Board (FRPB) on May 23, 2019 at 6:00 p.m. The second was with leaders of regional organizations in Franklin County on June 20, 2019 at noon. Both meetings took place at the John W. Olver Transit Center in Greenfield, MA.

Potential solutions

The Listening Sessions centered on discussion of potential solutions to combat climate change through reductions in carbon emissions generated by the transportation sector. These possible solutions included:

- ➢ Infrastructure
    - o Design and construction funding to repair roads and bridges to reduce congestion
    - o Design and construction funding for bicycle and pedestrian facilities in town centers
    - o Design and construction funding for bicycle and pedestrian facilities between regional employment centers (e.g. Greenfield, Montague and Deerfield, Orange and Athol
    - o Design and Construction funding of Complete Streets improvements
    - o Install additional Bus Shelters, Bike Racks/Bike Lockers
    - o Increase Park and Ride Facilities
    - o Other
- ➢ Land Use
    - o Conserve Forests for Carbon Storage
    - o Funding for town center water & sewer feasibility studies to support compact development
    - o Funding for design and construction of water or sewer infrastructure in town centers to support mixed use districts, compact development, and access to transit and bike/pedestrian facilities
    - o Provide incentives for utilizing Open Space Residential Design (OSRD) for new subdivisions
    - o Conduct feasibility study of establishing Regional Transfer of Development Rights program
    - o Other
- ➢ Public Transportation Options
    - o Provide Transit Service during weekend and evenings
    - o Expand Transit Routes to unserved village centers (e.g. Bernardston/Northfield, Ashfield/Conway)
    - o Provide Transit Services at Park and Ride locations
    - o Micro-transit Services for Elderly and Disabled, as well as general population
    - o Support Establishment of East-West Passenger Rail
    - o Increase commuter options on North-South Rail to connect employment centers (e.g. Greenfield, Northampton, Holyoke and Springfield)
    - o Other
- ➢ Cleaner Vehicles
    - o Expand Electric Vehicle Charging Stations
    - o Electric & Hybrid Vehicle Purchase Incentives or Subsidies
    - o Parking Incentives for Electric Vehicles (e.g. reserved/free parking spots in public parking areas

     o Subsidies for vehicles that run on biodiesel

     o Establish Bike Share Program

     o Other

   ➢ Options for Underserved populations (e.g. Seniors, Low-Income residents)

     o Subsidies for Transit Passes

     o Subsidies for Taxi, Uber & Lyft Services

     o Subsidies for Hybrid and Electric Vehicles

     o Micro-transit Services

     o Increase affordable and work force housing in mixed use districts and areas served by public transit

     o Other

   ➢ Non-Transportation Options/Technology

     o Broadband to support working at home

     o Web Medical Visits; Expansion of Town Nurse Services

     o Remote Shopping

     o Other

   ➢ Other Ideas

     o Incentives for employers sponsored vanpools

     o Carpool matching services

     o Other

Franklin Regional Planning Board Listening Session – May 23, 2019

The FRPB is a regional organization made up of representatives from each of the 26 Franklin County municipal Select Boards and municipal Planning Boards, along with some At-Large member with particular areas of expertise.

<u>Members in Attendance</u>

- Kenneth Miller – Ashfield Planning Board
- John Baronas – Deerfield At-Large
- Mike Shaffer – Erving Planning Board
- John Ward – Gill Select Board
- Charles Olchowski – Greenfield At-Large
- Richard Nathhorst – Leverett Planning Board
- Jerry Lund – Leyden At-Large
- Wayne Hachey – New Salem Select Board
- Julia Blyth – Northfield Select Board
- James Basford – Orange At-Large
- Ted Cady – Warwick Planning Board
- Chuck Washer – Shelburne Select Board
- Tom Miner – Shelburne At-Large
- Micki Paddock – Shutesbury At-Large

- Peggy Sloan, Planning Director FRCOG
- Maureen Mullaney, Transportation and GIS Program Manager FRCOG
- Steve Long, The Nature Conservancy
- Sarah Jackson, The Nature Conservancy

Introduction and Voting Process
FRPB members were given a short powerpoint presentation to educate them on the Transportation and Climate Initiative, outline the results of the TCI polling conducted in the Fall of 2018, and to review what the evening's activities and discussion would entail.

The Potential Solutions (referenced above) were printed on large size paper and placed around the meeting room. Participants were given six dots with which to vote on the solutions they most supported. Once this exercise was complete, a discussion about the top selections commenced.

FRPB Voting Outcomes
The full list of potential options, and the total number of votes per option, are contained in Appendix A.

In summary, the top Potential Solutions identified by the FRPB were:
- Expand Electric Vehicle Charging Stations (8)
- Provide Incentives for Electric & Hybrid Vehicle Purchase (7)
- Expand/Provide Broadband to allow working from home (7)
- Provide Parking Incentives for Electric Vehicles (6)
- Increase Park & Ride Facilities (6)
- Support Establishment of East-West Passenger Rail from Greenfield to Boston (6)
- Conserve Forests for Carbon Storage (6)

Discussion and Common Themes
The most common theme throughout this Listening Session was that participants believed that maintaining the ability to use a personal automobile would continue to be necessary and important in rural areas. Therefore, much of the discussion centered on expanding the number of electric vehicles on the road by creating incentives to purchase zero emission vehicles, and building the infrastructure needed to support them. There was a robust discussion about how the regional energy grid, which generally does not use oil or coal except in rare times of very high demand, is much cleaner than our cars, and that by electrifying the fleet we would reap significant reductions in carbon emission.

Second to supporting cleaner vehicles, there was also significant support for incentives to drive less. This entails creating more park and ride lots, establishing employer sponsored vanpools from the denser parts of the county, and establishing east-west passenger rail. One participant suggested that incentives to drive less would be most effective if they are developed in combination with each other. For example, commuters may be more likely to drive electric vehicles and utilize public transportation if they were able to charge for free at park and ride lots, or use subsidized passes for transit.

Finally, other Potential Solutions that garnered significant interest were conserving forests for carbon storage, and programs that have urban areas compensate rural areas for the environmental qualities that they provide. While admittedly very complicated, and unprecedented, the idea of Regional Transfer of Development Rights is one concept that begins to tackle this idea.

