

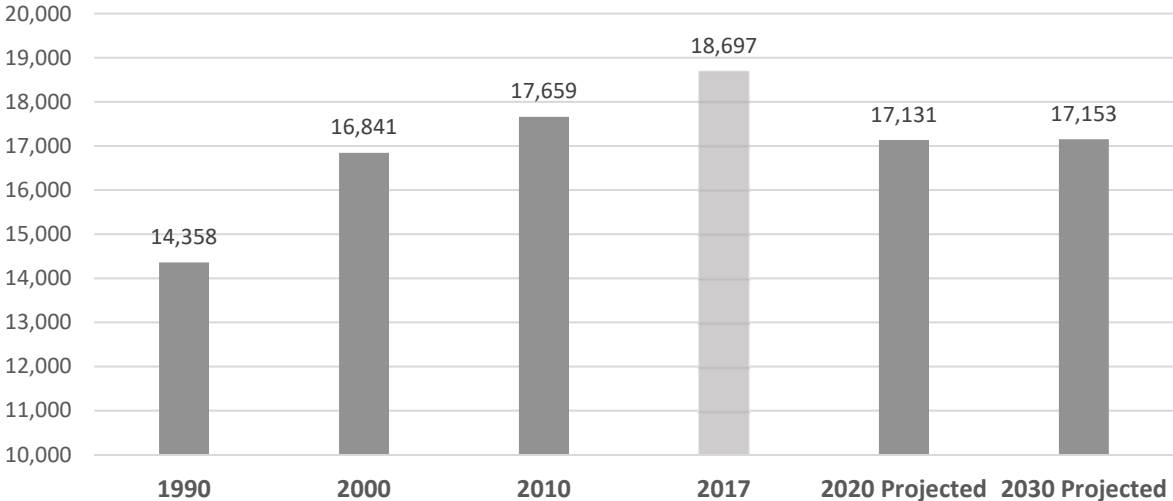
# Community Profile

Examining Sudbury’s population provides us with a snapshot of where we are today and where we’ve been as residents. While demographics are continually changing, analyzing patterns over time helps us understand how Sudbury has changed and what it might look like in the future. From this understanding, we can plan for needs around housing, recreation, transportation, and other aspects of our community that impact quality of life.

## Total Population

Sudbury has experienced moderate growth over the past several decades. As shown in Figure 1, the population increased from 14,358 in 1990 to 17,659 in 2010, a 23% increase. The most recent U.S. Census estimates go through 2017,<sup>1</sup> when the population was estimated to be 18,697. Interestingly, in its 2014 projections, the Metropolitan Area Planning Council (MAPC)<sup>2</sup> forecasted a 3% decrease in residents between 2010 and 2020, with the population level then and staying level through 2030. These 2014 estimates, however, were not accurate according to the Census estimates, as Sudbury’s population did not decrease but continued to grow.

**Figure 1: Sudbury Population Projections (1990-2030, Stronger Region)**



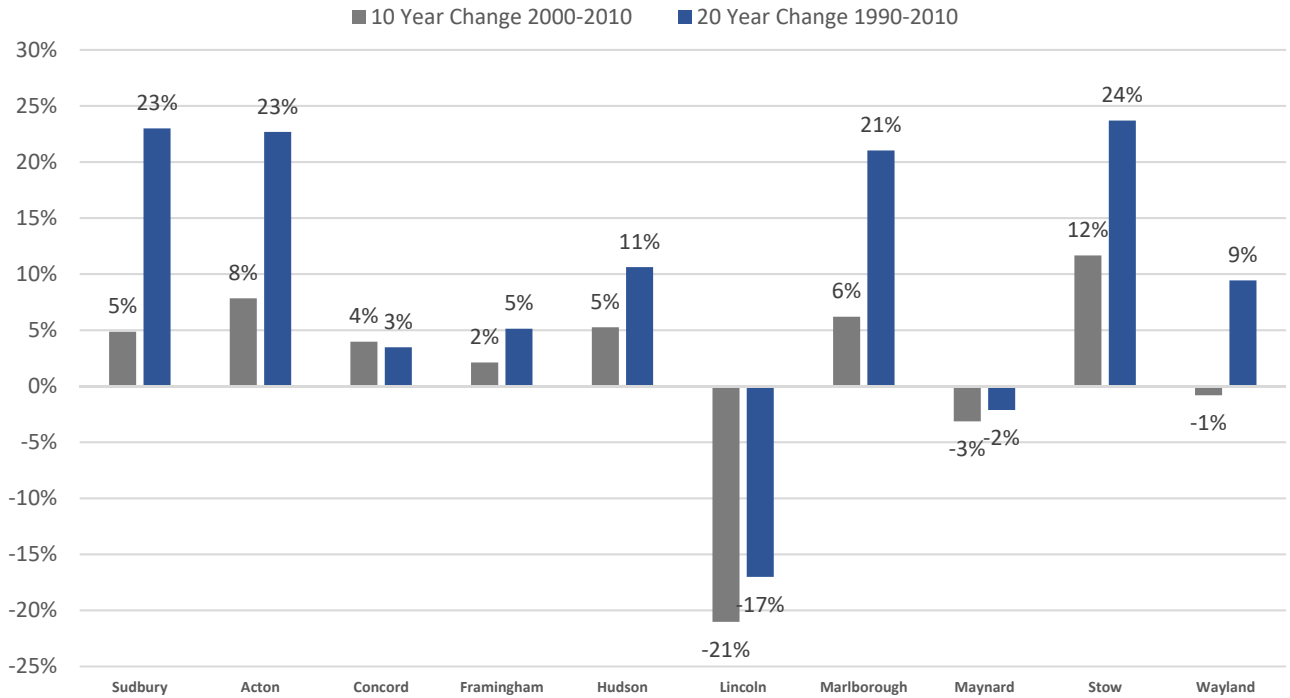
Source: US Census 1990, 2000, and 2010; 2013-2017 American Community Survey (ACS) 5-Year Estimates; MAPC Projections for 2020 and 2030, Stronger Region (2014)

