

# GO BOSTON 2030

Imagining Our Transportation Future



# Go Boston 2030



## Your Vision

Go Boston 2030 envisions a city in a region where all residents have better and more equitable travel choices, efficient transportation networks that foster economic opportunity, and taken steps to prepare for climate change.

Whether traveling by transit, on foot, on a bike, or by car, Bostonians will be able to access all parts of the city safely and reliably.

## Guiding Principles

### Equity

Boston will proactively address transportation infrastructure gaps in chronically under-served neighborhoods.

### Economic Opportunity

Boston will connect its dynamic workforce with a growing number of well-paying and lasting jobs, particularly those in new-economy sectors.

### Climate Responsiveness

Boston will provide opportunities for more trips to be taken by public transit to reduce greenhouse gas emissions and will prepare the transportation system for severe weather.

Mayor Martin J. Walsh

## Primary Goals and Targets

### Access

#### Goal

Make Boston's neighborhoods interconnected for all modes of travel.

#### Target

Every Boston household will be within a 10 minute walk of a rail station or key bus route, Hubway station, and car-share.

### Safety

#### Goal

Collaborate on design and education to substantially reduce collisions on every street.

#### Target

Eliminate traffic fatalities in Boston.

### Reliability

#### Goal

Prioritize making travel predictable on Boston's transit and roadway networks.

#### Target

MBTA customers will experience waits and travel times that are longer than what is scheduled only 10% of the time.

## Mode Shift and Goals

Mode for Bostonian Commutes			Mode for Commutes into Boston from the MAPC Region**		
	Today*	2030 Aspirational		Today*	2030 Aspirational
Public Transit	33%	Up by a third	Public Transit	39.6% (9.8% Commuter Rail)	Up by a third
Walk	14.5%	Up by almost a half	Walk	1.5%	Doubles
Bike	1.9%	Increases fourfold	Bike	1.1%	Increases fourfold
Carpool	5.4%	Declines marginally	Carpool	7.7%	Increase by half
Drive Alone	40.6%	Down by half	Drive Alone	49.5%	Down by half
Other/Work from Home	4.5%	Slight increase in Work from home	Other/Work from Home	0.5%	Slight increase in other modes (taxi, motorcycle, etc.)

\* ACS 5-year data 2010 and 2013 \*\* Metropolitan Area Planning Council (MAPC) 101 cities and towns

Boston Transportation Department



**What's your question about getting  
around Boston in the future?**



# Planning in Boston



## Other Major Initiatives:

- BRA Strategic Plan Areas
- Urban Renewal
- 100 Resilient Cities
- Boston Public Schools Ten-Year Educational and Facility Master Plan
- Age-Friendly Boston Initiative
- Small Business Plan



# Mission

Envision Boston's long-term transportation future through **transformative policies and projects** and an **inclusive public engagement process**





# Core Values

The mobility plan will improve

## Equity

access to education, health care,  
affordable housing, & open space

## Climate

emissions reduction, mode share,  
& sea level rise

## Economy

connections to jobs, neighborhood  
revitalization, & development



# Elements of Go Boston 2030

## Visioning

Goals and Targets

## Data Framework

Transportation system capacity  
with economic and social context

## Action Plan

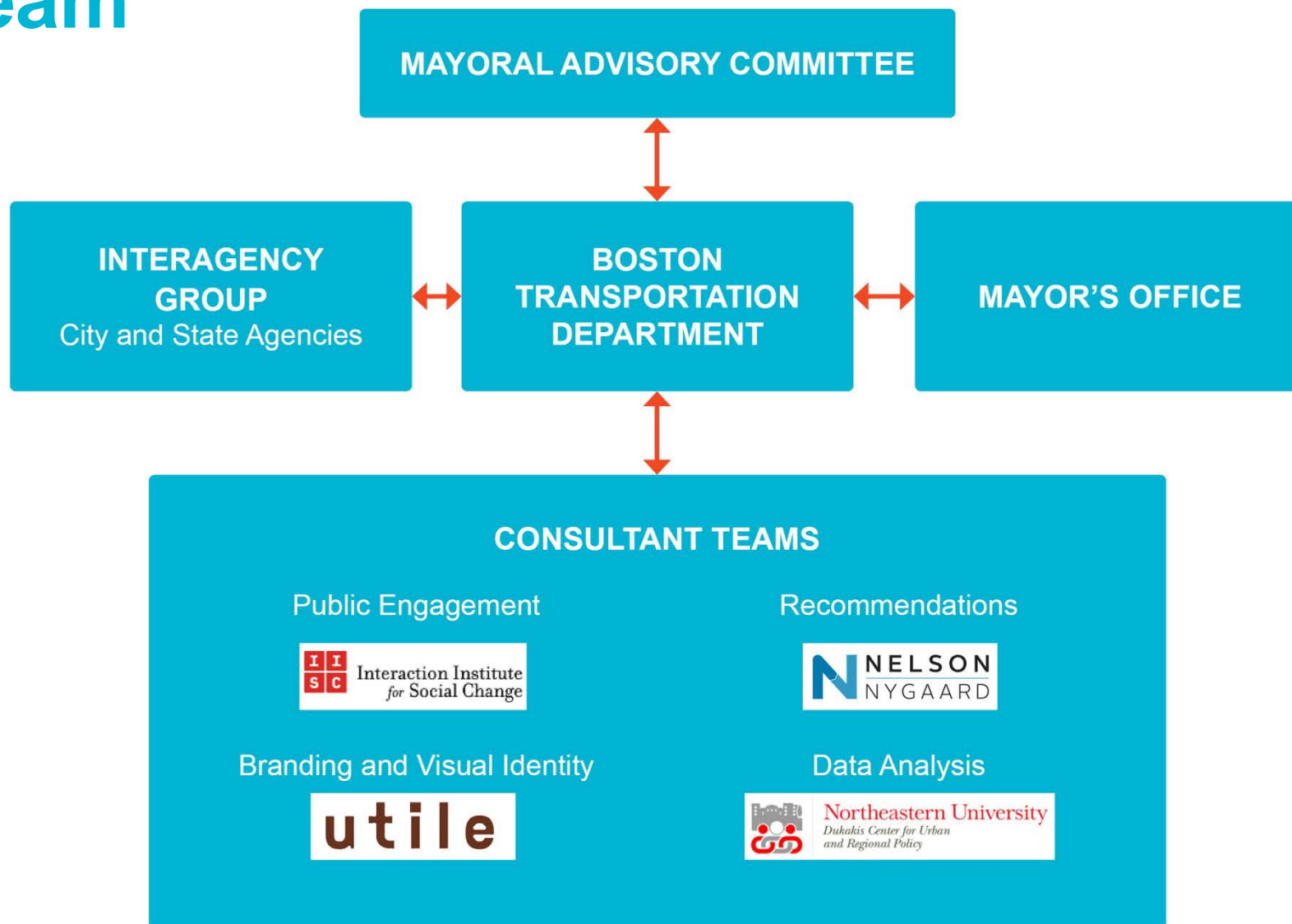
Early Action projects  
Long term projects and policies

## Progress

Mobility Index to measure goals  
Mobility Lab to test new ideas



# Team





# Action Plan: Early Action Projects

- Vision Zero Boston Initiative
- Neighborhood Slow Streets How-To Guide
- Supporting district planning for the South Boston Waterfront, Dudley Square, North Allston, and Fairmont Line
- Green Links initiative to connect people and open space corridors
- Smart Parking and Time to Destination



