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Washington Economic Development Committee
Tues, Dec 11, 2018, 9:30AM
Town Hall Conference Room

Agenda:

- > Washington by the Numbers – Employment & Jobs - Wayne Hileman
Part 2 of a review of the current state of Washington as seen thru the Numbers covered Jobs and Employment. See below for highlights.
- > Washington Senior Services – Organizing a Conversation on Aging – Update
Dan Sherr reviewed the next in the assessment of Washington adult population trends, needs and available adult services. The plan is to organize and conduct a Conversation with the Community of the changing needs of the adult population in mid-April 2019. Publish the results to the community by end of June 2019. See Below for highlights.
- > Washington Sustainability Initiative – Jay Hubelbank
Jay Hubelbank reviewed Sustainable CT and outlined Washington’s participation in the state-wide program coordinated by Connecticut Conference of Municipalities (CCM). Sustainability is composed of three pillars: economic, environmental and social. See below for highlights.
- > ExploreWashingtonCT – Update
Dan Sherr and Howard Rosenfeld reviewed their planning conversations with SandorMax for 2018 – 2019 which shifted media management from launch to ongoing programming. See below for the highlights.
- > Mid-year Review
See in Economic Development in WashingtonCT.org.
- > Bee Brook Park – Update
Dan Sherr briefed the WEDC on an end of year approach to the Booth’s on Bee Brook Park. See the highlights below.

Quick Hit – Largest Employers (based on size of payroll – 2016)

WASHINGTON

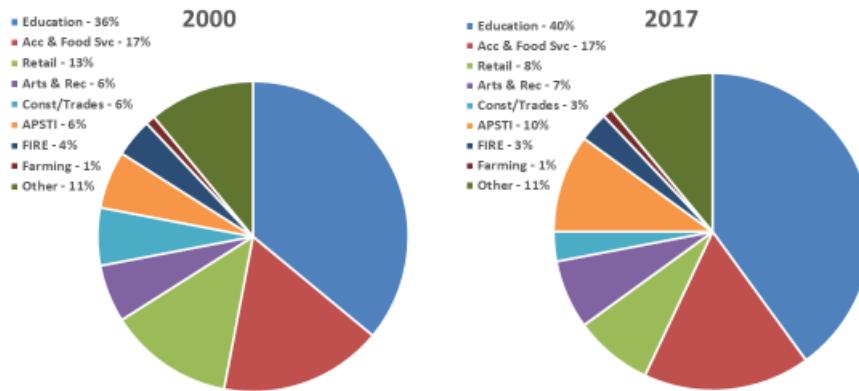
- Region 12
- Glenholme School
- The Gunnery
- Mayflower Grace
- Rumsey Hall

CONNECTICUT

- State of CT
- UTC
- Yale-NH Health
- Hartford Health
- Yale University

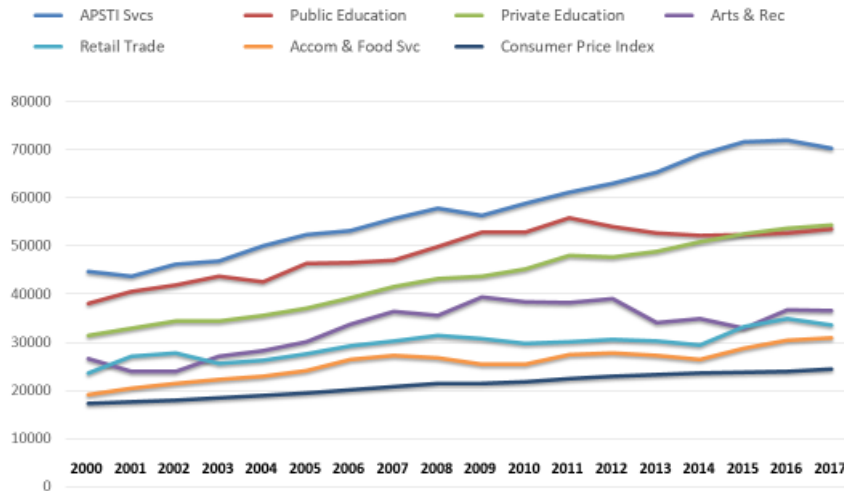
Source: CT Dept of Labor / Forbes

Washington CT: Payroll Jobs by Sector



- **APSTI:** Administrative, Professional, Scientific, Technical, and Information Services
- **FIRE:** Finance, Insurance and Real Estate Services
- **Education** includes R12, Glenholme, Gunnery, Rumsey, Montessori, and All-Star