Regional Leaders Listening Session – June 20, 2019

Directors and representatives of local non-profits came together on June 20, 2019 to discuss Potential Solutions to eliminating carbon emissions from the transportation sector. The following individuals and organizations were in attendance:

Participants
- Bob Armstrong, Conway Select Board
- Glen Ohlund, Franklin County Regional Housing Redevelopment Authority
- Linda Dunlavy, Executive Director FRCOG
- Tina Cote, Administrator FRTA
- Michael Perreault, Assistant Administrator FRTA
- Judy Raper, Greenfield Community College
- Tim Dolan, Greenfield Community College and Town of Greenfield
- Susan Worgaftik, Greening Greenfield
- Nancy Hazard, Greening Greenfield
- Carol Letson, Greening Greenfield
- Teri Anderson, MassHire Franklin Hampshire Career Center

Staff/Guests
- Peggy Sloan, Planning Director FRCOG
- Maureen Mullaney, Transportation and GIS Program Manager FRCOG
- Sarah Jackson, The Nature Conservancy
- Phil Huffman, The Nature Conservancy (Vermont)
- Bruce Cleudenning, The Nature Conservancy (New Hampshire)

Introduction and Voting Process
Participants were given a short powerpoint presentation to educate them on the Transportation and Climate Initiative, outline the results of the TCI polling conducted in the Fall of 2018, and to review what the afternoon's activities and discussion would entail.

The Potential Solutions (referenced above) were printed on large size paper and placed around the meeting room. Participants were given six dots with which to vote on the solutions they most supported. Once this exercise was complete, a discussion about the top selections commenced.

Regional Leaders Voting Outcomes
The full list of potential options, and the total number of votes per option, are contained in Appendix A.

In summary, the top Potential Solutions identified by Regional Leaders were:
- Increase affordable and work force housing in mixed use districts and areas served by public transit (10)
- Provide transit service on evenings and weekends (9)
- Provide incentives or subsidies to purchase electric and hybrid vehicles (9)
- Expand Transit Routes to unserved village centers (6)
- Support Establishment of East-West Passenger Rail from Greenfield to Boston (6)
- Increase commuter options on North-South rail to connect employment centers (6)

Discussion and Common Themes

The most common theme at this Listening Session was the need and desire to have more densely developed village centers that provide a mix of land uses and support a quality of life not dependent on individual vehicles or driving. In some cases this was reflective of a desire to provide better public transportation and, thus, employment and educational opportunities for residents without cars. In other cases it was indicative of a desire to create a more sustainable living and working environment in which personal automobiles aren't necessary to conduct most activities of daily life.

There was lengthy discussion about why people choose to live in rural areas and, perhaps, the reluctance of some to give up their wide-open spaces for denser development. However, by and large, most participants believed it was possible to have both denser development supporting mobility not dependent on the personal car, while also allowing people to live in the most rural areas of the county where driving would be required. In the case of those choosing to live outside the village areas, incentives and subsidies for electric vehicles had strong support.

Finally, there was a robust discussion about the cultural shift necessary in order to take advantage of non-driving solutions. For example, participants recommended rethinking the traditional 9 am – 5 pm work day. Flexible schedules and working remotely from home were two ideas that participants felt had strong potential and merit. The latter, however, requires broadband which is an issue is some parts of Franklin County and rural areas in general.

Overall Themes

The discussions held at the two listening sessions were actually quite different, but there were areas of common ground. Overall, based on the input from the two Listening Sessions, the following themes capture the opinions of the participants in both sessions:

- Incentives to transition the vehicle fleet to electric cars with zero emissions
- Denser/more compact development to allow living and working without the need of a personal car
- Significantly expanded public transportation including passenger rail

Community Profiles

The following outlines the communities and organizations that participated in the two listening sessions. A map is provided showing the representation distribution throughout the county.
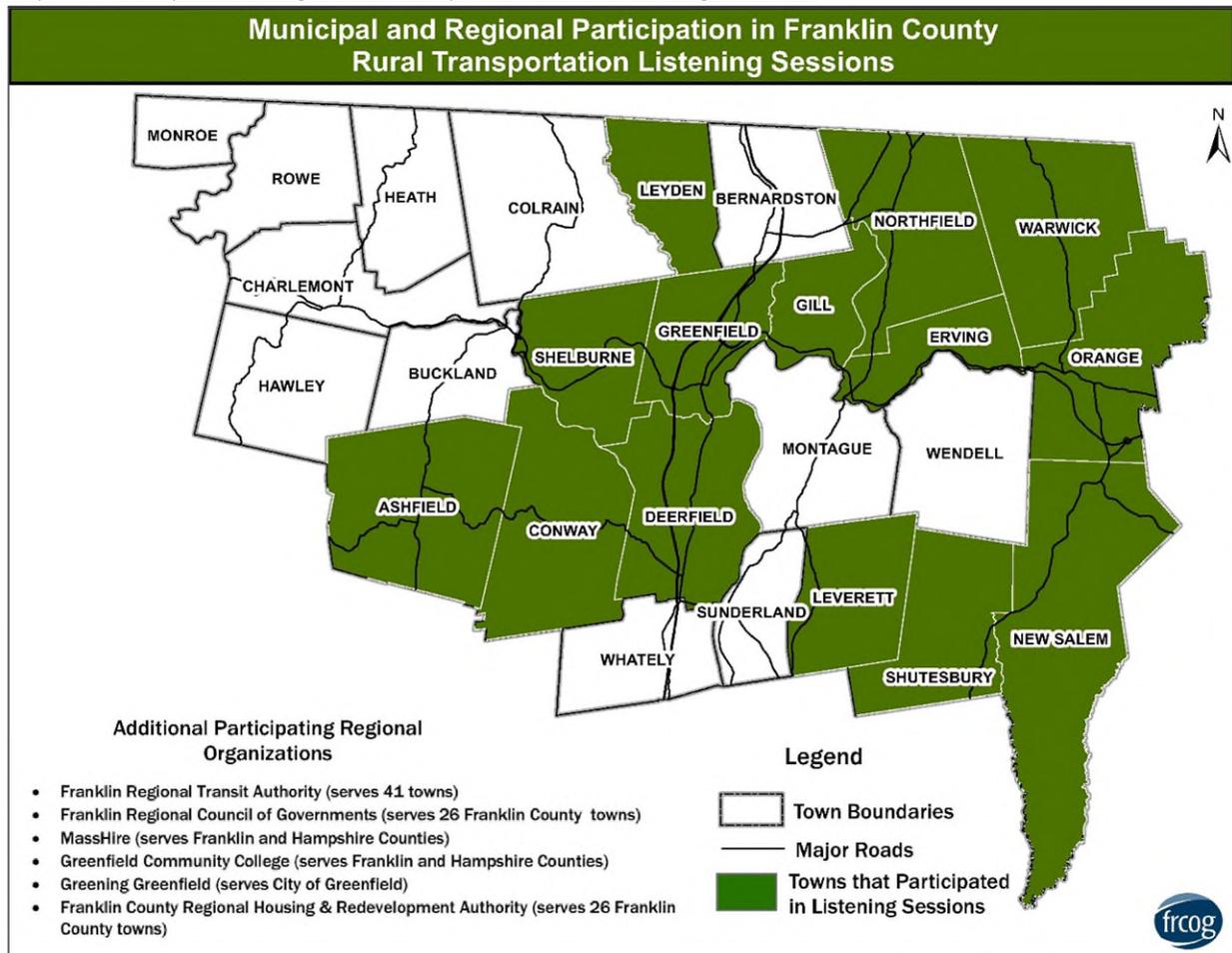
Franklin Regional Planning Board Listening Session
The following offers a brief description of the communities that were represented at the May 23, 2019 FRPB Listening Session.