# Action Plan: Long Term Action Plan

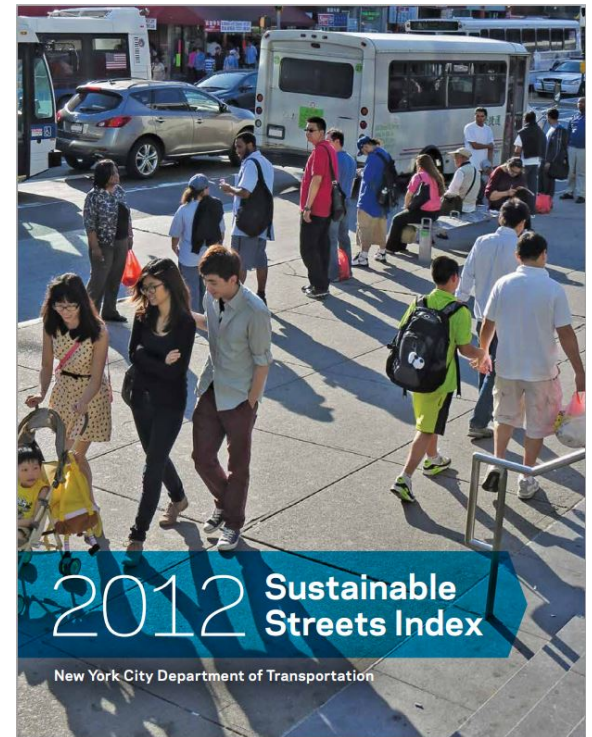
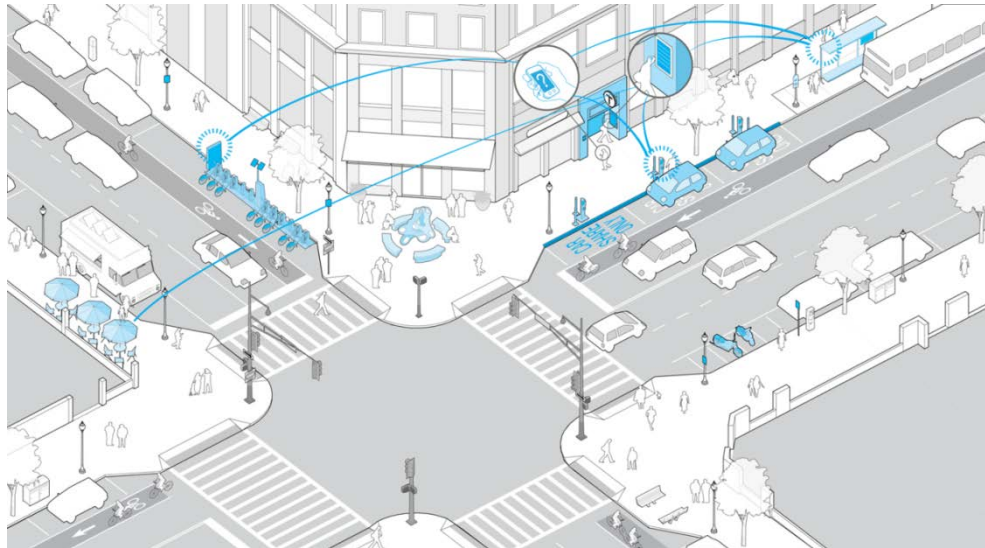
## Network Plans and Projects for

- Pedestrians First: Safety and Public Realm
- Bus Priority and Rapid Rail Expansion
- Active Transportation
- Critical Roadways Congestion Mitigation
- Neighborhood Mobility Hubs



# Measuring Progress

- Mobility Index to measure progress
- Mobility Lab to test new ideas





# Timeline

## VISIONING



## ACTION PLAN





# PUBLIC ENGAGEMENT



# Public Engagement Criteria

How do we design a truly bottom-up process?

- Work with community partners and stakeholders
- Collect ideas before presenting ideas
- Craft a citywide plan with participation from all neighborhoods
- Ensure that people who aren't the “usual voices” contribute to the plan



# Public Engagement Dimensions

In-Person

Online



Centralized

Local



Open-ended

Structured

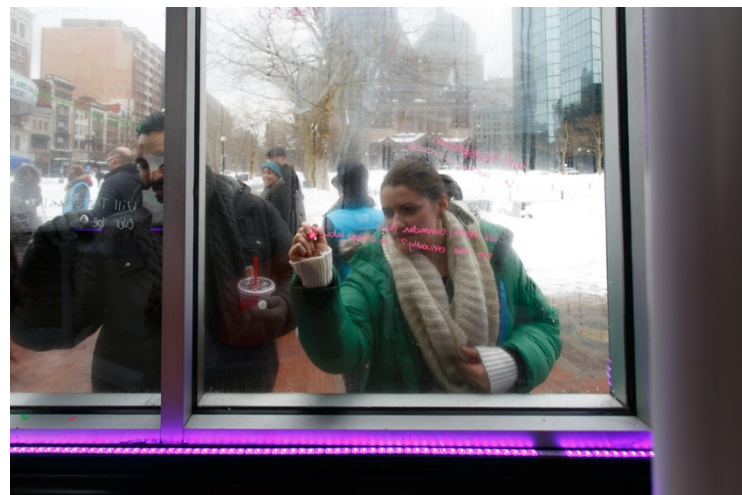
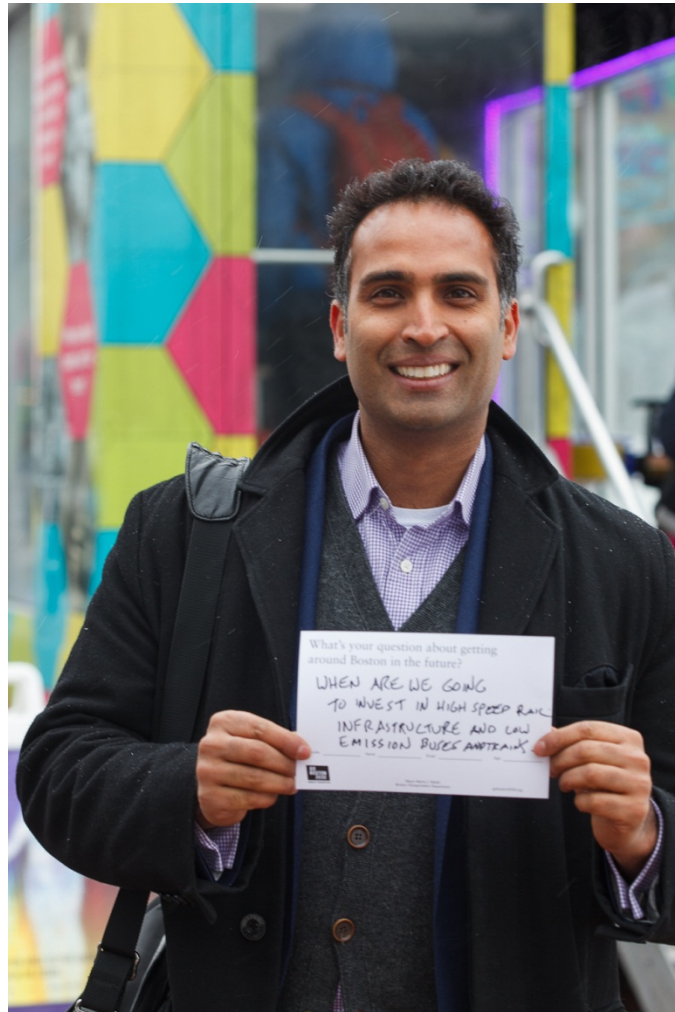




# PUBLIC ENGAGEMENT: QUESTION CAMPAIGN



# 5,000 Questions Collected





# What Is a Question Campaign?

The Question Campaign is a unique, simple, and powerful tool that supports a diverse public to engage in dialogue, learning, and action for the social change it seeks.

Great ideas often start with a question. Bold questions can inspire a vision or make concerns visible.



# Promoting the Campaign

- Digital Billboards: 4
- Placements: 640
- Local papers: 5





# Building Momentum through Media



## Boston's transportation planning can be fun



The Question Truck toured 15 neighborhoods this winter.

