

TOWN OF FALMOUTH VISION AND VALUES

THINK-TANK REPORT - MAINE, USA

November 2021

future→iQ®



TOWN OF FALMOUTH

VISION AND VALUES THINK-TANK REPORT

MAINE, USA

November 2021

This report summarizes the outcomes of the ‘Falmouth Vision and Values Think-Tank’ held on November 6, 2021. Approximately 45 residents participated in the Think-Tank and developed the scenarios narratives presented in this report. This report has been produced as part of the Falmouth Vision and Values project which aims to develop a new community vision and set of community values that will guide Town decision-making looking out to 2040.

Report Prepared by:



Think-Tank Hosted By:

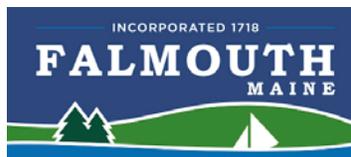


TABLE OF CONTENTS

1.0	Introduction	1
2.0	Community Engagement - Key Steps	2
2.1	Vision and Values Community Survey #1.....	3
2.2	Future Summits.....	4
2.3	Discussion Boards and Focus Groups.....	5
3.0	Scenario-Based Think-Tank	6
4.0	Framework for Analysis - Implications for the future	7
5.0	Creating the Scenario Framework	8
5.1	Scenario A: 'Falmouth a AAA+ Town'	9
5.2	Scenario B: 'Intentional Change Creates Thriving Town Centers'	11
5.3	Scenario C: 'Small Town Big Future'.....	13
5.4	Scenario D: 'Falmouth Remains Happily in the 2020s'	15
6.0	Next Steps	17
7.0	Acknowledgments	18
8.0	For More Information	19
9.0	Consulting Team - About Future iQ	20



The Falmouth Think-Tank was an opportunity for town residents to take a 'deep-dive' into community visioning through an inclusive scenario-planning process.

1.0 INTRODUCTION

The Town of Falmouth is located on Casco Bay in Cumberland County, Maine. Located immediately north of Portland, Falmouth has a population of approximately 12,444 (2020) and offers the largest anchorage in Maine.

The community began the visioning process for Falmouth in late 2020, with the hopes that the impacts of the COVID-19 pandemic would subside by spring so that the community could come together in-person for its Think-Tank. When that didn't happen, the visioning process was adjusted to engage the community virtually before the Think-Tank. The community came together with enthusiasm and commitment to the process. Countless hours were contributed to the Community Survey, Future Summits, Community Connector meetings, Discussion Boards and Focus Groups. The Think-Tank that took place on November 6, 2021, was the culmination of the dedication and commitment that this community had to the visioning process and its future.

Each step in the visioning process helped inform and frame the next. This ultimately narrowed the lens, allowing residents to sharpen their focus on Falmouth's vision and values. This scenario-based Think-Tank report summarizes the Town of Falmouth's visioning workshop that took place on November 6, 2021. The Think-Tank is a key step in the town's Vision and Values project that will guide the comprehensive planning process beginning in 2022. The components of the visioning work thus far are described below.

- **Community Survey #1:** An extensive survey was completed by 1,739 Falmouth residents. The survey endeavored to understand resident perspectives on current trends in the town, as well as their aspirations for the future. This input helped guide the formulation of Discussion Board topics and Focus Group discussions.
- **Future Summits:** Two virtual Future Summits were held in March to update the community on project progress and survey results to date.
- **Discussion Boards:** Ten discussion board topics were posted on the project portal for resident input.
- **Focus Groups:** Ten virtual Focus Groups sessions were held in the month of September. Over 100 people participated in the Focus Groups. The sessions were open to the public and were centered on the ten discussion board topics.
- **Scenario-Based Think-Tank Workshop:** The scenario-based Think-Tank workshop held on November 6, 2021, provided an important opportunity to engage Falmouth residents in a critical dialogue about the future and impacts of changing dynamics in the town. The workshop was held in hybrid format with the options of both in-person and virtual participation.
- **Think-Tank Participant Survey:** Think-Tank participants completed a survey during the Think-Tank to express their Expected, Most Preferred, and Least Desirable future scenario for Falmouth.



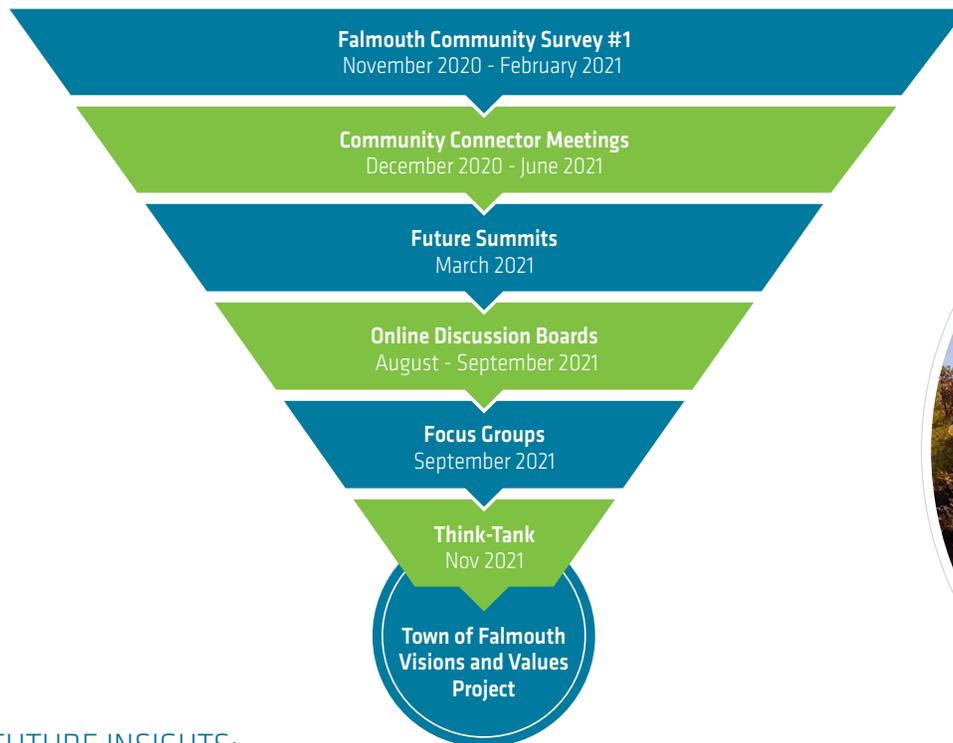


The community of Falmouth embraced the Vision and Values project with enthusiasm and dedication. The resulting vision is a testament to the time and effort community members put into the visioning process.

2.0 COMMUNITY ENGAGEMENT - KEY STEPS

A key feature of Falmouth’s visioning process has been the focus on community engagement. The engagement process thus far has been conducted over a 12-month period from November 2020-November 2021. Each step in the engagement process has built on the previous step to narrow the lens of focus and bring clarity to the community’s vision and values. The data-driven visioning process has helped Falmouth community members to discover clear topics of alignment regarding their future vision. Common values that have emerged include the community’s perception of its schools, climate change, and the environment. Additionally, overarching consensus emerging from the visioning process suggests a clear appetite for carefully planned residential and commercial development with an environmental overlay.