<sup>1</sup> The American Community Survey (ACS) is an ongoing survey undertaken by the US Census Bureau (<https://www.census.gov/programs-surveys/acs/about.html>). 2017 data for Sudbury are five-year estimates from the years 2013 to 2017.

<sup>2</sup> *Population and Housing Demand Projections for Metro Boston: Regional Projections and Provisional Municipal Forecasts* (January 2014), MAPC. Available at <https://www.mapc.org/learn/projections/>.

Changes in population for other communities in the region varied between 1990 and 2000. Like Sudbury, neighboring towns of Acton, Marlborough, and Stow all experienced growth of more than 20% during this time (Figure 2). Concord, Framingham, Hudson, and Wayland saw a small percentage change, and Lincoln and Maynard suffered a population loss.

**Figure 2: Regional Comparison, Population Change (1990-2010)**



Source: US Census 2000 and 2010

## Age

Equally important as overall population growth is change of population within different age groups. People at various points in their lives have different preferences and needs for housing, parks, public health services, and employment. Understanding how age groups are shifting can help to predict these needs into the future. Between 2000 and 2017, residents 19 years or younger and between the ages of 34 and 55 years were always the largest portion of the Town’s population, each about one third (Table 1). However, over that same timeframe, 19 years and younger saw little growth (2%) and residents between 35 and 54 years slightly decreased by 8%.

While still a smaller portion of the Town’s total population, older residents increased at a higher rate. From 2000 to 2017, residents between the ages of 65 and 84 experienced the most growth of all age groups with an increase of 78%, with those 55 to 64 years not far behind with 72%. Residents 85 years and older grew by one third.

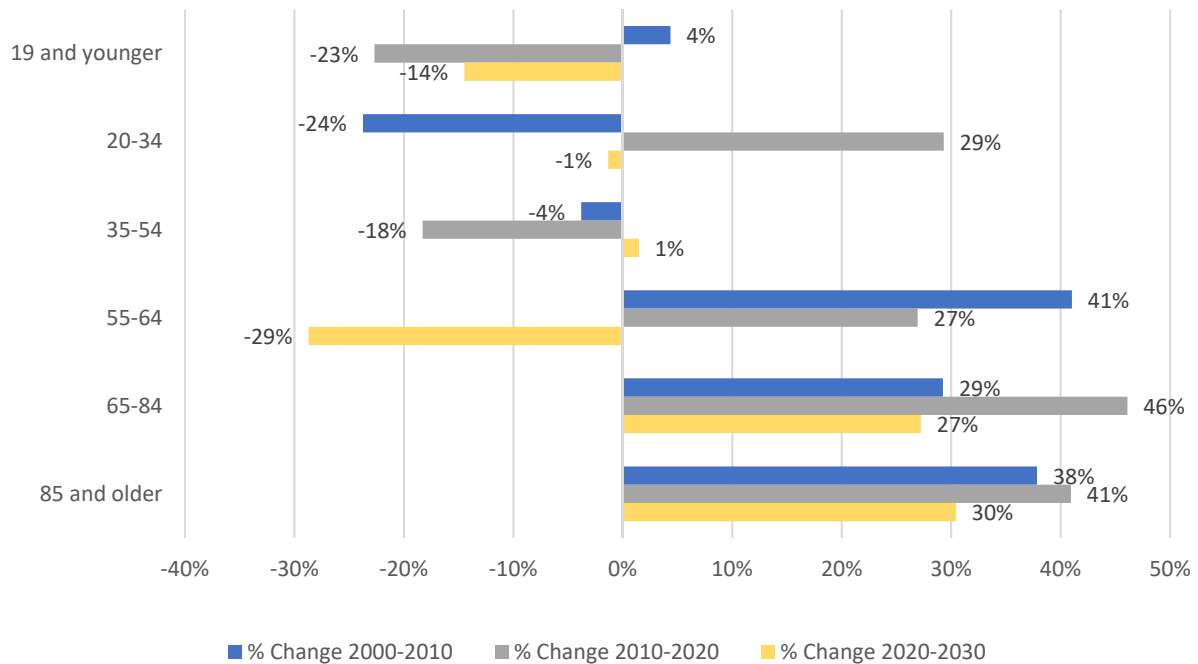
**Table 1. Sudbury Population by Age (2000 to 2030)**