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
ASHFIELD, MA

MUNICIPALITY AND LAND USE

Town of Ashfield	25,765.6	Total square miles
Select Board/Town Meeting	79%	% Forest
https://www.ashfield.org/	9%	% Cropland or Pasture
	2%	% Residential
	0%	% Commercial or Industrial
	0%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

1,598	Total population	96%	% White race
16%	% Under 18 years	0%	% Black or African American race
64%	% 18-64 years	1%	% Asian race
21%	% 65 years and over	0%	% Other race
49.9	Median Age	3%	% Two or more races
		2%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

701	Total households		Highest educational attainment for
2.28	Average household size		population age 25 years and over
438	Total families	23%	% High school graduate or equivalency
2.73	Average family size	9%	% Associate's degree
		25%	% Bachelor's degree
8%	% of population who are veterans	23%	% Graduate degree
12%	% of population with a disability		
		$72,422	Median household income
65%	% of workers in private sector	$86,406	Median family income
18%	% of workers in government sector	$41,408	Per capita income
16%	% of workers self-employed	7.7%	Poverty rate
1,182	Total size of labor force	35%	% of households with less than $50,000 income
1,157	Number of employed	17%	% of households $50,000-$74,999 income
2.1	Unemployment rate	21%	% of households $75,000-$99,999 income
		15%	% of households $100,000-$149,999 income
		13%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

872	Total number of housing units	85%	% of workers who commute by car, truck or van
83%	% Owner-occupied housing units	1%	% of workers who commute by public transit
17%	% Renter-occupied housing units	2%	% of workers who commute by walking
		1%	% of workers who commute by other means
3%	% of housing units with no vehicles	11%	% of workers who worked at home
25%	% of housing units with 1 vehicle		
72%	% of housing units with 2 or more vehicles	33.9	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
DEERFIELD, MA

	MUNICIPALITY AND LAND USE		
Town of Deerfield		21,387.6	Total square miles
Selectboard/Town Meeting		56%	% Forest
https://www.deerfieldma.us/		19%	% Cropland or Pasture
		7%	% Residential
		1%	% Commercial or Industrial
		3%	% Water

Data source: MassGIS, 2005 Land Use Data

	DEMOGRAPHICS		
5,049	Total population	95%	% White race
21%	% Under 18 years	2%	% Black or African American race
62%	% 18-64 years	1%	% Asian race
17%	% 65 years and over	0%	% Other race
47.3	Median Age	3%	% Two or more races
		4%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

	SOCIO-ECONOMICS		
2,011	Total households		Highest educational attainment for
2.37	Average household size		population age 25 years and over
1,316	Total families	15%	% High school graduate or equivalency
2.86	Average family size	9%	% Associate's degree
		25%	% Bachelor's degree
6%	% of population who are veterans	30%	% Graduate degree
11%	% of population with a disability		
		$78,949	Median household income
66%	% of workers in private sector	$97,824	Median family income
16%	% of workers in government sector	$40,230	Per capita income
17%	% of workers self-employed	8.3%	Poverty rate
3,121	Total size of labor force	30%	% of households with less than $50,000 income
3,039	Number of employed	17%	% of households $50,000-$74,999 income
2.6	Unemployment rate	16%	% of households $75,000-$99,999 income
		18%	% of households $100,000-$149,999 income
		18%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

	HOUSING AND TRANSPORTATION		
2,173	Total number of housing units	78%	% of workers who commute by car, truck or van
78%	% Owner-occupied housing units	2%	% of workers who commute by public transit
22%	% Renter-occupied housing units	12%	% of workers who commute by walking
		2%	% of workers who commute by other means
3%	% of housing units with no vehicles	6%	% of workers who worked at home
27%	% of housing units with 1 vehicle		
69%	% of housing units with 2 or more vehicles	22.7	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
ERVING, MA

MUNICIPALITY AND LAND USE		
Town of Erving	9,194.0	Total square miles
Board of Selectmen/Town Meeting	83%	% Forest
http://www.erving-ma.org/	1%	% Cropland or Pasture
	4%	% Residential
	1%	% Commercial or Industrial
	4%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS		
1,841	Total population	96%	% White race
22%	% Under 18 years	2%	% Black or African American race
59%	% 18-64 years	1%	% Asian race
19%	% 65 years and over	0%	% Other race
41.9	Median Age	2%	% Two or more races
		1%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS		
720	Total households		Highest educational attainment for
2.56	Average household size		population age 25 years and over
499	Total families	43%	% High school graduate or equivalency
2.99	Average family size	15%	% Associate's degree
		10%	% Bachelor's degree
11%	% of population who are veterans	5%	% Graduate degree
12%	% of population with a disability		
		$78,949	Median household income
66%	% of workers in private sector	$97,824	Median family income
16%	% of workers in government sector	$40,230	Per capita income
17%	% of workers self-employed	8.3%	Poverty rate
3,121	Total size of labor force	30%	% of households with less than $50,000 income
3,039	Number of employed	17%	% of households $50,000-$74,999 income
2.6	Unemployment rate	16%	% of households $75,000-$99,999 income
		18%	% of households $100,000-$149,999 income
		18%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION		
787	Total number of housing units	94%	% of workers who commute by car, truck or van
85%	% Owner-occupied housing units	2%	% of workers who commute by public transit
15%	% Renter-occupied housing units	2%	% of workers who commute by walking
		1%	% of workers who commute by other means
4%	% of housing units with no vehicles	1%	% of workers who worked at home
26%	% of housing units with 1 vehicle		
70%	% of housing units with 2 or more vehicles	25.4	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES

