

Age and Dementia Friendly Sterling Our Action Plan



Executive Summary

It is our pleasure to present the Action Plan for Age and Dementia Friendly Sterling. The Sterling Select Board appointed the Sterling Senior Center and Sterling Recreation Department as the lead agencies to develop the plan. Members of the Fire Department, Police Department, Library, and community joined the Senior Center and Recreation; the Sterling ADF Work Group was formed.

The ADF Work Group discussed their vision for "Age and Dementia Friendly Sterling." Sterling is a small, rural community with a long history of caring for its residents, regardless of age or ability. The Age and Dementia Friendly Sterling initiative formalizes this process by incorporating the use of a broad ADF lens to encourage ideas, plans, programs and services that meet the needs of **all ages and all abilities**. From the beginning, the Work Group promoted the use of this lens as it presented ADF principles to the Master Plan Committee.

The Action Plan aligns with the Master Plan, but utilizes the WHO/AARP interconnected domains of community life to set goals. The actions of the ADF Work Group are to educate, collaborate and advocate. Success in implementation will depend upon expanding the scope of community engagement as it is only through collaboration with other community leaders, town departments, government authorities and businesses that we will enact the identified actions in a timely manner. Together we can ensure that Sterling is a great place to grow up and grow old!

Age and Dementia Friendly Sterling Work Group

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1.0 Vision and Mission

Our mission is to help create a more livable Sterling for people of all ages and all abilities so that Sterling is a great place to grow up and to grow old.

2.0 Community Profile

The “average” Sterling resident is a 53-year-old white woman born in Massachusetts earning \$73,000 per year from her professional career, living with 2 other people in the \$340,000, oil heated home she owns. There are 7,954 of us, according www.census.gov. We have 2,762 households, averaging 2.82 people. Roughly four out of five households are families. 93% of seniors live in houses we own, and half of us have a mortgage. A quarter of us are housing cost burdened, meaning we spend more than 35% on our housing.

Our median age is 45 years - half of us are older, half are younger. 25% are younger than 18; 25% are 18 to 44 years; 34% are 45 to 64 years; and 16% are 65 plus. The biggest age groups are the 10% of men who are 45-49, and the 12% of women who are 50-54.

The 65+ crowd in Sterling is healthier than Massachusetts seniors, with fewer incidences of depression, hypertension, arthritis, osteoporosis, COPD, and tobacco use disorders. Still, 13% live with dementia, and 17.7% have difficulty living independently. Income is greater than \$50k for 55% of seniors, but 12% live in poverty, and 30% are employed. 232 grandparents live with grandchildren under the age of 18, and 16% of seniors live alone. Women are 60% of the senior population, and almost 5% of Sterling is women aged 85 and older.

The Sterling Senior Center is the primary resource where seniors can find nutritional, physical, and educational activities created to assist a diverse demand of elderly needs and interests while attempting to foster independence and community interaction. The town has recently invested in ADA compliant facilities such as the 1835 Town Hall meeting rooms, library access, the Peg’s Pond Nature Trail, and design consulting to make the town center more accessible to people of all abilities.

3.0 Assessment and Listening

To date, the ADF Work Group utilized information from the ADF Survey, the Master Plan Community Engagement Report, and the [Healthy Aging Data Report](#) to develop the action plan.

The ADF Community Survey was conducted in 2018, comprising 180 responses and a public comment session. Participants ranged in age from 30-101 years, with a median age of 68 years. 2.9% of families are living with dementia. The findings are presented in Appendix A.

The Master Plan Community Engagement project was conducted in 2019, comprising a survey with 115 participants, and an open house meeting involving approximately 120 people. 24% of participants were 65 year and older. The findings are presented in Appendix B.

In summary, seniors and people living with dementia value staying in Sterling and living independently; affordable housing; well-maintained and accessible parks and town amenities; accessible and convenient public transportation; nearby health, social and caregiver services; year-round fresh and nutritious foods; cultural and social activities; volunteer opportunities; and access to computers and internet.

4.0 Summary of Action Plan

The ADF Working Group applies the Age-friendly continuous improvement method developed by WHO and AARP. It calls for repeated community level needs assessment, collective planning, action, and evaluation. The WHO Age-friendly initiative lays out eight interconnected domains of community life that impact individuals' ability to thrive in their community: community and health care; transportation; housing; social participation; outdoor spaces and buildings; respect and social inclusion; civic participation and employment; and communication and information.

This Action Plan will outline the steps and tasks to:

- Educate:
 - Foster education in the community
 - Engage 3 community sectors in dementia education / training
 - Town employees
 - Business community
 - Faith community
- Collaborate:
 - with individuals, organizations, and town departments
 - with Sterling Master Plan Committee
 - with Downtown Revitalization Project
 - with Beach Renovation
- Advocate:
 - for policies and programs that align with ADF principles
 - for name tags for all TOS personnel
 - for events that enable residents to get to know their neighbors
 - for multi-generational events that disregard "ageism"

The ADF Action Plan items are integral to the Sterling Master Plan finalized in 2021. Each ADF action item is connected to a Master Plan goal and action item. See Appendix

5.0 ADF Action Plan

5.1 ADF Category: OpenSpace/Buildings

ADF Goal	ADF Action	Metrics	Timeframe
Provide a range of ADF programs that promote health, socializing, and Learning.	Support the needs assessment for indoor recreation space. Collaborate in preparing the assessment.	# of needs reflecting ADF goals	1-2 years
	Educate town employees, consultants and volunteers about how to deliver dementia friendly programs, actions, and responses.	# attending education programs	1-2 years
Offer a network of trails accessible to people of all ages and abilities.	Advocate for trail head parking, benches and toilets. Educate ADF community existence of trails appropriate for children, people with limited mobility, people with dementia, and people of all abilities. Collaborate on development of ADA trail at Pegs Pond.	# of trails with amenities	1-2 years
Ensure accessibility of town amenities.	Advocate for necessary signage, sidewalk quality, and crossings.	# of barriers to accessibility	1-2 years

5.2 ADF Category: Housing

ADF Goal	ADF Action	Metrics	Timeframe
Expand housing options for seniors and people with disabilities.	Educate town employees, consultants and volunteers about ADF housing requirements.	# of people attending educational sessions	3-5 years
	Collaborate with town employees, consultants and volunteers on decisions affecting seniors and people with disabilities.	# of projects and actions supporting ADF goals	3-5 years
	Advocate for projects and actions that will expand housing options for seniors and people with disabilities.	# of projects and actions supporting ADF goals	3-5 years

5.3 ADF Category: Respect and Social Inclusion

ADF Goal	ADF Action	Metrics	Timeframe
Make Sterling Fair dementia friendly.	Collaborate with Sterling Fair managers to design a dementia-friendly Sterling Fair. Educate Sterling Fair volunteers on dementia-friendly actions.	Satisfaction with Fair experience for families living with dementia	3-5 years
Encourage multi-generational, ability inclusive engagement.	Advocate for programs that span generations.	# of programs Supporting ADF goals	1-2 years

5.4 ADF Category: Transportation

ADF Goal	ADF Action	Metrics	Timeframe
Ensure dependable, predictable transportation to shelters	Collaborate with EMD on development of evacuation plans for seniors and people with disabilities.	Plans address 100% of our community	1-2 years
Ensure evacuation routes are marked appropriately for seniors	Educate planners on ADF signage.	# of planners attending education session	3-5 years
Improve transportation available to seniors and people with disabilities	Advocate for more ADF transportation. Continue to support the MRTA program.	# of new and Continuing transport opportunities	1-2 years

5.5 ADF Category: Civic Engagement and Employment

ADF Goal	ADF Action	Metrics	Timeframe
Ensure Sterling businesses are dementia-friendly	Educate business community on dementia-friendly services and jobs.	# of business participating	3-5 years
	Educate business and community on how to achieve dementia-friendly programs, actions, and responses.	# attending education programs	3-5 years
Ensure Seniors are engaged with the community	Advocate for employment opportunities for seniors.	# of business participating	3-5 years
	Promote volunteer activities for seniors.	# of seniors volunteering in the community	1-2 years

5.6 ADF Category: Communication and Information

ADF Goal	ADF Action	Metrics	Timeframe
Ensure town staff and volunteers are easy to identify by name and function.	Advocate for wearing of name tags. Collaborate in the design of the name tags. Educate people on why the name tags are important.	% of people wearing name tags	1-2 years
Improve downtown signage.	Advocate for improved signage. Collaborate in the design of signage.	Community satisfaction with signage	1-2 years

5.7 ADF Category: Health Services and Community Support

ADF Goal	ADF Action	Metrics	Timeframe
Improve availability of health-promoting services	Continue programs offering balance training, Zoom user support for telemedicine.	# of program participants # people	1-2 years

5.8 ADF Category: Social Participation/Isolation Prevention

ADF Goal	ADF Action	Metrics	Timeframe
Roll out Take Me Home program	Collaborate with Sterling's emergency services to facilitate roll out of the Take Me Home program.	# of organizations participating	1-2 years
Ensure seniors can effectively use emergency services	Collaborate with EMD to establish appropriate emergency responses.	# of people educated	1-2 years

6.0 Implementation

“Some people want it to happen, some wish it would happen, others make it happen.”

— Michael Jordan

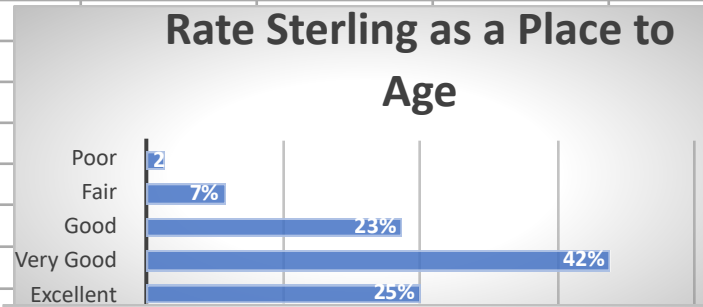
Fortunately, the current members of the ADF Work Group are action-oriented as demonstrated by their partnership with the SPD in the development of the Take Me Home Program, a confidential and local information system designed to help those with autism, Alzheimer’s, dementia, or any developmental disability by providing critical and timely information to law enforcement and first responders. The initial roll out of this program is underway! Several other programs with a goal of implementation of 1-2 years have started some form of partnership in the community.

The role of the ADF Work Group is to manage the implementation of this plan through the Group's ability to educate, collaborate and advocate. It will be the responsibility of the ADF Work Group to identify the community partners for each action item, engage the partner(s) to work together for a common ADF goal, and then seek to provide the necessary support to achieve that goal. As we achieve meaningful benchmarks, the ADF Work Group will inform the community and solicit public participation to promote awareness and education to bolster deeper civic understanding of what it means to be "Age and Dementia Friendly Sterling."

COMMUNITY: Questions are abbreviated. See survey for complete language.

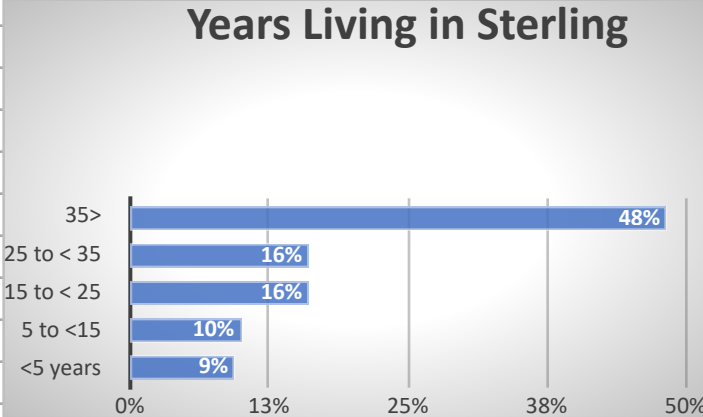
Question 1: How would you rate Sterling as a place for people to live as you age?

Excellent	45	25%
Very Good	76	42%
Good	42	23%
Fair	13	7%
Poor	3	2%
	179	



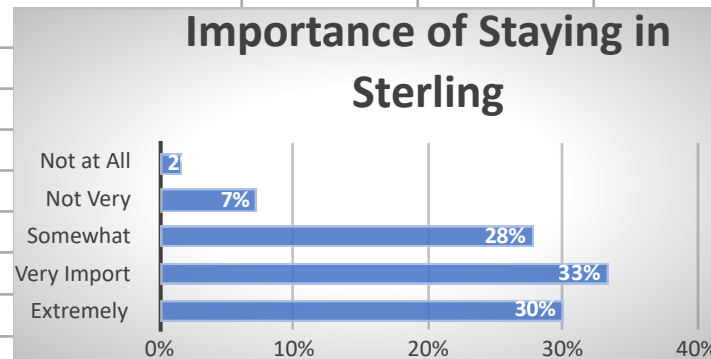
Question 2: How long have you lived in Sterling?

<5 years	17	9%
5 to <15	18	10%
15 to < 25	29	16%
25 to < 35	29	16%
35>	87	48%
	180	



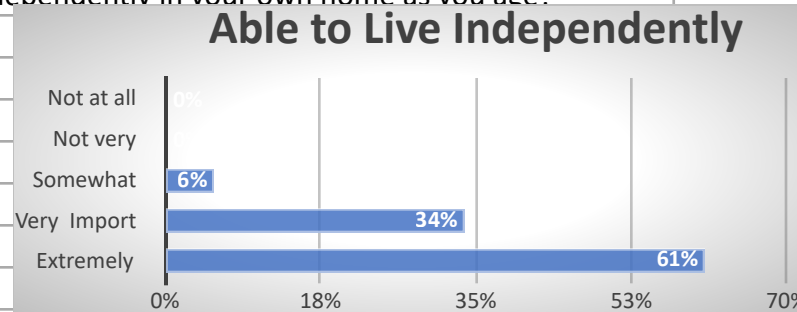
Question 3: How important is it for you to remain in Sterling as you age?

Extremely	54	30%
Very Import	60	33%
Somewhat	50	28%
Not Very	13	7%
Not at All	3	2%
	180	



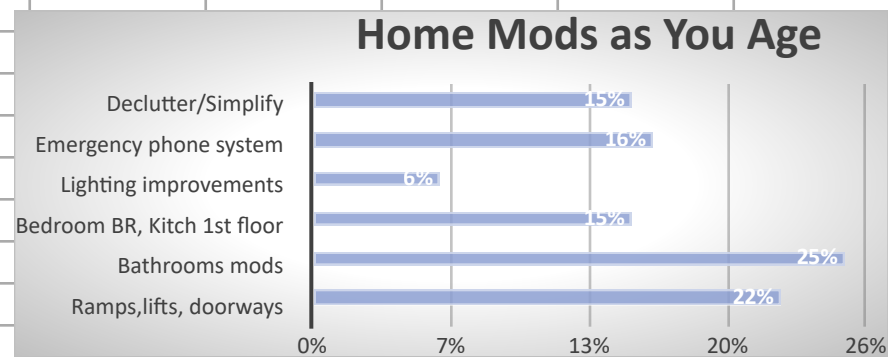
Question 4: How important is it for you to be able to live independently in your own home as you age?

Extremely	110	61%
Very Import	61	34%
Somewhat	10	6%
Not very	0	0%
Not at all	0	0%
	181	



Question 5: Which home modifications will you make as you age?

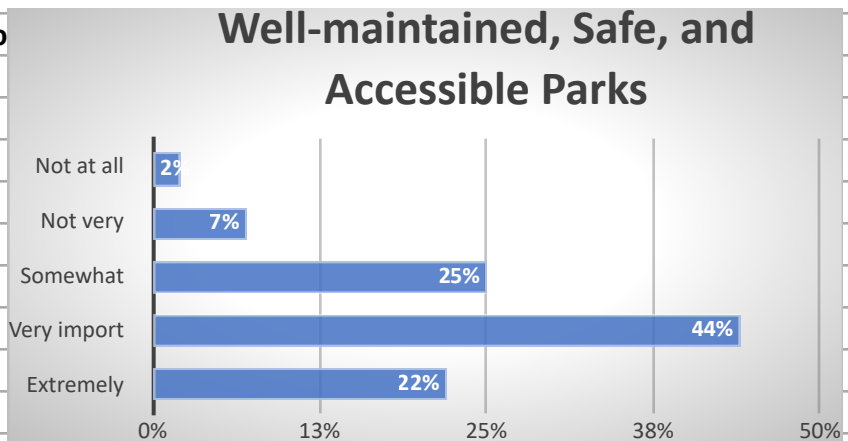
Ramps,lifts, doorways	60	22%
Bathrooms mods	68	25%
Bedroom BR, Kitch 1st flr	42	15%
Lighting improvements	17	6%
Emergency phone system	44	16%
Declutter/Simplify	41	15%



OUTDOOR SPACES AND BUILDINGS: How important do you

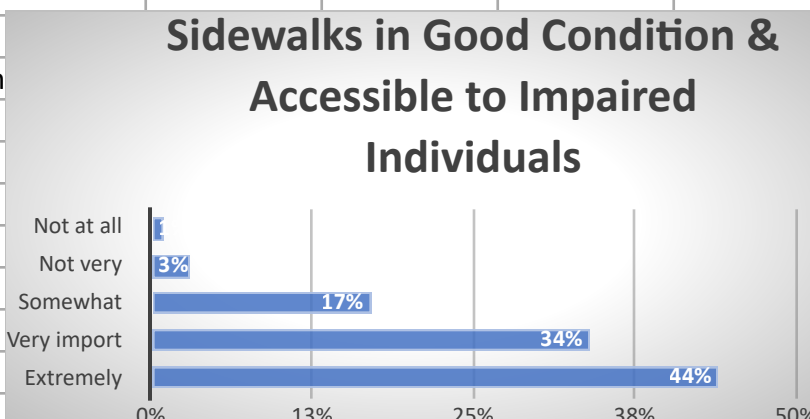
Question 6: Well-maintained, safe, and accessible parks

Extremely	40	22%
Very import	79	44%
Somewhat	44	25%
Not very	12	7%
Not at all	3	2%
	178	



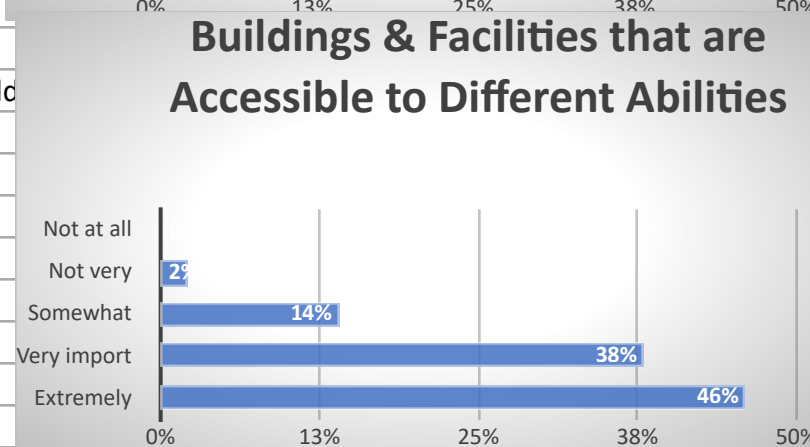
Question 7: Sidewalks in good condition and accessible to m

Extremely	79	44%
Very import	61	34%
Somewhat	31	17%
Not very	6	3%
Not at all	2	1%
	179	



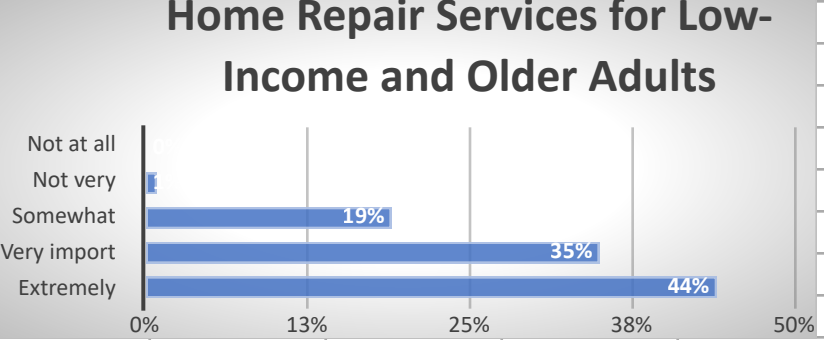
Question 8: Well-maintained, clearly marked & accessible blo

Extremely	83	46%
Very import	69	38%
Somewhat	26	14%
Not very	3	2%
Not at all	0	0%
	181	



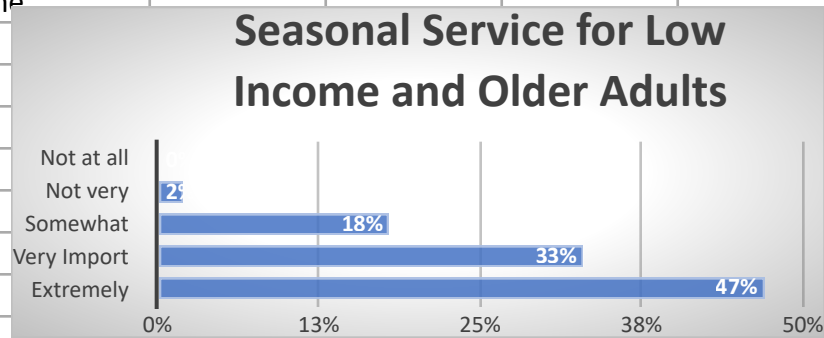
HOUSING: How important do you think it is to have the following in Sterling?