By Mike Ross | MAY 29, 2015

GO BOSTON 2030

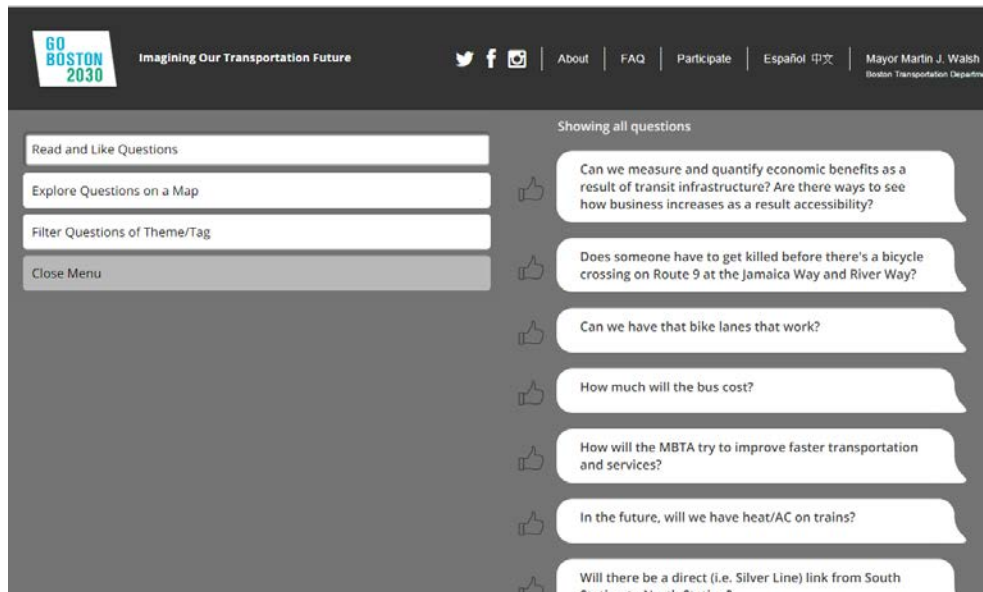


The Go Boston 2030 truck. Rachel Redd, top left, and her boyfriend Reynolds Graves, top right, both of Roxbury, write down their questions.



# Online Engagement

- Website - [goboston2030.org](http://goboston2030.org)
- Social media – Facebook, Twitter, Instagram




**GoBoston2030** @GoBoston2030 · Feb 19  
Have a "?" about [#Boston](#) [#transportation](#)?  
Ask it by tomorrow @ [goboston2030.org](http://goboston2030.org) and  
shape our [#transpo](#) future!



View more photos and videos



# Questions from across the City



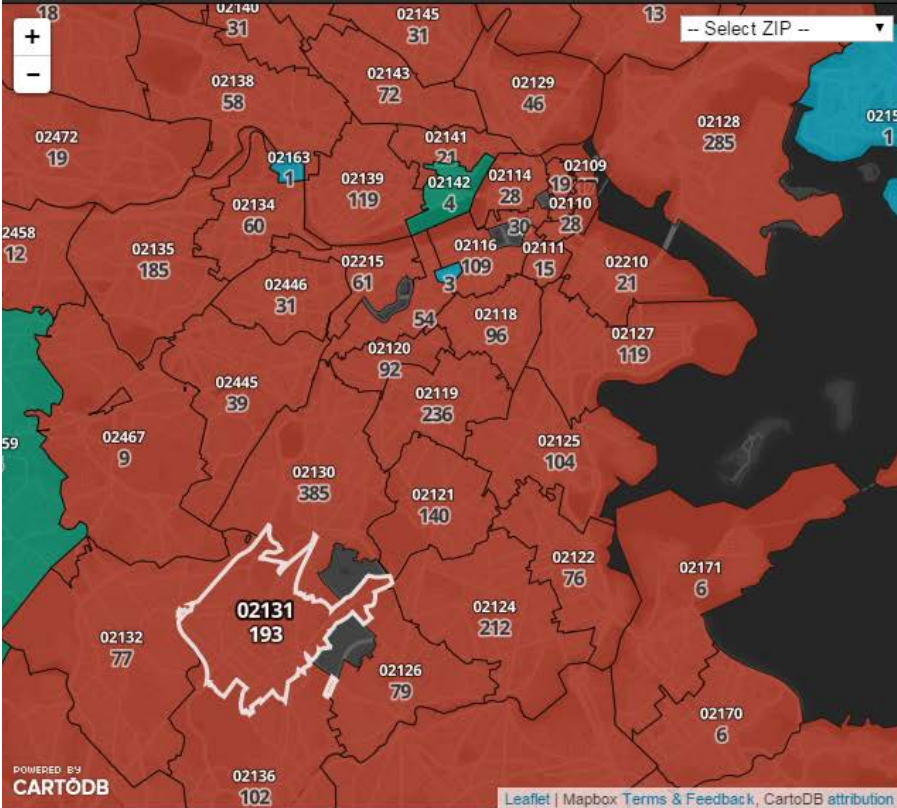
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Mayor Martin J. Walsh  
Boston Transportation Department

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02131 193

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Questions for ZIP code 02131 (193)

How can Boston better enforce shoveling of sidewalks after snowstorms, to ensure accessibility and safety for pedestrians?

Will public transportation fees keep going up or start going down?

Why can't we connect transit better like the Red Line to Blue Line and the Red Line Trolley to Orange Line via Blue Hill Avenue and the Orange Line to 128 with a major parking facility?

Is the T going to be accessible to many people?

Commuter rail from Roslindale is too expensive! It should be zoned differently to encourage use. It would help with congestion in Forest Hills if we could take the commuter rail.

Why are there such transportation price discrepancies?



# Partners



**GoBoston2030** @GoBoston2030 · Feb 20

MT [@bikesnotbombs](#) [#GoBoston2030](#)

questions are IN! Write yours up by midnight tonight! [goboston2030.org](http://goboston2030.org)



[View more photos and videos](#)