GILL, MA

MUNICIPALITY AND LAND USE

Town of Gill	9,478.4	Total square miles
Selectboard/Town Meeting	60%	% Forest
http://gillmass.org/	17%	% Cropland or Pasture
	5%	% Residential
	0%	% Commercial or Industrial
	7%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

1,604	Total population		93%	% White race
12%	% Under 18 years		4%	% Black or African American race
72%	% 18-64 years		1%	% Asian race
17%	% 65 years and over		0%	% Other race
47.6	Median Age		2%	% Two or more races
			0%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

583	Total households			Highest educational attainment for
2.31	Average household size			population age 25 years and over
397	Total families		26%	% High school graduate or equivalency
2.82	Average family size		9%	% Associate's degree
			28%	% Bachelor's degree
7%	% of population who are veterans		20%	% Graduate degree
10%	% of population with a disability			
			$69,226	Median household income
78%	% of workers in private sector		$82,688	Median family income
12%	% of workers in government sector		$38,346	Per capita income
9%	% of workers self-employed		5.8%	Poverty rate
985	Total size of labor force		33%	% of households with less than $50,000 income
959	Number of employed		20%	% of households $50,000-$74,999 income
2.6	Unemployment rate		19%	% of households $75,000-$99,999 income
			18%	% of households $100,000-$149,999 income
			9%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

626	Total number of housing units		71%	% of workers who commute by car, truck or van
83%	% Owner-occupied housing units		0%	% of workers who commute by public transit
17%	% Renter-occupied housing units		12%	% of workers who commute by walking
			1%	% of workers who commute by other means
3%	% of housing units with no vehicles		16%	% of workers who worked at home
25%	% of housing units with 1 vehicle			
72%	% of housing units with 2 or more vehicles		19.7	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
GREENFIELD, MA

MUNICIPALITY AND LAND USE

Town of Greenfield	14,036.3	Total square miles
Mayor/City Council	45%	% Forest
http://greenfield-ma.gov/	12%	% Cropland or Pasture
	19%	% Residential
	4%	% Commercial or Industrial
	2%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

17,474	Total population	92%	% White race
18%	% Under 18 years	3%	% Black or African American race
62%	% 18-64 years	1%	% Asian race
20%	% 65 years and over	2%	% Other race
43.9	Median Age	3%	% Two or more races
		7%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

7,884	Total households		Highest educational attainment for
2.13	Average household size		population age 25 years and over
4,058	Total families	29%	% High school graduate or equivalency
2.83	Average family size	13%	% Associate's degree
		17%	% Bachelor's degree
9%	% of population who are veterans	14%	% Graduate degree
16%	% of population with a disability		
		$47,821	Median household income
76%	% of workers in private sector	$70,729	Median family income
15%	% of workers in government sector	$30,089	Per capita income
9%	% of workers self-employed	13.2%	Poverty rate
9,890	Total size of labor force	51%	% of households with less than $50,000 income
9,596	Number of employed	18%	% of households $50,000-$74,999 income
3	Unemployment rate	13%	% of households $75,000-$99,999 income
		12%	% of households $100,000-$149,999 income
		6%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

8,334	Total number of housing units	89%	% of workers who commute by car, truck or van
56%	% Owner-occupied housing units	0%	% of workers who commute by public transit
44%	% Renter-occupied housing units	5%	% of workers who commute by walking
		1%	% of workers who commute by other means
11%	% of housing units with no vehicles	5%	% of workers who worked at home
43%	% of housing units with 1 vehicle		
46%	% of housing units with 2 or more vehicles	19.4	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
LEVERETT, MA

MUNICIPALITY AND LAND USE

Town of Leverett	14,737.5	Total square miles
Select Board/Town Meeting	85%	% Forest
http://www.leverett.ma.us/	3%	% Cropland or Pasture
	4%	% Residential
	0%	% Commercial or Industrial
	1%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

1,997	Total population	96%	% White race
18%	% Under 18 years	1%	% Black or African American race
56%	% 18-64 years	2%	% Asian race
26%	% 65 years and over	0%	% Other race
50.9	Median Age	1%	% Two or more races
		1%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

818	Total households		Highest educational attainment for
2.42	Average household size		population age 25 years and over
598	Total families	15%	% High school graduate or equivalency
2.83	Average family size	6%	% Associate's degree
		26%	% Bachelor's degree
7%	% of population who are veterans	39%	% Graduate degree
9%	% of population with a disability		
		$87,174	Median household income
61%	% of workers in private sector	$101,607	Median family income
23%	% of workers in government sector	$46,486	Per capita income
16%	% of workers self-employed	6.0%	Poverty rate
1,146	Total size of labor force	28%	% of households with less than $50,000 income
1,116	Number of employed	15%	% of households $50,000-$74,999 income
2.6	Unemployment rate	15%	% of households $75,000-$99,999 income
		18%	% of households $100,000-$149,999 income
		24%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

855	Total number of housing units	79%	% of workers who commute by car, truck or van
88%	% Owner-occupied housing units	1%	% of workers who commute by public transit
12%	% Renter-occupied housing units	1%	% of workers who commute by walking
		3%	% of workers who commute by other means
2%	% of housing units with no vehicles	16%	% of workers who worked at home
20%	% of housing units with 1 vehicle		
78%	% of housing units with 2 or more vehicles	25.9	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
LEYDEN, MA

MUNICIPALITY AND LAND USE

Town of Leyden	11,504.6	Total square miles
Board of Selectmen/Town Meeting	80%	% Forest
http://www.townofleyden.com/	11%	% Cropland or Pasture
	3%	% Residential
	0%	% Commercial or Industrial
	0%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