Vision and Values Community Engagement Process – to date



FutureInsight

FUTURE INSIGHTS:

- 60% of Community Survey #1 respondents indicated they wanted Falmouth to maintain its distinct small-town character and not be absorbed into the larger Portland metropolis. This gives significant insight into the development necessary to engage in this type of placemaking for the future.
- 89% of Community Survey #1 respondents indicated that the Town of Falmouth itself should control the amount and type of development in the town and not rely on market forces. This suggests a willingness to give the town council and the community a mandate to actively and intentionally plan how they want the town to look and feel.



Key to effective community engagement is building momentum and excitement around the vision as it is created. The community survey was one of the catalysts for the enthusiasm generated during Falmouth's visioning process.

2.1 VISION AND VALUES COMMUNITY SURVEY #1

The community outreach for this project began with the extensive distribution of the Falmouth Vision and Values Community Survey #1. The purpose of the survey was to gather insight into the community's perceptions of trends influencing the town's future, as well as a glimpse into community aspirations for the future of the town. The community survey asked focused, narrowly constructed questions with the intent to gather information that would help inform the Think-Tank axes. The community survey contained 39 questions, took on average 20 minutes to complete, and was available both online and in hard copy format. 1,739 people completed the community survey and the results can be viewed on the dedicated Vision and Values project portal at <https://lab2.future-iq.com/town-of-falmouth-vision-and-values-project/data-visualization/vision-and-values-community-survey-1/about-the-survey/>. The results are shown using an interactive data visualization platform that allows the viewer to explore the data set and to filter the data by cohort to see what different groups of community members think about different topics.

Sample Quotes from the Vision and Values Community Survey #1:

"Falmouth should be a diverse community with opportunities for work in the community, access to public transportation, affordable housing, excellent schools, access to safe walking and bicycling paths, small business, fewer big parking lots, open space, a community center for all ages, and access to an oceanside park and a great public library among other assets."

"I think our town needs to slow down its growth and focus on what we have right now as a community."

"Falmouth should continue to protect woods and open fields while encouraging business development in a few concentrated areas - especially the Route 1 corridor."

"I'd love for Falmouth to have a hub or downtown, which could be the heart of the community. It would be great to have it be more walkable and biking friendly...it's important to have housing that is affordable for younger people."

"Falmouth should be a preserved gem that is distinct from Portland where town leaders have thoughtfully and intentionally worked to keep and protect the seaside town feel."

"I would like to see more activity and development plans that promote people gathering, people walking and people building relationships in the community."

"Falmouth should remain primarily residential but with supporting retail and medical facilities. Also, it is important that there be charging stations for electric vehicles and there should be public access to the coastline."

"I would like Falmouth to be a multi-generational, multi-cultural, socioeconomically diverse community with a small New England aesthetic, land available for walking, biking, snowshoeing, and other passive recreation for older adults such as myself."



DataInsight

DATA INSIGHTS:

- In terms of demographics, the majority of survey respondents were 40-69 years of age (66%), 16% were aged 18-39, and 17% were aged 70 or older. 90% of respondents were white, 47% were school aged families, 24% were working adults with no dependents, and 21% were retirees.
- It should be noted that a good cross-section of neighborhoods is represented in the survey results, as well as length of time living in Falmouth.

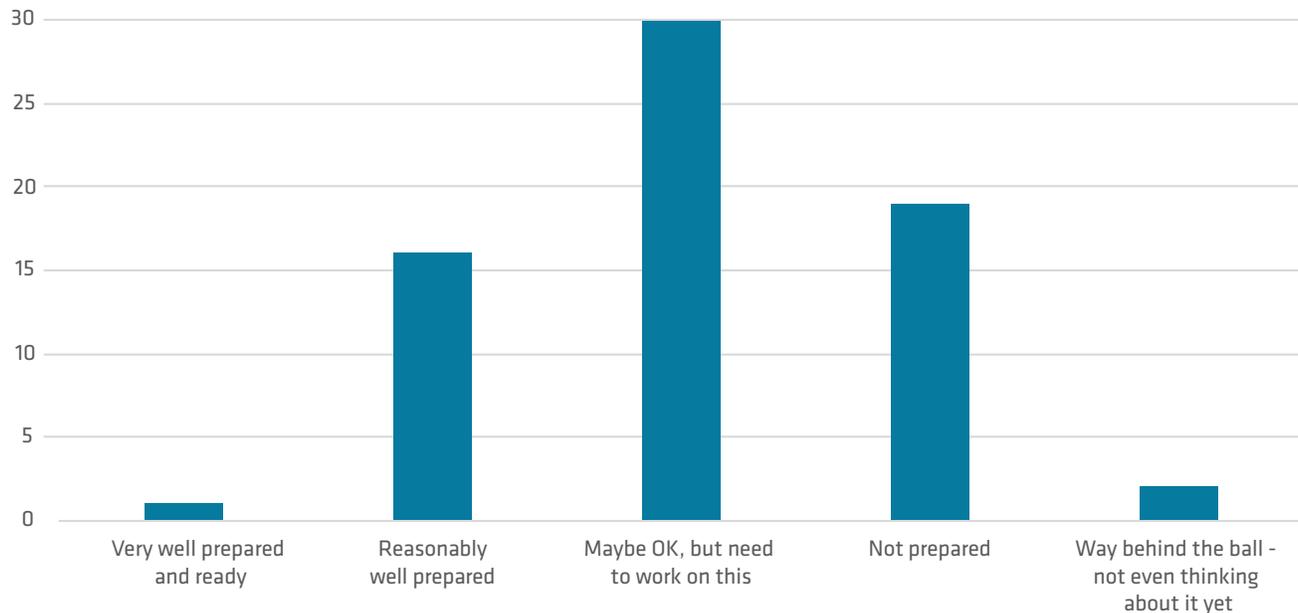


Careful planning and thought leadership combined with the ability to act proactively will help prepare Falmouth for the impact of emerging trends and changes.

2.2 FUTURE SUMMITS

Two public Future Summits were held virtually on March 1 and 29, 2021, to update the community on the progress of the Vision and Values project, and to explore the key data, results and insights emerging from the community survey. The formats of the 2-hour Future Summits were a combination of presentation of results to date, live interactive polling on key questions, and community comment. Participants were polled on a range of topics, including how well prepared they thought the town is for a rapidly changing world. The combined summit results on this question are below.

How well prepared do you think Falmouth is for a rapidly changing world?



“Falmouth should be an open-minded community that maintains its rural roots and appearance while also modernizing and inviting business to our non-residential areas in order to allow its residents to appreciate the conveniences of our modern existence.”

- Vision and Values Community Survey #1



DATA INSIGHTS:

- The vast majority of Future Summit participants indicated that Falmouth should pursue environmental sustainability as a priority focus.
- With only one participant at the Future Summit rating Falmouth very well prepared and ready for the future, this indicates the town needs to take actions to make itself better prepared.