	2000	2010	2017	Actual Change 2000-2017	Percentage Change 2000-2017
19 years and younger	5,712	5,961	5,808	96	2%
20-34 years	1,521	1,160	1,405	-116	-8%
35-54 years	6,327	6,087	5,827	-500	-8%
55-64 years	1,628	2,296	2,804	1,176	72%
65-84 years	1,439	1,860	2,569	1,130	79%
85 years and older	214	295	284	70	33%
<b>TOTAL</b>	<b>16,841</b>	<b>17,659</b>	<b>18,697</b>	<b>1,856</b>	<b>11%</b>

Source: US Census 2000 and 2010, 2013-2017 ACS 5-Year Estimates

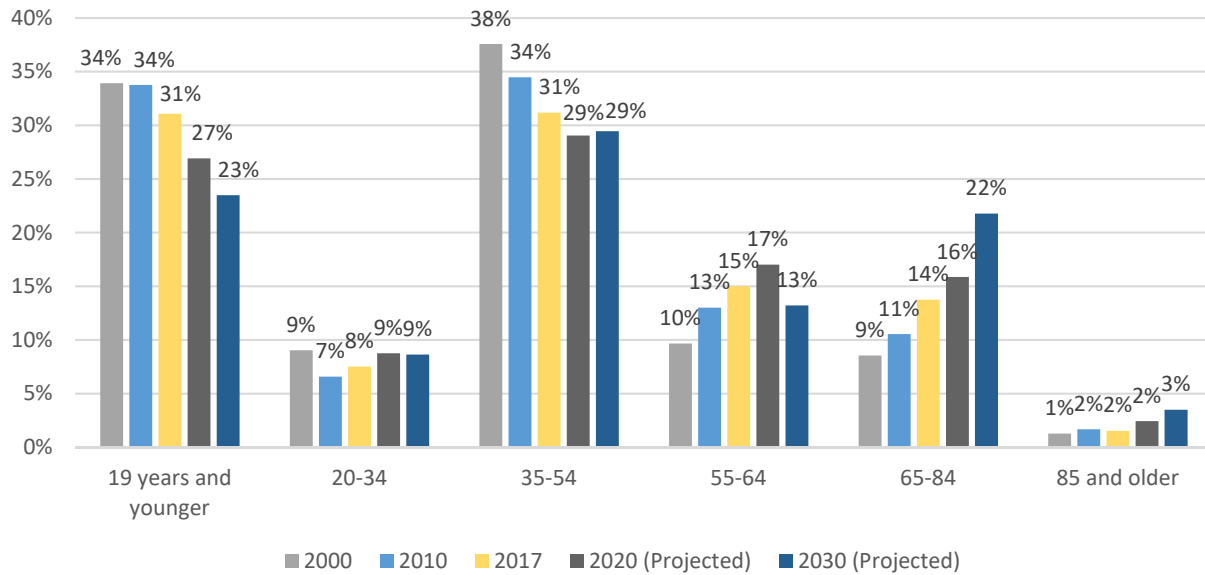
By 2020, MAPC projected that residents 65 to 84 years will experience the most growth, 46%, followed by those 85 years and older, an increase of 41%, and will continue to grow through 2030 (Figure 3). Younger age groups will decrease except for 20 to 34 years, which will increase between 2010 and 2020 by 29%, then show little change over the next 10 years. Based on the 2017 reported population, projections are following this course except for the age group 20 to 34 years, which decreased. Overall, Sudbury shows a trend of an aging population where the portion of older residents will reach a similar proportion as younger, school-age children (Figure 4).

**Figure 3: Sudbury Projected Population Change by Age (2000-2030)**



Source: MAPC Projections for 2020 and 2030, Stronger Region (2014)

**Figure 4: Distribution of Sudbury Population by Age (2000-2030)**



Source: US Census 2000 and 2010, MAPC Projections for 2020 and 2030, Stronger Region (2014)

The aging of Sudbury’s population is also shown in its median age, which went from 39 years in 2000 to 44 in 2017. The median age regional comparison displays in Table 2 shows the median age in Sudbury's surrounding communities, Middlesex County, and the Commonwealth of Massachusetts. Sudbury’s population remains, on average, slightly older than the rest of Middlesex County and the Commonwealth of Massachusetts (Table 1). However, comparing to its surrounding communities, Sudbury's median age is about the same as its neighbors. In 2000, the oldest median age in the area was 42 in Concord. By 2017 it increased to 47, also in Concord. The youngest age in 2000 was 35 in Lincoln, and in 2017 it was estimated to be 38 in Framingham.