676	Total population	100%	% White race
16%	% Under 18 years	0%	% Black or African American race
67%	% 18-64 years	0%	% Asian race
17%	% 65 years and over	0%	% Other race
54.9	Median Age	0%	% Two or more races
		0%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

285	Total households		Highest educational attainment for
2.37	Average household size		population age 25 years and over
216	Total families	24%	% High school graduate or equivalency
2.65	Average family size	14%	% Associate's degree
		26%	% Bachelor's degree
11%	% of population who are veterans	14%	% Graduate degree
13%	% of population with a disability		
		$76,771	Median household income
64%	% of workers in private sector	$80,000	Median family income
20%	% of workers in government sector	$39,375	Per capita income
15%	% of workers self-employed	5.2%	Poverty rate
496	Total size of labor force	23%	% of households with less than $50,000 income
484	Number of employed	24%	% of households $50,000-$74,999 income
2.4	Unemployment rate	21%	% of households $75,000-$99,999 income
		20%	% of households $100,000-$149,999 income
		12%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

323	Total number of housing units	92%	% of workers who commute by car, truck or van
94%	% Owner-occupied housing units	0%	% of workers who commute by public transit
6%	% Renter-occupied housing units	0%	% of workers who commute by walking
		1%	% of workers who commute by other means
2%	% of housing units with no vehicles	7%	% of workers who worked at home
24%	% of housing units with 1 vehicle		
74%	% of housing units with 2 or more vehicles	26.9	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
NEW SALEM MA

MUNICIPALITY AND LAND USE

Town of New Salem	37,555.8	Total square miles
Selectboard/Town Meeting	68%	% Forest
http://www.newsalem-massachusetts.org/	1%	% Cropland or Pasture
	1%	% Residential
	0%	% Commercial or Industrial
	24%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

1,019	Total population	96%	% White race
20%	% Under 18 years	0%	% Black or African American race
58%	% 18-64 years	1%	% Asian race
22%	% 65 years and over	0%	% Other race
51.2	Median Age	3%	% Two or more races
		0%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

433	Total households		Highest educational attainment for
2.35	Average household size		population age 25 years and over
290	Total families	28%	% High school graduate or equivalency
2.81	Average family size	7%	% Associate's degree
		19%	% Bachelor's degree
13%	% of population who are veterans	21%	% Graduate degree
13%	% of population with a disability		
		$71,908	Median household income
63%	% of workers in private sector	$86,250	Median family income
26%	% of workers in government sector	$36,687	Per capita income
12%	% of workers self-employed	6.1%	Poverty rate
621	Total size of labor force	32%	% of households with less than $50,000 income
604	Number of employed	19%	% of households $50,000-$74,999 income
2.7	Unemployment rate	16%	% of households $75,000-$99,999 income
		24%	% of households $100,000-$149,999 income
		9%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

484	Total number of housing units	91%	% of workers who commute by car, truck or van
90%	% Owner-occupied housing units	1%	% of workers who commute by public transit
10%	% Renter-occupied housing units	1%	% of workers who commute by walking
		1%	% of workers who commute by other means
2%	% of housing units with no vehicles	7%	% of workers who worked at home
21%	% of housing units with 1 vehicle		
76%	% of housing units with 2 or more vehicles	31.1	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
NORTHFIELD, MA

MUNICIPALITY AND LAND USE

Town of Northfield	37,555.8	Total square miles
Board of Selectmen/Town Meeting	68%	% Forest
https://www.northfieldma.gov/	1%	% Cropland or Pasture
	1%	% Residential
	0%	% Commercial or Industrial
	3%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

3,012	Total population	96%	% White race
22%	% Under 18 years	0%	% Black or African American race
62%	% 18-64 years	2%	% Asian race
16%	% 65 years and over	0%	% Other race
46	Median Age	1%	% Two or more races
		2%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

1,214	Total households		Highest educational attainment for
2.46	Average household size		population age 25 years and over
802	Total families	28%	% High school graduate or equivalency
2.99	Average family size	18%	% Associate's degree
		18%	% Bachelor's degree
11%	% of population who are veterans	20%	% Graduate degree
19%	% of population with a disability		
		$69,028	Median household income
74%	% of workers in private sector	$88,582	Median family income
21%	% of workers in government sector	$33,657	Per capita income
5%	% of workers self-employed	4.0%	Poverty rate
1,825	Total size of labor force	32%	% of households with less than $50,000 income
1,779	Number of employed	20%	% of households $50,000-$74,999 income
2.5	Unemployment rate	16%	% of households $75,000-$99,999 income
		22%	% of households $100,000-$149,999 income
		9%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

1,447	Total number of housing units	95%	% of workers who commute by car, truck or van
78%	% Owner-occupied housing units	0%	% of workers who commute by public transit
22%	% Renter-occupied housing units	1%	% of workers who commute by walking
		2%	% of workers who commute by other means
4%	% of housing units with no vehicles	2%	% of workers who worked at home
32%	% of housing units with 1 vehicle		
64%	% of housing units with 2 or more vehicles	28.8	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
ORANGE, MA

MUNICIPALITY AND LAND USE

Town of Orange	23,029.5	Total square miles
Board of Selectmen/Town Meeting	72%	% Forest
https://www.townoforange.org/	5%	% Cropland or Pasture
	8%	% Residential
	1%	% Commercial or Industrial
	3%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

7,703	Total population		97%	% White race
20%	% Under 18 years		0%	% Black or African American race
64%	% 18-64 years		1%	% Asian race
16%	% 65 years and over		0%	% Other race
45.3	Median Age		2%	% Two or more races
			2%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

3,134	Total households			Highest educational attainment for
2.44	Average household size			population age 25 years and over
1,971	Total families		41%	% High school graduate or equivalency
3.07	Average family size		9%	% Associate's degree
			11%	% Bachelor's degree
11%	% of population who are veterans		6%	% Graduate degree
20%	% of population with a disability			
			$43,191	Median household income
74%	% of workers in private sector		$56,217	Median family income
16%	% of workers in government sector		$22,823	Per capita income
10%	% of workers self-employed		10.3%	Poverty rate
3,638	Total size of labor force		57%	% of households with less than $50,000 income
3,472	Number of employed		16%	% of households $50,000-$74,999 income
4.6	Unemployment rate		10%	% of households $75,000-$99,999 income
			12%	% of households $100,000-$149,999 income
			5%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