Question 9: Home repair services for low-income/older adults			
Extremely	76	44%	
Very import	60	35%	
Somewhat	33	19%	
Not very	2	1%	
Not at all	0	0%	
	171		



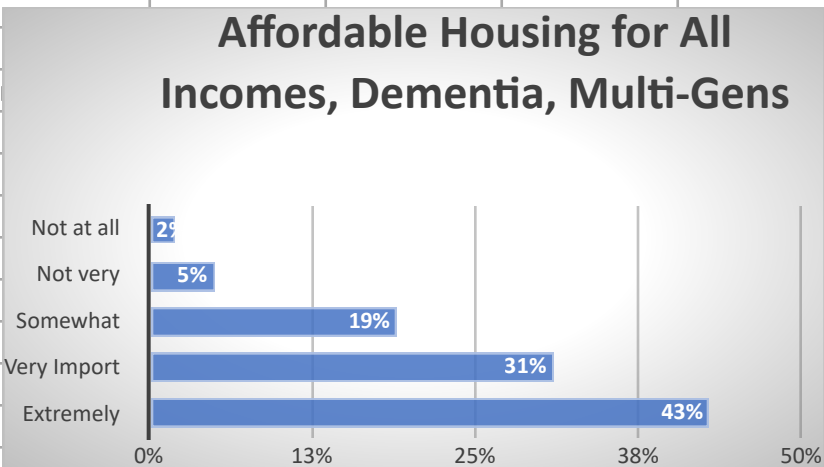
Question 10: Seasonal services - lawn & snow for low-income

and older adults			
Extremely	80	47%	
Very Import	57	33%	
Somewhat	31	18%	
Not very	3	2%	
Not at all	0	0%	
	171		



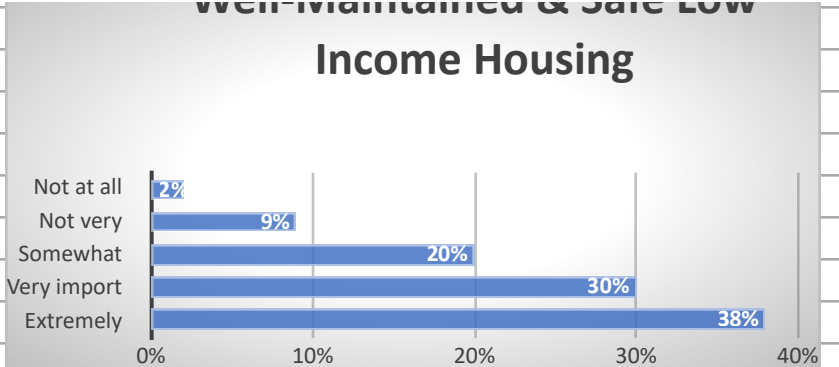
Question 11: Affordable/accessible housing for varying income

Extremely	75	43%	
Very Import	54	31%	
Somewhat	34	19%	
Not very	8	5%	
Not at all	4	2%	
	175		



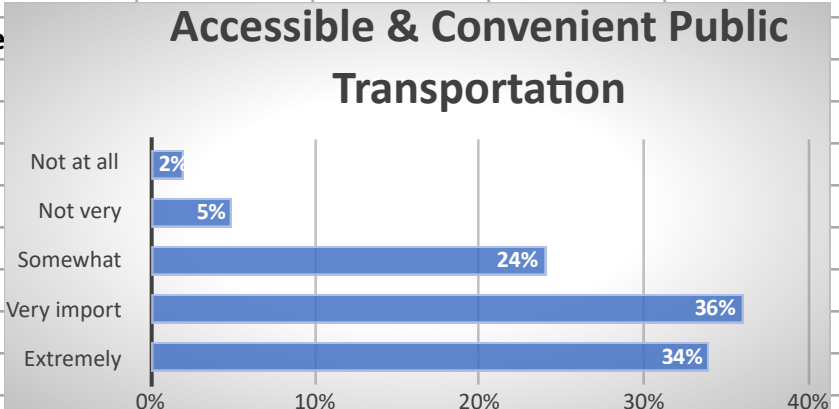
Well-Maintained & Safe Low

Question 12:	Well-maintained and safe low-income housing		
	Extremely	66	38%
	Very import	53	30%
	Somewhat	35	20%
	Not very	16	9%
	Not at all	4	2%
		174	

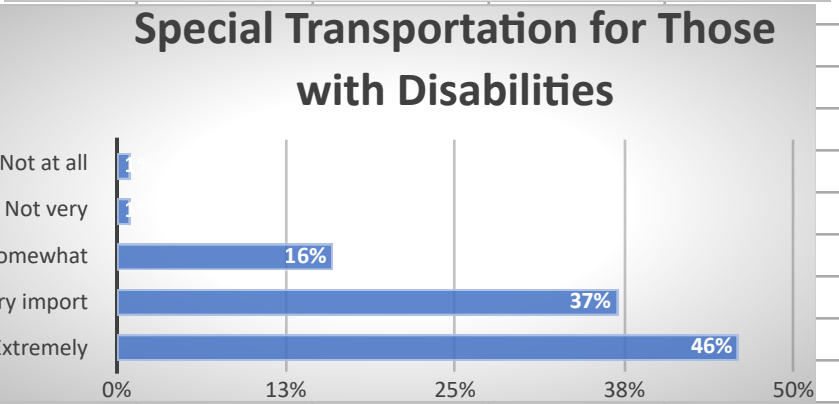


TRANSPORTATION: How important do you think it is to have

Question 13:	Accessible & convenient public transportation		
	Extremely	59	34%
	Very import	62	36%
	Somewhat	41	24%
	Not very	8	5%
	Not at all	4	2%

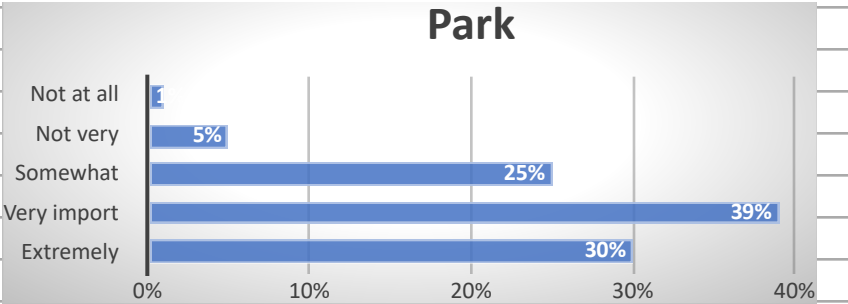


Question 14:	Special transportation for all ages with disabilities		
	Extremely	80	46%
	Very import	64	37%
	Somewhat	27	16%
	Not very	2	1%
	Not at all	1	1%
		174%	

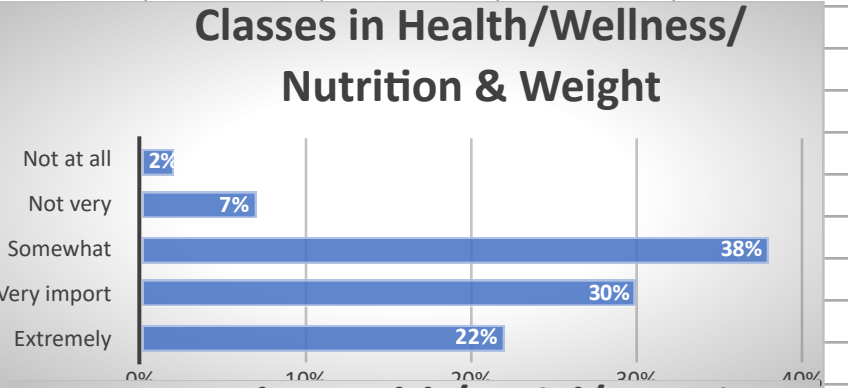


Public Parking lots & Areas to

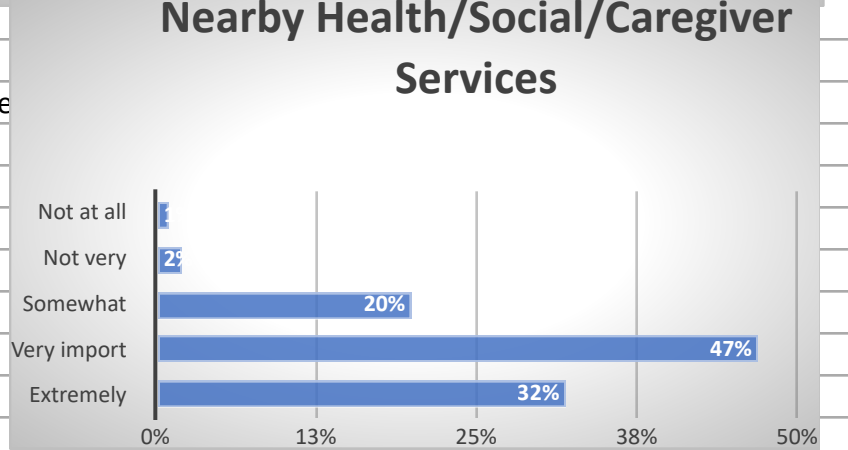
Question 15: Public parking lots, spaces & areas to park			
	Extremely	52	30%
	Very import	66	39%
	Somewhat	42	25%
	Not very	9	5%
	Not at all	2	1%
		171	



HEALTH & WELLNESS: How important do you think it is to have...			
Question 16: Classes in health & wellness, nutrition, weight			
	Extremely	39	22%
	Very import	53	30%
	Somewhat	67	38%
	Not very	12	7%
	Not at all	4	2%
		175	

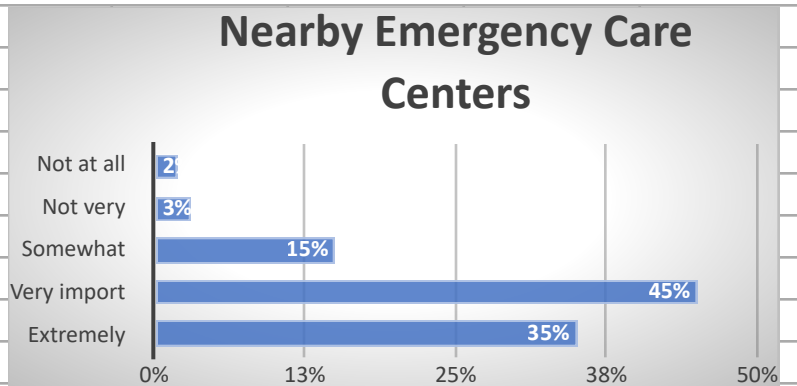


Question 17: Conveniently located health/social/caregiver se			
	Extremely	55	32%
	Very import	81	47%
	Somewhat	34	20%
	Not very	3	2%
	Not at all	1	1%
		174	



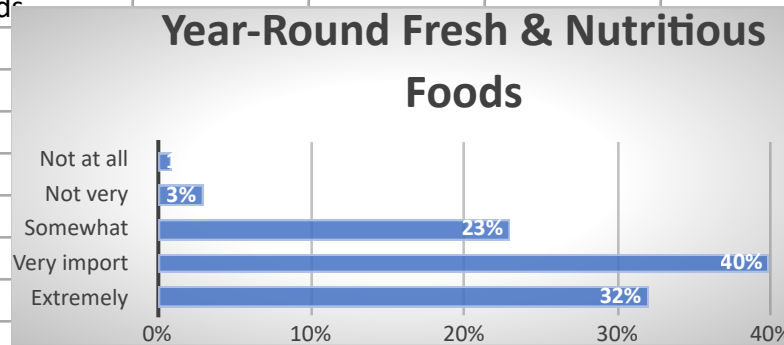
Question 18: Conveniently located emergency care centers

Extremely	62	35%
Very import	78	45%
Somewhat	27	15%
Not very	5	3%
Not at all	3	2%
	175	



Question 19: Year-round availability of fresh & nutritious foods

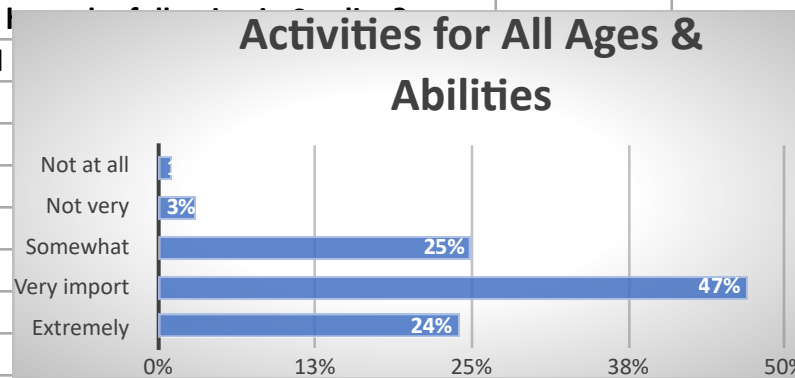
Extremely	55	32%
Very import	70	40%
Somewhat	40	23%
Not very	6	3%
Not at all	2	1%
	173	



SOCIAL INTERACTIONS: How important do you think it is to

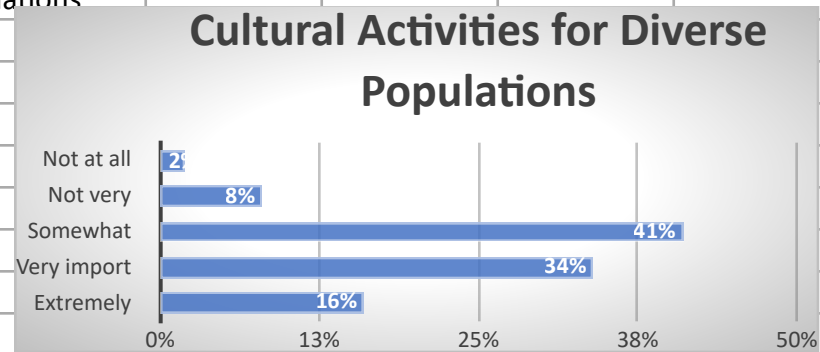
Question 20: Activities for you & older people of all physical

Extremely	43	24%
Very import	83	47%
Somewhat	44	25%
Not very	5	3%
Not at all	1	1%
	176	



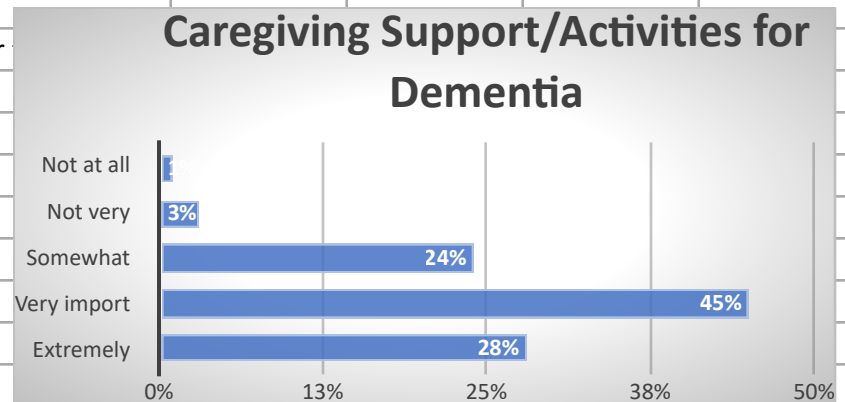
Question 21: A variety of cultural activities for diverse populations

Extremely	28	16%
Very import	59	34%
Somewhat	72	41%
Not very	15	8%
Not at all	3	2%
	177	



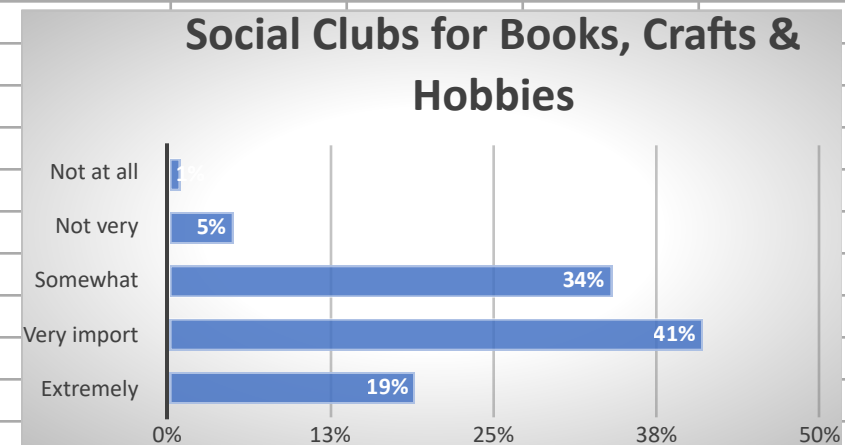
Question 22: Caregiving support, resources & activities for

Extremely	48	28%
Very import	77	45%
Somewhat	41	24%
Not very	6	3%
Not at all	1	1%
	173	



Question 23: Social clubs for hobbies, books, crafts, etc.

