OUR PROCESS: NEWTON-IN-MOTION COMMUNITY WORKSHOPS

Newton-in-Motion has been guided by a robust community engagement process involving people of all ages and areas of Newton. This process was framed by three major workshops, each of which involved presentations, public open houses and an online component for those not available to attend in person. In total over 550 people provided direct feedback about transportation strategies in Newton.

Information about the workshop structure and types of community participation is provided below followed by results from each workshop in "What We Heard" sections.

Newton-in-Motion's three workshop phases:

Phase One

Visioning Workshops, February 4-6, 2016 (Needham Street & Pop-Ups in multiple locations): The Visioning Workshops included a two and a half day-long storefront open studio on Needham Street in addition to ten pop-up locations across the city in February. The workshops solicited feedback on what transportation goals were most important to Newton residents and what geographic locations people felt the plan should focus on.
Phase Two

Street Design and Demonstration Workshops, March 31, 2016 (Newton Senior Center) and June 9-10, 2016 (Walnut Street and Washington Street): In March, staff gave a presentation about complete streets design elements and conducted a mapping session to discuss possible locations for different complete streets ideas.

The Demonstration Workshop was a two-day trail of various transportation options at a busy intersection in Newtonville. A new street configuration of traffic lanes, bike lanes, wider crosswalks and sidewalks demonstrated options for improving the safety and quality of experience for all users. The location was chosen because members of Newton’s community had repeatedly mentioned mention of safety concerns here during the Visioning Workshop and because of the high volume of crashes recorded there in prior studies. Over two days, thousands of people experienced the demonstration and hundreds stopped to engage in conversation with staff about the temporary design, safety improvements, and the flow of people through the intersection. In total, 106 written surveys were completed in-person and an additional 21 people completed the survey online.

Phase Three

Strategy Workshop, June 17, 2016 (Newton City Hall): The Strategy Workshop invited the public to vote and provide feedback on the strategies identified to address the Newton-in-Motion goals. Using an interactive “ballotpassport,” the public attendees to ranked how much that they liked various strategy options for Newton helping to prioritize the transportation policies, programs and infrastructure Newton will use to reach the Newton-in-Motion goals by 2040.

Together, the three workshops directly engaged over 550 people of all ages and locations in Newton. Figure 1 shows the breakdown of participation by age and zip code location (not all participants provided their age or zip code). Most participants were over 40 years old, with people over years old representing the largest category by age, and the 02460 zip code (Newtonville and Nonantum) had the highest number of participants. (When weighted by population, 02460 and 02468 zip codes in Waban had the greatest representation with roughly double the number of participants versus their share of the overall population.)
What We Heard: Visioning Workshop

The Visioning Workshop kicked off the entire Newton-in-Motion project. Before any rigorous or technical analysis commenced, the February 2016 Visioning Workshop sessions and online surveys identified priority values of Newton community members, geographic areas of concern and specific transportation issues that shaped the scope and direction of Newton-in-Motion.

Participants were asked to rank and comment on the City's standing transportation goals. The most votes were for Smart Growth, Real Options and Reducing Driving and Strengthening Alternatives (as can be seen in Figure 2).

Participants were also invited to note specific geographic areas of concern or potential. Over 600 points were submitted, each with notes about recommended fixes or ideas for the future.
Figure 2  
Responses to: "Which of the Newton-in-Motion Goals is most important?"

- 20% Smart Growth
- 18% Reducing Driving and Strengthening Alternatives
- 18% Real Options
- 13% Quality of Life
- 13% Safety
- 11% Balance
- 6% Consistency
- Votes for Other Recommended Goals

Figure 3  
Geographic Feedback by Mode (Walking & Accessibility, Transit, Driving, etc.)
What We Heard: Street Design and Transportation Demonstration Workshop

The Demonstration Workshop on June 9-10, 2016 transformed the intersection of Washington and Walnut Streets with temporary design elements including a new configuration of traffic lanes, wider crosswalks and curb extensions, two small pop-up parks, on-street bike parking, colored bus stops and bike lanes.

Results from the 127 surveys taken in-person and online showed that the vast majority of respondents (94%) had a positive response to the demonstration. These same respondents expressed interest in seeing more demonstration workshops in other places in Newton, especially Newton Center, Washington and Crafts Streets, Newton Corner, and West Newton Square.

When asked, “What did you like most about this demonstration?” responses cited the increased safety for people walking and people biking through the intersection as well as the clear focus of the demonstration project. Figure 4 shows the most common words used by people responding to this question.
What We Heard: Strategy Workshop

This workshop presented participants with potential strategies that could guide the City towards meeting its stated transportation goals and, as well as recommended targets to work toward by 2040. Participants voted on which strategies they like best. From in-person and online feedback from over 60 participants, the overall top three-ranked strategies were:

- Install Protected Bike Lanes on Key High Traffic Routes
- Improve Walking Routes to Grocery Stores, Libraries, Schools, Parks, and Village Centers
- Expand Safe Routes To School (SRTS) Measures

Figure 5 (next page) shows the top two strategies for each goal, tabulated by the number of votes the strategy received.
Figure 5  Top Two Strategies by Goal (by number of votes)

<table>
<thead>
<tr>
<th>Category</th>
<th>Strategies</th>
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<tbody>
<tr>
<td><strong>CONSISTENCY</strong></td>
<td>Update City Transportation Data so that is Usable in Planning, Tracking, and Prioritization</td>
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<tr>
<td></td>
<td>City of Newton Leads by Example</td>
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<tr>
<td><strong>BALANCE</strong></td>
<td>Create Complete Streets Implementation Plan</td>
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<td>Require Developers to Pay for Site Context Improvements</td>
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<tr>
<td><strong>SMART GROWTH</strong></td>
<td>Improve Development Review Process</td>
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<td></td>
<td>Create Transportation Demand Management (TDM) Ordinance</td>
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<td><strong>QUALITY OF LIFE</strong></td>
<td>Create Better Crossings over the Mass Pike</td>
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<tr>
<td></td>
<td>Improve Walking Routes to Grocery Stores, Libraries, Schools, Parks, and Village Centers</td>
</tr>
<tr>
<td><strong>SAFETY</strong></td>
<td>Expand Safe Routes To School (SRTS) Measures</td>
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<tr>
<td></td>
<td>Install Protected Bike Lanes on Key High Traffic Routes</td>
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<tr>
<td><strong>REAL OPTIONS</strong></td>
<td>Install Neighborhood Bikeways</td>
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<td></td>
<td>Work with MBTA to Provide Urban Rail on Worcester Line</td>
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<tr>
<td><strong>REDUCE DRIVING &amp; STRENGTHEN ALTERNATIVES</strong></td>
<td>Create Sidewalk Maintenance Priority Program</td>
</tr>
<tr>
<td></td>
<td>Enhance Bus Stop and Commuter Rail Station Areas</td>
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