# The Question Truck





# 15 Neighborhoods







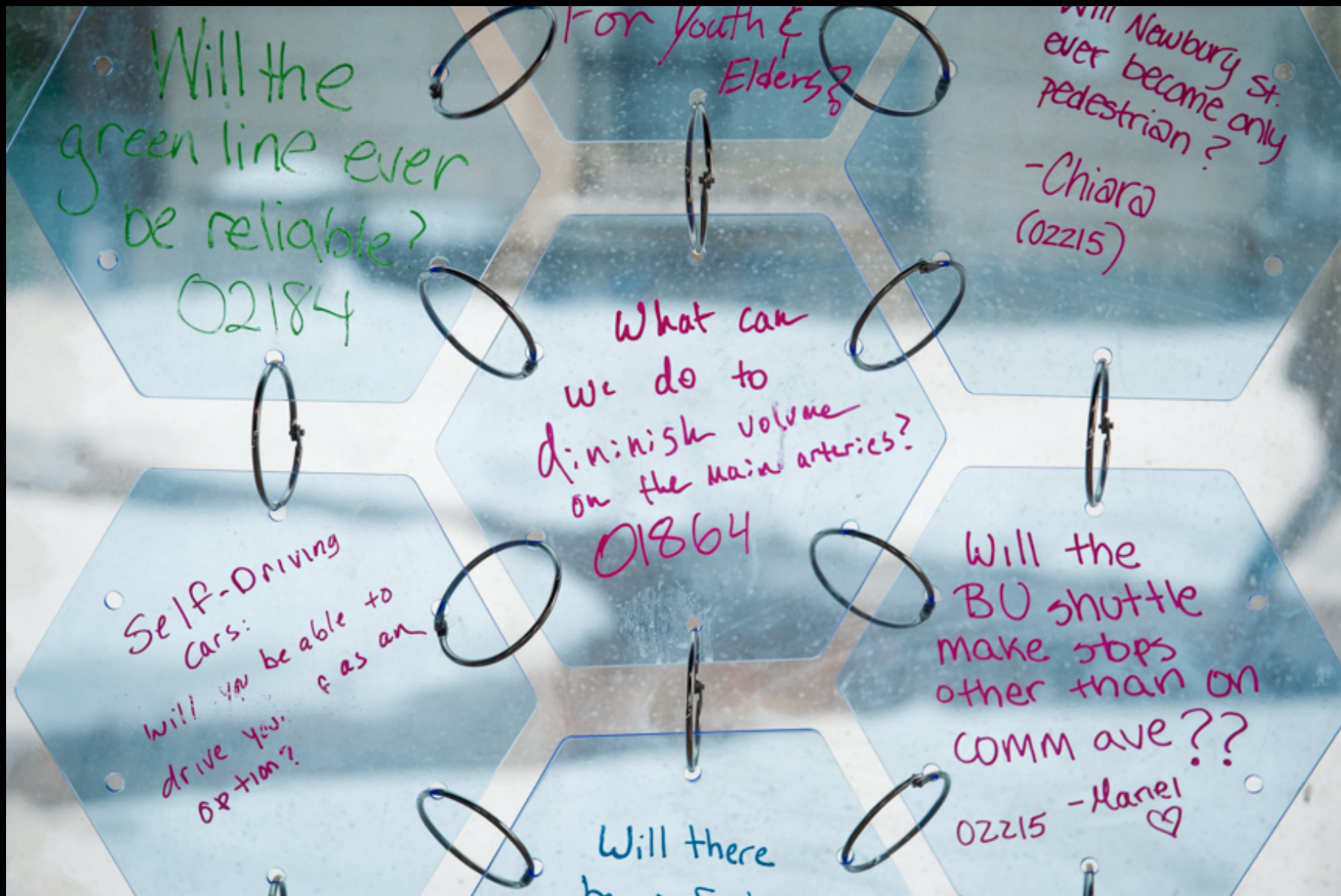


















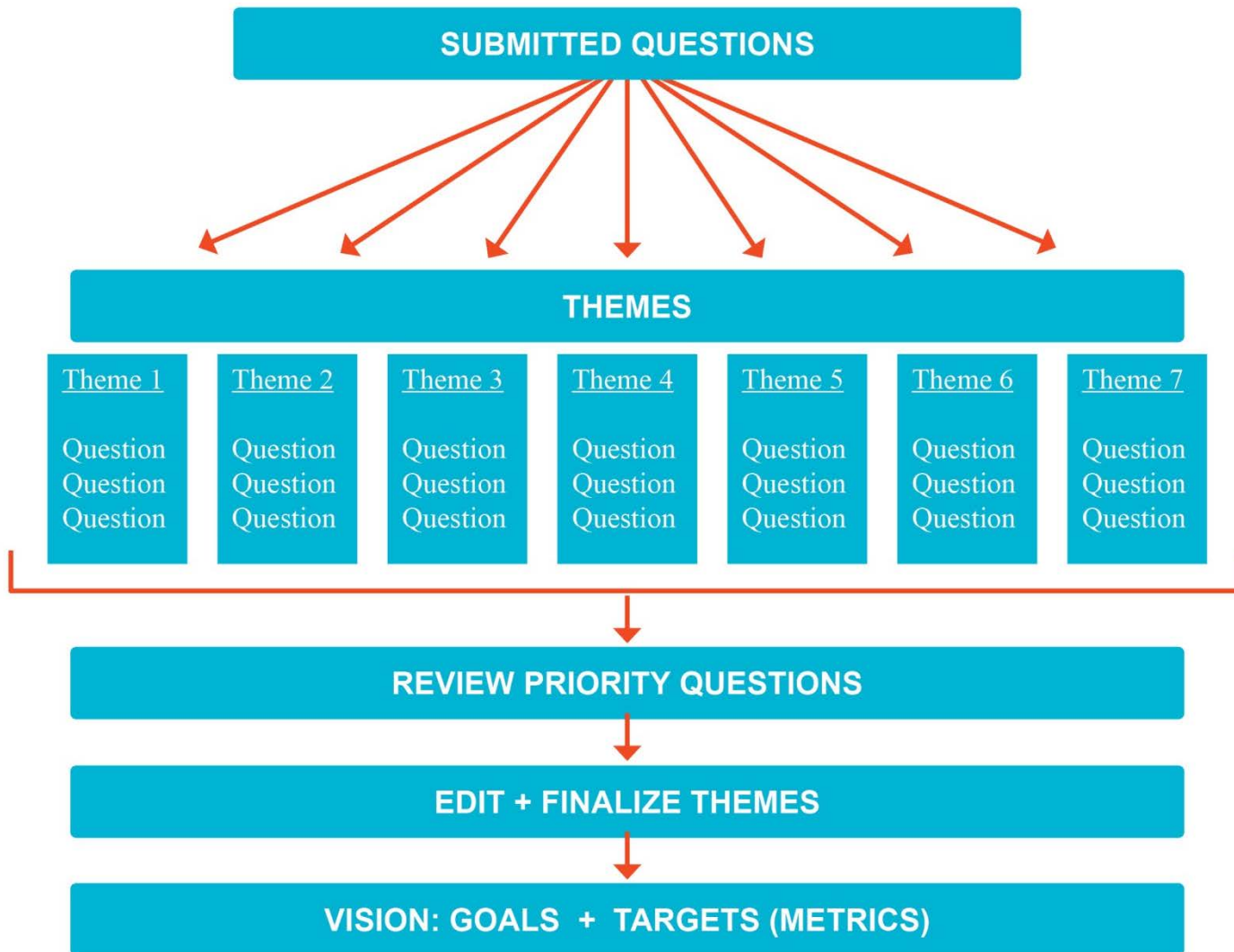




# PUBLIC ENGAGEMENT: QUESTION REVIEW SESSION



# Questions Become a Vision



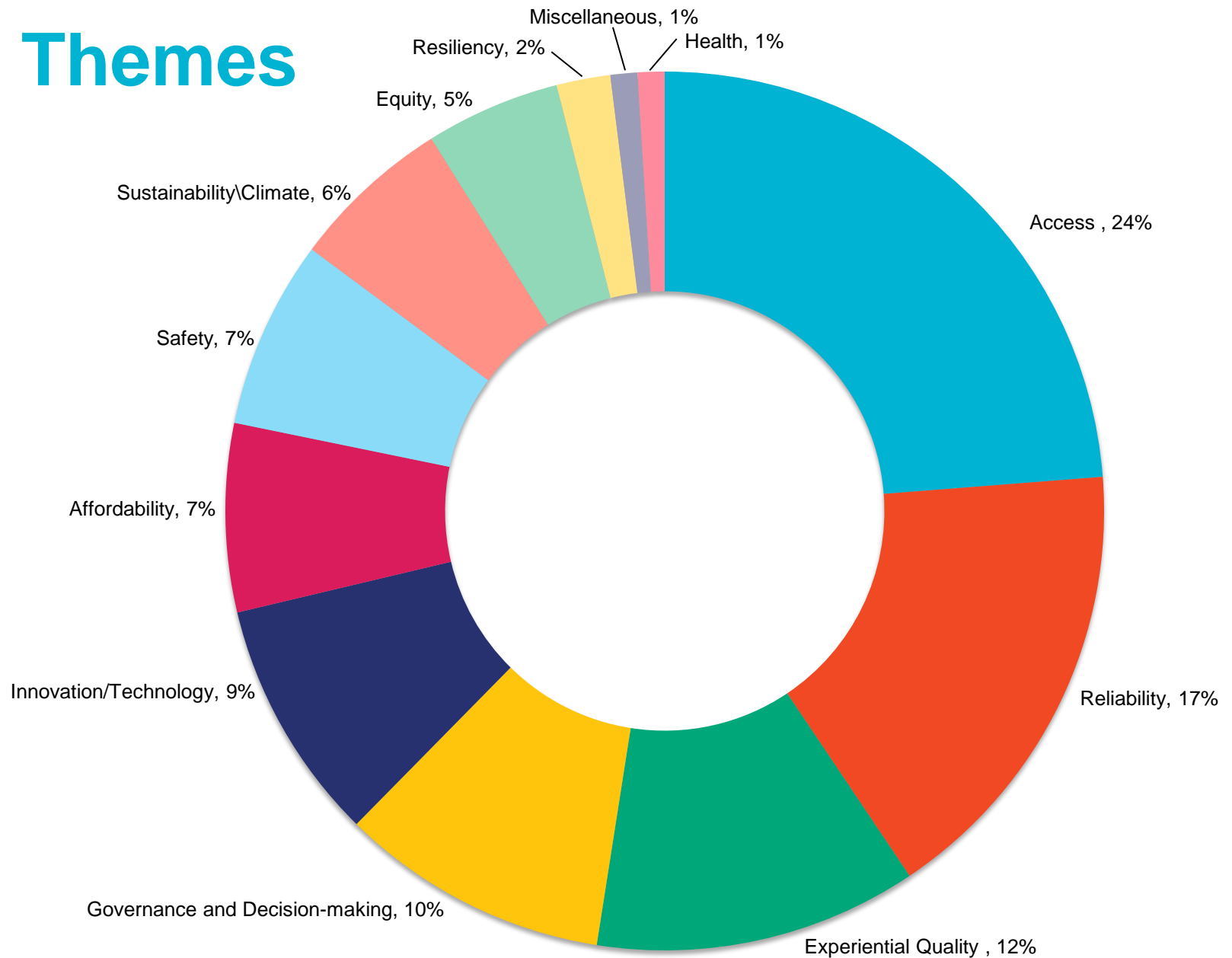


# 12 Themes

- Access
- Reliability
- Experiential Quality
- Governance and Decision-Making
- Innovation and Technology
- Safety
- Affordability
- Sustainability and Climate
- Equity
- Resiliency
- Health
- Miscellaneous



# 12 Themes













# PUBLIC ENGAGEMENT: VISIONING LAB



# Objectives of the Visioning Lab

- People have an engaging, hands-on experience that leaves them feeling heard and makes them excited for the transportation plan
- There is diverse participation and many voices shape the vision
- People who attend feel enriched, it was time well spent
- People understand that the event was part of a thread –the question campaign, question review session, and vision forum are a continuum that will impact future of Boston











**IGUALDAD**

What does accessible transportation look like to you?  
您认为无障碍交通应该是什么样的?  
¿Cómo imaginas un medio de transporte accesible?

## ACCESIBILIDAD

**Crosslink connections:** Develop more routes that better move people between all neighborhoods of the city.

**People-focused:**  
Be a city that is committed

**Accessible city:**

**Plenty of information:**  
Share access to high-quality, real-time information to assist travel choices.

**Connected networks:**  
Remove gaps in the transit, walking, and cycling networks.