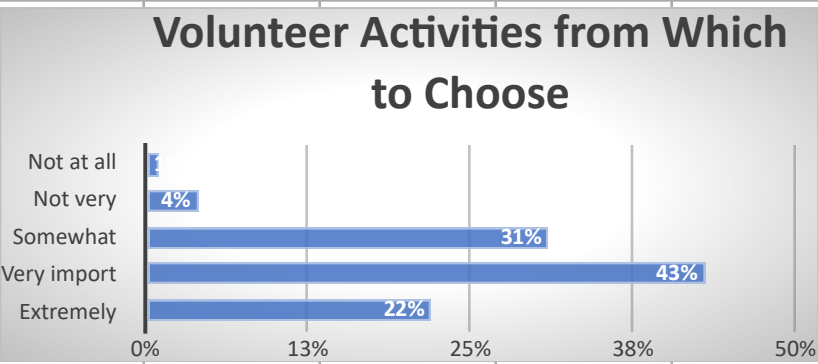
Extremely	33	19%
Very import	71	41%
Somewhat	59	34%
Not very	8	5%
Not at all	2	1%
	173	



VOLUNTEERING & CIVIC ENGAGEMENT: How important do you think it is to have the following in Sterling?

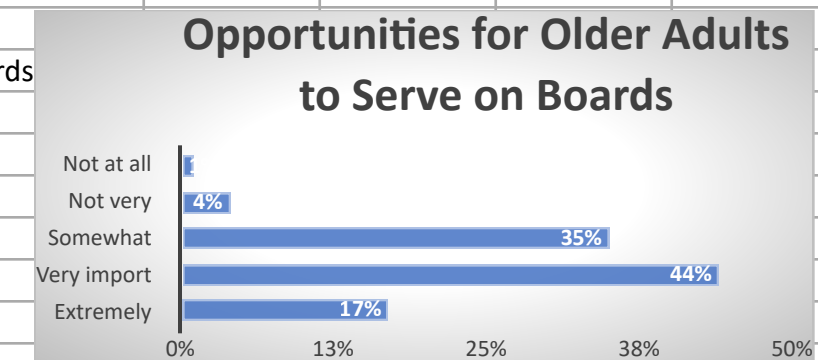
Question 24: A range of volunteer activities from which to choose

Extremely	38	22%
Very import	74	43%
Somewhat	53	31%
Not very	7	4%
Not at all	1	1%
	173	



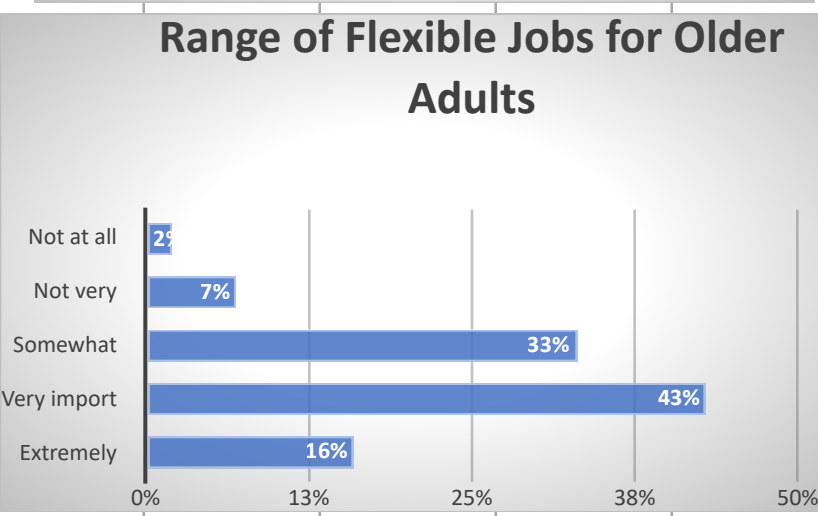
Question 25: Opportunities for older adults to serve on boards

Extremely	29	17%
Very import	77	44%
Somewhat	61	35%
Not very	7	4%
Not at all	1	1%
	175	

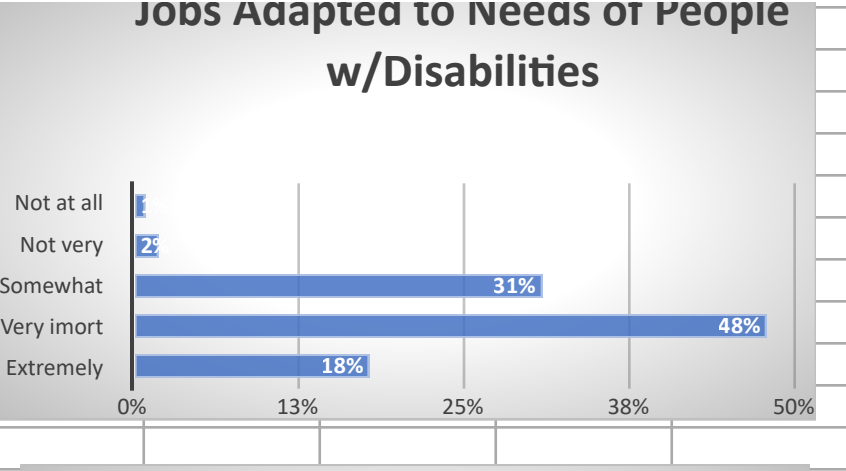


Question 26: A range of flexible jobs for older adults

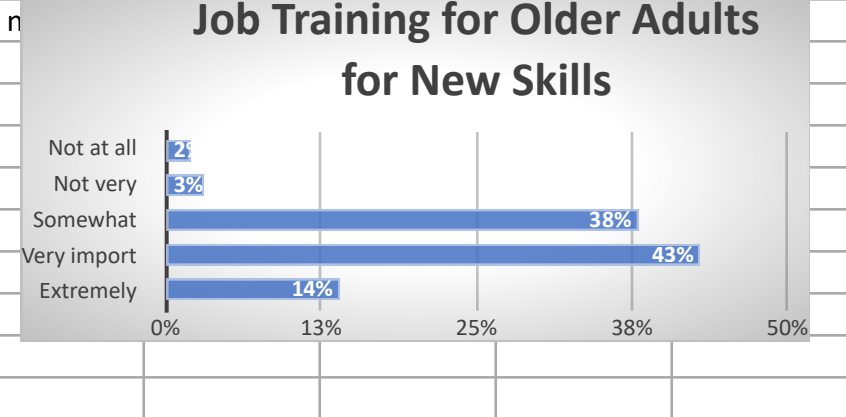
Extremely	29	16%
Very import	77	43%
Somewhat	60	33%
Not very	12	7%
Not at all	3	2%
	181	



Question 27: Jobs that are adapted to meet needs of people			
Extremely	31	18%	
Very import	84	48%	
Somewhat	54	31%	
Not very	3	2%	
Not at all	2	1%	
	174		

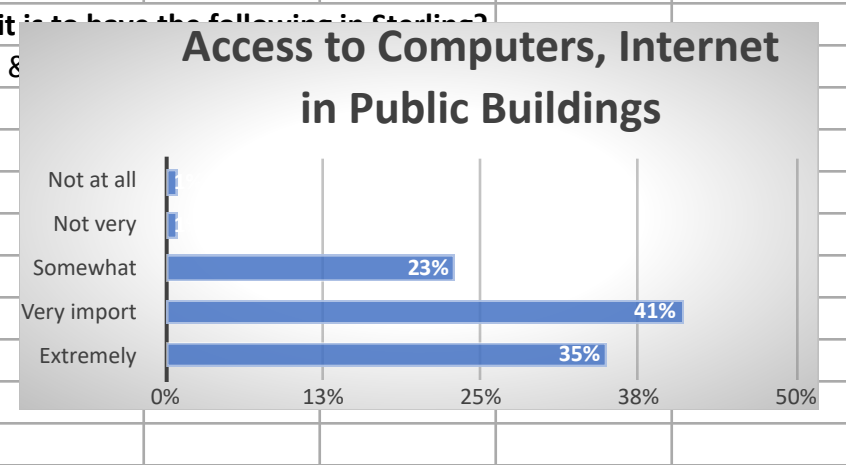


Question 28: Job training for older adults who want to learn n			
Extremely	24	14%	
Very import	73	43%	
Somewhat	65	38%	
Not very	5	3%	
Not at all	4	2%	
	171		



COMMUNITY INFORMATION: How important do you think it is to have the following in Sterling?

Question 29: Free access to computers, assistive technology &			
Extremely	61	35%	
Very import	72	41%	
Somewhat	40	23%	
Not very	2	1%	
Not at all	1	1%	
	176		



ABOUT YOU:			
Age range:	30-101		
Average age:	66.9 years		
Median age:	68 years		
Family size:	2.6		
# in household living with dementia			2.9%
M. Status:	Married	107	63%
	Partner	7	4%
	Separated	2	1%
	Divorced	19	11%
	Widowed	27	16%

Marital Status

A horizontal bar chart titled 'Marital Status' showing the percentage distribution of respondents by marital status. The x-axis represents percentages from 0% to 70% in increments of 17%. The y-axis lists the marital statuses. The bars are blue, and the percentage values are labeled at the end of each bar.

Marital Status	Percentage
Married	63%
Widowed	16%
Divorced	11%
Partner	4%
Separated	1%

STERLING MASTER PLAN COMMUNITY ENGAGEMENT REPORT

June 2019



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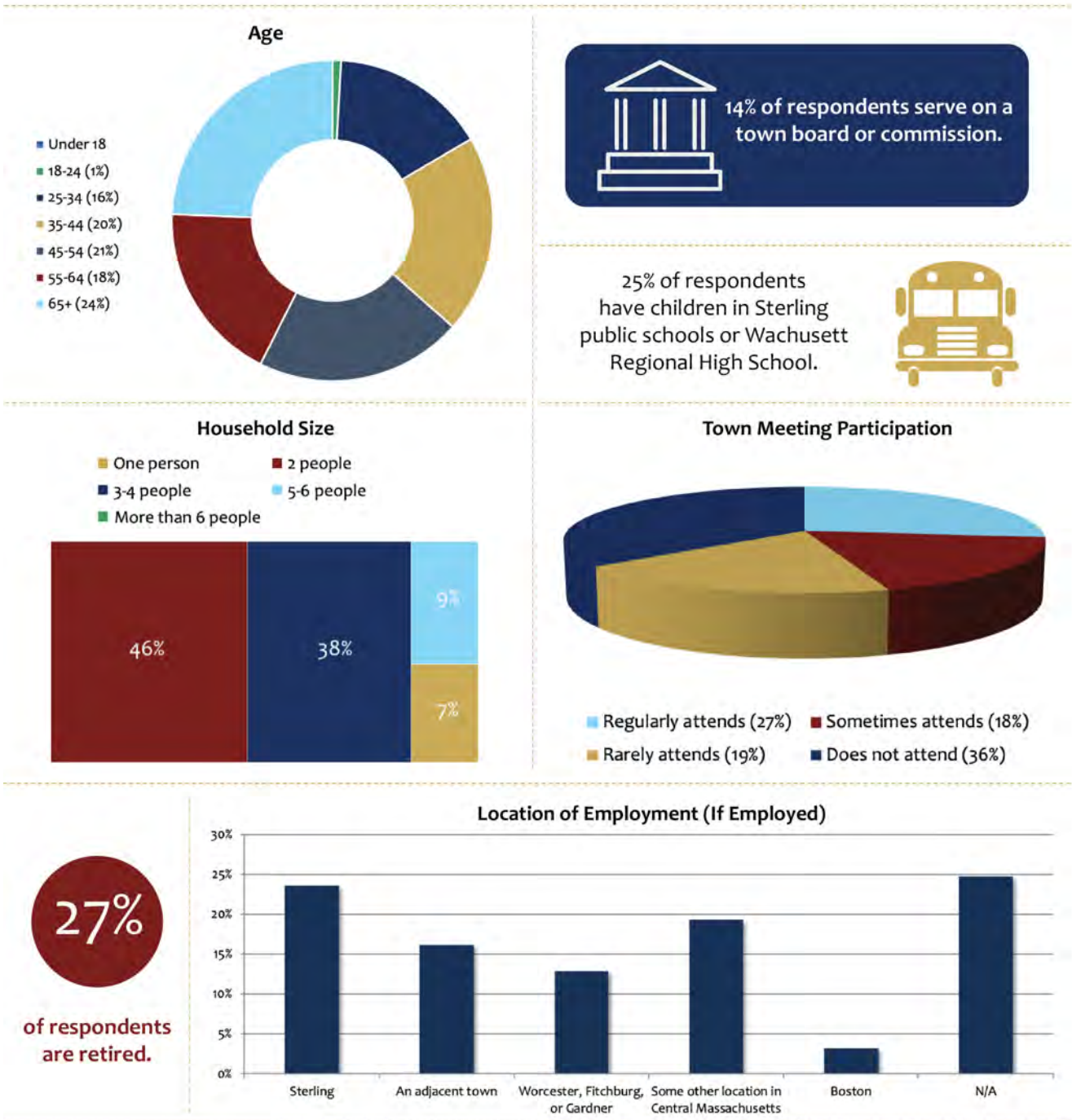
Sterling Master Plan Survey Responses

I. Overview

During April 2019, Sterling residents were given the opportunity to provide feedback on topics related to the Master Plan through an online survey, the full extent of which is provided in the Appendix.

II. Who Took the Survey?

The following data provides a snapshot of the 115 individuals who participated in this survey.



III. Select Facts

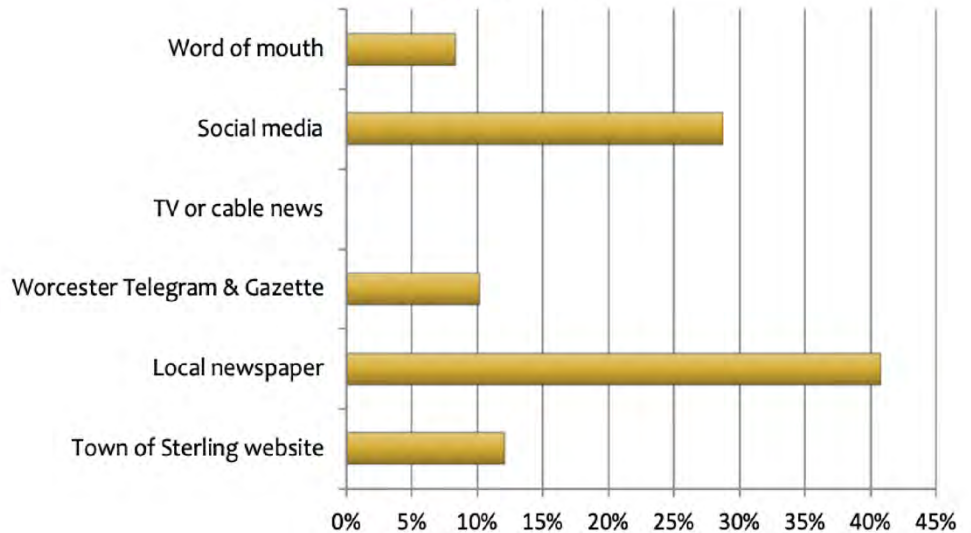
While the Appendix includes the full survey results, this graphic highlights some noteworthy facts about the experiences and opinions of Sterling residents.

Survey participants most frequently identified the following towns as reminiscent of Sterling in appearance:



of respondents have walked the Sterling Rail Trail.

Source for Local News



23% believe that the new housing in Sterling positively contributes to the town.

19% consider the new housing out of character for the area.

40% feel that Sterling does not need any new housing.

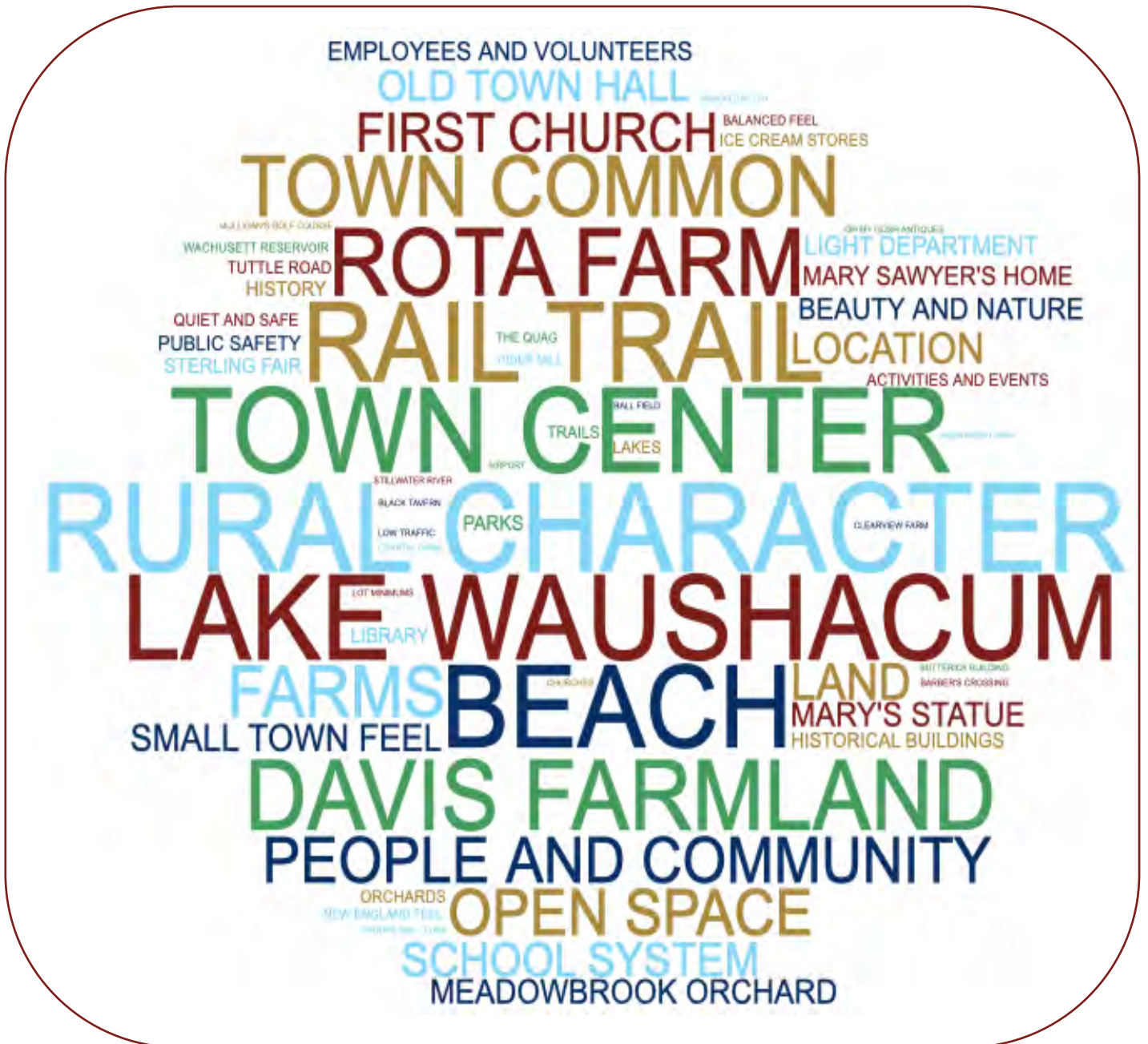


Reported Ease of Transportation by Mode

Mode	Easy	Somewhat difficult	Very difficult
Car	92%	6%	2%
Walking	11%	32%	59%
Bicycle	17%	44%	40%

III. What People Love

In a series of open-ended questions, survey participants identified the following as features that make Sterling special and/or elements of the town they enjoy and want to see preserved (although perhaps improved; see next section). The size of the text indicates frequency of response throughout the survey, and only features mentioned multiple times are included.