3,539	Total number of housing units		89%	% of workers who commute by car, truck or van
68%	% Owner-occupied housing units		1%	% of workers who commute by public transit
32%	% Renter-occupied housing units		4%	% of workers who commute by walking
			1%	% of workers who commute by other means
10%	% of housing units with no vehicles		6%	% of workers who worked at home
36%	% of housing units with 1 vehicle			
54%	% of housing units with 2 or more vehicles		26.1	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
SHELBURNE, MA

MUNICIPALITY AND LAND USE

Town of Shelburne	14,977.8	Total square miles
Select Board/Town Meeting	72%	% Forest
http://townofshelburne.com/	13%	% Cropland or Pasture
	4%	% Residential
	0%	% Commercial or Industrial
	1%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

1,935	Total population	97%	% White race
16%	% Under 18 years	1%	% Black or African American race
60%	% 18-64 years	1%	% Asian race
25%	% 65 years and over	0%	% Other race
53.1	Median Age	1%	% Two or more races
		0%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

881	Total households		Highest educational attainment for
2.12	Average household size		population age 25 years and over
479	Total families	18%	% High school graduate or equivalency
2.76	Average family size	10%	% Associate's degree
		27%	% Bachelor's degree
5%	% of population who are veterans	22%	% Graduate degree
18%	% of population with a disability		
		$61,141	Median household income
64%	% of workers in private sector	$86,375	Median family income
17%	% of workers in government sector	$45,892	Per capita income
19%	% of workers self-employed	8.5%	Poverty rate
1,210	Total size of labor force	42%	% of households with less than $50,000 income
1,171	Number of employed	19%	% of households $50,000-$74,999 income
3.2	Unemployment rate	13%	% of households $75,000-$99,999 income
		15%	% of households $100,000-$149,999 income
		11%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

980	Total number of housing units	82%	% of workers who commute by car, truck or van
66%	% Owner-occupied housing units	0%	% of workers who commute by public transit
34%	% Renter-occupied housing units	6%	% of workers who commute by walking
		2%	% of workers who commute by other means
7%	% of housing units with no vehicles	10%	% of workers who worked at home
38%	% of housing units with 1 vehicle		
54%	% of housing units with 2 or more vehicles	25.7	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
SHUTESBURY, MA

MUNICIPALITY AND LAND USE		
Town of Shutesbury	17,331.6	Total square miles
Select Board/Town Meeting	90%	% Forest
https://www.shutesbury.org/	1%	% Cropland or Pasture
	2%	% Residential
	0%	% Commercial or Industrial
	2%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS		
1,752	Total population	93%	% White race
20%	% Under 18 years	1%	% Black or African American race
65%	% 18-64 years	0%	% Asian race
15%	% 65 years and over	1%	% Other race
46.7	Median Age	4%	% Two or more races
		5%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS			
743	Total households		Highest educational attainment for
2.36	Average household size		population age 25 years and over
476	Total families	13%	% High school graduate or equivalency
2.87	Average family size	6%	% Associate's degree
		28%	% Bachelor's degree
4%	% of population who are veterans	41%	% Graduate degree
9%	% of population with a disability		
		$76,927	Median household income
55%	% of workers in private sector	$95,833	Median family income
31%	% of workers in government sector	$39,166	Per capita income
14%	% of workers self-employed	11.3%	Poverty rate
1,128	Total size of labor force	30%	% of households with less than $50,000 income
1,103	Number of employed	17%	% of households $50,000-$74,999 income
2.2	Unemployment rate	16%	% of households $75,000-$99,999 income
		20%	% of households $100,000-$149,999 income
		16%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION			
854	Total number of housing units	89%	% of workers who commute by car, truck or van
90%	% Owner-occupied housing units	0%	% of workers who commute by public transit
10%	% Renter-occupied housing units	1%	% of workers who commute by walking
		1%	% of workers who commute by other means
3%	% of housing units with no vehicles	9%	% of workers who worked at home
32%	% of housing units with 1 vehicle		
64%	% of housing units with 2 or more vehicles	29.5	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
WARWICK, MA

MUNICIPALITY AND LAND USE

Town of Warwick	24,082.0	Total square miles
Selectboard/Town Meeting	88%	% Forest
http://www.warwickma.org/	3%	% Cropland or Pasture
	2%	% Residential
	0%	% Commercial or Industrial
	1%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

750	Total population	97%	% White race
12%	% Under 18 years	0%	% Black or African American race
65%	% 18-64 years	1%	% Asian race
23%	% 65 years and over	0%	% Other race
55.8	Median Age	1%	% Two or more races
		2%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

342	Total households		Highest educational attainment for
2.19	Average household size		population age 25 years and over
219	Total families	27%	% High school graduate or equivalency
2.72	Average family size	10%	% Associate's degree
		22%	% Bachelor's degree
11%	% of population who are veterans	12%	% Graduate degree
13%	% of population with a disability		
		$57,885	Median household income
70%	% of workers in private sector	$80,469	Median family income
21%	% of workers in government sector	$31,173	Per capita income
9%	% of workers self-employed	5.7%	Poverty rate
518	Total size of labor force	42%	% of households with less than $50,000 income
507	Number of employed	21%	% of households $50,000-$74,999 income
2.1	Unemployment rate	15%	% of households $75,000-$99,999 income
		13%	% of households $100,000-$149,999 income
		8%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

456	Total number of housing units	90%	% of workers who commute by car, truck or van
96%	% Owner-occupied housing units	0%	% of workers who commute by public transit
4%	% Renter-occupied housing units	0%	% of workers who commute by walking
		1%	% of workers who commute by other means
1%	% of housing units with no vehicles	9%	% of workers who worked at home
29%	% of housing units with 1 vehicle		
70%	% of housing units with 2 or more vehicles	37.4	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

<u>Regional Leaders Listening Session</u>
The following offers a description of the organizations that were represented at the June 20, 2019 Listening Session.