pendent  
populations:

Design a system that  
better serves elderly,  
differently-abled, youth,  
and low-income  
populations.

Lots of choices:

Provide ways for people  
to walk, bike, or take  
bus, train, or

transportation

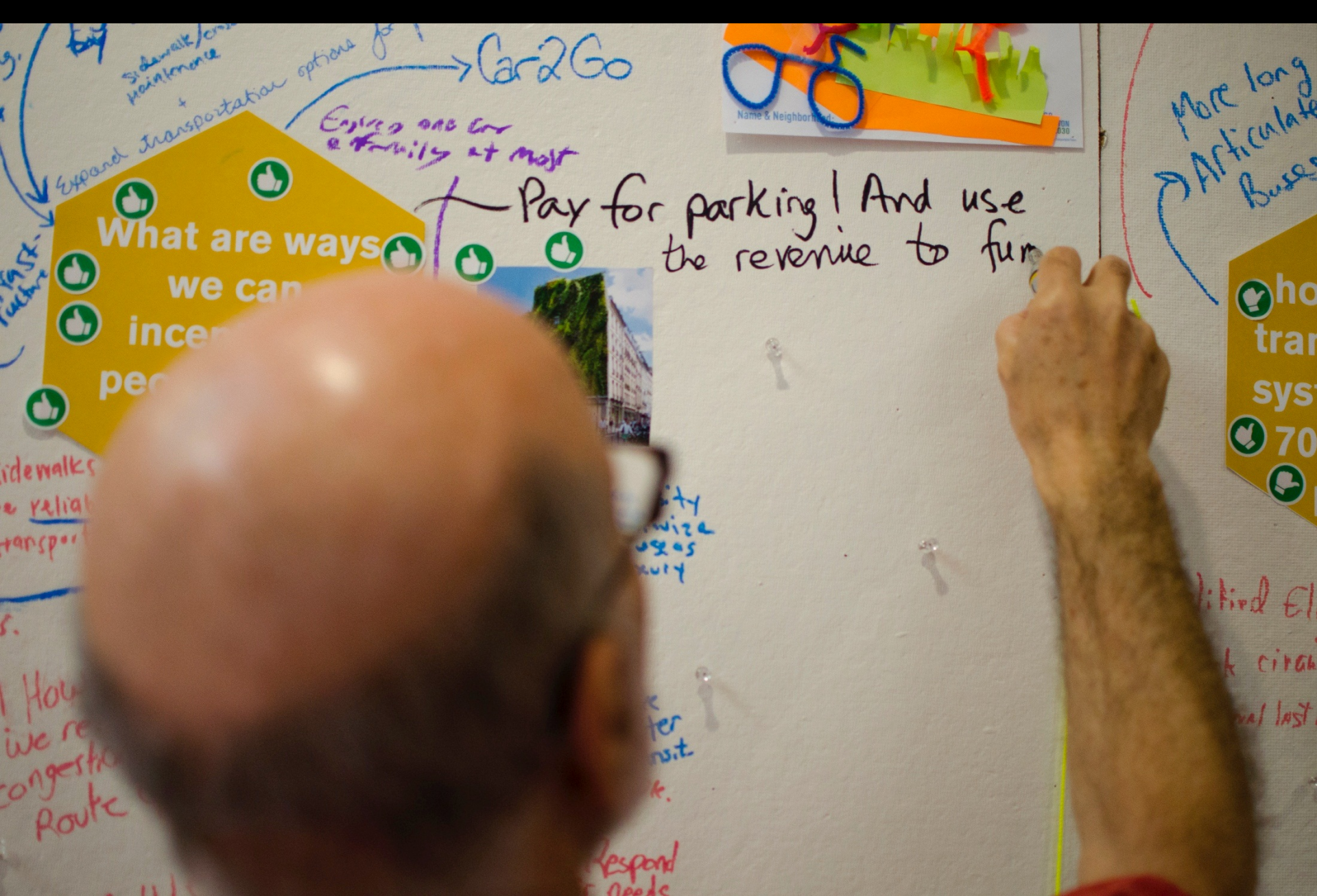






















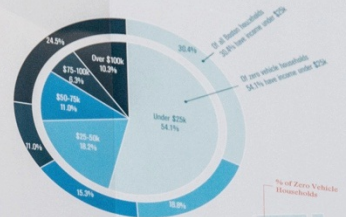




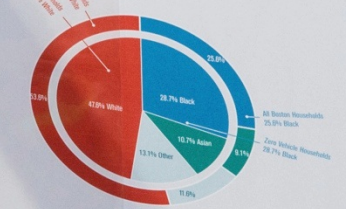


## Zero-Vehicle Households: Who Are They?

Comparing Zero-Vehicle Households to Overall City of Boston by Household Income



...by Race



**Data Source**  
Public Use Microdata Sample / American Community Survey (2012)

## How Much Can One Bus?

How to Read This Chart





























# PUBLIC ENGAGEMENT FOR THE ACTION PLAN



# Public Engagement for Action Plan

To solicit ideas for projects and policies

**Storytelling &  
Buzz building**

Share your transportation experiences and ideas with BTB

**Idea  
Contribution**

Collect ideas at local popups with a strong focus on the future

**Roundtable  
Discussions**

Bring residents together in new ways to generate and discuss ideas



# Share Your Trip with BTD









# Ideas on the Street













# Idea Roundtables





**[alice.brown@boston.gov](mailto:alice.brown@boston.gov)**

**[goboston2030.org](http://goboston2030.org)**



# Innovative Strategies for Public Involvement: A Case Study of Tennessee Department of Transportation

APA Transportation Planning Division  
Public Involvement for Transportation Planning  
Webinar