Washington CT: Average Personal Income by Sector 2000-2017 – Selected Sectors



Self-Employment in Washington

- 23% of Working-Age Population

- CERC – 27%
- ACS – 20%
- State – 10%
- State – 8%

~23%

- Top Sectors

- Construction / Skilled Trades
- Financial Svcs / Real Estate
- Arts & Recreation
- Retail Svcs



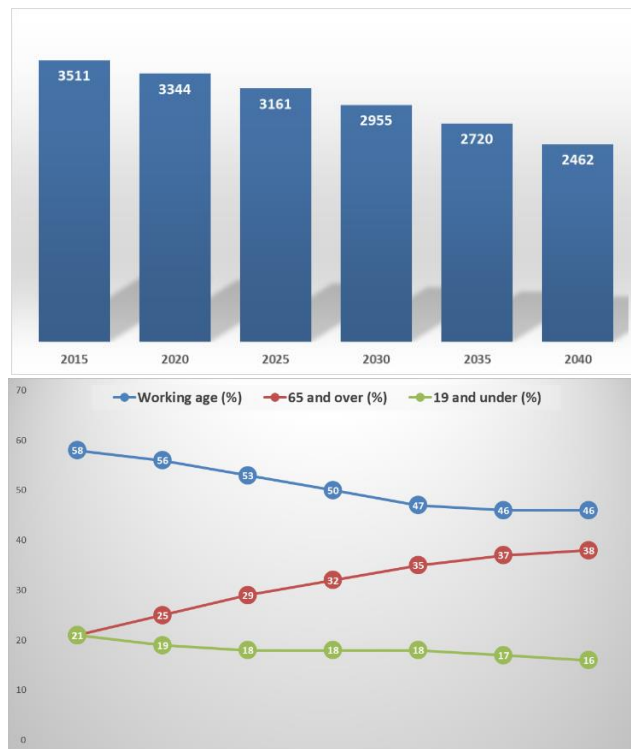
Washington Adult Services
Let's Talk About It

Issue - By 2015, 1 in 3 of the Washington population will be 65 and older. Are we ready? Let's Talk About It.

- > Needs, current services and programs with 5 -10- 15-year projections
- > Gaps
- > Possible solutions
- > Where next?

Proposal – organize and conduct a Conversation with the Community of the changing needs of the adult population in mid-April 2019. Publish the results to the community by end of June 2019.

Washington Population Projections



Process

Key Dates	Process
End of January	<ul style="list-style-type: none"> > Set the timeline > Recruit an Adhoc Committee
February	<ul style="list-style-type: none"> > Launch meeting > Set meeting agenda and schedule

March	<ul style="list-style-type: none"> > Plan the Conversation > Recruit Conversation Facilitators (table leaders) > Location, layout & catering > Finalize Conversation process(es) > Communications – Spread the Word
Early April	> Facilitator training
April 15 th /Tax Day	> Conduct the Conversation
End of June	> Summarize and publish the Results

Issues for Adult Services (Preliminary)

- 1 – Keeping adults connected to information and resources (internet and phone)
- 2 – Transportation – as needed and affordable
- 3 – Housing
- 4 – Health & Well-being - health, fitness, nutrition, mental
- 5 – Home services – chores and maintenance
- 6 - Social & Civic Engagement – places, programs and opportunities
- 7 – Outreach – delivering service to homebound adults
- 8 – Physical Assets – safe places outdoors

Sustainability CT – Local Actions – Statewide Impact

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of **sustainability** is composed of three pillars: economic, environmental and social.