The Discussion Boards and Focus Groups encouraged honest community dialogue and exchange of perspectives on issues identified as having the most impact on the Town's future.

2.3 DISCUSSION BOARDS AND FOCUS GROUPS

Following the Future Summits in March, the data and input from the community survey, meetings, and Future Summits were analyzed and synthesized into 10 key topic areas. Online discussion boards were created and posted on the project portal to engage community members on these important topics. The Discussion Boards ran from August through September 2021. The online community discussions were intended to promote interactive dialogue and to prepare the community for more in-depth community dialogue at a Focus Group for each topic.

Ten virtual Focus Group sessions took place from Saturday, September 18 to Thursday, September 23. These virtual facilitated groups focused on the 10 discussion board topics and worked to build a deeper understanding of each topic and its implications for Falmouth's future. A key part of the Vision and Values process, the Focus Groups helped to synthesize community input from the Discussion Boards and Community Survey #1 and explored a set of crucial questions.

The three critical questions for each Focus Group were:

1. What are the key things we are learning about this topic – from the surveys, background information, future trends, and Discussion Board comments?
2. What are the one or two important potential future-splitting decisions or issues facing Falmouth related to this topic; and, what are the implications and trade-offs of these different future directions?
3. With regards to this focus group topic, where is the future 'sweet spot' for Falmouth?

Key Discussion Board and Focus Group Topics

- Residential development
- Non-residential development and future town center
- Housing affordability
- Shared community areas, green and open spaces
- Connectivity, walkability, and recreation
- Community diversity, inclusivity, and resident experience
- Lifelong community learning opportunities and our school system
- Environmental focus
- Governance and collaboration
- Cost of living in Falmouth





The scenario planning process allowed Falmouth residents to examine the implications of choices about future direction for the town.

3.0 SCENARIO-BASED THINK-TANK

The four-hour Falmouth Vision and Values scenario-based Think-Tank was held November 6, 2021. Approximately 45 people attended this workshop that included town staff, town councilors, and residents. The Think-Tank was conducted in hybrid format with the in-person group held at Falmouth High School, and the virtual group via Zoom. The Think-Tank was intended to build coherency around a vision for future planning in Falmouth that will guide the community looking out to 2040.

The scenario planning process provides a method to explore plausible futures and consider the implications of various future scenarios. The Think-Tank workshop aimed to:

- Deepen the understanding and examination of how external events and local conditions could shape decision-making
- Identify and understand the key influences, trends, and dynamics that will shape the community looking out to 2040
- Create and describe four plausible long-term scenarios for Falmouth
- Explore Expected, Least Desired, and Preferred Futures
- Deepen the understanding of how the blending of multiple drivers and trends impact the developed futures
- Explore alignment around a shared future vision for Falmouth

The scenarios developed during the scenario planning process and outlined in this report are important to provide a framework to discuss future possible outcomes and implications for planning in Falmouth. In addition, the Think-Tank deliberations can assist in identifying key actions for the town and in exploring how various groups might collaborate to best contribute to future policymaking.

Think-Tank participants were guided through a scenario planning process to develop four plausible scenarios for Falmouth. The process involved development of a scenario matrix defining four plausible scenario spaces for the future and the development of descriptive narratives for each scenario. The event concluded with discussion of the scenarios and each participant selecting their own preferred scenario for the future of Falmouth.





In the face of accelerating speed of change, the key to resiliency is the ability to anticipate change and remain agile. To be successful, the Town of Falmouth will require the active involvement of community leadership and residents.

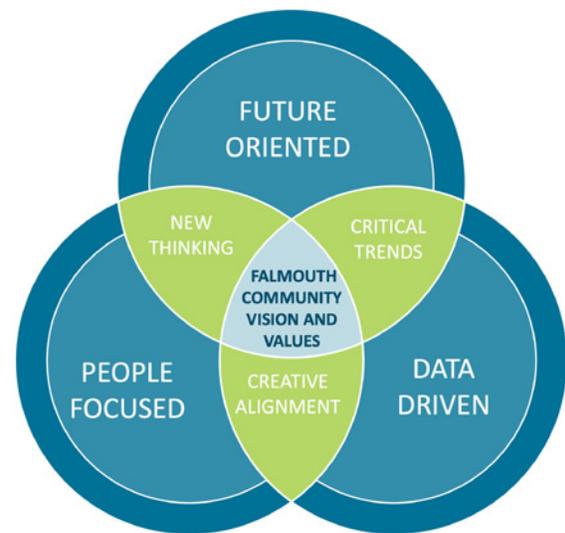
4.0 FRAMEWORK FOR ANALYSIS – IMPLICATIONS FOR THE FUTURE

The Think-Tank provided a forum for participants to explore the forces of change shaping the future of Falmouth looking out to 2040. Participants at the Think-Tank combined their collective intelligence to explore four possible future scenarios for the Town of Falmouth. Perceptions around the nature of impact of certain forces, both in terms of size and timing of impact, were explored to gauge how important participants consider these forces of change. Participants discussed the scenarios and related them directly to Falmouth in terms of how the characteristics of each scenario might impact the town.

Specifically, the participants considered how the town might look using the following three categories of characteristics:

- Built environment and economic characteristics
- Community and social values characteristics
- Environmental and landscape characteristics

Of relevance to the discussion about the future of Falmouth is the speed and scale of change that may occur in Falmouth. Newly developed innovations are being implemented globally and locally at all scales, thereby changing the face of communities in rapid and profound ways. Advanced technologies are at the forefront of this transformation. At the same time, societal values are shifting, and there is an increased awareness of environmental factors and sustainable resource use.



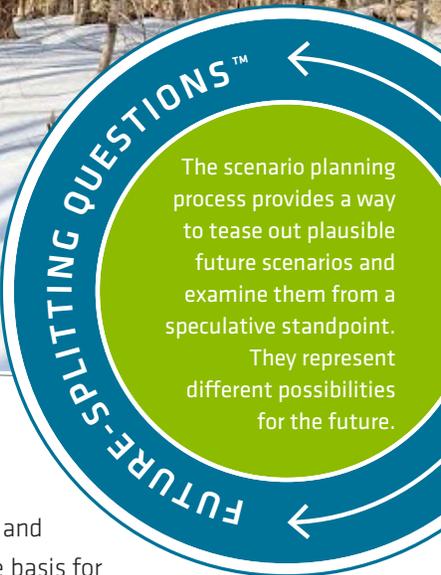
“(We need to) cherish the values that focus on family, lending a helping hand to those in need, quality education, enjoying the outdoors, doing our part to care for the planet and reverse climate change, respecting diversity and learning from other cultures, and tolerance of varying opinions.”