Wednesday, October 21, 2015

Presented by:

Kimberly L. Triplett, PhD, MPA

Assistant Professor of Urban Studies

Tennessee State University





# Research Team

## Faculty Members:

Kimberly Triplett, PhD, MPA Tennessee State University (*Principal Investigator* )

Stephanie Ivey, PhD University of Memphis (*Co-Principal Investigators*)

Larry Moore, PhD, PE University of Memphis (*Co-Principal Investigators*)

## Graduate/Undergraduate Research Assistants:

Brianna Benson, *Graduate Research Assistant*, TSU

Jim Mersereau, *Graduate Research Assistant*, UofM

Darin Nelson, *Graduate Research Assistant*, UofM

Eric Howell, *Undergraduate Research Assistant*, TSU



# Grant Background

“Innovative Strategies for Public Involvement”

Grant focus:

To ensure TDOTs transportation decision-making efforts are sound and offer the greatest benefit to as many stakeholders as possible, the research team developed a best practice guide highlighting innovative strategies to gain greater public participation in transportation decision-making and improve accessibility for stakeholders to participate throughout the state of Tennessee.



# Obtaining Input from TDOT Staff

1. Conducted face-to-face interviews
2. Online survey of TDOT staff
3. Evaluated interview and survey results
4. Prepared document on TDOT past practices





# Review of Historical Documentation in TDOT's Four Regions

1. Reviewed historical documentation within the agency's four transportation regions from Long Range Planning Director;
2. Reviewed TDOT's Public Involvement Plan and Community Relations Public Involvement documents

*Purpose: To identify past practices that yielded useful input & determine effectiveness or lack thereof for current strategies*





# Review of Public Involvement Activities Nationwide

1. Reviewed current best practices used by other states
2. Evaluated the advantages and disadvantages of approaches in other states
3. Prepared a written document summarizing the best practices in other states
4. Identified the best practices most suitable for use within the four regions in Tennessee



# Preparation of Geographic Information Maps (Community Profile)

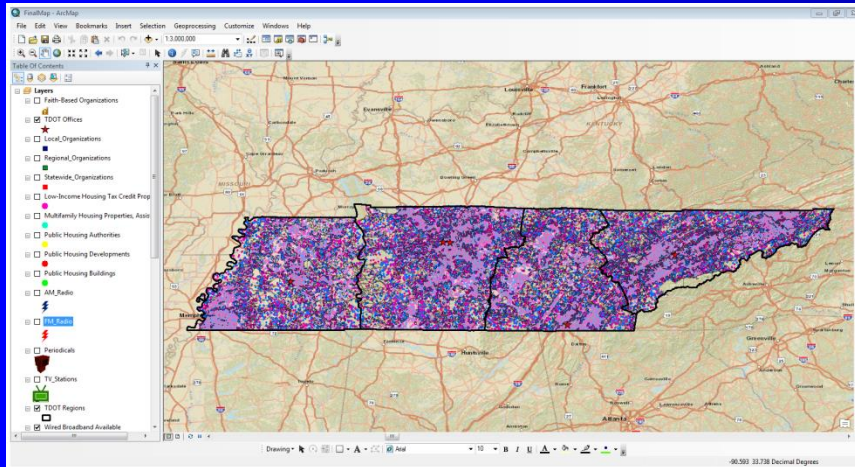


1. Obtained relevant information and created GIS database containing demographic, economic, public housing, media, and public interest group data for the state of Tennessee
2. Identified key partners within the four TDOT regions
3. Used GIS database to create “community profiles”



# Community Profile Best Practices Toolbox & Rubric

## GIS Map



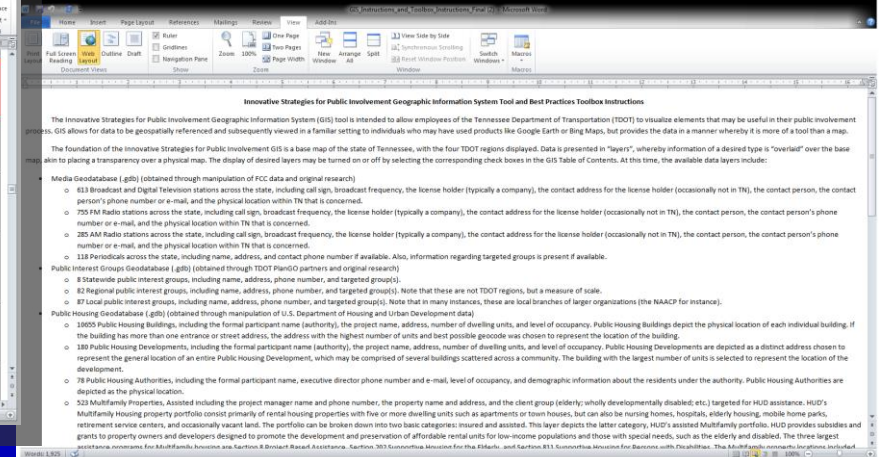
## Best Practices Rubric

**Public Involvement Rubric:**  
Evaluating Accessibility, Promotion of Interaction/Feedback and Engagement Amongst Population Groups When Using Tools To Share Ideas and Concerns

The tool offers varying levels of accessibility, promotion for interaction and/or feedback and engagement for the public, which are represented by the letters (found in header columns). If it has been determined that a state's Department of Transportation (DOT) indicates its effectiveness in all of the themes for a particular tool, then the cell(s) will be expressed by that state's abbreviation. For the tools that are denoted by a letter within each cell, then there is no specific indication that either accessibility, promotion for interaction and/or feedback or engagement for the public is detected as effective for a state's DOT; however it simply may have not been expressly stated in the state's DOT literature. These data were obtained from TASK 3.2 DATABASE FOR BEST PRACTICES "TOOLS & APPROACHES" document and determinations were referenced to the earlier research completed in Task 3.