**Table 2: Median Age Regional Comparison (2000-2017)**

	2000	2010	2017	Change in years
<b>Sudbury</b>	39	43	44	5
<b>Acton</b>	38	42	44	6
<b>Concord</b>	42	47	47	5
<b>Framingham</b>	36	38	38	2
<b>Hudson</b>	37	41	44	7
<b>Lincoln</b>	35	43	41	6
<b>Marlborough</b>	36	39	40	4
<b>Maynard</b>	38	44	44	6
<b>Stow</b>	39	44	44	5
<b>Wayland</b>	41	45	44	3
<b>Middlesex County</b>	36	39	39	3
<b>Massachusetts</b>	37	39	39	2

Source: US Census 2000 and 2010, 2013-2017 ACS 5-Year Estimates

## Race & Ethnicity

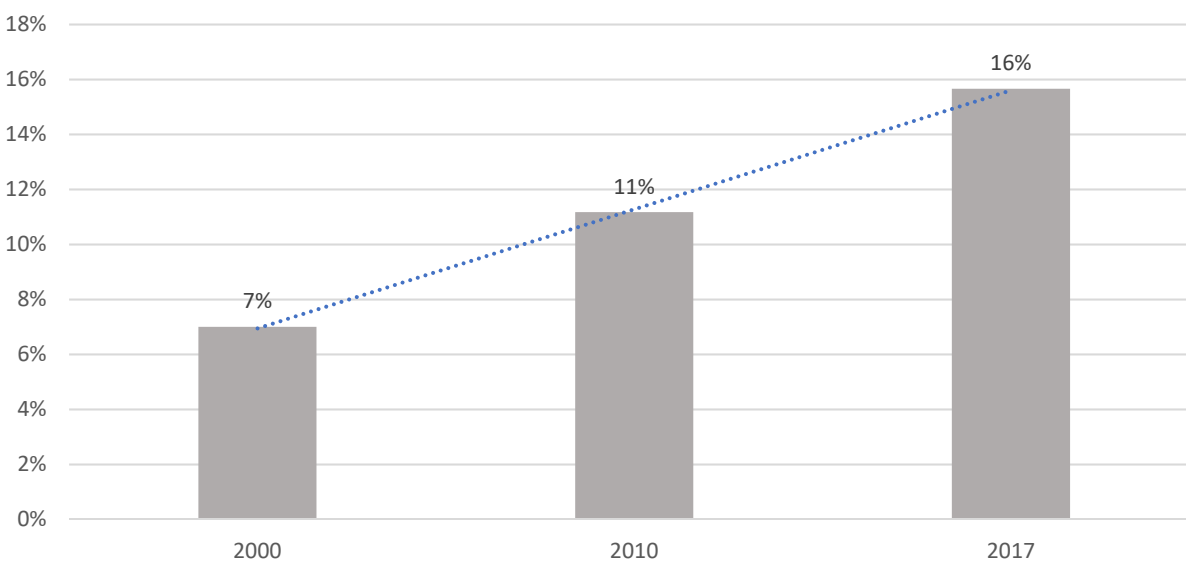
In 2017, the two largest groups in Sudbury were white at 86% and Asian at 10%. While the Town of Sudbury is predominately a white community (Table 3), the population of minority residents has been growing at a faster percentage rate. While statistically the largest growing groups from 2000 to 2017 are American Indian and Alaska Native at 240%, these small numbers can be within the margin of error for the 2017 estimates. The number of residents identifying themselves as some Other Race and Asian increased by 215% and 200%, respectively. The overall examination of the racial composition shows that since 2000, residents who identify as non-white and/or Hispanics or Latino (of any race), increased from 7% to 16% in the 2017 (Figure 5).

**Table 3: Race and Ethnicity of Sudbury Residents (2000-2017)**

Race/Ethnicity	2000	% of Total Popn	2010	% of Total Popn	2017	% of Total Popn	% Change 2000-2017
<b>One race</b>	<b>16,679</b>	<b>99%</b>	<b>17,343</b>	<b>98%</b>	<b>18,271</b>	<b>98%</b>	<b>10%</b>
White	15,870	94%	16,036	91%	16,105	86%	1%
Black or African American	134	1%	149	1%	147	1%	10%
American Indian and Alaska Native	5	0%	9	0%	17	0%	240%
Asian	626	4%	1,041	6%	1,879	10%	200%
Native Hawaiian and Other Pacific Islander	5	0%	9	0%	0	0%	-100%
Some other race	39	0%	99	1%	123	1%	215%
<b>Two or more races</b>	<b>162</b>	<b>1%</b>	<b>316</b>	<b>2%</b>	<b>426</b>	<b>2%</b>	<b>163%</b>
<b>Hispanic or Latino (of any race)</b>	<b>208</b>	<b>1%</b>	<b>350</b>	<b>2%</b>	<b>336</b>	<b>2%</b>	<b>62%</b>