IV. What People Want Addressed

Throughout the survey's open-ended questions, participants identified the following as potential areas for improvement. As with the previous section, only themes mentioned multiple times are included in this visual. **Overall, the comments conveyed a degree of conflict between prioritizing Sterling's rural charm with revitalizing the town, especially the downtown area.**




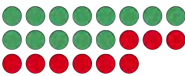

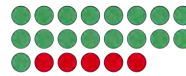
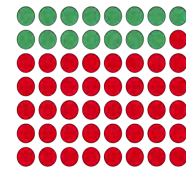
Open House Meeting Responses



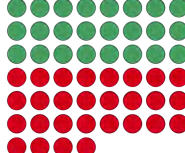


I. Overview


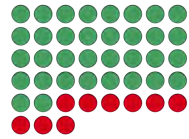


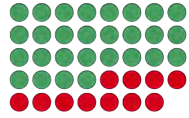
On April 4, 2019, Sterling held an open house meeting for attendees to offer feedback on various topics relating to the town’s strengths, weaknesses, and future potential. Results from the two activities participants engaged in are provided below. **Open-ended responses conveyed a strong appreciation for Sterling’s rural character, sense of community, history, and beauty. Nonetheless, participant feedback also revealed a degree of conflict between the desire to preserve the feel of the town versus the desire to modernize and transform Sterling into more of a destination.**

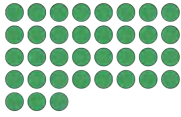
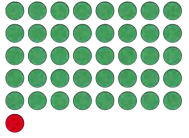



II. Agree/Disagree Questions

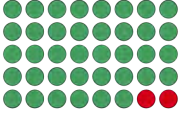
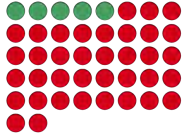
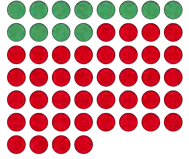
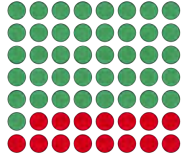
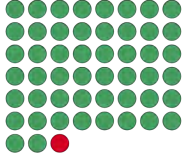
Participants received an assigned number of color stickers to indicate agreement (green) or disagreement (red) with the statements below. The number of stickers per question varies depending on response (i.e., the more stickers a question received, the more attention and interest it garnered).



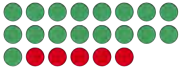

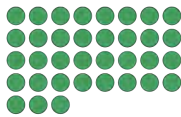
Community Services & Facilities: Key Ideas and Feedback				
<p>Sterling needs to prioritize making all town facilities and parking accessible to people with disabilities (universal design). (15 yes, 1 no.)</p> 	<p>Sterling needs to establish a tree warden position and appoint a qualified person to it. (13 yes, 9 no.)</p> 	<p>Sterling needs improved means of communication about town activities and community events. (9 yes, 1 no.)</p> 	<p>Sterling needs better, more reliable internet service. (17 yes, 5 no.)</p> 	<p>The Town should acquire the Sterling Airport. (15 yes, 41 no.)</p> 

Open Space & Recreation: Key Ideas and Feedback				
<p>Sterling needs better communication between town departments about responsibility for maintaining open space and recreation facilities. (25 yes.)</p> 	<p>Sterling needs to foster public awareness of Chapter 61A properties and develop a strategy for acquiring them. (20 yes, 1 no.)</p> 	<p>Sterling needs a community recreation center. (24 yes, 28 no.)</p> 	<p>Sterling needs more land for tennis courts and playing fields. (8 yes, 26 no.)</p> 	<p>Sterling needs to improve the Town Beach. (20 yes, 2 no.)</p> 

Natural & Cultural Resources: Key Ideas and Feedback				
<p>Sterling needs to work on increasing public awareness of historic/cultural resources. (11 yes, 1 no.)</p> 	<p>Sterling should adopt the Community Preservation Act (CPA). (34 yes, 9 no.)</p> 	<p>Sterling needs an arts and cultural center. (11 yes, 11 no.)</p> 	<p>Sterling needs a comprehensive water resources management plan. (22 yes.)</p> 	<p>Sterling needs to take climate change seriously and develop a hazard mitigation plan. (28 yes, 11 no.)</p> 

Circulation & Traffic: Key Ideas and Feedback				
<p>Sterling needs more sidewalks that connect to the Town Center, and sidewalks that are accessible to people with disabilities. (35 yes.)</p> 	<p>Sterling needs to focus on improving the condition of local roads. (40 yes, 1 no.)</p> 	<p>Sterling needs to investigate how to increase public transportation service to our town. (21 yes, 4 no.)</p> 	<p>Sterling needs to provide more trails and link the existing trails. (22 yes, 1 no.)</p> 	<p>Sterling needs to work on improving safety at Route 140 and Route 62. (27 yes.)</p> 

Economic Development: Key Ideas and Feedback				
<p>Sterling needs to coordinate future economic growth with the Town's rural character. (38 yes, 2 no.)</p> 	<p>Sterling needs to do more to develop and improve tourism as part of the Town's economic base. (5 yes, 37 no.)</p> 	<p>Sterling needs to study options for sewer service to support economic growth. (12 yes, 40 no.)</p> 	<p>Sterling needs to make Town Center revitalization our highest economic development priority. (41 yes, 15 no.)</p> 	<p>Sterling needs new zoning on Route 1 to encourage well-planned commercial development. (50 yes, 1 no.)</p> 

Housing and Residential Development Key Ideas and Feedback				
<p>Sterling should study cluster development as a tool to regulate residential development. (28 yes, 11 no.)</p> 	<p>Sterling needs more rental housing. (7 yes, 15 no.)</p> 	<p>Housing development is happening too fast in Sterling. (17 yes, 5 no.)</p> 	<p>Sterling needs more affordable housing. (20 yes, 7 no.)</p> 	<p>Sterling's zoning should be flexible to allow adaptive reuse of older buildings to create more types of housing. (35 yes.)</p> 

III. Open Response Questions

Attendees provided written feedback to the following questions. Select responses (based on frequency, similarity to other comments, and relevance) are provided below. While it may seem that some responses contradict each other (e.g., some want zoning changed, others want current zoning enforced), this tension can guide the creation of a Master Plan that will consider and address the perspectives of all residents as much as possible.

1. What is Sterling's greatest strength?

- The people/community
- Open space (e.g., Sholan Park)
- Natural history
- Location
- Town hall
- Quiet, small town feel
- Beautiful high school
- Nature/Access to Nature
- Airport and flight school
- Library
- Beach
- Welcoming atmosphere
- Low level of commercial businesses
- Independent power "company"
- Rail trail and other mapped trails
- Active senior center
- Great public services (EMS, etc.)
- Natural beauty

2. What is Sterling's greatest challenge?

- Building up the downtown and surrounding area
- Getting traffic to slow on rural roads
- Dealing with Town Hall boards
- Repairing condition of roads and sidewalks
- Plowing
- Slowing residential growth (i.e., there is currently too much growth)
- The town needs more programs to encourage agriculture for kindergarten and below
- Lack of cable/Internet options
- Getting young people involved in the town
- Keeping drugs out of the schools
- Maintaining clean lakes
- Town beach septic
- Enforcing zoning
- Senior housing
- Improving appearance of properties/abandoned properties
- Maintaining walking trails
- Planning for future and potential population growth

- Small business development
- Garbage and recycling (curbsides are messy)
- Downtown not walkable
- Addressing environmental concerns (recycling, climate change, becoming carbon-neutral)
- Developing partnerships/regionalization opportunities to increase/maintain services without increasing taxes
- Water table
- Few outdoor places for kids/adults to bike to
- Lack of specialty stores (pharmacy, etc.) in town
- Invasive plants and vines
- Downtown parking
- Too many “mega mansions”
- DPW (not enough staff to handle workload)

3. What do you think are the most important issues this Master Plan should address?

- Reasonably priced 55+ housing
- The need for a town arborist
- Allowing farmers to be on the forefront of cannabis agriculture to improve tax base and protect the next generation of farmers during crop failure
- Using the Downtown Common for more festivals, craft shows, etc., perhaps an apple festival in conjunction with Farmer’s Market
- Preserving and encouraging agricultural land
- Connecting farms to citizens, expanding the Farmer’s Market, farm co-op, etc.
- Downtown revitalization, beautification, and development
- Sharing of historical information with townspeople
- Expansion of Rail Trail
- Need or a recreation or youth center
- Managing eyesores in Town
- The future of trash/recycling
- Limitations for vehicle size and weight on roads
- The potential for playground equipment at the Town Beach
- Trails
- Fixing up the tennis courts in West Sterling
- DPW is not well-staffed – more planning needed, consideration of slope, and drainage
- Making boards appointed instead of elected
- Cemetery maintenance
- Keeping red light district out
- Being on the forefront of handling climate change issues, moving towards becoming carbon-neutral by 2025
- Reconstruction of Twine Road
- Comcast monopoly/possibility of Fios
- Airport acquisition
- Road repair and maintenance
- Awareness and access to open space and recreational opportunities
- More varied housing stock including rental and affordable, multifamily housing options, country-style apartment units, support for more 40B housing
- Taxes
- Adoption of European farming practices
- Better maintenance of existing recreation facilities, e.g. Town Beach
- Regulations for food trucks
- Need places for casual community gathering
- Home for Sterling Fair
- Preserving rural character

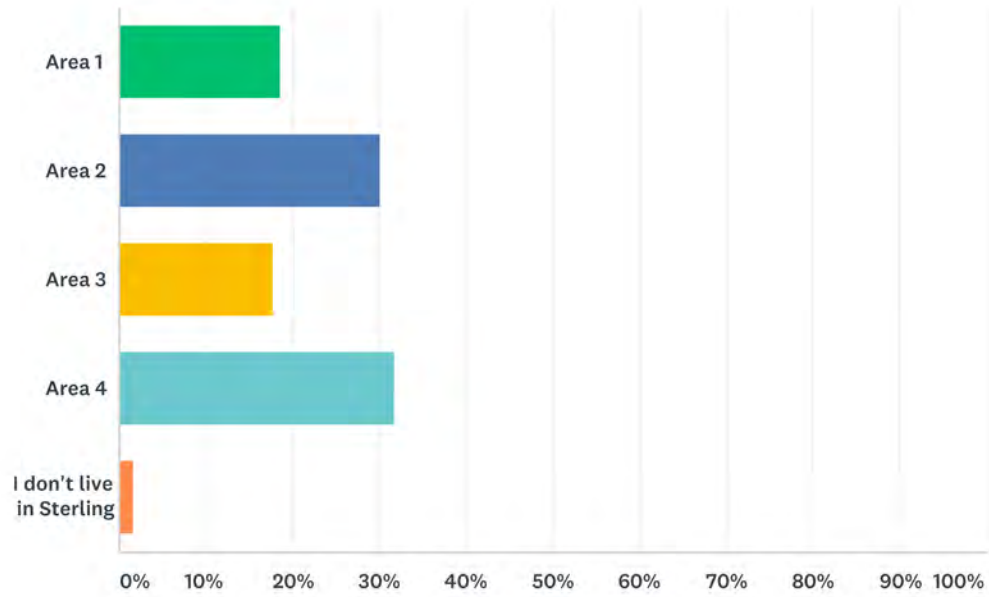
- Overdevelopment and the concern that the town has been turned wide open for residential development due to bylaw changes
- Residents would like to see small market or grocery store, pharmacy, bakery, shops, etc.
- Use for the River District School House
- More bike trails, bike-friendly streets, places to bike
- Expanding water and sewer
- Support for the library
- Planning for the future of an increasing amount of children with developmental disabilities and/or mental health issues who may require housing, community support, recreational opportunities, transportation, caretaking, etc.
- Better agricultural use of DCR land
- Developing partnerships/regionalizing opportunities to increase/maintain services without increasing taxes
- Regulations for signage, creating a plan everyone can live with
- Making more use of Route 12 industry
- Improve town water quality
- Standards for lighting, storefronts, etc. to create a uniform aesthetic in line with the town's atmosphere
- Flexible zoning to accommodate 55+ facility, in-law apartments, etc., and to preserve agricultural land through cluster development
- Lake Waushacum free from 715 hp boats
- More dog-friendly open recreational areas
- Offer more incentives to businesses to open in Sterling Village
- Keep the 8-point sportsman's club
- Supporting the bylaw for collection bins at town meeting
- School system

Appendix: Full Survey Results

Sterling Master Plan

Q1 Where do you live in Sterling? Use the numbered sections on the map to indicate where you live.

Answered: 113 Skipped: 2

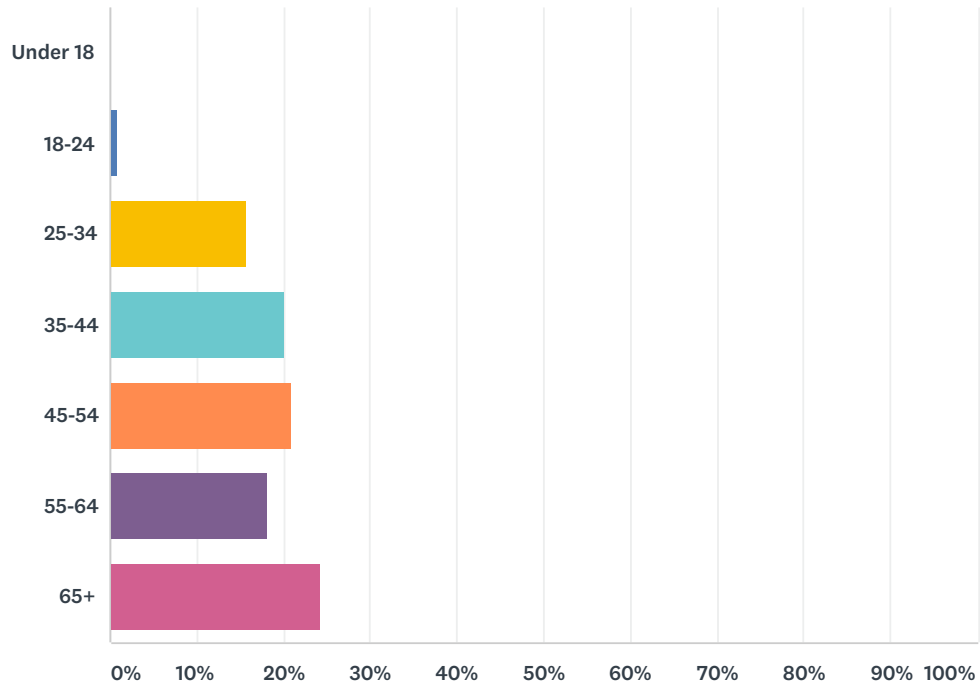


ANSWER CHOICES	RESPONSES	
Area 1	18.58%	21
Area 2	30.09%	34
Area 3	17.70%	20
Area 4	31.86%	36
I don't live in Sterling	1.77%	2
TOTAL		113



Q2 How old are you?

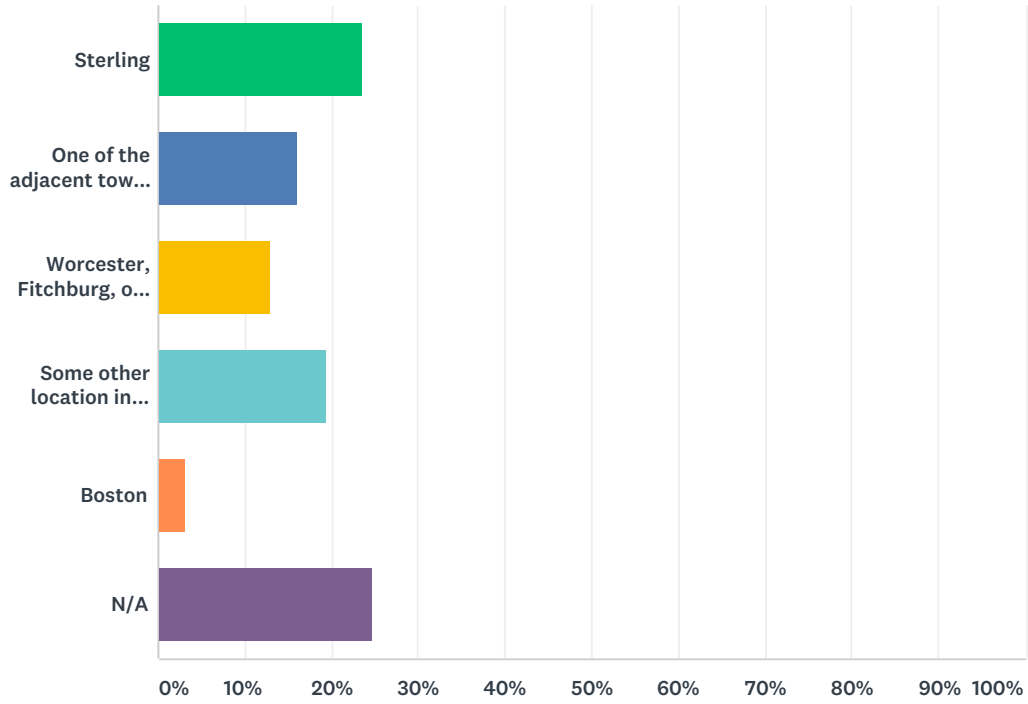
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	0.87%	1
25-34	15.65%	18
35-44	20.00%	23
45-54	20.87%	24
55-64	18.26%	21
65+	24.35%	28
TOTAL		115

Q3 If you're employed, where do you work?

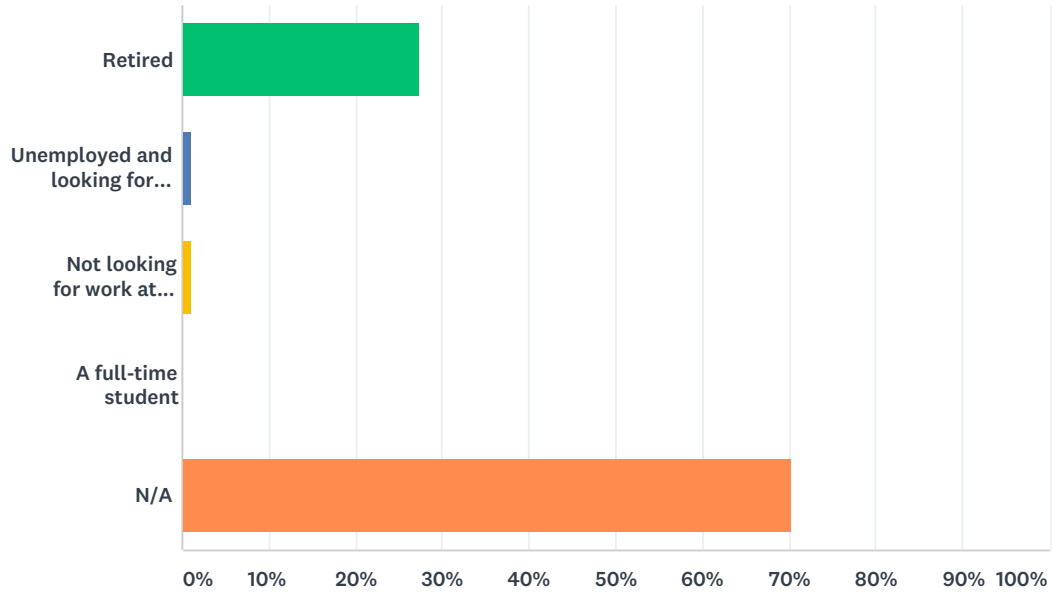
Answered: 93 Skipped: 22



ANSWER CHOICES	RESPONSES	
Sterling	23.66%	22
One of the adjacent towns: Leominster, West Boylston, Princeton, Holden, Lancaster, Clinton, or Boylston	16.13%	15
Worcester, Fitchburg, or Gardner	12.90%	12
Some other location in Central Massachusetts	19.35%	18
Boston	3.23%	3
N/A	24.73%	23
TOTAL		93

Q4 If you're not employed, are you:

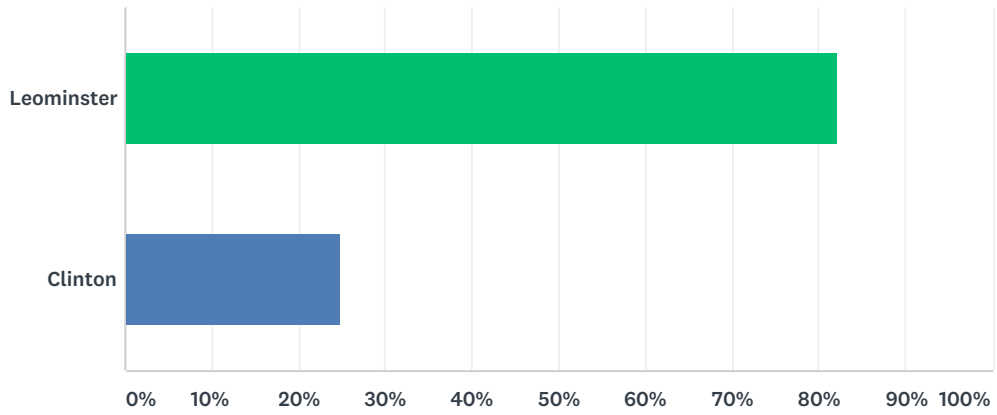
Answered: 91 Skipped: 24



ANSWER CHOICES	RESPONSES	
Retired	27.47%	25
Unemployed and looking for work	1.10%	1
Not looking for work at this time; not in the labor force	1.10%	1
A full-time student	0.00%	0
N/A	70.33%	64
TOTAL		91

Q5 Where do you ordinarily buy groceries?