Tool	Easily Accessible	Promotes Interaction/Feedback	Increases Engagement for Minority	Increases Engagement for Youth	Increases Engagement for Elderly	Increases Engagement for Disabled	Increases Engagement for Economically Disadvantaged	Increases Engagement for Low English Efficiency
Action Plan	MD	MD	MD	-	-	MD	MD	MD
Advisory Committee	AL, CO, MI	AL, CO, MI	-	-	-	-	-	-
Advocate Presentation Meetings	-	-	-	-	-	-	-	-
ADA Disabilities (CA) Compliance Instructions	RI	-	-	-	-	RI	-	-
Ballots	MN	MN	MN	-	-	-	MN	-
Board/Dynamic Board/Road Signs	SD	-	-	-	-	-	-	-
Blogs	CA, PA, WA	-	-	-	-	-	-	-
Brochures, Handouts, Newsletters/Sessions	CA, FL, RI, SD, FL	CA, FL, RI, SD, FL	CA, FL, RI, SD, MO	-	CA, RI	-	-	-

Target Audience	Best Practice (Tool)	What are the advantages of this tool?	What are the disadvantages of this tool?	What's Needed?
Stakeholders/Trained Individuals	Interdisciplinary Teams	Better answers or responses as the person responding will be trained in the area specific to the question.	Delay in figuring out who should address the question/concern.	Training/Passionate individuals
Community, business, environmental, special interest groups	Interest Groups	It permits different interest groups the ability to express matters that reflect their needs and concerns.	Excluding interest groups within the planning process.	Time/Resources
Key Stakeholders	Interviews/Meetings	Provides contextual understanding as well as layers of understanding coming from multiple viewpoints.	Be sure to include all necessary stakeholder leaders.	Inclusion of necessary stakeholders
Trained stakeholders (DOT)/Property Owners	Kitchen Table Meetings	The outreach tool enables all property owners the opportunity to become engaged.	This approach requires a lot of resources and time to prepare and execute.	Customer service training
Planning staff	"Lessons Learned" Sessions for Planning Staff	The collective pool of public involvement knowledge increases as individuals.	Time for training reduces time availability for normal	Time



## Best Practices Toolbox

## Instruction Document



# Example of a GIS Application (Community Profile)

How a GIS Map Can Be Used To Identify Public Facilities  
Within Low Income Project Corridor Areas  
For Public Involvement Efforts

Vanderbilt UMC

Carter Lawrence Elementary

Edgehill Branch Library

**Project Type:** Multimodal Upgrades (Denoted by red horizontal line)

*Description:* Dedicated bicycle lanes to be installed along Edgehill Avenue between the intersections of 21st Avenue (Vanderbilt University Medical Center to the west) and 12th Avenue (Carter Lawrence Elementary to the east).

**Neighborhood Profile:**

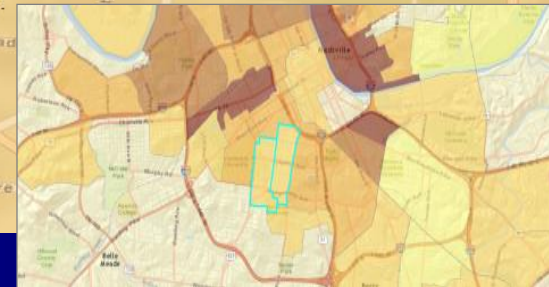
Low and Moderate Income Area (denoted by green circle)

Vanderbilt University Medical Center

Carter Lawrence Elementary

Edgehill Branch Library

Several Religious Institutions





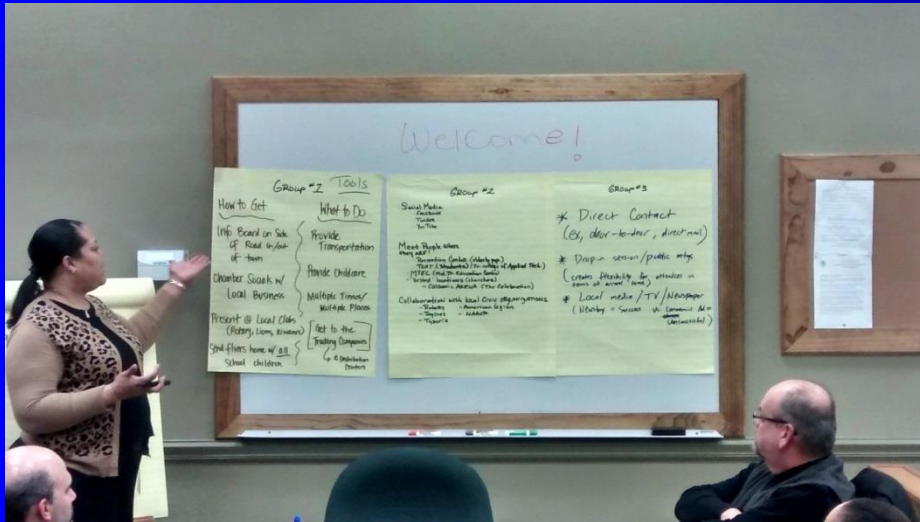
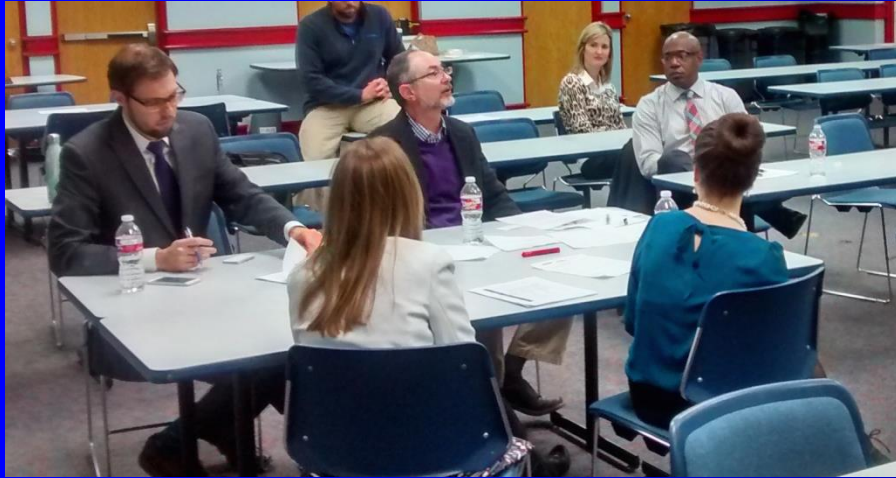
# Conducted Focus Group Meetings



1. Planned focus group meetings across TDOTs four regions
2. Conducted focus group discussions in each region to obtain critical input about potential Public Involvement (PI) strategies
3. Used results of focus group discussions to develop PI strategies best suited for each region



# Focus Group Meetings





# Focus Group Survey Results

- Conducted an online survey via email invitation during March 2015
- 12 questions: Rating and Free response
- 45 responses received – predominantly from Region 3 and urban areas (93% urban)

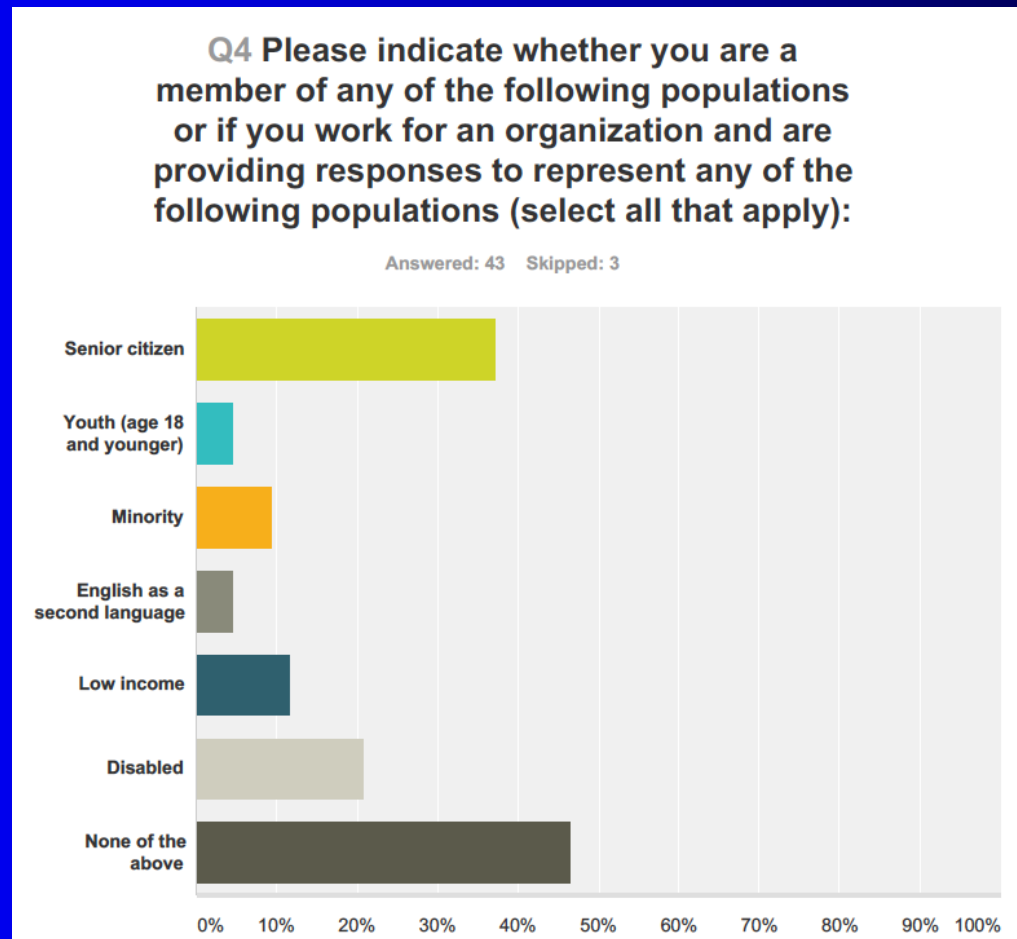
*(number and percentage of participants' responses per TDOT Region)*