Source: MAPC, US Census 2000 and 2010, 2013-2017 ACS 5-Year Estimates

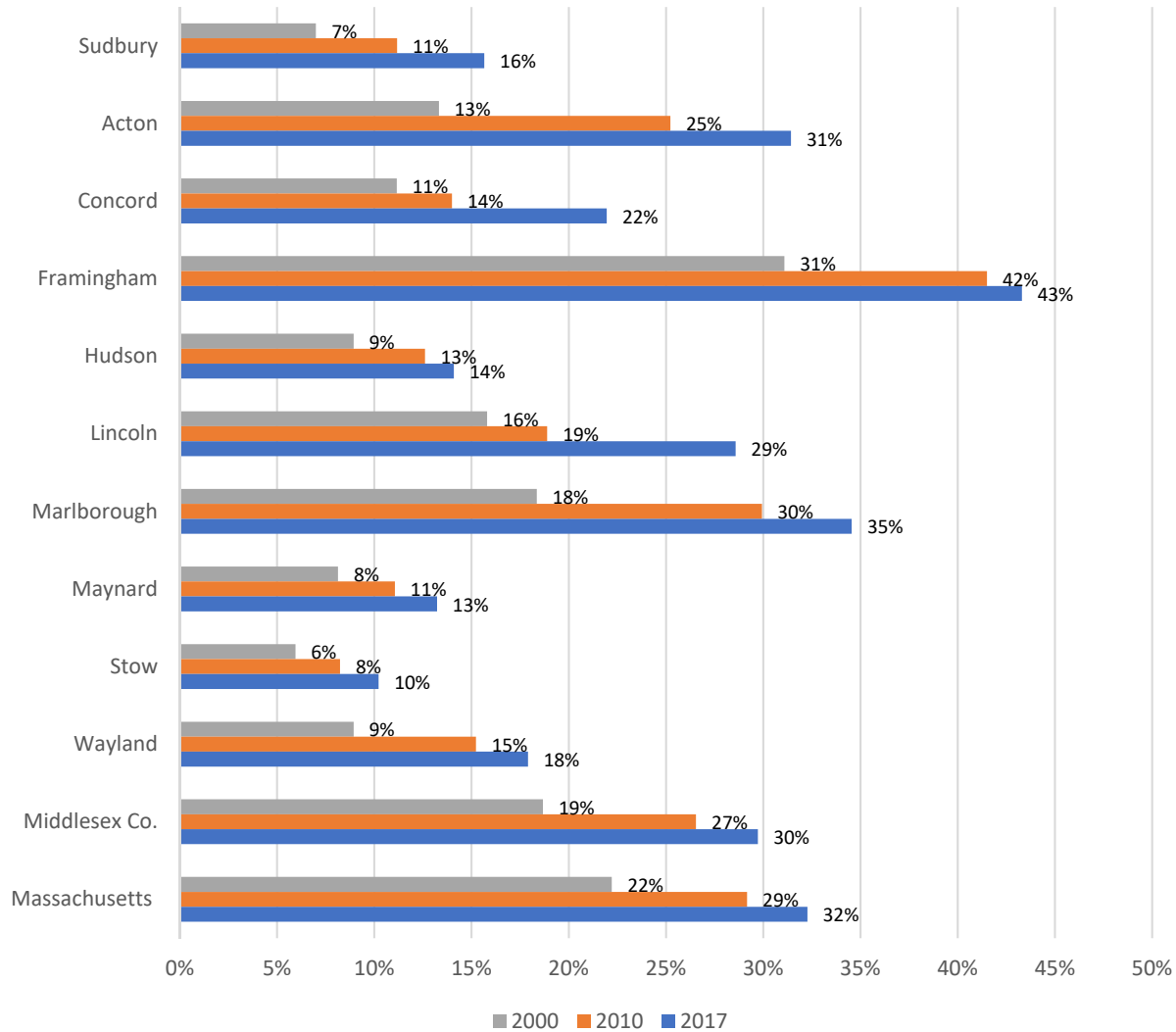
**Figure 5: Percentage of Non-White Alone and Hispanic or Latino in Sudbury (2000-2017)**



Source: US Census 2000, 2010, and 2013-2017 ACS 5-Year Estimates

Figure 6 shows the increase in minority residents between 2000 and 2017 in Sudbury and surrounding communities. Comparing Sudbury’s racial composition to its neighboring communities, the Town is less diverse than Concord and Wayland, and about the same as Hudson. A similar result is shown when compared to Middlesex County and the State.

**Figure 6: Regional Comparison, % Non-White Alone and Hispanic or Latino (2000-2017)**



Source: US Census 2000, 2010, and 2013-2017 ACS 5-Year Estimates

## Education

Sudbury is a well-educated community. In 2017, nearly 80% of the population age 25 years and older had a bachelor’s degree or higher (Table 4). Over the same period of time, those with a graduate or professional degree increased 10% (from 32% to 42%). People with only a high school diploma declined to 1%. Compared to its neighbors, Sudbury residents were only second to Wayland (83%) for those with higher education degrees (Table 5).