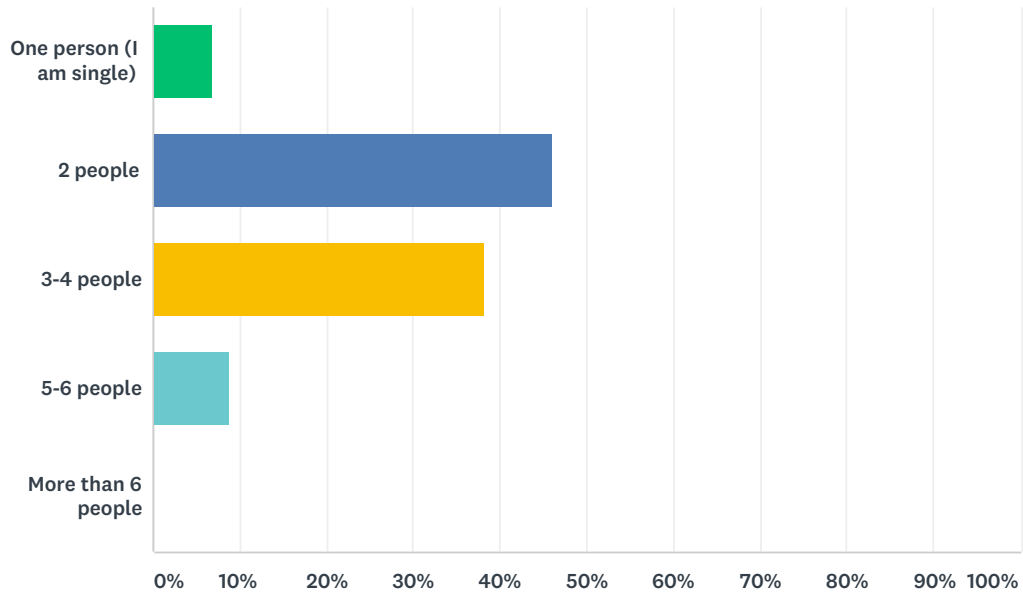
Answered: 96 Skipped: 19



ANSWER CHOICES	RESPONSES	
Leominster	82.29%	79
Clinton	25.00%	24
Total Respondents: 96		

Q6 How many people are in your household?

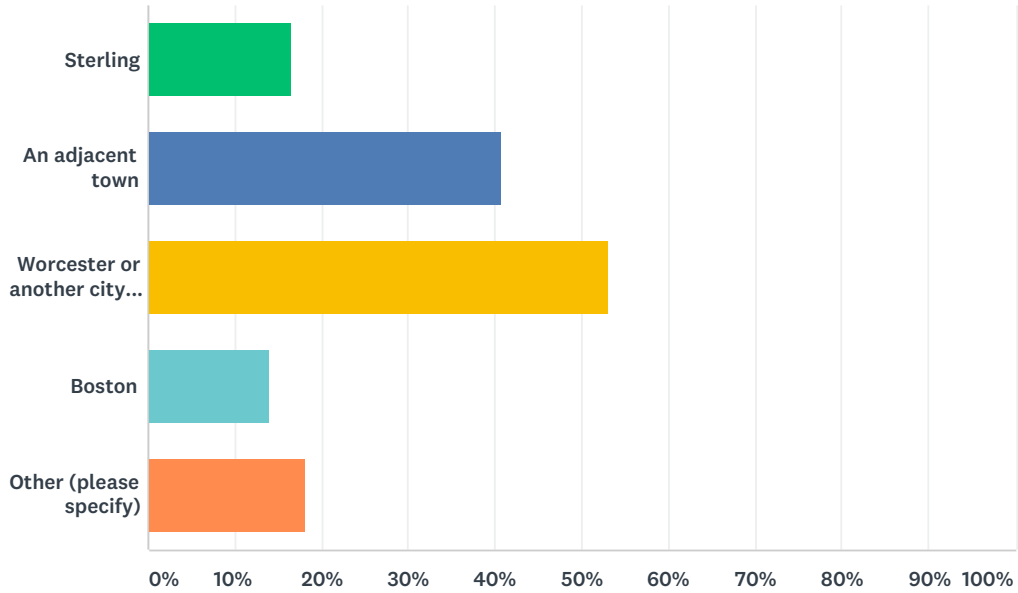
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
One person (I am single)	6.96%	8
2 people	46.09%	53
3-4 people	38.26%	44
5-6 people	8.70%	10
More than 6 people	0.00%	0
TOTAL		115

Q7 Where do you go for health care? (Choose all that apply.)

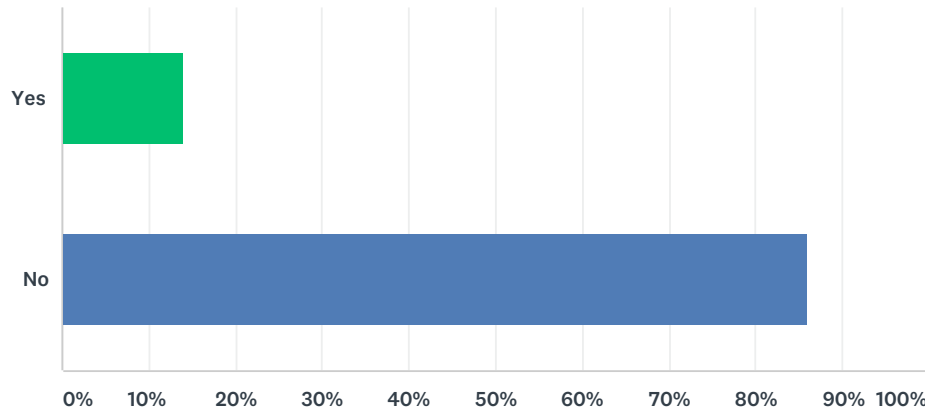
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
Sterling	16.52%	19
An adjacent town	40.87%	47
Worcester or another city in Central Massachusetts	53.04%	61
Boston	13.91%	16
Other (please specify)	18.26%	21
Total Respondents: 115		

Q8 Do you currently serve on a town board or commission?

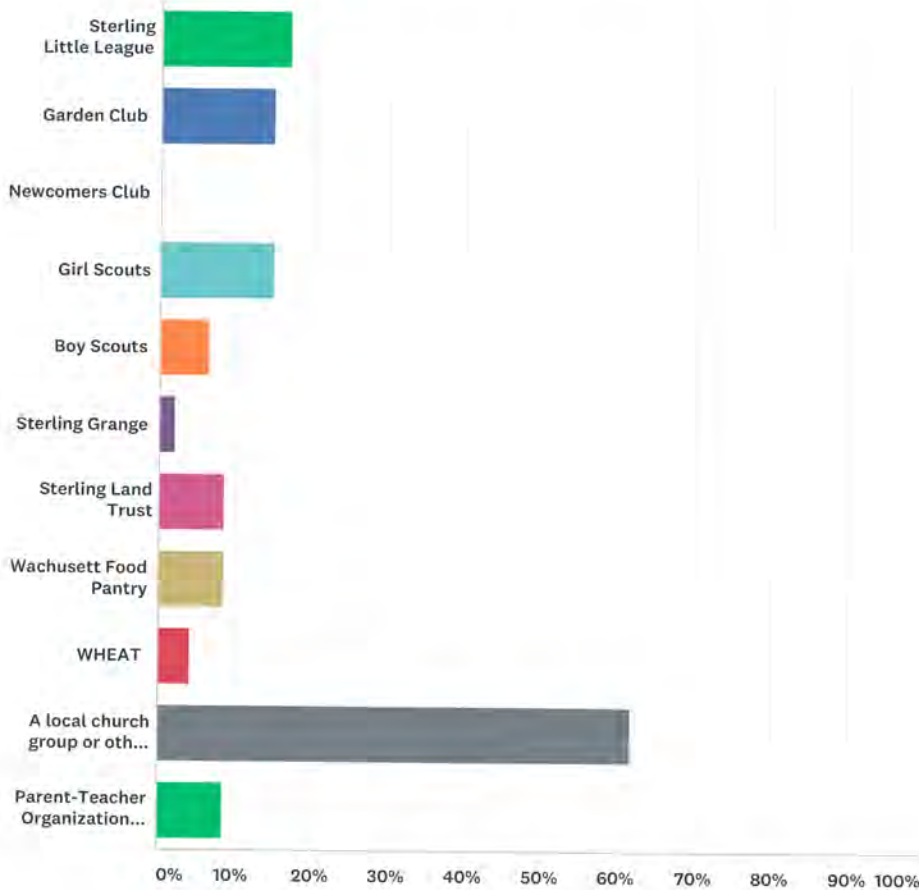
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	13.91%	16
No	86.09%	99
TOTAL		115

Q9 Are you involved with any community organizations or groups? Below is a partial list of local organizations and activities. Choose the ones you participate in, or you can add others in the space provided.

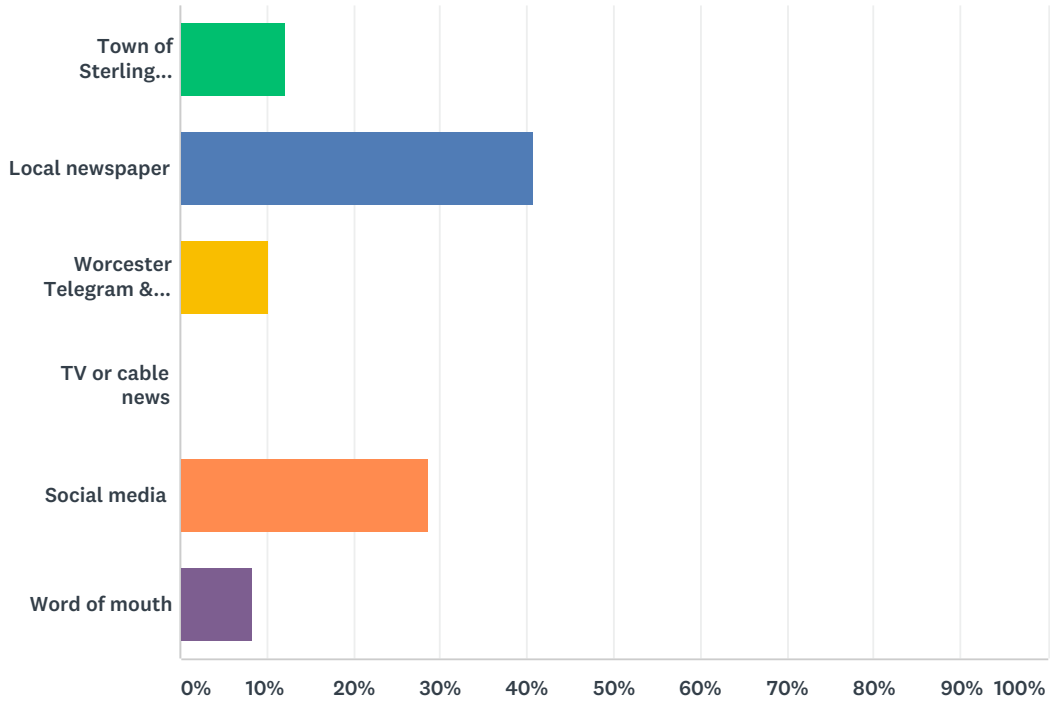
Answered: 47 Skipped: 68



ANSWER CHOICES	RESPONSES	
Sterling Little League	17.02%	8
Garden Club	14.89%	7
Newcomers Club	0.00%	0
Girl Scouts	14.89%	7
Boy Scouts	6.38%	3
Sterling Grange	2.13%	1
Sterling Land Trust	8.51%	4
Wachusett Food Pantry	8.51%	4
WHEAT	4.26%	2
A local church group or other faith community	61.70%	29
Parent-Teacher Organization at one or more schools	8.51%	4
Total Respondents: 47		

Q10 How do you get news about the Town of Sterling?

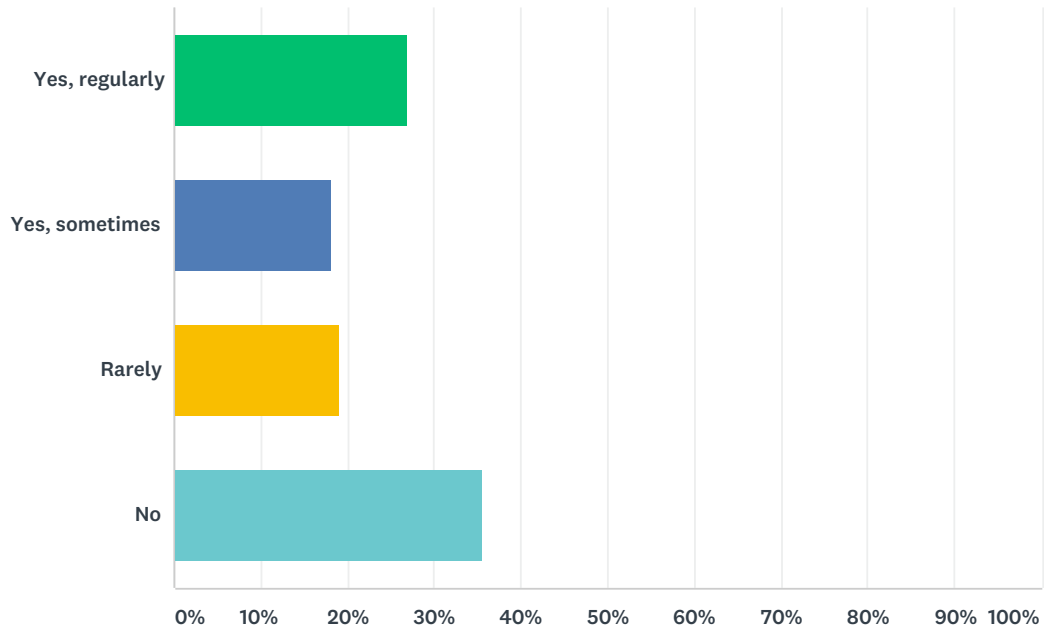
Answered: 108 Skipped: 7



ANSWER CHOICES	RESPONSES	
Town of Sterling website	12.04%	13
Local newspaper	40.74%	44
Worcester Telegram & Gazette	10.19%	11
TV or cable news	0.00%	0
Social media	28.70%	31
Word of mouth	8.33%	9
TOTAL		108

Q11 Do you attend town meeting?

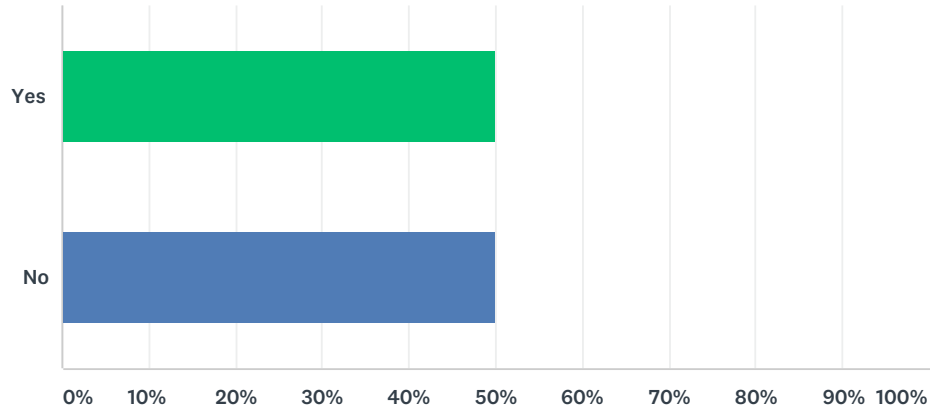
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, regularly	26.96%	31
Yes, sometimes	18.26%	21
Rarely	19.13%	22
No	35.65%	41
TOTAL		115

Q12 Do you know all of your neighbors?

