



## Town of Bridgewater Strategic Planning Committee

July 10, 2025

9:00 AM

66 Central Square

Conference Room 201A

The meeting will also be held virtually via Zoom.

To attend via video, click on the link below:

<https://us06web.zoom.us/j/87424452109>

To attend via phone, dial: 1(646) 876-9923

**Meeting ID:** 874 2445 2109

### MEETING AGENDA

**Disclosure:** Pursuant to Section 20 of Chapter 20 of the Acts of 2021, An Act Relative to Extending Certain Covid-19 Measures Adopted During the State of Emergency, this meeting for the Town of Bridgewater will be fully remote and accessible to the public through remote participation to the greatest extent possible. There will be no in person attendance permitted. Citizens who wish to tune in to the meeting may do so via Zoom.

- A. Call to Order**
- B. Public Comment**
- C. Legislation Referred**
  - a) Order O-FY25-074: Town Manager Goals
- D. Public Comment**
- E. Adjournment of Meeting**



## Bridgewater Town Council

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Introduced By: Paul Murphy, Councilor  
Date Introduced: 6/17/2025  
First Reading: 6/17/2025  
Second Reading:  
Amendments Adopted:  
Third Reading:  
Date Adopted:  
Date Effective:

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### **Order O-FY25-074: Town Manager Goals**

**WHEREAS;** the Town Council recognizes that establishing priorities for the Town and the Town Manager is critical to ensuring that resources are directed toward Bridgewater's highest-priority initiatives;

**NOW THEREFORE,** the Town Council prioritizes the following goals for the Town of Bridgewater and instructs the Town Manager to complete these goals prior to the end of FY26:

#### **FY26-TCG-001: Exemplary Town Operations**

*Develop, communicate, and deliver against the following Town Service milestones:*

- Develop and adhere to a balanced budget
- Conduct a Town-wide Resident Satisfaction Survey to baseline opinions on key town services, projects, and communications by 09/01/2025
- Deliver a Town Manager Operational Report to the Town Council every 4 weeks
- {populate with input from Town Departments, Town Manager, and Town Clerk in the format: Milestone – Due Date}

**Responsible Party:** Town Manager

**Evidence of Success:** The Town Manager has completed each milestone by the defined date, and we see measurable improvement in resident satisfaction and in the Town Manager's annual performance review.

#### **FY26-TCG-002: Drinking Water Improvement**

*Develop, communicate, and deliver a clear plan with actionable milestones to address public concerns over drinking water quality and ensure safe, reliable water delivery at the tap.*

**Responsible Party:** Town Manager

**Evidence of Success:** The Town Manager completes each milestone by the defined date. There is a documented reduction in brown water complaints, along with measurable progress in identifying new water sources and expanding system capacity.

NOT FOR ACTION - FIRST READING

REFER TO STRATEGIC PLANNING COMMITTEE

**FY26-TCG-003: Roadway Improvement Plan**

*Prepare and communicate a clear plan to address Bridgewater’s roadway conditions, including short-term repairs, long-term reconstruction priorities, and potential funding strategies.*

**Responsible Party:** Town Manager

**Evidence of Success:** A comprehensive and publicly accessible roadway improvement plan is completed and presented to the Town Council by 01/01/2026. The plan includes project prioritization, cost estimates, and funding options, and is used to guide future investments and communications with residents.

**FY26-TCG-004: Community Engagement and Communication**

*Strengthen community trust and transparency by expanding public engagement opportunities, improving access to information, and enhancing communication between the Town and residents.*

**Responsible Party:** Town Manager

**Evidence of Success:** The Town Manager implements new or improved tools for communication (e.g., updated website features, newsletter, or community dashboard), holds at least four public forums or listening sessions by 06/30/2026, and tracks increased resident participation in town initiatives.

**FY26-TCG-005: Economic Development Strategy**

*Develop and implement a targeted economic development strategy to attract new businesses, support existing local enterprises, and strengthen Bridgewater’s commercial tax base.*

**Responsible Party:** Town Manager

**Evidence of Success:** A formal economic development plan is completed and presented by 12/31/2025. The plan includes strategies for business retention, attraction, and downtown activation. Key performance indicators include increased commercial permitting activity, new business openings, and engagement with the business community.

**Explanation:**

*This Order represents the Town Council’s formal communication of its priorities to the Town Manager. It is designed to align the Town Manager’s work with the Council’s goals and to provide a framework for measuring performance and progress.*

**Committee Referrals and Dispositions:**

Referral(s)	Disposition(s)
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•	•
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Attachments: None

NOT FOR ACTION - FIRST READING  
REFER TO STRATEGIC PLANNING COMMITTEE