**Table 4: Educational Attainment of Residents (Aged 25 Years and Older) in Sudbury (2000-2017)**

	2000	2010	2017	Change 2000-2017
Less than 9th grade	8%	1%	1%	-8%
9th to 12th grade, no diploma	3%	2%	0%	-3%
High school graduate (includes equivalency)	9%	8%	9%	0%
Some college, no degree	10%	10%	8%	-2%
Associate degree	6%	4%	3%	-2%
Bachelor's degree	34%	35%	36%	2%
Graduate or professional degree	32%	39%	42%	10%

Source: US Census 2000, 2006-2010 ACS 5-Year Estimates, and 2013-2017 ACS 5-Year Estimates

**Table 5: Regional Educational Attainment (2017)**

	Less than 9th grade	9th to 12th grade, no diploma	High school graduate (includes equivalency)	Some college, no degree	Associate degree	Bachelor's degree	Graduate or higher
<b>Sudbury</b>	<b>1%</b>	<b>0%</b>	<b>9%</b>	<b>8%</b>	<b>3%</b>	<b>36%</b>	<b>42%</b>
Acton	2%	1%	7%	9%	5%	33%	44%
Concord	2%	3%	13%	7%	4%	29%	42%
Framingham	6%	5%	24%	14%	5%	27%	20%
Hudson	6%	3%	26%	15%	10%	25%	15%
Lincoln	1%	0%	5%	12%	6%	29%	47%
Marlborough	5%	4%	29%	15%	8%	23%	16%
Maynard	1%	2%	23%	16%	7%	25%	25%
Stow	0%	0%	13%	10%	8%	35%	34%
Wayland	1%	1%	6%	7%	3%	36%	47%
Middlesex County	4%	5%	20%	13%	6%	27%	27%
Massachusetts	5%	5%	25%	16%	8%	23%	19%

Source: US Census 2013-2017 ACS 5-Year Estimates

## Income & Poverty

Between 2000 and 2017 the median household income in Sudbury increased by an estimated 44%; however, when adjusted using the Consumer Price Index to show 2017 dollars, the rise in income decreased a household's buying power for goods and services by 2% (Table 6). Incomes in Sudbury have decreased similarly to the Commonwealth, whereas Middlesex County as a whole saw a 3% increase. Compared to its neighbors, in 2017, median household and family incomes were only lower than Wayland (Table 7).

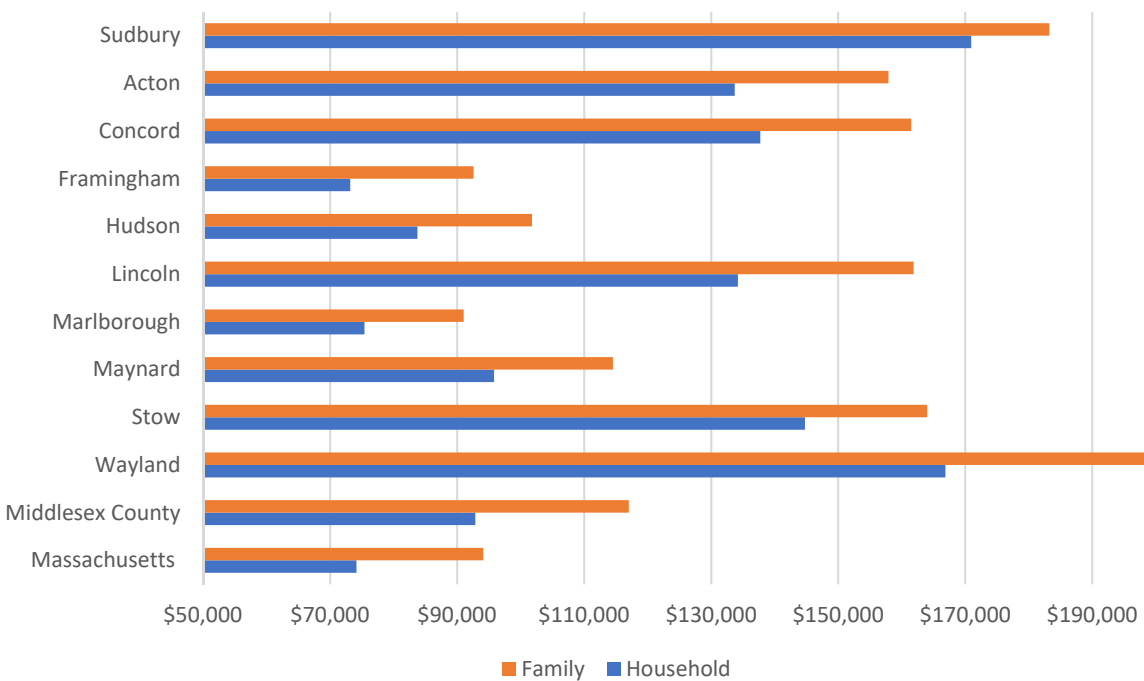
**Table 6: Change in Median Household Income (2000-2017)**

	2000 (1999 dollars)	2000 (2017 dollars*)	2017	% Change 2000-2017 (2017 dollars*)
<b>Sudbury</b>	\$118,579	\$175,262	\$170,945	-2%
<b>Middlesex Co</b>	\$60,821	\$89,895	\$92,878	3%
<b>Massachusetts</b>	\$50,502	\$74,643	\$74,167	-1%

\* Based on US Bureau of Labor Statistics Consumer Price Index (CPI) inflation calculator

Source: US Census 2000, 2006-2010 ACS 5-Year Estimates, and 2013-2017 ACS 5-Year Estimates

**Figure 7: Median Household and Family Incomes (2017)**



Source: US Census 2000, 2006-2010 ACS 5-Year Estimates, and 2013-2017 ACS 5-Year Estimates

## Household Characteristics

The household composition in Sudbury has not drastically changed in the last 20 years; however, what has changed, shown in Table 7, is the percent of family households with their own children under 18 years. This household composition decreased slightly from 51% in 2010 to 46% in 2017. Another notable change was the percentage of households with individuals living along that were 65 years and older, which increased from 6% in 2000 to 8% in 2017.