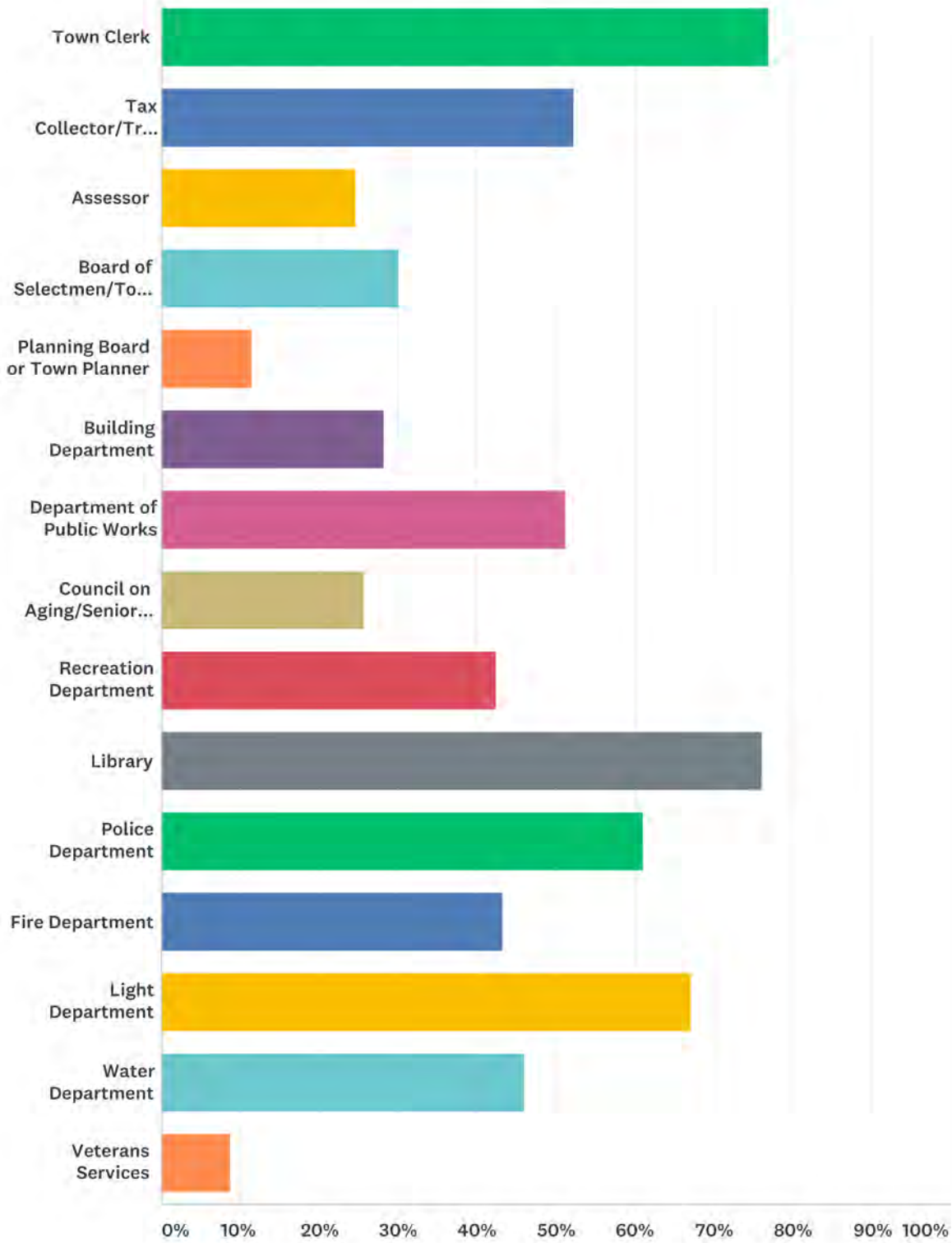
Answered: 108 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	50.00%	54
No	50.00%	54
TOTAL		108

Q13 Have you ever contacted or used any of the following town services?

Answered: 113 Skipped: 2



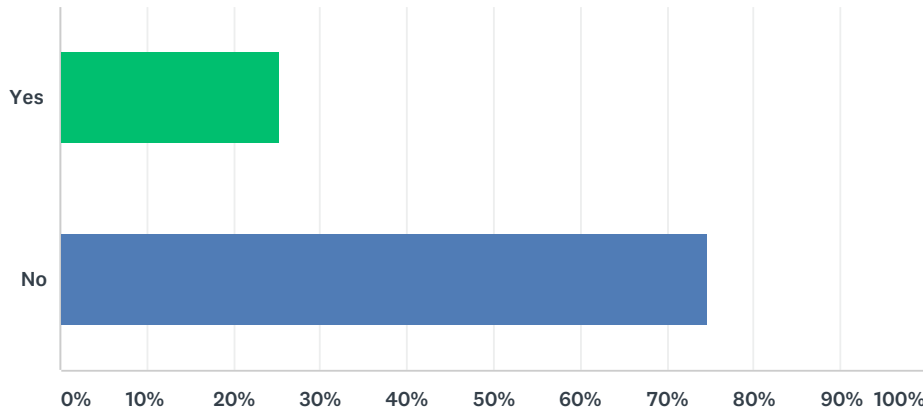
Q13 Continued

Q13 Have you ever contacted or used any of the following town services?

ANSWER CHOICES	RESPONSES	
Town Clerk	76.99%	87
Tax Collector/Treasurer	52.21%	59
Assessor	24.78%	28
Board of Selectmen/Town Administrator	30.09%	34
Planning Board or Town Planner	11.50%	13
Building Department	28.32%	32
Department of Public Works	51.33%	58
Council on Aging/Senior Center	25.66%	29
Recreation Department	42.48%	48
Library	76.11%	86
Police Department	61.06%	69
Fire Department	43.36%	49
Light Department	67.26%	76
Water Department	46.02%	52
Veterans Services	8.85%	10
Total Respondents: 113		

Q14 Do you have children in the public schools in Sterling or Wachusett Regional High School?

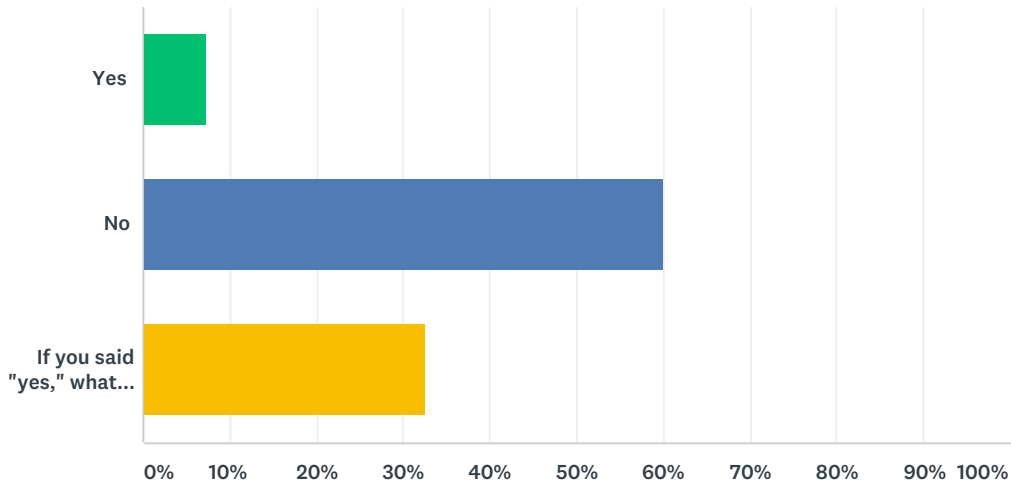
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	25.22%	29
No	74.78%	86
TOTAL		115

Q15 Are there services you think residents need that the Town of Sterling does not currently provide?

Answered: 110 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	7.27%	8
No	60.00%	66
If you said "yes," what services do you mean?	32.73%	36
TOTAL		110

Q15 - "YES" UNEDITED RESPONSES

Municipal Ethernet would be nice. Not really a must have though.

Internet service, and mental health resources

A youth center would be a welcome addition.

More affordable housing. I'm not sure where to put this answer. I'm not sure if there's an upcoming question on this and I can't seem to go backward in this survey.

Tuition free full day Kindergarten

Full Day Kindergarten, Town Pool, Better roads and Drainage, Better Playgrounds, Tuition Based full time summer camp, More Commercial/Industrial Land use.

Internet competition vs Comcast

Better fields

A grocery store, a bakery

The library and rec department have nice programs but I wish they had more on the weekend for working parents.

LOWER PRICED TOWN MARKETS where you can get a gallon of milk for less than 3.50: perhaps a CUMBERLAND FARMS LIKE EVERY OTHER TOWN? Reasonably priced gas station, grocery store. We go out of town for every single staple we need for more reasonable pricing.

town activity center, better bike/walking trails

I am really bothered by the fact that there is no before/after school in Sterling. I find it frustrating that in 2019 there is not a program available for working parents.

Wellness check agreement with police or other department.

Tax abatement for seniors

elderly transportation

Should reopen the town recycle center, Municipal Internet Services/ Cable

Full day kindergarten

Maybe not applicable - but affordable and 55+ housing

coordination of departments ie: DPW

Q15 - "YES" UNEDITED RESPONSES, CONTINUED

Public transportation to near by towns AND worcester

better cable, better sidewalks, better public transportation

Youth center; town activity center

[Y]es, two Ross Perrys. One exclusively to be a citizens' liaison with Boards and Comms.

Dog park/trails that allow dogs

Sterling residents are out of touch with their town elected or volunteer representatives. I feel those who are supposed to be serving the towns best interests are instead self-serving for personal or political gain. The services that are lacking are honest repartee, transparency in town board mtgs., such as proper minutes, professionalism, educated and experienced board members. Otherwise, the towns people are not receiving proper services.

Full Day Kindergarden

Public transportation

Full day kindergarden, before and after school programs for a fee

Community Center

Public transportation

Water and sewer for all residents

Competitive options for cable/internet service

Many services. Place for fresh food on a regular basis. Not fast food. Farmers market only operates in warm months and does not supply protein products

Water for all residents. Sewers. Competition for cable/internet.

Public transit for seniors at minimum

Q16 If you were describing Sterling to someone who's never been here before, what three places or areas would you mention as great examples of what makes Sterling a special town? You can name up to three. Be as specific as possible. For example, you could identify a place or an area by street or by a recognizable place name, such as the town center, or a water body, or some other landmark.

Answered: 92 Skipped: 23

ANSWER CHOICES	RESPONSES	
Place/Area 1:	100.00%	92
Place/Area 2:	93.48%	86
Place/Area 3:	76.09%	70

SEE NEXT THREE PAGES FOR RESPONSES TO THIS OPEN-ENDED QUESTION.

Q16 PLACE/AREA 1 RESPONSES - UNEDITED

Town center	Mary Sawyer's Home
Rail Trail	Town common
Davis Farmland	For Kids, Davis Farm Land
Lake Waushakum	Farmland
Town Center	lots of land/space near and around homesTown center/common
The town beach	Davis Farmland
Town Common	joining several groups/clubs are fantastic. Doing for others
roto spring farm	THE NOISE FROM PANDOLF PERKINS
rail trail	Lake washacum/rail trail
Cute town center	Town beach
Town beach	Ball field
Crystal Brook Farm on Tuttle Road and the adjoining hiking trails	lake Wachacum - beach
Town Center	Lake Waushacum
Rota Farms	Town common
Marys little lamb	Rota Springs
Town Center,traditionally NE	Davis Farmland/Maze
Rail Trail	Washakum Lake
Town common	Town Center
Town beach	Lake Waushacum
Mary had a little lamb statue and house	town center
Lake Waushacum	Town Beach
Mary Sawyer	town common
The farms all over	Sterling Community Park - next to Senior Center
Mary has a little lamb's house	Open Land
Town common	Rail Trails
Davis Farmland	Town Beach
Senior Center	weekipeeki area
Washacum Lakes	Town center
Lake Waschucum	Rota Spring
Lake Wachacum	Town Common
farm land	Rota Spring 8^)
Davis Farm	Stillwater River
Town center	Town Beach
Lake Waushacum	First Church Sterling/downtown
Rail trail	The town center COULD be nice, but facades need attention
Lake waushacum	First church
First Church in Sterling	Tuttle Road - Crystal Brook Farm area
Public Beach	Local farms and farm stands
Maybe the Town Beach	Town beach...but it's residents only
The library	The town beach
School System	The west side of the town center (includes the green)
Sterling Fair	Town beach
Rota Springs	Tuttle Rd.
Davis farmland	Rota Springs
Town Beach	West washacum
	town center

Q 16 - PLACE/AREA 2 RESPONSES - UNEDITED

Rota
First Church / Town Green
Town center
The lakes/town beach
The Fair/airport
Lake
any road with views of meadows mountains
town common
Town beach/lake
Farm stands and farmland views
The Town Common with the library and 1st Church right there
Davis Farmland
Davis Farmland
Near wachusett mtn
RAIL TRAIL
Davis Farmland
Beach
Rail trail
Davis farmland
Rail trail
BUTTERICK
Mulligans/Meolas
Davis farmland
West washacum
The town lake
Ice Cream stores
Rail Trail
Barbers Crossing
Rota Spring Ice Cream
Mary Sawyer house and the little lamb
Rota Spring Farm
Rota springs
Sterling Fair
Little league fields
Meadowbrook farms
Davis Farmland
Back roads
There is NOTHING else in town I would recommend
Lake Wauschacum
Wachusett Earthday, Inc (in West Boylston)
Schools
Rail Trail
Sterling walking trail
Redstone Hill Road
The Rail Trail
Senior center
Rota Spring Ice Cream
Meadowbrook Orchards
lots to do in town (playgrounds, beach, Davis farmland, the Brick and other yummy restaurants, yummy ice cream)

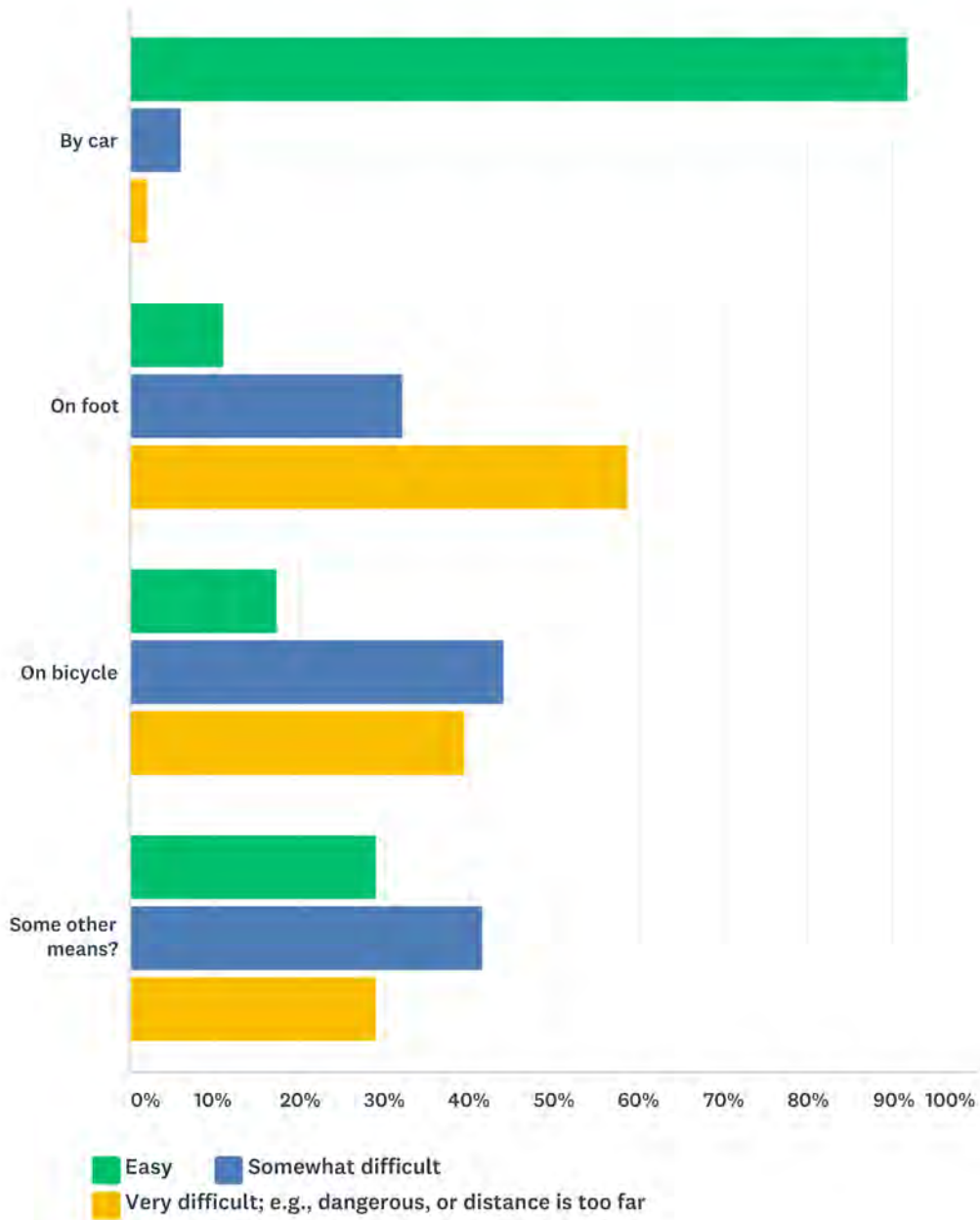
Hiking trails
Rotas and/or meadow brook
Town Lake is marvelous, great for young families in Sterling
HOW THE BLASTING FROM PERKINS IS DESTROYING HOMES
Rota spring
Town center
Meadowbrook Orchards
Rota Spring Farm
Clearview Farm
Sterling Ice Cream Bar
Rail Trail
Davis's Farm
Apple Orchards/scenery
Lake Washacum
First Church
town beach
Town Beach
Lake Wachacum
Farms & Open space
Library
what used to be quiet backroads and rural vistas
Lake Waushacum
Davis Farmland
Rail trail
East Waushacum
Scanlon Brook
West Waushacum Pond/Rail Trail
Wekepeke
Rail Trail
Davis Farmland
Rota Spring
The rail trail and a numerous number of other trails
Davis Farmland
Library
Rail Trail
Town Center
Apple orchards

Q16 - PLACE/AREA 3 RESPONSES - UNEDITED

Lake Waushakum	Saturday morning YAHOO / Town admin Building
Rail Trail	Town Common/Center
the rail trail	activities in town for families (Egg hunt, spooky walk, library and library programs)
Black Sheep	Fishing areas like Stillwater River & Lake WashacumCider Mill (w adjacent rail trail)
Community Theatre/other events at First Church though I don't go to services there	supporting town departments, police, fire, town hall, work together to meet and do for others.
The Farmstands: Clearview Farm, Meadowbrook Farm, Maplebrook Farm, Rota Spring Farm, and others	HOW THE BLASTING IS POLLUTING THE AIR
Black Sheep	Cider mill antique
Lake wachacum	Rail trail/reservoir/trails
STERLING EVENTS HELD IN THEN COMMON	Town center
Beautiful Historical Center of town	Davis's Megamaze
Rail trail	Rotta Springs
St Richards Parish	The center of Town (Mary's Lamb)
Town common	Sterling National Country Club
Rota Spring	Cider Mill
The library	Meadowbrook Orchard
Davis farmland	Davis farmland and petting zoo
The park near the senior center	Downtown/Town Common
Availability of health care	Mary's Little Lamb in Park
Wachusett Reservoir	Meadowbrook Orchard
Mulligans Golf Course	Davis Farmland
Sterling Public Schools/WRHS	Justice Hill area
sterling ice crem	Rail Trail
Sterling Fair	Town Common
The river district school	overgrown inn
First Church in Sterling	School system
Town center	View from Senior Center patio
View from intersection of Wilder and Redstone hill. Above Davis' farmland.	Rota Springs
Lake Washacum/town beach	Meadowbrook
Orchards	Oh My Gosh
Davis Farmland	Rail trail
Davis Farmland	town center
Barbers Crossing	Rail trail
Beach	Beach
Rota Spring	
East Lake Washakum	
Town services	

Q17 Is it easy for you to get from your home to goods and services and/or activities in Sterling?