Franklin County Regional Housing Authority
The Franklin County Regional Housing and Redevelopment Authority (HRA) serves the housing and community development needs of the twenty-six towns of Franklin County in northwestern Massachusetts. The HRA works with residents to successfully access a wide variety of housing resources, and also work with the municipalities of Franklin County to apply for and administer grant funding for various infrastructure and community development projects.

Franklin Regional Council of Governments
The Franklin Regional Council of Governments (FRCOG) is a political subdivision of the Commonwealth of Massachusetts and is the Regional Planning Agency (RPA) for Franklin County, Massachusetts, the most rural region of the State. The governing body of the organization has representatives from all 26 communities, the Franklin Regional Planning Board, and two regionally elected officials. As the RPA for Franklin County, the FRCOG provides land use, natural resource, economic development and transportation planning services to Franklin County communities and the region. In addition, the FRCOG provides extensive GIS database development, mapping, and analysis services and are an affiliate of the Massachusetts State Data Center.   The FRCOG's interests include the natural resources, recreation opportunities and amenities, and the local and regional economy of Franklin County.

Franklin Regional Transit Authority
The Franklin Regional Transit Authority (FRTA) was established in 1978 with the provisions of Chapter 161B and it currently serves 41 communities throughout Franklin, Hampden, Hampshire and Worcester Counties. While it is not the largest Transit Authority in Massachusetts, the FRTA covers the greatest distance at 1121.08 square miles of service coverage and in the most geographically rural area in the state. The FRTA is the only Transit Authority in the Commonwealth that does not have evening or weekend service.

Greenfield Community College
Greenfield Community College is located in the beautiful and historic Pioneer Valley of western Massachusetts, between the foothills of the Berkshire Mountains and the fertile farmland of the Connecticut River watershed. GCC is known for the caring and supportive attitude of the faculty and staff, academic excellence, and for the broad support it enjoys from the surrounding community. Its Fall 2018 enrollment exceeded 3,000.

Greening Greenfield
Greening Greenfield is a group of concerned citizens working with residents, businesses and town government to build a more resilient and sustainable Greenfield. Greening Greenfield aims to make Greenfield, MA a more sustainable, resilient and vibrant place to live. Among other things, Greening Greenfield works to help Greenfield reach its 2050 goals to reduce energy use by 80%, and reduce the funds leaving our community to purchase energy to ZERO.

MassHire Franklin Hampshire Career Center

MassHire Franklin Hampshire Career Center provides employment and training services at no charge to job seekers and employers in Franklin County, Hampshire County, and the North Quabbin area. MassHire has been operated by the Franklin Hampshire Employment and Training Consortium since 1981. The Franklin Hampshire region is one of the most rural in Massachusetts with over 1,400 square miles of geography and a total population of approximately 245,000. MassHire serves the 50 communities of Franklin and Hampshire Counties as well as the communities of Royalston, Athol, Phillipston, and Petersham in Worcester County that are part of the North Quabbin area.

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
CONWAY, MA

	MUNICIPALITY AND LAND USE	
Town of Conway	24,210.1	Total square miles
Selectboard/Town Meeting	84%	% Forest
http://www.townofconway.com/	8%	% Cropland or Pasture
	3%	% Residential
	0%	% Commercial or Industrial
	1%	% Water

Data source: MassGIS, 2005 Land Use Data

	DEMOGRAPHICS	
1,800	Total population	99%	% White race
19%	% Under 18 years	0%	% Black or African American race
60%	% 18-64 years	0%	% Asian race
21%	% 65 years and over	1%	% Other race
51.3	Median Age	0%	% Two or more races
		2%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

	SOCIO-ECONOMICS		
729	Total households		Highest educational attainment for
2.47	Average household size		population age 25 years and over
497	Total families	14%	% High school graduate or equivalency
2.86	Average family size	8%	% Associate's degree
		26%	% Bachelor's degree
8%	% of population who are veterans	36%	% Graduate degree
11%	% of population with a disability		
		$100,398	Median household income
66%	% of workers in private sector	$128,393	Median family income
16%	% of workers in government sector	$51,071	Per capita income
17%	% of workers self-employed	2.3%	Poverty rate
1,233	Total size of labor force	19%	% of households with less than $50,000 income
1,208	Number of employed	21%	% of households $50,000-$74,999 income
2.0	Unemployment rate	9%	% of households $75,000-$99,999 income
		24%	% of households $100,000-$149,999 income
		27%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

	HOUSING AND TRANSPORTATION		
879	Total number of housing units	83%	% of workers who commute by car, truck or van
86%	% Owner-occupied housing units	1%	% of workers who commute by public transit
14%	% Renter-occupied housing units	3%	% of workers who commute by walking
		1%	% of workers who commute by other means
1%	% of housing units with no vehicles	13%	% of workers who worked at home
27%	% of housing units with 1 vehicle		
72%	% of housing units with 2 or more vehicles	28.9	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

PROFILES OF FRANKLIN COUNTY, MA COMMUNITIES
GREENFIELD, MA

MUNICIPALITY AND LAND USE

Town of Greenfield		14,036.3	Total square miles
Mayor/City Council		45%	% Forest
http://greenfield-ma.gov/		12%	% Cropland or Pasture
		19%	% Residential
		4%	% Commercial or Industrial
		2%	% Water

Data source: MassGIS, 2005 Land Use Data

DEMOGRAPHICS

17,474	Total population	92%	% White race
18%	% Under 18 years	3%	% Black or African American race
62%	% 18-64 years	1%	% Asian race
20%	% 65 years and over	2%	% Other race
43.9	Median Age	3%	% Two or more races
		7%	% of Hispanic or Latino origin of any race

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

SOCIO-ECONOMICS

7,884	Total households		Highest educational attainment for
2.13	Average household size		population age 25 years and over
4,058	Total families	29%	% High school graduate or equivalency
2.83	Average family size	13%	% Associate's degree
		17%	% Bachelor's degree
9%	% of population who are veterans	14%	% Graduate degree
16%	% of population with a disability		
		$47,821	Median household income
76%	% of workers in private sector	$70,729	Median family income
15%	% of workers in government sector	$30,089	Per capita income
9%	% of workers self-employed	13.2%	Poverty rate
9,890	Total size of labor force	51%	% of households with less than $50,000 income
9,596	Number of employed	18%	% of households $50,000-$74,999 income
3	Unemployment rate	13%	% of households $75,000-$99,999 income
		12%	% of households $100,000-$149,999 income
		6%	% of households $150,000 and above income