**Table 7: Household Composition in Sudbury (2000-2017)**

	2000	2010	2017
Total households	5,504	5,771	6,226
Family households (families)	86%	86%	87%
With own children under 18 years	51%	50%	46%
Married-couple family	79%	77%	80%
Nonfamily households	14%	14%	13%
Householder living alone	11%	12%	11%
Householder 65 years and over	6%	7%	8%
Average household size	3.0	3.0	3.0
Average family size	3.3	3.3	3.2

Source: US Census 2000, 2010, and 2013-2017 ACS 5-Year Estimates

## Summary of Key Findings

- While school age children under the age of 19 and adults between the ages of 35 and 54 remain the largest portions of the Town’s population, their growth was relatively flat over the past two decades.
- The number of households with children also decreased.
- Population growth was primarily from residents 65 years and older. An increase in this age group is also reflected in an increase in the number of older residents living alone.
- This trend is seen not only in Sudbury, but also the region and throughout the Commonwealth’s suburban and rural communities.
- People of color remain a relatively small portion of the Town’s population, but they have more than doubled in the past 20 years.
- Residents with more advanced education degrees increased, which coincides with increased household wealth.
- While household incomes are increasing, so is the cost of living and the buying power of residents has remained flat over the past 20 years.

# Sudbury Master Plan Stakeholder Outreach Plan

March 28, 2018

Town Committees/Commissions	Stakeholder Topic Meetings					Other Targeted Engagement Strategies						Outreach
	Historic, Cultural & Natural Resources	Mobility & Connectivity	Health, Housing & Equity	Economic Resiliency & Town Infrastructure	Recreation	Surveys	Host a Working Mtg	Email via Plg Dept	Email via other Town Dept	SC MIAB	SC Contact	Help with Promotion (Email, posting flyers, etc.)
Agricultural Commission	X	X		X				X				
Board of Selectmen	X	X	X	X	X		X				Janie Dretler, Dan Carty	
Bruce Freeman Rail Trail Design Task Force		X	X	X	X			X				
Commission on Disability	X	X	X	X	X	X				X	Pat Guthy	
Community Preservation Committee	X	X	X		X	X				X	Nancy from PB	
Conservation Commission	X									X	Dave Henkels	
Council on Aging	X	X	X	X	X	X				X	Robert May	
Cultural Council	X			X		X		X				
Energy and Sustainability Committee	X	X	X	X	X	X		X				
Finance Committee								X	Finance			
Goodnow Library Trustees	X					X		X	Library			
Historic Districts Commission	X									X	Fred Taylor Lee Swanson	
Historical Commission	X			X				X				
Lincoln-Sudbury Regional High School Committee	X	X	X	X	X					X	Ellen Joachim	X
Park and Recreation Commission					X				Parks & Rec	X	Dick Williamson	
Planning Board	X	X	X	X	X	-	X				All members	
Pond and Waterways Committee	X							X				
Sudbury Housing Authority			X			X				X	Amy Lepak	X
Sudbury Housing Trust			X			X				X	Janie Dretler	
Sudbury Public Schools School Committee	X	X	X	X	X	X				X	TBD	X
Sudbury Transportation Committee		X								X	Dan Carty	
Sudbury Zoning Board of Appeals	X	X	X	X	X					X	John Riordan	
<b>Local &amp; Regional Groups</b>												
Chamber of Commerce				X		X	X					X
Sudbury Valley Trustees	X							X				X
Agricultural community (organized?)	X			X		X						X
Sudbury Historical Society	X							X				X
Sudbury Family Network	X	X	X	X	X	X		X				X
Sudbury Clergy Association	X	X	X	X	X	X		X			Pat Guthy	X
Rotary Club of Sudbury	X	X	X	X	X	X		X				X
Sudbury Food Pantry			X			X		X				X
OARS	X					X		X				X
SuAsCo Watershed Community Council	X					X		X				X
SuAsCo Wild and Scenic River Stewardship Council	X							X				X