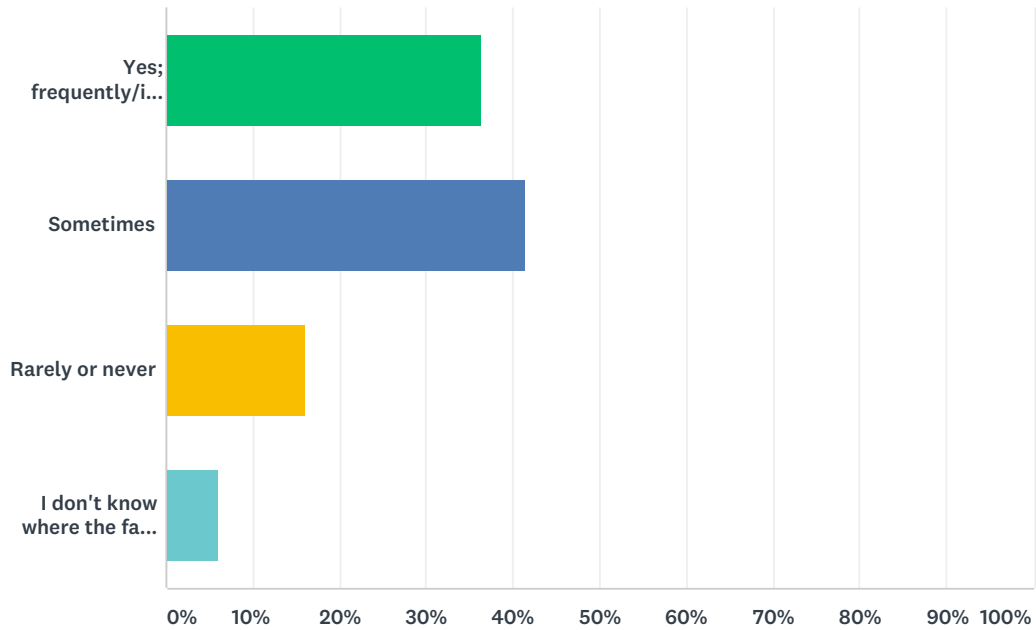
Answered: 99 Skipped: 16



	EASY	SOMEWHAT DIFFICULT	VERY DIFFICULT; E.G., DANGEROUS, OR DISTANCE IS TOO FAR	TOTAL RESPONDENTS
By car	91.92% 91	6.06% 6	2.02% 2	99
On foot	11.11% 10	32.22% 29	58.89% 53	90
On bicycle	17.44% 15	44.19% 38	39.53% 34	86
Some other means?	29.17% 7	41.67% 10	29.17% 7	24

Q18 Do you ever purchase goods at any of the farm stands in Sterling?

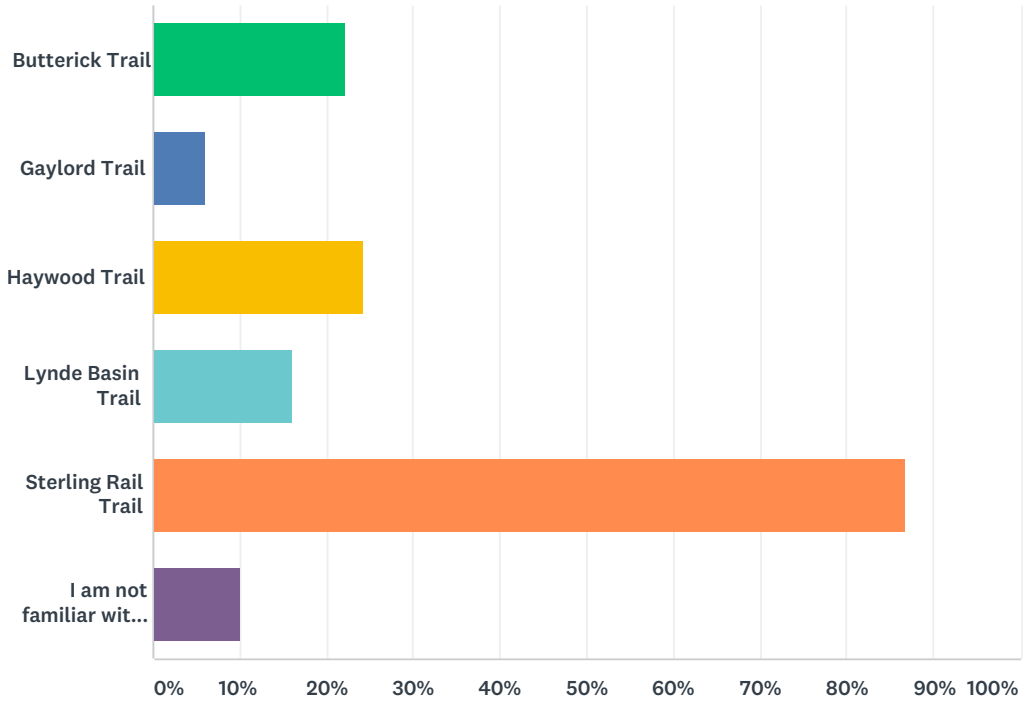
Answered: 99 Skipped: 16



ANSWER CHOICES	RESPONSES	
Yes; frequently/in season	36.36%	36
Sometimes	41.41%	41
Rarely or never	16.16%	16
I don't know where the farm stands are in Sterling	6.06%	6
TOTAL		99

Q19 Have you ever walked any of the conservation trails listed below?

Answered: 99 Skipped: 16

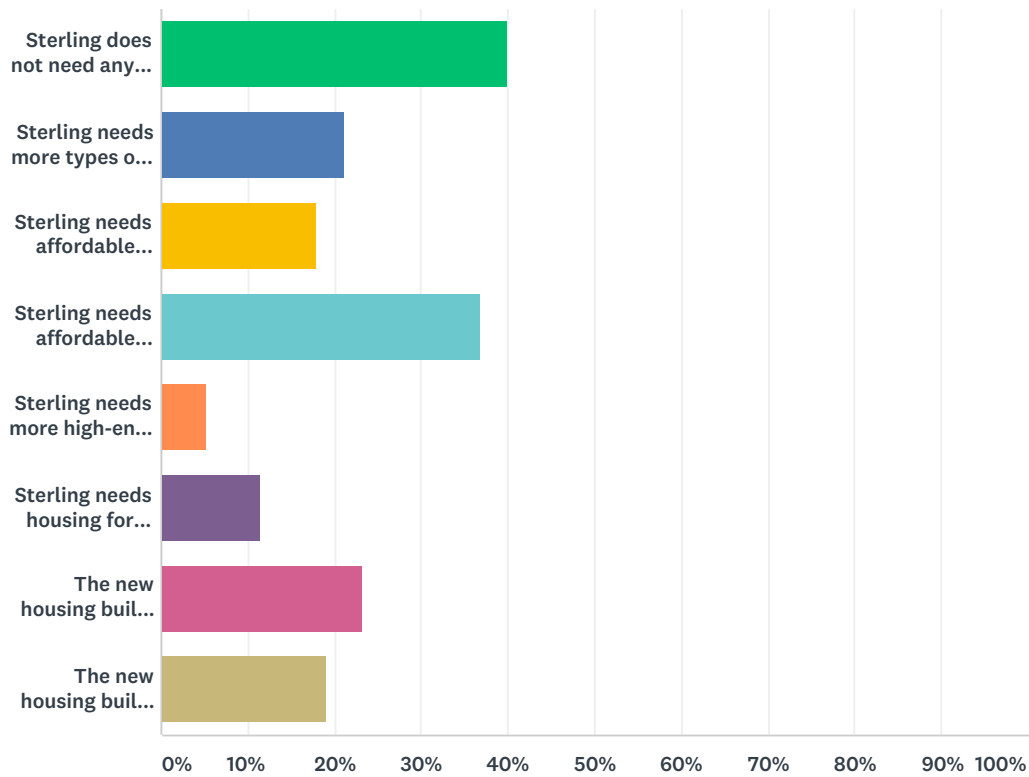


ANSWER CHOICES	RESPONSES	
Butterick Trail	22.22%	22
Gaylord Trail	6.06%	6
Haywood Trail	24.24%	24
Lynde Basin Trail	16.16%	16
Sterling Rail Trail	86.87%	86
I am not familiar with any of these trails	10.10%	10
Total Respondents: 99		

Sterling Master Plan

Q20 Please tell us your thoughts about housing in Sterling. Check all that apply.

Answered: 95 Skipped: 20



ANSWER CHOICES	RESPONSES	
Sterling does not need any more housing. There is already enough to meet present and future needs.	40.00%	38
Sterling needs more types of housing for older people.	21.05%	20
Sterling needs affordable housing for older people.	17.89%	17
Sterling needs affordable housing for people of all ages.	36.84%	35
Sterling needs more high-end housing to attract wealthier people to the town.	5.26%	5
Sterling needs housing for people with disabilities.	11.58%	11
The new housing built in Sterling is very nice and makes a positive contribution to the town.	23.16%	22
The new housing built in Sterling is out of character with surrounding residential areas.	18.95%	18
Total Respondents: 95		

Q21 Is there another town that reminds you of Sterling in terms of the way it looks, overall?

Answered: 74 Skipped: 41

ANSWER CHOICES	RESPONSES	
Yes, the town is:	50.00%	37
No.	51.35%	38

Q21 - "YES" UNEDITED RESPONSES

Bolton	SOMEWHERE IN New Hampshire
Some of the dumpier towns in western mass, Rt 12 is a dump	Berlin
Lancaster	Bolton
Lancaster	WestminsterPrinceton
Westminster	Stow
Bolton, Berlin	Amherst, N.H.
Princeton	Many small towns in MA remind me of Sterling except that Sterling's town center seems more run-down
No	shrewsbury: uninspired over development destroyed the character there too
Granby MA	Chester, CT
Shirley	Westminster
Westminster	Many suburbanizing rural towns in central MA
Hubbardston, Barre, Princeton, Petersham	Most towns in central and western MA that have pretty, but dated town centers
Parts of West Boylston	Lancaster
Berlin	There are many. Especially in NH. Sterling needs major revamping
Bolton	Princeton
Yes, somewhat like Berlin, slightly bigger downtown	Rutland
Bolton, Lancaster, and Stow although the taxes are quite high there	Many small towns in new england look alike
Maybe Paxton	Lancaster

Q22 As Sterling continues to grow and change, what is the one thing you would most like to see preserved - such as a building or structure, or an object (like a bridge or statue), or a street or neighborhood, or a place that exists today that should be protected substantially "as is"?

Answered: 84 Skipped: 31

Q22 - UNEDITED RESPONSES

Library	Keep the town common quaint. But definitely update or rehab some of the existing properties
Maybe the lamb statute	
all of sterling keep it rural....	The Quag
As is no but Sterling Inn needs to be saved!!	Lake Washucum
The lakes and trails. The old buildings and statues in the town center, they are charming and historical.	The Lakes
1835 Town Hall, First Church, downtown as a whole (except Appletown market), the beach, the airport	I would hate to see Sterling change. We came from Marlborough to get away from the stores, traffic, businesses. Stop building houses on every patch of area (and on top of cliffs)
The farms and stop all of the gravel digging (Simpson). Clean up downtown and repair the roads. Chocksett Inn should be torn down	Keep the 2 acre residential property rule so we don't have neighbors on top of us
The general look of the center of town. The church/little park, etc.	I love the rural and historic character of our town, it's why I moved here and would like to keep my family here. I wouldn't want to see that change. It was brought to my attention that the river district school is the last one room schoolhouse in sterling. I loved my trips to one room schoolhouses as a child, it would be nice to have my kids be able to do the same.
Crystal Brook Farm	
Town hall	
Town common, old town hall preserved	
Our farmers	Lake Waushacum
Center of town Town Hall, Library,	I wouldn't change too much in terms of housing. Sterling is a quiet town which is why we moved here. It's relatively close to highways but still very quiet.
Downtown	
Mary's lamb	The two white town buildings straddling maple street
Land and open space. Sad to see all these old farms being chopped up and built upon	First Church undeveloped land, trees, fields
Old town hall	No, Sterling needs a serious facelift.
NEW England feel to downtown area	town common, library
Don't know the town well enough	I would love to see the Sterling Inn be rebuilt to its former beautiful self.
Keep land and stop building	

Q22 - UNEDITED RESPONSES, CONTINUED

The downtown area could be made into a destination spot. Right now, there isn't too much reason to go downtown.

Farmland

First Church, Library and town center

I would like to see the town not overdeveloped like Holden and the town center should be kept up, we love the Christmas lights in the winter.

1835 Town Hall

Town common and area behind fire station

I'm open to change, but would like to see the downtown area be more "alive" on the weekends. Sterling Center needs to be revitalized!

The common with lamb statue

Mary's lamb

small town character and retain great historical building. THE OLD HOUSES IN STERLING

I think there is always room for improvement

the small town, farming,

conservation land abundant feel

undeveloped open space

beach

Town common with the lamb statue.

The library, First Church and the Butterick Building. Upgrades are always OK, as long as the buildings maintain their culture and architecture along the way.

the historic homes

1835 town hall

I think main street should get a makeover. The shops are a dump and reflects on our town. The structures are an eye soar. The inn that has been for sale for years needs to be take down and re purposed into something for the community

Vacant properties near downtown put to use

I'd prefer to keep the small town feel and not have the congestion and traffic like Holden

Buildings in the Village District..all maintained, used and a cohesive look for the store properties.

Tree lined streets

Open space trails

Our water tributaries that are now in danger of Condo Building.

Our open spaces should be protected. Too many houses are being built.

Sterling Rail Trail

Sterlings rural character. Its quietness. Its view scapes. Slow traffic on quiet roads. Protect what's left of our natural open spaces i.e. our natural resources: lakes and streams, our hill tops, soil, the sanctity of Sterlings historic agricultural heritage and small town character.

Preserve open spaces Maintain Rural Character of Town. Grange Building and abutting Bridge on Waushacum Ave

The old town hall

Town Common

OPEN SPACE

Town Beach

Farmland

None to speak of. Maybe the library or the First Church?

FARM LAND!!

existing farms and open space

Please keep the natural conservation areas and the lot minimums so that housing is not crowded and the character of the town is not lost

Historic districts should be preserved and updated smartly. Grow the area looking for enhancements Grow business and community accessibility

The town beach (bathrooms could be updated at some point though. That's not really a pressing issue, for a while anyway)

The library

Conant library

Farms on Tuttle Rd.

Some of the open landscape, such as farm fields shouldn't be developed.

Town beach

farms and open spaces and water resources

Q23 As Sterling continues to grow and change, what is the one thing you would most like to see improved - such as a building, structure, object, street or neighborhood, or place that exists today and should be changed for the better?

Answered: 91 Skipped: 24

Q23 - UNEDITED* RESPONSES

(*Minor redactions to protect identity)

Fix roads

More fiscal responsibility. Town government has become very bloated in comparison with other local towns of similar size and demographics.

Sterling inn and Main Street building that houses The Brick

I'd love to see sound barriers put up around the highways. The highway is so noisy near our neighborhood/house and it really takes away from the natural beauty of the area. I'd like more quiet rather than the constant woosh of the highway.

Parking

Roads paving and Sterling Market appearance is sad!

Sterling Inn

I can't think of anything yet since [REDACTED]

The Sterling Inn must be redeveloped to improve the esthetics of the town central district.

The buildings in the town center could stand a facelift. I'm talking about the businesses between Brick and Appletown, especially the apartments above Century 21. I can't imagine a lot of people wanting to visit Sterling's center to tour all of the realtors. It would be great to provide more variety of businesses in those spaces to draw some foot traffic.

Library- expanded

Old town hall

The Sterling Inn..

Upgrades on roads and poor drainage ruining the sides of the roads, better drainage. Upgrade playgrounds, Center of town protected.

Complete the Rail trail 100% in its original route.

Building across from first church ((The Brick)

The Town beach. Should be open (at least cleaned) and swimmable even if not staffed for longer length of time in the summer.

The buildings in the town center that house shops like Appletown market, tai kwondo etc look very run down and poorly maintained. The Sterling Inn is obviously a blight on the town and I'm sure is negatively affecting property values in town. There are many other blights such as Hebert Candy, the building across from Maki, and others I cant recall at the moment. Is there any way we can require the owners of these properties to do something? Even tearing them down and planting grass would be a huge improvement! They shouldn't be allowed to affect our property values in this way. Even if just the buildings in town were required to do a makeover that would be a big help.

The sterling inn

Better roads

The roads need improvement especially their care during the winter. Please repave [REDACTED] please it needs to be done

Bumpy streets, school playground, track is a MESS, awful fields compared to surrounding towns.

Incorporate the several neglected properties along rt 12 into future development of town needs

The old hotel on Main st is an eye sore. Among some of the residential homes on Main st as well. Definitely need some sidewalks too. The mailboxes on some of the busy roads should be relocated, cars go way too fast and almost hit people especially on [REDACTED] Garbage being collected on residential properties also should be required to be removed.

The old recycling center

Sterling Inn

Roads/snow removal

Keep the old town look. Clean up the Appletown market lights. Make it look historic.

Q23 - UNEDITED* RESPONSES, CONTINUED

(*Minor redactions to protect identity)

The old inn downtown

The downtown is cute and it would be a nice place to walk around and shop to support local businesses. I love going to the farmers market in the summer and fall, but I wish there were more places to go in town.

Sterling Inn

N/a

The dumpy strip of unflattering merchandisers in center of town. ie: the trashy outside of the 'lottery ticket' market. A beautiful park like Clinton!

The Sterling Inn, all of the downtown businesses, the empty building next to town hall. The downtown needs the following things desperately: a coffee shop, a microbrewery/restaurant, a drugstore and hardware store, a gift shop or boutique/bookstore and a cooperative market.

street paving

Town center buildings need to be updated, better landscaping along route 12 and in the town center, DOWNTOWN, Main Street. That whole strip should be leveled and redeveloped to bring in nice stores and restaurants. The Sterling Inn needs to be leveled as well.

The sidewalks, especially in the winter time should be cleared. Students walk down [REDACTED] to get their bus. Also, on [REDACTED] I've had to get on partially cleared sidewalks & walk in the road to get to my car. There isn't room anywhere, but the library could use more space for parking.

Would like the Sterling Inn to be made into a coop store and restaurant like the one in Northampton. (River Valley Market)

Snow plaiting in the winter

Beautify the downtown area, specifically Sterling Inn and the retail establishments with the "fake fronts"

I would like to see more newly paved roads. [REDACTED] is fairly rough where [REDACTED] was just paved. It would be nice if they were both paved within a close time frame of each other

Downtown buildings improved

I wish it would stop growing.

Open Lands.

The streets, especially the side roads, in our are need a lot of improving. It is embarrassing to have out of town guests coming to our house comment on it every time

Route 140 should be widened.

I think the down town needs help, not many options for local business / parking. Only item that is always busy in downtown is the First Church -

The whole downtown area, as well as route 12 leading into town needs to be cleaned up!

Can't think of anything besides before and after school care.

Historical buildings in center of town.

Town center. Specifically Appletown stretch and the delapidated Inn!

all the store fronts in down town main street

STOP THE NOISE AND THE SHAKING OF OUR HOMES FROM [REDACTED]

Downtown area should have more places to encourage community - restaurants, cafes, unique shops. Outdoor art/seating areas and parking.

the school system

Ball field

Sterling Inn

beach

Paving on the roads. The newish roundabouts on route 12 are a MAJOR WIN!!! Good job.

I know it's not the town's jurisdiction, but 190N through Sterling is a gigantic mess right now. The old town hall....we just need to get it done one way or another. Some of the other (non-government) buildings in the town center are pretty run down and need to be renovated badly. Someone needs to do something with the old Sterling Inn.

many roads need to be repaved. I live on [REDACTED] and the potholes on [REDACTED] are horrible

Street potholes are poorly patched and shoulders are eroding into dangerous ditches.

The proper marked as 242 MA - 12

Town center having more restaurants/cafe's would be great Streets, sidewalks, better trail parking and advertising.

Downtown stores block..need style makeover to create "a Look" and to put those units into useful entities for local as well as visitors .

Q23 - UNEDITED RESPONSES, CONTINUED

Town center being a destination not a pass through

town center needs improving

MOST of the buildings in downtown need to be improved - they look neglected and not at all cohesive. Sidewalks also need to be brought up to ADA compliance with accessible ramps.