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates; MA EOLWD Labor Market Information, 2018 LAUS

HOUSING AND TRANSPORTATION

8,334	Total number of housing units	89%	% of workers who commute by car, truck or van
56%	% Owner-occupied housing units	0%	% of workers who commute by public transit
44%	% Renter-occupied housing units	5%	% of workers who commute by walking
		1%	% of workers who commute by other means
11%	% of housing units with no vehicles	5%	% of workers who worked at home
43%	% of housing units with 1 vehicle		
46%	% of housing units with 2 or more vehicles	19.4	Mean travel time to work (minutes)

Data source: U.S. Census Bureau, 2017 American Community Survey (ACS) Five-year Estimates

Appendix A – Listening Sessions Vote Totals

FRPB votes – May 23, 2019

Potential Solutions	Votes
1. Infrastructure	
Design and construction funding to repair roads and bridges to reduce congestion	3
Design and construction funding for bicycle and pedestrian facilities in town centers	0
Design and construction funding for bicycle and pedestrian facilities between regional employment centers (e.g. Greenfield, Montague and Deerfield, Orange and Athol	5
Design and Construction funding of Complete Streets improvements	1
Install additional Bus Shelters, Bike Racks/Bike Lockers	2
Increase Park and Ride Facilities	6
Other	0
2. Land Use	
Conserve Forests for Carbon Storage	6
Funding for town center water & sewer feasibility studies to support compact development	1
Funding for design and construction of water or sewer infrastructure in town centers to support mixed use districts, compact development, and access to transit and bike/pedestrian facilities	4
Provide incentives for utilizing Open Space Residential Design (OSRD) for new subdivisions	2
Conduct feasibility study of establishing Regional Transfer of Development Rights program	0
Other	0
3. Public Transportation Options	
Provide Transit Service during weekend and evenings	3
Expand Transit Routes to unserved village centers (e.g. Bernardston/Northfield, Ashfield/Conway)	5
Provide Transit Services at Park and Ride locations	2
Micro-transit Services for Elderly and Disabled, as well as general population	2
Support establishment of East-West Passenger Rail	6
Increase commuter options on North-South rail to connect employment centers (e.g. Greenfield, Northampton, Holyoke and Springfield)	2
Other	0

4. Cleaner Vehicles	
Expand Electric Vehicle Charging Stations	8
Electric & Hybrid Vehicle Purchase Incentives or Subsidies	7
Parking Incentives for Electric Vehicles (e.g. reserved/free parking spots in public parking areas	6
Subsidies for vehicles that run on biodiesel	0
Establish Bike Share Program	0
Other	0
5. Options for Underserved populations (e.g. Seniors, Low-Income residents)	
Subsidies for Transit Passes	4
Subsidies for Taxi, Uber & Lyft Services	1
Subsidies for Hybrid and Electric Vehicles	2
Micro-transit Services	4
Increase affordable and work force housing in mixed use districts and areas served by public transit	3
Other	0
6. Non-Transportation Options/Technology	
Broadband to support working at home	7
Web Medical Visits; Expansion of Town Nurse Services	3
Remote Shopping	2
Other	0
7. Other Ideas	
Incentives for employer sponsored vanpools	4
Carpool matching services	1
Other – Time of Day Toll Road Fee (congestion pricing)	0
Other – Training Elders to do on-line shopping	0

Regional Leaders' votes – June 20, 2019

Potential Solutions	Votes
1. Infrastructure	
Design and construction funding to repair roads and bridges to reduce congestion	0
Design and construction funding for bicycle and pedestrian facilities in town centers	1
Design and construction funding for bicycle and pedestrian facilities between regional employment centers (e.g. Greenfield, Montague and Deerfield, Orange and Athol	0
Design and Construction funding of Complete Streets improvements	1
Install additional Bus Shelters, Bike Racks/Bike Lockers	2
Increase Park and Ride Facilities	1
Other	0
2. Land Use	
Conserve Forests for Carbon Storage	0
Funding for town center water & sewer feasibility studies to support compact development	2
Funding for design and construction of water or sewer infrastructure in town centers to support mixed use districts, compact development, and access to transit and bike/pedestrian facilities	5
Provide incentives for utilizing Open Space Residential Design (OSRD) for new subdivisions	0
Conduct feasibility study of establishing Regional Transfer of Development Rights program	0
Other	0
3. Public Transportation Options	
Provide Transit Service during weekend and evenings	9
Expand Transit Routes to unserved village centers (e.g. Bernardston/Northfield, Ashfield/Conway)	6
Provide Transit Services at Park and Ride locations	0
Micro-transit Services for Elderly and Disabled, as well as general population	4
Support establishment of East-West Passenger Rail	6
Increase commuter options on North-South rail to connect employment centers (e.g. Greenfield, Northampton, Holyoke and Springfield)	6
Other	0

4. Cleaner Vehicles	
Expand Electric Vehicle Charging Stations	0
Electric & Hybrid Vehicle Purchase Incentives or Subsidies	9
Parking Incentives for Electric Vehicles (e.g. reserved/free parking spots in public parking areas	0
Subsidies for vehicles that run on biodiesel	0
Establish Bike Share Program	0
Other – Charging for Apartments/Condos; on-street metered charging	2
Other – Charging at Park & Ride lots	1
5. Options for Underserved populations (e.g. Seniors, Low-Income residents)	
Subsidies for Transit Passes	5
Subsidies for Taxi, Uber & Lyft Services	2
Subsidies for Hybrid and Electric Vehicles	1
Micro-transit Services	3
Increase affordable and work force housing in mixed use districts and areas served by public transit	10
Other	0
6. Non-Transportation Options/Technology	
Broadband to support working at home	5
Web Medical Visits; Expansion of Town Nurse Services	0
Remote Shopping	0
Other – Broadband to support rideshare dispatch	1
Other – Motivate businesses to support working at home	1
Other – Cell service expansion (not all areas of Franklin County have service)	1
7. Other Ideas	
Incentives for employer sponsored vanpools	1
Carpool matching services	0
Other – Incentives from Employers to Walk to Work	2
Other – Flexible Work Schedule	0
Other – Pricing Incentives	0