**Outreach Strategy**

<b>Stakeholder Topic Meetings</b>	The purpose of these meetings will be to confirm existing conditions and trends and discuss future needs and potential strategies to meet those needs. They will begin in September.
<b>Surveys</b>	All groups will receive information about ongoing greater public input surveys and how to access them.
<b>Host a Working Mtg</b>	A focused discussion with the group to talk about Master Plan/topic(s) of interest, facilitated by consultant. Typically these are town committees/commissions that do not have representation on the Steering Committee as well as meetings with the Planning Board and Board of Selectmen at various stages of the update. Key stakeholders in the community are also included (e.g. Chamber of Commerce). These meetings would be 45 to 60 minutes.
<b>Email via Plg Dept - Town Committees/Commissions</b>	Planning Department will send an email with questions (no more than 3) for the group to consider at their next meeting. Worksheets will be provided. Responses will be emailed/provided to town/consultant.
<b>Email via Plg Dept - Community groups</b>	Same as above. For first outreach email, a contact will be requested to keep the group current on the project.
<b>Email via other Town Departments</b>	If appropriate, other town departments will be asked to do a similar request as the Planning Department to town committees/commissions they are staff to. Worksheets will be provided. Responses will be emailed/provided to the town/consultant.
<b>SC MIAB</b>	A Steering Committee Meeting in a Box will give members a script to present to their respective committees or other community groups they are involved with and ask questions (no more than 3) to consider at their next meeting or individually. Worksheets will be provided. Responses will be collected at a later date or sent to the town/consultant. Requires 10 to 15 minutes to do introduction and give instructions for answering questions.

# **Sudbury Master Plan Update Meeting in a Box *A Guide for Steering Committee Members***

## **Round 1 – Understanding Current and Future Needs**

**Meeting in a Box** is a way to get neighbors and communities together to discuss key questions and provide their viewpoints and experiences. This document is a collection of guidelines and materials for Steering Committee members to promote the Master Plan Update project and ask for community input from their networks at various stages of the update process.

This packet includes:

- Script for guidance that highlights important aspects of the Master Plan Update project, intended outcomes, and where we are at in the process.
- Worksheets to hand out to group members.
- Where and to whom to return completed worksheets.
- Frequently Asked Questions.

### **Introduction Script**

The following is suggested. Please add or subtract based on the knowledge of your group or circumstances of the meeting.

The Town of Sudbury is updating its 2001 Master Plan and I am a member of the Sudbury Master Plan Steering Committee. My role is to help guide the development of the plan and ensure that the perspective of [*this committee/residents*] is represented at the table. We meet the third Friday of the month from 8:45 to 10:45 am in the meeting room of the Police Station. These meetings are open to the public and everyone is encouraged to attend and participate. Over the next few months we will be talking about the different topics of the Master Plan. Please check the posted agenda for something that interests you. We have this FAQ to help answer common questions about the Master Plan and the update process. You can also visit the update page on the town's website, which is listed on the FAQ.

For those who are not familiar with the Master Plan, it is a blueprint to achieve our vision for Sudbury. It has a 20-year outlook, and as the Town approaches its 400<sup>th</sup> year anniversary in 2039, this is an opportunity to reflect on where we've been, where we are, and where we want to go in the future.

The Master Plan isn't just a plan, it's an important policy tool that reflects our community values. Local decision makers use it to guide public and private investments that can impact development and redevelopment initiatives. It is used to protect important historic and natural resources and foster economic prosperity based on sustainability principles.

Public participation is an essential element of the update process. The Master Plan is a document written by the community and expresses what makes Sudbury a unique and special place to live and work. Every voice needs to be heard to understand what the community values.

It is important to hear why businesses opened here, why residents chose to live in this community, and what needs to stay the same or what needs to change so their children will want to stay and raise their families here too.

The Sudbury Master Plan Steering Committee will use public input, including ideas collected through this Meeting in a Box, to identify issues, opportunities, and strategies to meet to the needs of the community. This first round of questions will help us understand what you see as current and future needs of Sudbury residents and businesses based on your everyday experiences living [and working] in town.

Question 1 – What are the current needs of Sudbury residents or businesses that are not being met? How are needs going to change (or not) in the future?

Question 2 – What are initiatives (public or private) or local policies in place addressing these needs? What’s working well and what could be improved?

Question 3 – What are new strategies or projects the town should consider to address these needs?

We’ve created these worksheets to help collect your feedback. You can write directly on them and scan/drop off/email to myself or the individuals listed here. You can also write your answers in an email directly.

# Sudbury Master Plan – Meeting in a Box Worksheet

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## Round 1 – Understanding current and future needs of Sudbury

*Committee/Group:* \_\_\_\_\_

*Name (optional):* \_\_\_\_\_

*Email (optional):* \_\_\_\_\_

Emails will be added to the Sudbury Master Plan E-News and you will receive project updates and announcements.

### Introduction

We would like to understand how you see current and future needs of Sudbury residents and businesses. Use this worksheet to provide your thoughts and ideas. Please feel free to offer comments on all aspects of the community relevant to the quality of life in Sudbury.

Please send this worksheet to any of the following:

- A Master Plan Steering Committee member  
See [www.sudbury.ma.us/masterplan/](http://www.sudbury.ma.us/masterplan/)
- Master Plan Update Project Consultant  
Krista Moravec at [kmoravec@horsleywitten.com](mailto:kmoravec@horsleywitten.com)
- Sudbury Department of Planning and Community Development  
Adam L. Duchesneau, Director, at [DuchesneauA@Sudbury.ma.us](mailto:DuchesneauA@Sudbury.ma.us)

**1. What are the current needs of Sudbury residents or businesses that are not being met? How are needs going to change (or not) in the future?**

**2. What are initiatives (public or private) or local policies in place addressing these needs? What's working well and what could be improved?**



**3. What are new strategies or projects the town should consider to address these needs?**