Less building and changing of zoning laws that builders seem to be able to change through our Zoning board and Planning board.

Town Center

Better sidewalks/walking areas

All new development must undergo proper, honest, deliberate, transparent review by qualified, educated, experienced unbiased members of town boards. Developments are being squeezed into every corner left over by DCR watershed land grab. Developers forget to include basic amenities such as sidewalks. Boards can not see the broader impact of these developments to surrounding natural resources, neighborhoods, traffic flow, school finance stressors, and on and on. A few are reaping financial rewards by single handedly changing the zoning through hiring their personal lawyers and ramming through changes that towns people are unaware of.

Move electric power lines underground

Revitalize Downtown with Retail, Local Foods, Pharmacy

More vibrant pedestrian friendly downtown with unique businesses.

Renovate or demolish the Sterling Inn. Such an eyesore in desperate need of redevelopment.

Route 12 businesses that are in disrepair.

Infrastructure. Better planning for future Town needs, tools that departments' needs to successfully do their job.

Downtown walkability and density

The businesses along Rt. 12 from the town center to WB look (for the most part) fairly shabby. Downtown in particular and the abandoned/underused buildings along the route. And I wish someone would PLEASE repair the Inn. What a travesty.

Sterling Inn

town center, beach, gazebo area behind firehouse

The downtown and Cider Mill could be updated and more inviting

See above.

The center and the Inn (it would be great to see it as a restaurant and bed and breakfast again)

Cleaning/refreshing the east side of main st. It's asthetically lacking.

Downtown business district

intersection of 140 and 62

The roads and general infrastructure for utilities should continue to be maintained and improved.

All eyesores need to go

Q24 In your opinion, what is Sterling's greatest strength?

Answered: 92 Skipped: 23

Q24 - UNEDITED* RESPONSES (*Minor redactions to protect identity)

Quiet and safe

Small. I do not want to see a lot of development in town. And it would be restricted to the Leominster side of town only.

A good mix of residential, commercial, and industrial properties.

The culture of the community. People knowing each other and looking out for one another. The many organizations in town. The lack of "haves" and "have nots" for the most part.

Businesses pay more taxes while putting a lower burden on services.

Community

It's people

It's people

The mix of nature and quaintness and that people seem really friendly/neighborly.

The people

Contentment in staying rural and retaining quietness despite efforts to "grow" and modernize.

Not much traffic

The Sterling Fair!

Highway access

its people farms orchards light dept public works a very well run town

The school system

From what I know and what I've seen so far, it seems like a lot of people are involved in the community and that there is good communication and opportunities for input and idea sharing. I checked "No" for town meetings because I haven't been to one yet but we (my partner and I) plan to attend some and to vote in the town elections. I do feel like it's a welcoming town. Having moved from [REDACTED] we certainly have a lot of friends who think we've moved to a middle of nowhere town that can't possibly be as "accepting" as [REDACTED] but I know that that's not true. Although it may be a little less "blue" than [REDACTED], I don't feel uncomfortable.

Close community. Rural character

It's small community, room for privacy, and not a lot of residents.

Good cost for electricity, good schools

Small town community, great place to raise kids.

the community

It is attractive as a small town for those with kids looking to be a part of the WRSD

Its rural character and tradition.

Lake Waushacum, Police Dept., Fire Dept., First Church, Library, Schools

the open space

It's unique in the sense that there's no major commercialization which is one of the key reasons we moved here. My spouse and I work very hectic schedules and it's nice to enjoy the trails, town center, and overall coziness.

It's schools. The schools draw young families, which keep the town healthy.

Everyone I know travels outside of Sterling for mostly everything! The First Church in Sterling—its good work in the community and in the world. Sterling is "on the map" because of that church.

Location

the rural character

Community

small town feel

Small town

Beautiful town, Its own light department, far enough from the busy city but close enough to be able to get anything you need.

location to Rt 190, Rt 2

Rural nature and churches.

Q24 - UNEDITED* RESPONSES, CONTINUED

(*Minor redactions to protect identity)

Sense of community. Friends helping friends, spooky walk, Taste of Sterling, Sterling Recreation, Cider Mill/Oh my gosh antiques, the Wachusett Pantry, the First Church, St. Richard's, Hope Chapel & the Library all sponsor/have events to involve the community. Including other places (Clearview, Meadowbrook & the Senior Center).	Great Community to live in. Very quiet with low crime.
Good school system, good neighbors, good place to raise a family.	Good balance of cost of living vs. quality of living
Beautiful lands, small town feel	Small town charm and many great people
Small town charm and beauty	Schools and open spaces (that's two!)
Location, beauty	rural character
It's community, great people!	rural character
Easy distance from Boston, Worcester, Cape, major highways. It's not Rutland	Its small-town feel
Our Police, ambulance and fire departments	Keeping all elected boards in check with what the people want not the builders.
Small town government, open space management.	Open space & Farmland
Location	Small town community
It's town leaders and volunteers	Excellent public services
Great feel of community, schools/local staff, low crime.	Rural Character and Local Farms
It's rural character which it is losing!	The electric company
Beautiful area with country feel yet lots to do and friendly people!	Location and highway access
Owning its own light department	OPEN SPACE
Rural feeling but 190 access makes getting around easy.	Employees
the nice community, small quaint town in central Massachusetts	Farm and wild land, community
THE OPEN LAND AND THE FARMS	Rural, quiet lifestyle.
Not overbuilt. Great people.	Historical significance
the small town, convenient location	It's people
Rural	Sterling has a nice mix of housing, business and conservation areas...it's a little pocket in this area that has a small town feel.
Can't think of any positive outcome	Electric, Police, Fire departments, town beach and lake. Sense of peace and nature
rural atmosphere	It's citizens
Small town feel. Lots of great outdoor stuff. Also: responsible, financially conservative leadership.	Ruralness
Rural type life not too far away from everything. Classic New England culture.	Keeping a balanced budget, while providing excellent services on a reasonable tax rate.
It took my family [REDACTED] to move to Sterling. We love how quaint and quiet it is. Properties have privacy (homes are not built too close to each other). Very family oriented and the school system is great.	rural areas
Quick emergency responders from Fire, Police, Power depts	Forward thinking

Q25 In your opinion, what is Sterling's greatest challenge?

Answered: 92 Skipped: 23

Q25 - UNEDITED RESPONSES

Needs a grocery store

Exercising financial restraint.

A lack of dog-friendly places. I'd love to be able to take a dog farther on the rail trail.

Involvement, lack of volunteers and candidates for election/appointment. Community feel is weak - aside from the Fair, there are too few community events.

Same old politics !

traffic

For me personally, I wish there were more cultural and racial diversity in this part of central Mass. That's not necessarily something that can be "fixed" or changed easily; it's just one thing I do wish were different. I wish there were a more nearby temple/synagogue (closest is Worcester which isn't TOO far, or Acton) but of course that's another thing that is going to be based on community needs and demand. I would love to see the town continue to be a welcoming and up-to-date place (more local vegan options, eh?) without getting taken over by the aimless need for "GROWTH" and "PROGRESS" that so many places get sucked into. There's a reason that we didn't move to Worcester, as much as we love it (currently) there.

improve the town central district

The cost of housing and increased taxes, which I understand fund the schools I mentioned in question 24. Enrollment in the schools is dipping because talented, hard-working, young families are moving to Worcester or Rutland.

Unknown

Staying country.

Grounds behind school.... playground needs to be updated for safety and in general. Land could be used more efficiently for sporting

Controlling growth that isn't keeping Country town feel. Example...modern office buildings in town. Keep them on Chocksett rd.

Needs to be more Business/Commercial friendly. Start upgrading parks and roads for children and everyone's safety. Lots of Bicycle traffic start adding bike lanes. get out of the old ways and catch up with the future

Create charming downtown, prevent development of farmland

Road conditions and plowing!

Sticking together as a real community and not a "bedroom" community where wealthier people stay on their own enclaves and aren't fully part of the life of the town. The migration of shopping and more online makes this more difficult.

Keeping small businesses in town

Not business friendly. High taxes

Lacks diversity

Maintaining fields

Not enough emphasis on trying to utilize existing properties in disrepair

Having no sidewalks, having no in town sewerage system. Residential homes that need renovations and improvements or just having the yards appear cleaner. Then having residents agree to changes that need to be made.

Not getting bigger and expanding, changing the feel of the town. Let the surrounding towns do that.

Lack of restaurants.

Funding schools

Stop letting the builders build houses everywhere. it will over crown the school system and police/fire

A pharmacy in town would be nice

Combating additional development and preserving open space that make it special.

Expensive for residents

N/a

to stop the increased spending by the town gov

Stricter rules on our downtown appearance, it is our 'face' and offering something other than more industrial buildings going up.

Attracting businesses downtown that would capitalize on the warmth of the community here.

overbuilding, loss of nature

outdated, no businesses nothing upscale

Residence who have lived here for a long time, don't want to see change or growth. Town government made up of same long term residence who tend to pick on the wrong people and places.

Q25 - UNEDITED* RESPONSES, CONTINUED

(*Minor redactions to protect identity)

??	I dont know
Diversity. We are a mostly white town.	Right now, our elected boards with the exception of the Board of Selectmen.
Attracting businesses to keep residential taxes low	Helping residents see that modernization does not mean losing but winning .
Keeping the school competitive	keeping a rural vs SUBURBAN character and not pricing locals out of the housing market.
Keeping its charm with the (I'm assuming) growing demand to build and people wanting to get into town.	keeping taxes from increasing
Not being overrun by new housing subdivisions	Maintenance of existing structures and properties (town-owned and private ownership)
Preventing taxes from increasing.	Tax increases and town spending.
Road management. Currently roads are horrendous.	Keeping open space & Farmland
Keeping the tax base growing especially retail and industrial.	Schools in town are horrible
Keeping the school system under check & providing quality. Trying to pull together the large land area to work together, farm, residential, and business, not just one.	Its adherence to its determination to be a TOWN. That, despite constant pressure from developers and builders,
Attracting good businesses to downtown	the absolute dishonest, arrogant, deceitful, ignorant, disrespectful. puffed up, corrupt petty bureaucrats currently 'representing the people of Sterling'. Unflipping believable.
Keeping the roads maintained is a challenge although our road was well sanded and plowed this winter!	Housing development that gobbles up too much land and does not preserve open space
Lack of citizen participation.	Attracting and retaining active participation in town committees by young homeowners
Lack of cohesive downtown. It's not engaging or walkable. It's not particularly nice but could be.	Refurbished [REDACTED]
growing too much where it is not needed.	Townies. Sterling needs to get out of the mindset that only those born and raised there should have a say in its future.
BEING MANITULATED BY THE LARGE BUISNESS INTEREST, [REDACTED]	Two acre zoning.
the school system. We need good schools and we cannot keep under funding our schools. Perhaps it is time to look at something other than a regional district as it is.	Poor planning
Money	Resisting suburban car culture.
Keeping developers from destroying the town completely and destroying farmland	Preserving the rural nature of town while seemingly wanting to expand business.
maintaining a affordable tax rate	Sense of community
Too much growth. Too many condos.	It's People
Getting in enough industry and businesses to keep residential home taxes low and attractive while not sacrificing the town's character and rural charm.	Allowing for expansion without compromising the character of the town
Maintaining roads and not building too many new homes	Lack of participation. Positivity of town Boards. Some Boards feel they are there for their ego instead of for the Town. Better communication, failure to move forward in positive ways.
Stopping onslaught of greedy land developers who rip off land owners to line their own pockets.	Infrastructure.
I have to drive to other towns and spend my money on food, take out etc. High Taxes	

Q25 - UNEDITED RESPONSES, CONTINUED

Revitalizing the center and bringing in more business while keeping the integrity of its environment and agriculture. Key being fiscally sustainable growth while keeping the integrity of the feel and values of the town.

Lack of main st business

Keeping farms profitable, as encouragement to the next generation of farmers. Equally, downtown retail development.

Not losing the character of the town as times change

Making change happen. There are a lot of people who have always been in town it seems and that can make it hard for any sort of change.

Managing the future without adding more staff to manage and upkeep the roads, fields, buildings etc etc

climate change

Sterling ADF and Master Plan Interconnected Goals and Action Plans

ADF Category	Master Plan Item	ADF Goal	ADF Action
OpenSpace/Buildings	Action Item #2: Conduct a Needs Assessment for indoor recreation program space. -Town of Sterling Open Space Chapter Final Draft	Provide a range of ADF programs that promote health, socializing, and learning.	Support the needs assessment for indoor recreation space. Collaborate in preparing the assessment.
	Action item #3: Improve and expand upon recreational programming to be more accessible and inclusive. -Town of Sterling Open Space Chapter Final Draft	Provide a range of ADF programs that promote health, socializing, and learning.	Educate town employees, consultants and volunteers about how to deliver dementia-friendly programs, actions, and responses.
	Action item #1: Develop a plan for a network of interconnecting hiking trails, including trails in adjoining towns and the proposed Mass Central Rail Trail currently under development. -Town of Sterling Open Space Chapter Final Draft	Offer a network of trails accessible to people of all ages and abilities.	Advocate for trail-head parking, benches and toilets. Educate ADF community existence of trails appropriate for children, people with limited mobility, people with dementia, and people of all abilities. Collaborate on development of ADA trail at Pegs Pond.
	Action Item #6: Rehabilitate and Expand Sidewalks: Make the neighborhoods, especially the downtown, more pedestrian friendly through the construction and rehabilitation of sidewalks. Current design standards for ADA compliance should be incorporated. -Town of Sterling Master Plan 2021 Circulation and Transportation	Ensure accessibility of town amenities	Advocate for necessary signage, sidewalk quality, and crossings.
Housing	Continue efforts to expand the housing options for an aging population. Collaborate with Private Non-Profit Organizations (e.g., Habitat for Humanity and Montachusett Enterprise Center) Adopt an Inclusionary and/or Incentive Zoning Bylaw -Master Plan Housing Chapter	Expand housing options for seniors and people with disabilities	Educate town employees, consultants and volunteers about ADF housing requirements.
	1. Explore the creation of an Affordable Housing Trust or responsible housing entity to implement the actions in this plan. 2. Make suitable Town-owned land available for affordable housing. 4. Promote local approval for Community Preservation Act (CPA).	Expand housing options for seniors and people with disabilities	Collaborate with town employees, consultants and volunteers on decisions affecting housing options seniors and people with disabilities. Advocate for projects and actions that will expand

ADF Category	Master Plan Item	ADF Goal	ADF Action
	5. Amend accessory apartment bylaw and incorporate accessory apartments in the SHI. 6. Adopt affordable housing on noncomplying lots; 8. Explore offering property tax relief in exchange for deed restrictions on affordable units. -STERLING_2019 Housing Production Plan Update		housing options for seniors and people with disabilities.
Respect and Social Inclusion	Action #2: Enhance local infrastructure in a visible way to demonstrate Sterling’s enthusiasm for new trends (e.g., expanded sidewalks, bicycle lanes, traffic-calming devices, public wi-fi, electric vehicle charging stations, carsharing). -Economic Development Chapter	Make Sterling Fair dementia friendly.	Collaborate with Sterling Fair managers to design a dementia-friendly Sterling Fair. Educate Sterling Fair volunteers on dementia-friendly actions.
	Action #1: Encourage Sterling’s younger residents/families to play active roles in local government, boards and committees, volunteer groups, and civic organizations. -Economic Development Chapter	Encourage multi-generational, ability-inclusive engagement.	Advocate for programs that span generations.
Transportation	Develop Transportation plans to the shelters -Local Hazard Mitigation and Climate Adaptation 2021 Update	Ensure dependable, predictable transportation to shelters	Collaborate with EMD on development of evacuation plans for seniors and people with disabilities.
	Integrate local evacuation routes into regional plan (evaluate additional signage) -Local Hazard Mitigation and Climate Adaptation 2021 Update	Ensure evacuation routes are marked appropriately for seniors	Educate planners on ADF signage.
	Action Item #2: Strive towards Age and Disability Friendly Transportation. For seniors, many of whom are no longer able to drive, dependable transportation is a lifeline to the world. Availability of transportation, affordability, reliability and frequency, and safety and comfort are age and disability friendly considerations that Sterling should continue to prioritize when engaging in any transportation efforts. Responsible Entity: Sterling Council on Aging and the Sterling Select Board. -Town of Sterling Master Plan 2021 Circulation and Transportation	Improve transportation available to seniors and people with disabilities	Advocate for more ADF transportation. Continue to support the MRTA program.

ADF Category	Master Plan Item	ADF Goal	ADF Action
Civic Engagement and Employment	Action #5: Create and promote an entrepreneurial opportunities, for instance, produce markets (potentially in partnership with local farmers), pop-up retail stores, publicly-accessible makerspaces, business incubators, and shared/collaborative workspaces. -Economic Development Chapter	Ensure Sterling businesses are dementia-friendly.	Educate business community on dementia-friendly services and jobs.
		Ensure Sterling businesses are dementia-friendly.	Educate business and community on how to achieve dementia-friendly programs, actions, and responses.
	Action #6: Establish partnerships between Sterling's business community and the local/regional student population, to promote paths toward successful employment and careers. -Economic Development Chapter	Ensure Seniors are engaged with the community.	Advocate for employment opportunities for seniors.
	Action item #3: Keep the website for OSIC's Sterling Trails current, with updates for trail conditions, schedules for trail clean-up days, listing of scheduled hikes, and trail brochures ready for download. -Town of Sterling Open Space Chapter Final Draft	Ensure Seniors are engaged with the community.	Promote volunteer activities for seniors.
	Action #1: Work with local property owners and regional partners to identify prime development sites throughout the Town and develop clear visions and marketing strategies for their redevelopment. Explore statewide resources for promoting development sites, such as those sponsored by MassDevelopment and MassEcon. -Economic Development Chapter	Ensure Seniors are engaged with the community.	Advocate for ADF development projects.
Communication and Information	Assess capacity to assist the Town with special/higher need individuals - develop partnerships -Local Hazard Mitigation and Climate Adaptation 2021 Update	Ensure town staff and volunteers are easy to identify by name and function.	Advocate for wearing of name tags. Collaborate in the design of the name tags. Educate people on why the name tags are important.
	Action Item #1: Develop a parking management plan for the Town Center area with a goal of identifying the most efficient means of utilizing the current parking supply, identifying future supply options and wayfinding, which is the directional signage or messaging that helps people navigate to a destination. -Town of Sterling Master Plan 2021 Circulation and Transportation	Improve downtown signage.	Advocate for improved signage. Collaborate in the design of signage.

ADF Category	Master Plan Item	ADF Goal	ADF Action
Health Services and Community Support	Explore opportunities for higher quality internet service -Local Hazard Mitigation and Climate Adaptation 2021 Update	Improve availability of health-promoting services	Continue programs offering balance training, Zoom user support for telemedicine, transport to medical appointments
	Action item #3: Improve and expand upon recreational programming to be more accessible and inclusive. -Town of Sterling Open Space Chapter Final Draft		
Social Participation/ Isolation Prevention	Assess capacity to assist the Town with special/higher need individuals - develop partnerships -Local Hazard Mitigation and Climate Adaptation 2021 Update	Roll out Take Me Home program	Collaborate with Sterling's emergency services to facilitate roll out of the Take Me Home program.
	Senior Center/Community education from EMD regarding emergency responses -Local Hazard Mitigation and Climate Adaptation 2021 Update	Ensure seniors can effectively use emergency services	Collaborate with EMD to establish appropriate emergency responses.