

From: [Cameren Cousins](#)
To: [Manager Department](#); [Board of Selectmen](#); [Green Advisory Board](#)
Subject: The Green Advisory Board's Input on Land Use/Economic Development Director
Date: Friday, May 15, 2015 11:44:49 AM

Dear Mr. Ledoux and the Board of Selectmen and Selectwomen:

I am writing on behalf of the Green Advisory Board with our committee's comments on the draft job description for the new Land Use and Economic Development Director position.

While we recognize that environmental awareness and sustainability are more frequently becoming a systemic part of state policies as well as private business practices, the GAB feels strongly that Acton still needs a number of individuals in town government that are proactively championing for sustainable management and development. Acton has taken great steps over the years to adopt plans/policies that are indeed marching us toward being a more resilient and healthy community; to capitalize on the current progress, the GAB therefore encourages the town to give the new Land Use and Economic Development Director specific responsibilities tied to the goals set forth in the Acton 2020 Plan, the Complete Streets Policy, and the Green Communities Act project implementation process. The new Director should not just adhere to the spirit of these plans/policies, but should be expected to advocate for open land and resource protection, healthy land management, better infrastructure for pedestrian and bicycle transportation, and a decreased carbon footprint. The Director can view "development" as more of a redevelopment philosophy, rather than a growth philosophy; he or she can improve the natural and social resources of Acton without intense physical expansion and increased energy consumption.

The American Planning Association recognizes Environmental Planning as a certifiable area of expertise for a town or city planner; the GAB recommends that any future Director have meaningful prior experience working specifically with natural systems and complex environmental challenges, if not the AICP CEP credential itself.

The GAB would also like to see more of an emphasis in the job description on supporting local business development rather than general economic development within the town. In order to maintain the character of Acton and to ensure more of the dollars spent in town stay in town and invest in its future, it is critical for the new Director to find ways (through partnering with small business grant-making entities, zoning and design planners, etc.) to encourage independent shops and restaurants to inhabit any current or new storefronts.

The Green Advisory Board very much appreciates the opportunity to weigh in on this exciting new position for Acton, and we look forward to assisting, in any way we can, with future land use and development initiatives.

Sincerely,

Cameren Cousins, *on behalf of the GAB*

Bruce Friedman

Eric Hudson

Dennis Loria

Mary Smith

Padamaja Kuchimanchi