- Vision and Values Community Survey #1



FUTURE INSIGHTS:

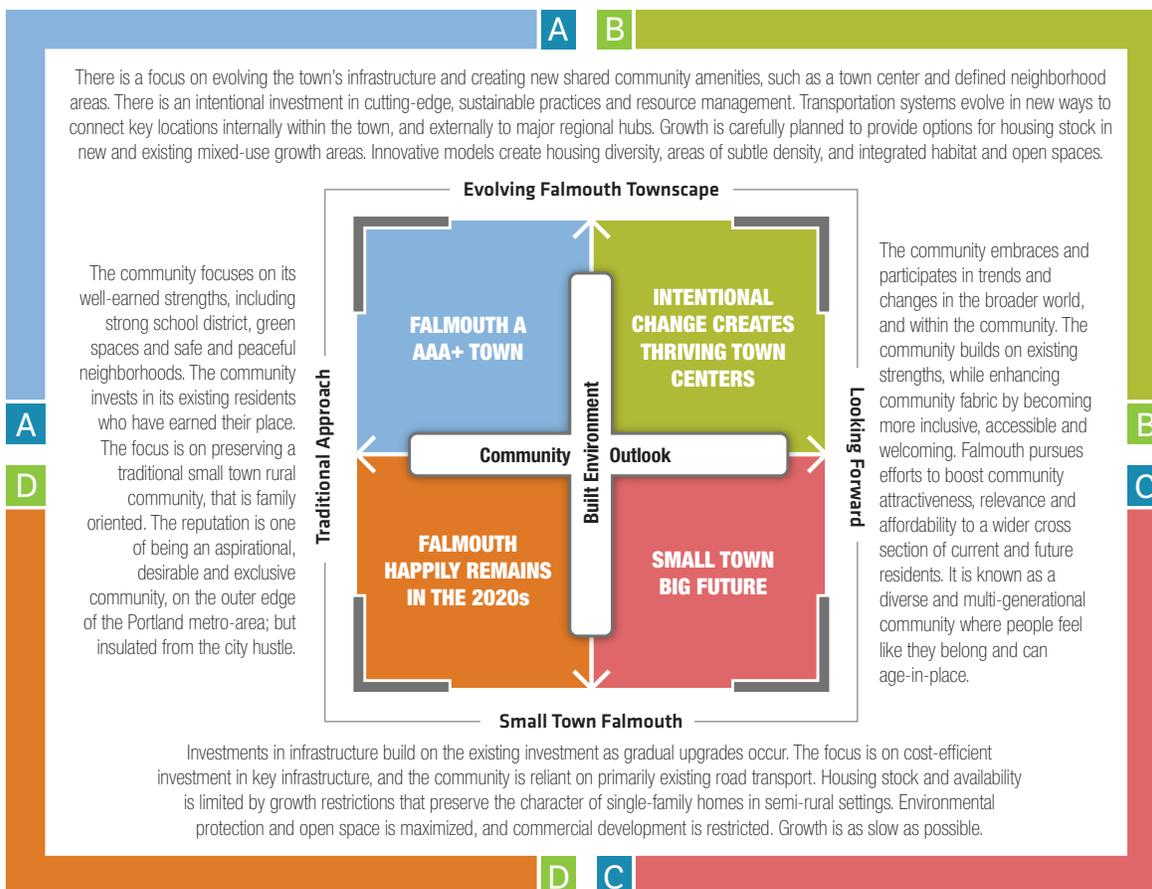
- The global pandemic has served to accelerate many existing trends, especially at the level of workplace transformation (work from home) and societal values.
- Emerging macro trends are and will directly impact the Town of Falmouth. The Vision and Values process is intended to provide the town with an aligned vision and set of values that will help the community navigate the ‘headwinds’ and ‘tailwinds’ that will inevitably come its way.



5.0 CREATING THE SCENARIO FRAMEWORK

Based on the community survey responses, Future Summits, Discussion Boards, Focus Groups, and key input from assigned Town Councilors and town staff, themes were identified to become the basis for two axes on the scenario matrix. The two axes identified were **Community Outlook** and **Built Environment**.

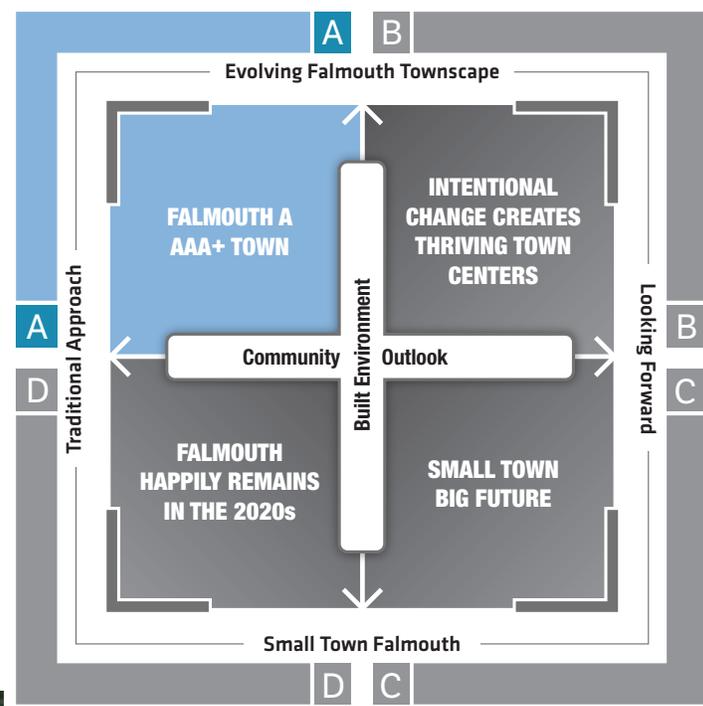
Think-Tank participants were presented with the scenario matrix, defined by the two major axes of 'Community Outlook' and 'Built Environment' (see diagram). Brief descriptions were also attached to the end points of each driver axis. Participants were divided into four groups to develop a narrative for each scenario. Each group was asked to describe the characteristics of Falmouth in 2040 under the conditions of the scenario quadrant that they had been given. After the characteristics were established, Think-Tank participants were asked to devise major events or headlines of how the scenario occurred using the years 2025, 2030, and 2040, and to give their scenario a descriptive name. The name is intended to represent the description of the scenario in the form of a short title. Narratives, descriptions, and names of each scenario as developed by the workshop participants are included in the following sections.





5.1 SCENARIO A: 'FALMOUTH A AAA+ TOWN'

This scenario forecasts a future where Falmouth builds on its reputation as an aspirational, desirable, and exclusive community by intentionally investing in traditionally shared community amenities such as green spaces and schools. Growth is incremental and carefully planned with specific investment in ways to connect key locations internally within the town. New housing models are allowed to provide accessibility for existing residents. There is intentional investment in cutting-edge, sustainable practices and resource management. An inward focus on preserving and maintaining current strengths serves existing residents well in the short run but over time the town ages and its school-age population dwindles. The exclusivity of the community coupled with slow growth causes housing prices to soar and those on fixed incomes or lower economic means are slowly squeezed out.



The 'Falmouth a AAA+ Town' scenario paints a future where life is good for current residents but over time the town's exclusivity and insulated nature make it difficult for middle- and lower-income residents to remain.



In the 'Falmouth a AAA+ Town' scenario, the more inward orientation of the community creates an oasis for existing residents, but the exclusivity may drive up housing prices and cost of living, which then becomes a barrier to potential new residents.