Answer Choices	Responses	
Region 1 - Knoxville	15.56%	7
Region 2 - Chattanooga	4.44%	2
Region 3 - Nashville	68.89%	31
Region 4 - Jackson and Memphis	11.11%	5
<b>Total</b>		<b>45</b>



# Focus Group Survey Results

## Participant Demographics:





# Focus Group Survey Results

- 74% have never participated in public involvement meetings or activities with TDOT
- 96% believe it is important for citizens to participate in public involvement opportunities with TDOT



# Focus Group Survey Results: Barriers to Participation

1. Lack of awareness of opportunities for involvement
2. Meetings held in inconvenient locations
3. Meetings held at inconvenient times
4. Lack of understanding about how citizens can contribute
5. Lack of time to attend meetings



# Focus Group Survey Results: Barriers to Participation

## Senior Citizens (n=16)

1. Lack of awareness
2. Inconvenient location
3. Inconvenient time
4. Lack of understanding about how to contribute
5. Lack of confidence that opinions will be taken seriously

## Disabled Citizens (n=9)

1. Lack of understanding about how to contribute
2. Inconvenient time
3. Lack of awareness
4. Inconvenient place
5. Lack of confidence that opinions will be taken seriously



# Focus Group Survey Results: Facilitating Participation

1. Opportunities to participate online through surveys and web conferences (75%)
2. Meetings held in my community (73%)
3. More communication from TDOT on how my input will be used (73%)
4. Greater use of social media (53%)



# Focus Group Survey Results: Facilitating Participation

## Senior Citizens (n=16)

1. More communication from TDOT about how input is used (87%)
2. Meetings held in my community (87%)
3. More opportunities to participate in surveys/web conferences (69%)
4. Meetings held as part of another community or organization meeting (50%)

## Disabled Citizens (n=9)

1. More communication from TDOT about how input is used (89%)
2. Greater use of social media (67%)
3. Meetings held in my community (67%)
4. More opportunities to participate in surveys/web conferences (56%)



# Focus Group Survey Results: Other Suggestions

- *“...have neighborhood leaders distribute information in their newsletters, churches, etc. and hold mini meetings in the neighborhoods because it is hard to get residents to participate if they don't find out about it from someone they know and that it's not held near their home or work.”*
- *“Don't require people to show up to meetings. Post the plans and exhibits online. Allow for comments and input to be provided via email or online.”*
- *“Meetings held by people of color, facilitated in a way that is accessible to regular people who do not speak policy language.”*

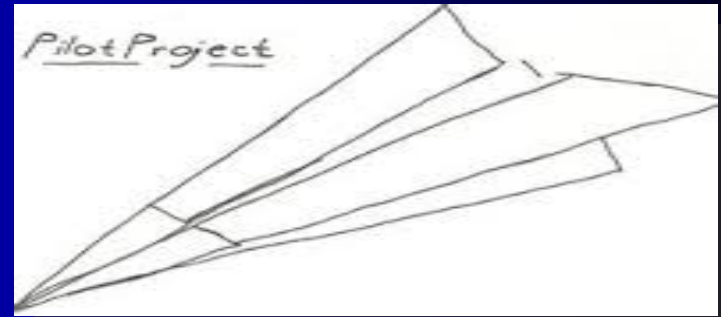


# Focus Group Survey Results: Other Suggestions

- *“Use radio stations to encourage participation, in the PSAs talk about why it's important, connect to faith community and civic clubs, use social media in an effective way - make sure all hashtags and tags are linked to Twitter and Facebook.”*
- *“Develop a representative panel of the Tennessee population and conduct on-line surveys around topics of interest, with the panel being asked to respond four or five times a year using incentives.”*
- *“Use text messaging for voting. Use places people shop like Walmart, Kmart, shopping centers for outreach instead of government buildings. Use public school and private schools to reach students and parents.”*



# Pilot Project



1. Conducted a pilot PI project using innovative approaches in each region
2. Conducted a thorough assessment of pilot project results.
3. Measured the success of each strategy with respect to specific elements
4. Developed a Best Practice Document that summarizes key findings and provides detailed guidance for TDOT staff



# Pilot Analysis

- **Hypothetical Pilot – Region 1, Knoxville**
  - ***Inform:*** Use portable message board and social media (Hootsuite) as a management tool that provides efficiency in the use of multiple social media platforms (i.e., Facebook, Instagram, and Twitter) to inform the public about the Public Information Meeting (PIM).
  - ***Engage:*** To increase public participation through the implementation of Social Media platforms, Hootsuite/Textizen will be used to encourage public engagement before, during, and after the PIM.
- **Hypothetical Pilot – Region 2, Chattanooga**
  - Use approach similar to the one for Knoxville



# Pilot Analysis

- **First Pilot Project – Region 3, Franklin**

Due to inclement weather (March ice storm) and time constraints, this meeting was cancelled. TDOT was reluctant to implement our recommended strategies.

- **Second Pilot Project – Region 4, Jackson**

We coordinated a planning meeting through the Jackson Housing Authority (JHA) aimed at minority and low-income persons. Over 500 brochures were passed out by JHA a week before the meeting, but no one showed up for the public meeting.



# Brainstorming Luncheon with Jackson Housing Authority

Hosted a discussion with JHA and Lincoln Court Community members on the best ways to inform and engage their community about public involvement efforts.





# Best Practice Tools Engagement Workshop

Workshop participants were asked the question:  
“Which of the recommended best practices staff were most interested in trying to incorporate in future public involvement efforts?” Top Five (5) Responses included:

1. Enhanced social media activities,
2. Use of a community facilitator/liaison,
3. Meetings with new stakeholder groups identified in the GIS Community Profile Database,
4. Webinar format for community meetings, and
5. Meetings at alternate times (recommended for specific stakeholder groups).



# Conclusions/Recommendations

Key findings from analysis of all project data (interviews, literature review, focus groups, surveys):

- **Awareness** is a significant barrier to participation in the public involvement process for citizens from all demographics and regions of the state.
- For meaningful engagement to develop, TDOT should emphasize **two-way dialogue** rather than just an ‘input’ process. Feedback is very important to continued citizen involvement.



# Conclusions

Ultimately, state DOTs must align the best tools and/or approaches with the community.

It is important to remember that each community is different; so transportation planners cannot take a one-size fits all approach. There is no “cookie cutter” approach to public participation. What works for one community may not work for the next. Therefore, it is important for TDOT and other state DOTs to be fluid and flexible when implementing their public outreach strategies.





# Questions for Panelists

Please contact:

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*Project Manager for Go Boston 2030*

*Boston Transportation Department*

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