

APPENDIX A

STAKEHOLDER INTERVIEW RESULTS

**LUDLOW MASTER PLAN
Community Stakeholder Interviews
June 2009**

METHODOLOGY

As the first step in gathering public opinion about Ludlow for the master plan process, community stakeholder interviews were held June 17-19, 2009 at the Ludlow Town Hall. The purpose of the interviews was to hear concerns about the future of Ludlow, thoughts on pressing issues facing the community, and recommendations for improving the quality of life in town.

The consultant team worked with the Ludlow Master Plan Committee members to identify key community stakeholders that should be interviewed as part of this public participation process. Interviews were also open to the general public, with notices placed in the Register and Republican to encourage participation. The interviewees included town staff, town committee members, large employers, small business owners, clergy and church members, and active and interested residents.

Each interview session was 50 minutes and ranged from 2-5 people per interview group. Stakeholders of varying interests were grouped together in order to encourage a dynamic discussion. Participants were encouraged to speak honestly and openly, with no names attributed to their comments. The interviewees were asked to answer the following questions in their interview session:

- What issues does Ludlow face today and in the future?
- What do you like and dislike about Ludlow?
- If money were no object, what recommendations would you have to plan of Ludlow's future?
- Do you have any questions regarding the master plan process or the town in general?

SUMMARY OF INTERVIEW RESULTS

Strongest Likes: Family-friendliness, small town character, hard-working people with pride of ownership, sports community

Strongest Dislikes: Rapid unplanned growth, traffic and parking issues, lack of cooperation in government, personal interests interfering with town interests

Affordable Housing

Ludlow residents expressed mild concern about the lack of affordable housing in town. One interviewee noted that there are not enough rentals in Ludlow. Currently, a project called Southview Estates drew considerable controversy and was mentioned in most interview sessions. Many residents feel that it was forced upon them through Chapter 40B comprehensive state permitting. Because Ludlow has no affordable housing plan or bylaw and has only 2.3% affordable housing stock, it has very little say on new developments that include affordable housing.