SCENARIO A CHARACTERISTICS: 'FALMOUTH A AAA+ TOWN' – 2040

The characteristics of this scenario paint a future where the focus is on improving shared community amenities and infrastructure for current residents. Those who are able to afford to live in Falmouth enjoy strong schools, lots of green space, and safe and peaceful neighborhoods. Growth is carefully planned to minimize environmental impacts, and the town is insulated from other communities.



Built Environment and Economic Characteristics

Carefully planned growth creates denser commercial areas and incorporates multi-use functionality.

- Innovative housing and commercial diversity provide options for residents and businesses.
- A micro transit feeder is built to serve all neighborhoods.
- Housing costs rise as cost of living increases and some residents are forced out of the town.



Community and Social Values Characteristics

The community preserves its traditional family-oriented reputation centered around its school amenities.

- Development follows the same patterns and expands from current locations.
- The community's remote workforce grows.
- The student population gradually shrinks and schools are less vibrant over time.



Environmental and Landscape Characteristics

Intentional investment in cutting-edge, sustainable practices and resource management occurs.

- Continued investment in green space is one of the community's top priorities.
- Town strives to not allow development to negatively impact the environment.
- Alternative transportation systems provide greater connectivity without environmental impacts.

2025 HEADLINE NEWS:

"Falmouth announces new enhanced transit options!"



2030 HEADLINE NEWS:

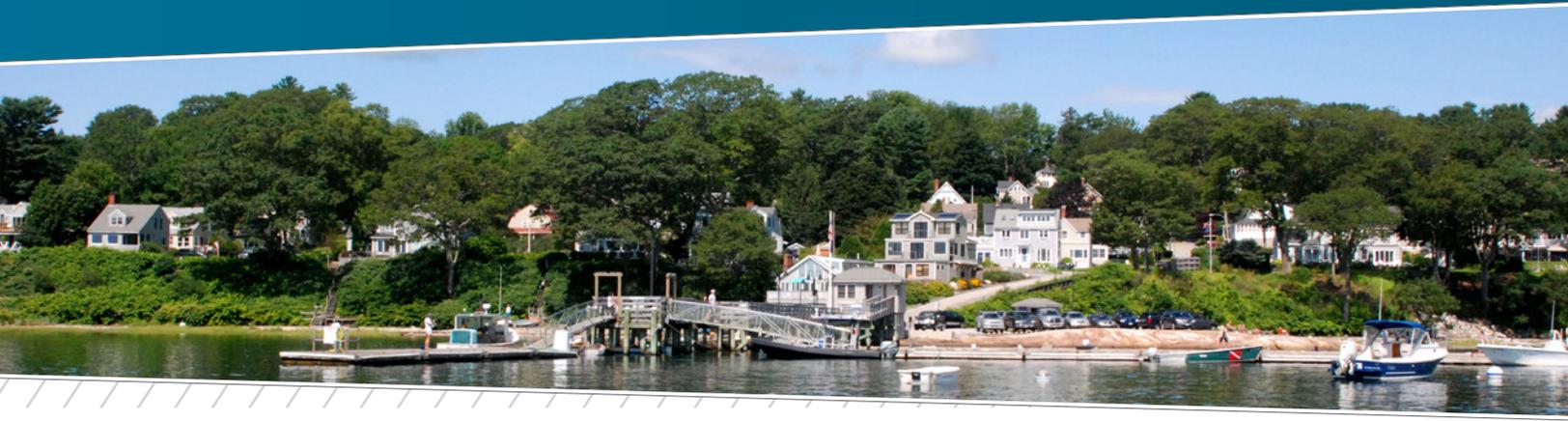
"New high school/senior multi-generational collaboration announced."



2040 HEADLINE NEWS:

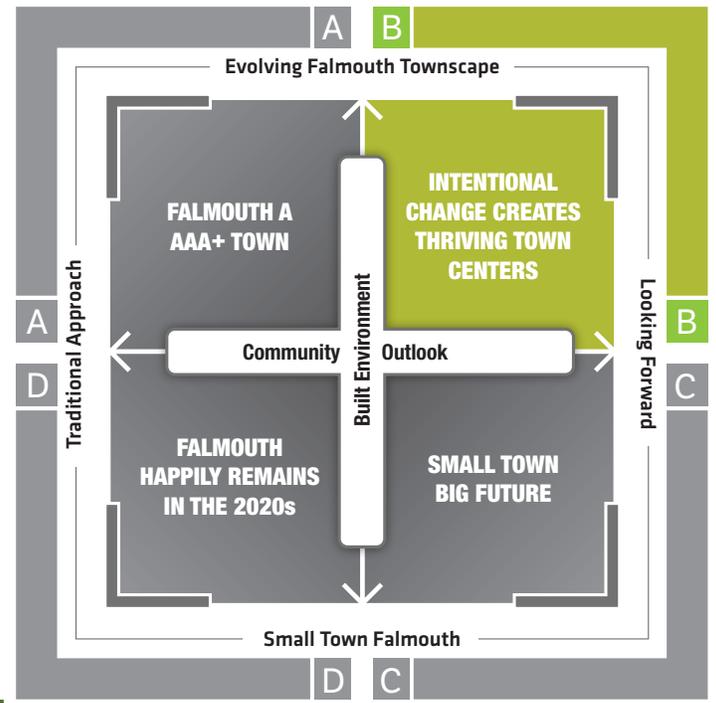
"Falmouth to be net zero for all new buildings."





5.2 SCENARIO B: 'INTENTIONAL CHANGE CREATES THRIVING TOWN CENTERS'

This scenario forecasts a future where the community's orientation is forward-looking, inclusive, and intentional in its planning for the future development of its built environment and infrastructure. Falmouth invests in innovative housing options for varying income levels to attract younger residents and to allow existing residents to age-in-place. A Town Center is carefully planned to concentrate subtle density and multi-use options, and to preserve green and open space throughout the town. Neighborhoods become more defined areas and multimodal transportation connects key locations in the town and externally to regional hubs. This intentionality of placemaking securely positions the town as a multi-generational community where people feel they can grow, thrive, be welcome and belong.



In the 'Intentional Change Creates Thriving Town Centers' scenario, Falmouth adopts a future-oriented mindset and embraces change, which would involve careful transformation to the Route 1 and Route 100 corridors but may create tensions between emerging and traditional values.



This scenario forecasts intentional and careful management of future development in targeted areas while preserving existing neighborhood character. This approach may require greater investment from the Town to help plan, guide and manage creative new development approaches.

SCENARIO B CHARACTERISTICS: 'INTENTIONAL CHANGE CREATES THRIVING TOWN CENTERS' – 2040

The characteristics of this scenario paint a future where Falmouth’s evolving townscape is carefully managed and developed to support a thriving Town Center, well connected neighborhoods, life-long learning, and accessible amenities. Intentional planning and investment protects the community’s deep commitment to the established neighborhoods, environment, green and open spaces, while at the same time preserving the ability to modernize and lead as a role-model community.