Mission

To provide municipalities with a menu of coordinated, voluntary actions, to continually become more sustainable; to provide resources and tools to assist municipalities in implementing sustainability actions and advancing their programs for the benefit of all residents; and to certify and recognize municipalities for their ongoing sustainability achievements.

Overview

Sustainable CT is a voluntary certification program to recognize thriving and resilient Connecticut municipalities. An independently funded, grassroots, municipal effort, Sustainable CT provides a wide-ranging menu of best practices. Municipalities choose Sustainable CT actions, implement them, and earn points toward certification.

Sustainable CT also provides opportunities for grant funding to help communities promote economic well-being and enhance equity, all while respecting the finite capacity of the natural environment. The program is designed to support all Connecticut municipalities, regardless of

size, geography or resources. Sustainable CT empowers municipalities to create high collective impact for current and future residents.

Categories of Actions Municipalities can work on:

1. Thriving Local Economies
2. Well-Stewarded Land and Natural Resources
3. Vibrant and Creative Cultural Ecosystems
4. Dynamic and Resilient Planning
5. Clean and Diverse Transportation Systems and Choices
6. Efficient Physical Infrastructure and Operations
7. Strategic and Inclusive Public Services
8. Healthy, Efficient and Diverse Housing
9. Inclusive and Equitable Community Impacts

For more detailed information about SustainableCT, go to the website: www.sustainablect.org



ExploreWashingtonCT.com

Performance Metrics Feb – Sept 2018			
	Feb 2018	Sept 2018	% Change
Users	1023	2347	229%
Sessions	1348	2905	115%

Traffic by State				
	Users	% of Users Total	Sessions	% of Sessions Total
National Total	14,104		19,832	
CT	7795	55%	11802	60%
NY	2518	18%	3344	17%
Ma	721	5%	927	5%

Marketing, Social Media, Communications Management & Website Content Services 11/08/18	
LEVEL 2	
<ul style="list-style-type: none"> • Blog posts, 2x month • Interviews, 6x year • Ongoing featured events posts as part of Community Events Calendar support (requires one-time integration) • Social Media promotion, 1x week plus partner events and news sharing • Editorial calendar planning, ongoing • Client meetings, quarterly • Website and social media analytics reports, quarterly • Add new business quarterly • Seasonal website updates • Update CT Visit seasonally • Writing questions & communications • Develop, copywriting, distribution of e-newsletters (1x month) 	
<p>Additional Charges, as-needed:</p> <ul style="list-style-type: none"> • Additional client meetings, as needed • Partner meetings, as needed • Website maintenance: Add per quarter 	



Daniel Sherr <ddsherr@yahoo.com>
Today at 1:13 PM
To Lauren Booth Mark Booth

CC Dense Arturi Mark Lyon Lori Paradis Brant Michelle Gorra

Many, many thanks for your remarkable continuing support of Bee Brook, a/k/a Booth, Park. It is emerging with your imagination and commitment as a Washington Art's & Culture mile-marker.

Several notions are on our minds and a chat would clarify them for the Washington Economic Development Committee.

> Are you open to continuing the Washington Lease through the end of 2019? Again thanks for 2018?

> The "picnic room" has already produced appreciative comments. How might that sense of Park be further enhanced. The reset of the mural has strongly indicated a commitment to Art in the Park. Could it be expanded to include sculpture, perhaps in the lawn right behind the picnic-room.

> A member of our community, Michelle Gorra, brought an idea forward for the use of park with it's very particular characteristic and the Town's location. A Park and Ride for serious bicyclists. It is a protected parking and gathering area, located on a major state highway with relatively flat access to Steep Rock in one direction and Lake Waramaug in the other...and off-road marked bike trails nearby in the Steep Rock Preserves.

The WEDC has spoken to serious rider groups and they have been very encouraging including the potential for major touring events. Importantly, it would also bring younger, affluent, environmentally aware people to Washington. Some additional facilities would enhance the Park and Ride such as toilet and water. Give it some thought.

Happy Holidays and again many thanks for your on-going engagement.