Built Environment and Economic Characteristics

Diverse residential, commercial and public space options allow people and businesses to thrive.

- Residential development is affordable, taller and near transportation hubs.
- Built environment varies geographically, and density is carefully planned around a Town Center.
- Route 1 downtown becomes mixed-use, residential and commercial.



Community and Social Values Characteristics

The community embraces social change and diversity and the town is inclusive and welcoming to all.

- Residents are able to connect in many different ways through a variety of town services and events.
- Connectivity is highly valued and investment in social infrastructure and events bring Falmouth residents closer together.
- Community engagement is high and the makeup of the town population becomes more diverse.



Environmental and Landscape Characteristics

Intentional investment in sustainable practices and resource management preserves the ecological health of the community.

- The town defines its goals for environmental preservation.
- The town provides incentives for preservation of open space and investment in environmental safeguards.
- Green and open spaces are protected and neighborhoods are connected with trails and multimodal transit.

2025 HEADLINE NEWS:

“Falmouth builds apartments for all ages and stages.”



2030 HEADLINE NEWS:

“Falmouth’s carefully managed growth wins it environmental awards.”



2040 HEADLINE NEWS:

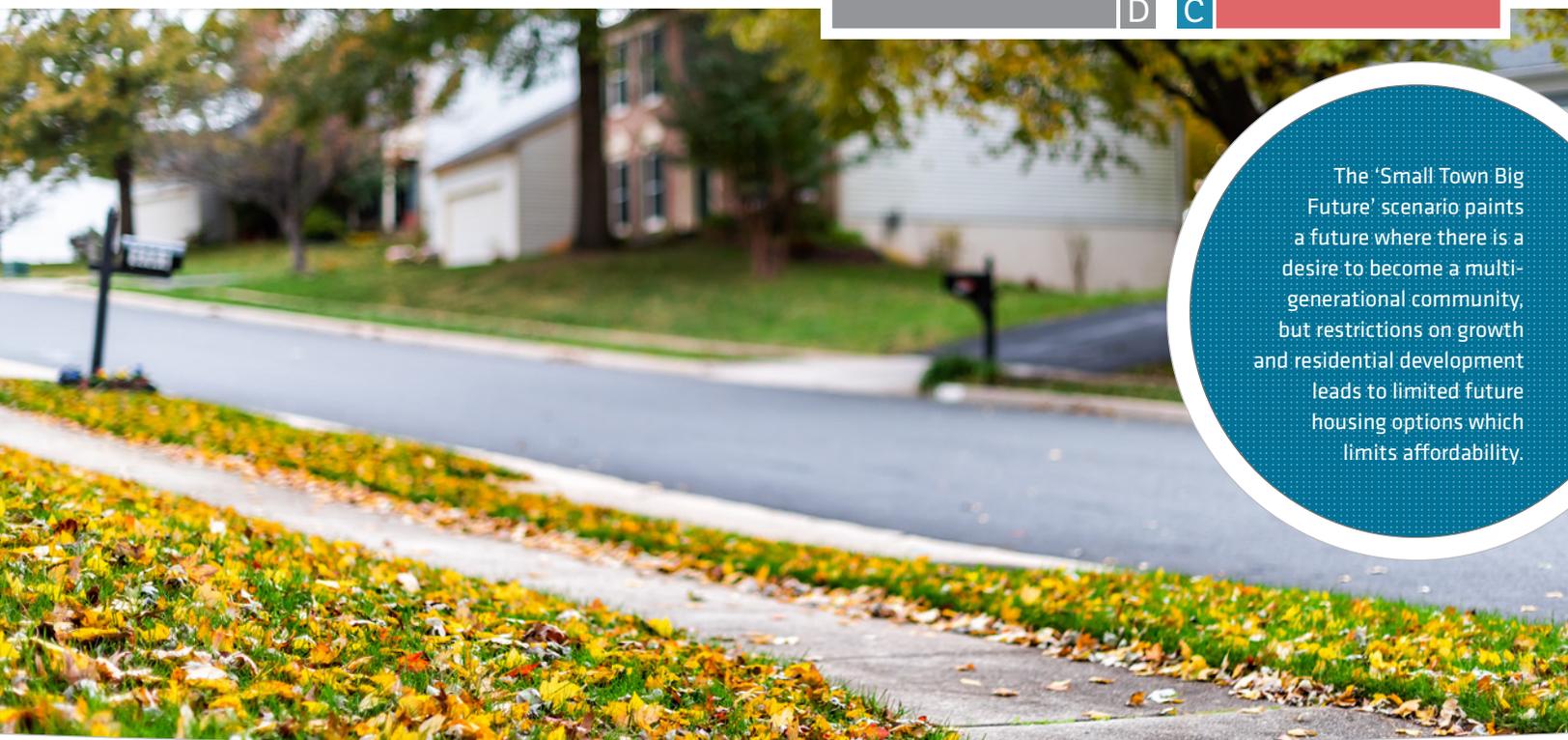
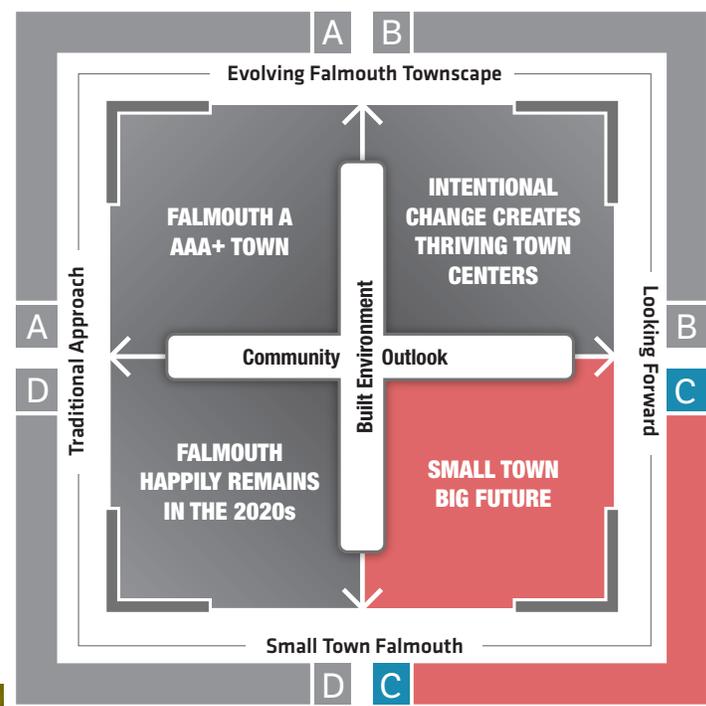
“There is something for everyone in Falmouth.”





5.3 SCENARIO C: 'SMALL TOWN BIG FUTURE'

This scenario forecasts a future where the community is eager to plan for the future but is limited by the lack of appetite to invest in new infrastructure and amenities. The town's slow growth policy settings prompt creative ways to pursue accessibility and development takes on the repurposing of existing structures to accommodate the growing need for diverse housing and commercial development in the community. Traditional village green and small business development is promoted and efforts are made to educate community members about existing services and amenities. Transportation remains car-centric, and the community develops 'Park and Walk' locations to provide more connectivity options for residents. Over time, younger families and young professionals become discouraged by the slow change and high housing prices and they leave for more affordable locations.



The 'Small Town Big Future' scenario paints a future where there is a desire to become a multi-generational community, but restrictions on growth and residential development leads to limited future housing options which limits affordability.



By restricting development, this scenario offers positives in terms of preserving the look and feel of the community. However, lack of investment in community infrastructure, could make the community less appealing and relevant – especially as societal expectations change.

SCENARIO C CHARACTERISTICS: ‘SMALL TOWN BIG FUTURE’ – 2040

The characteristics of this scenario paint a future where the town struggles with the conflicting impulses to both embrace the cultural changes occurring in society and to limit growth and investment in new infrastructure and shared amenities. The short-term solutions of this scenario help residents to improve their local infrastructure in creative ways, but the limitations on growth and growth types in the long run will push the town in the direction of becoming a faded, irrelevant but once well-placed community.



Built Environment and Economic Characteristics

Investment is in cost-effective existing infrastructure with no large development.

- Housing and commercial areas are repurposed to accommodate community needs.
- Small multi-use development is permitted.
- Young families and youth are priced out of the housing market.



Community and Social Values Characteristics

Focus is on becoming more inclusive and accessible with limited growth.

- The town struggles to accommodate diversity with single-family homes as priority development.
- Senior programs are enhanced and encouraged.
- Policy settings promote connectivity with trails and sidewalks.



Environmental and Landscape Characteristics

Land preservation is a priority and Falmouth adopts an open space management plan.

- Intentional planting along Route 1 occurs to develop a tree canopy.
- Farmland is preserved with zoning and conservation easements.
- ‘Park and Walk’ locations are promoted to allow for continued car-centric transportation networks.

2025 HEADLINE NEWS:

“Falmouth develops network of pocket parks.”



2030 HEADLINE NEWS:

“Falmouth adopts repurposing of residential and commercial development to restrict growth.”



2040 HEADLINE NEWS:

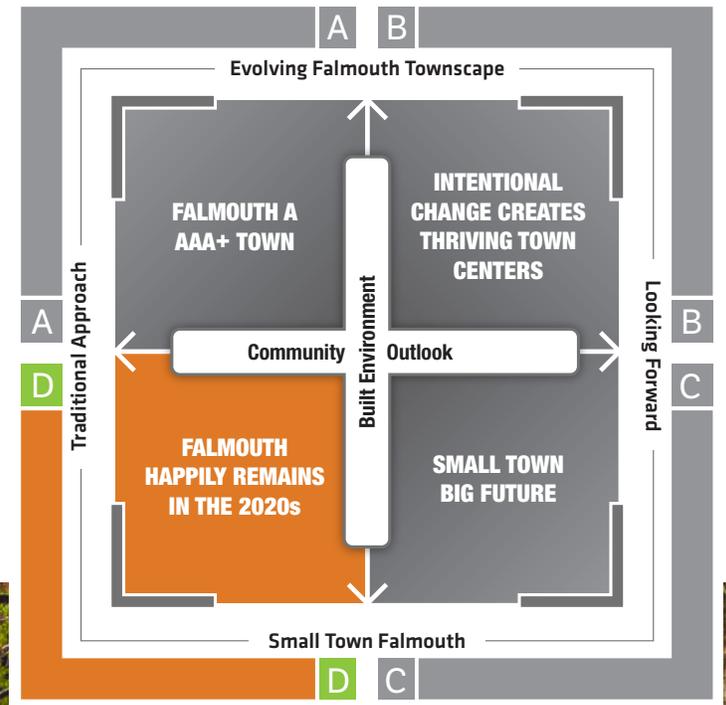
“Falmouth wins award for most open space preserved.”





5.4 SCENARIO D: 'FALMOUTH REMAINS HAPPILY IN THE 2020s'

This scenario forecasts a future where Falmouth maintains a traditional approach to community development by building on existing infrastructure and preserving its small-town character with single-family homes in semi-rural settings. The town has an exclusive reputation for high quality schools, country clubs, green space, and luxury homes on the waterfront and throughout the town. Little is done to concentrate development and single family home housing development continues giving rise to environmental degradation over time. Restricted commercial growth places pressure on tax rates to support community amenities and cost of living increases. As housing prices climb, empty-nesters and youth leave town.



The 'Falmouth Remains Happily in the 2020s' scenario paints a future where there is a desire for minimal change, with commercial growth slowed. However, continued development pressure coupled with a lack of Town planning resources, may result in more single-family housing development, slowly changing the semi-rural feel of the community.



This future sees limited investment from the Town in community amenities and infrastructure. While this keeps costs down, the slow decline in availability of amenities may make the community less appealing to families, young people, and active retirees. The community could fall behind in trends such as walkability and aging in place.

SCENARIO D CHARACTERISTICS: 'FALMOUTH REMAINS HAPPILY IN THE 2020s' - 2040

The characteristics of this scenario paint a future where Falmouth is focused on preserving its existing amenities and community outlook. This traditional approach appeals to those who desire exclusivity and is not welcoming to diverse cohorts of people. The town's failure to modernize over time discourages new investment and the community ages out.



Built Environment and Economic Characteristics

Growth is as slow as possible and all types of development are severely restricted.

- Commercial and housing development remain the same with focus on single-family homes.
- No homes under 1 million exist in Falmouth.
- Lack of investment in modern amenities causes loss of youth population.



Community and Social Values Characteristics

Focus is on building Falmouth's reputation of being an exclusive, small-town community.

- Middle-aged professional families move to Falmouth for its exclusivity and schools.
- The town is not racially or economically diverse.
- Only country club members have access to a pool.



Environmental and Landscape Characteristics

Preservation of small-town rural community feel with green spaces and peaceful neighborhoods.

- Farmland continues to be developed into residential as poorly planned sprawl occurs.
- Access to waterfront will become more desirable.
- Cluster development increases with the division of larger land pieces.

2025 HEADLINE NEWS:

"Housing prices in Falmouth continue to increase."



2030 HEADLINE NEWS:

"Falmouth empty-nesters leave the Town when kids finish school."



2040 HEADLINE NEWS:

"Falmouth's carbon footprint worsens."





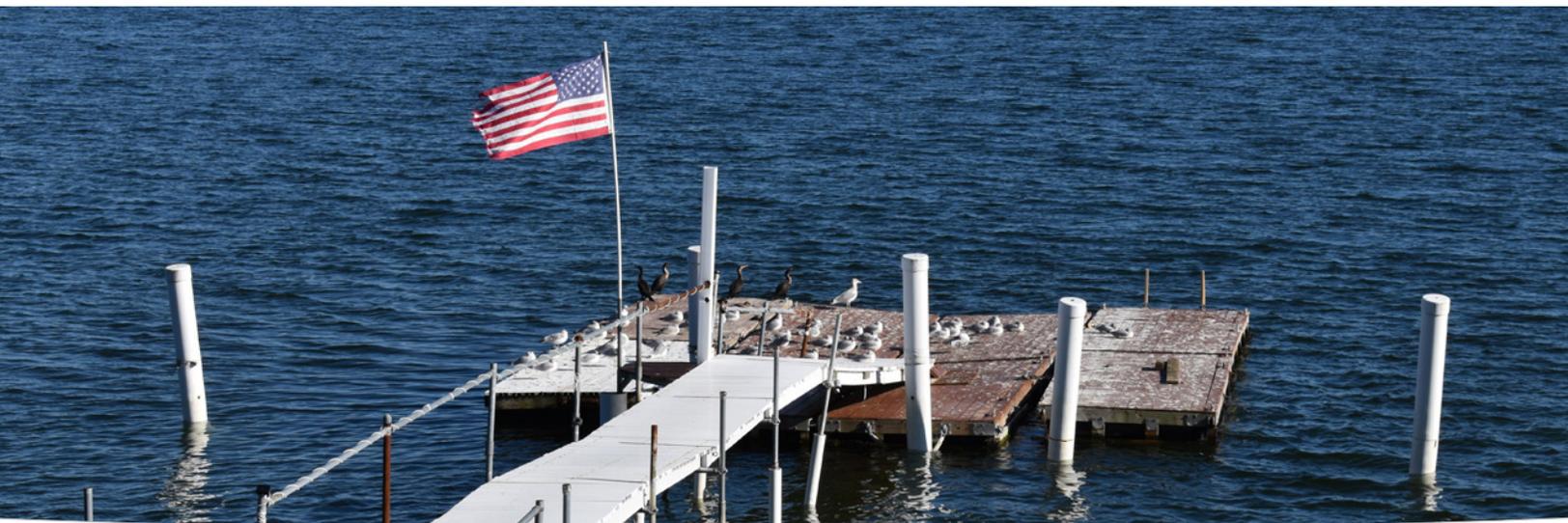
6.0 NEXT STEPS

Following the Think-Tank, next steps in the visioning process will move to the next phase of community engagement with the Falmouth Vision and Values Community Survey #2. This phase will seek to validate the Expected, Preferred and Least Desirable Futures developed at the Think-Tank with the greater community. The survey will be launched at a virtual Future Summit on December 8. The results of the Think-Tank will be explored at the Future Summit. Participants at the Summit will be encouraged to take the survey immediately after participating in the Summit. For those who aren't able to attend the Future Summit, a short video will accompany the online survey to explain how to complete the survey that will run through mid-January 2022.

Falmouth Community Vision and Values Process Next Steps



Based on the information gathered from the compilation of all reports, research, engagement results and analyses, Future iQ will synthesize all input into the production of the Falmouth Community Vision and Values Final Report.





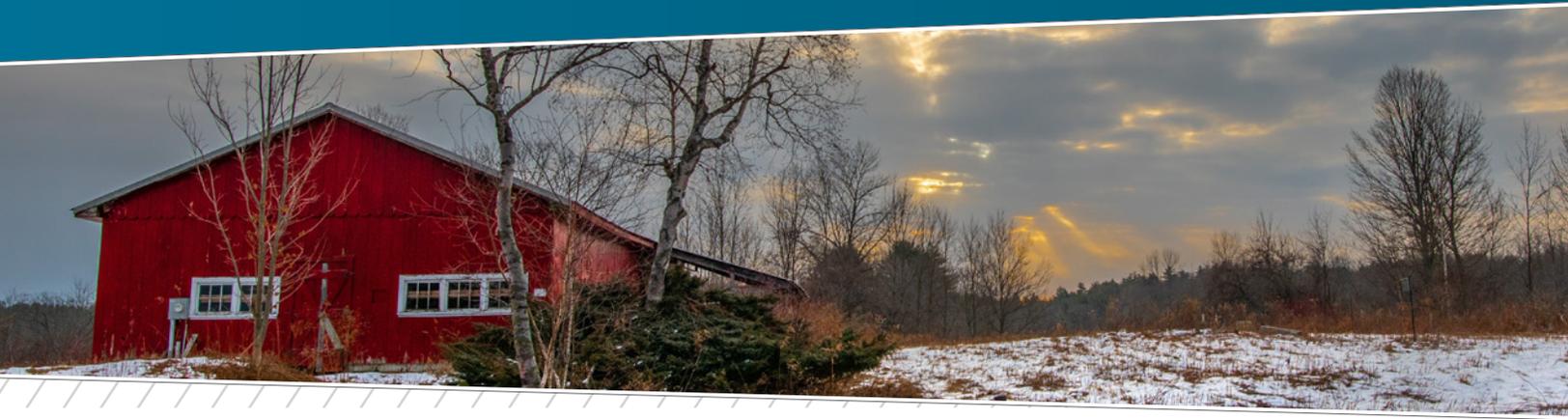
7.0 ACKNOWLEDGMENTS

The Town staff, Town Council, Community Connectors, and community members have engaged in the visioning process with great enthusiasm. Their passion and interest ensured the discussions were thoughtful, and the outcomes reflective of the myriad of perspectives that exist within the Town of Falmouth. This dedication is reflective of the deep commitment participants have to the future of Falmouth. Future iQ would like to acknowledge the substantial background support from the Town staff. We would also like to thank Town Council Members Amy Kuhn and Jay Trickett for their consistent guidance on weekly project calls. Their outstanding support, time and effort were greatly appreciated.

Town Council

- Amy Kuhn, Chair
- Peter Lafond, Vice-Chair
- Hope Cahan
- Jay Trickett
- Tommy Johnson
- Janice De Lima
- Ted Asherman





8.0 FOR MORE INFORMATION

Nathan Poore

Town Manager
Town of Falmouth
271 Falmouth Road
Falmouth, ME 04105
Tel: 207-781-5253
Email: npoore@falmouthme.org

Theo Holtwijk

*Director of Long Range Planning
and Economic Development*
Town of Falmouth
271 Falmouth Road
Falmouth, ME 04105
Tel: 207-781-5253
Email: tholtwijk@falmouthme.org

Erin Bishop Cadigan, PhD

Education and Outreach Coordinator
Town of Falmouth
271 Falmouth Road
Falmouth, ME 04105
Tel: 207-699-5346
Email: ecadigan@falmouthme.org

Marguerite Fleming

Administration Analyst
Town of Falmouth, Maine
271 Falmouth Road
Falmouth, ME 04105
Tel: (207) 699-5329
Email: mffleming@falmouthme.org





9.0 CONSULTING TEAM – ABOUT FUTURE IQ

Future iQ specializes in applying innovative tools and approaches to assist municipalities, organizations, regions and industries shape their economic and community futures. With nearly two decades of experience, the company has a global clientele spanning three continents.

To learn more about Future iQ, and our recent projects visit www.future-iq.com or by email at info@future-iq.com

Workshops and Report Prepared by:



David Beurle
CEO, Future iQ



Heather Branigin
VP, Foresight Research



Celine Beurle
COO, Future iQ



future*→*iQ[®]
Create Future Intelligence[®]

