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
What’s your question about getting around Boston in the future?
Planning in Boston

Imagine Boston 2030

- Land Use, Design, and Placemaking
- Prosperity and Equity
- Health: Health in All Policies
- Mobility: Go Boston 2030
- Parks and Open Space: Open Space Plan
- Environment and Adaptation: Climate Action Plan
- Arts, Culture, and Creativity: Boston Creates
- Housing: Housing a Changing City

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
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

Question Campaign
5,000 questions about getting around Boston in the future were collected online and in person.

Visioning Lab
Over 600 people came to the lab over two days to provide their feedback on priority questions and vision statements.

Vision Report: Goals + Targets
The Visioning Framework report will outline goals and targets for the City’s mobility systems over the next 15 years.

Action Plan

Evaluation Ideas
Community, business, and political leaders will come together to prioritize the proposed policies and projects.

Action Plan
The plan will include a prioritized list of policies and projects that will shape infrastructure investment and decision-making.

Action Plan

Winter 2015
Spring 2015
Summer 2015
Fall 2015
Winter 2016
Spring 2016
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
  - Centralized
  - Open-ended

- Online
  - Local
  - 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

Commuters ask the questions

The city wants to know: "What’s your question about getting around Boston in the future?"

The people who live and work in Boston know it’s not easy to get around [City Name], and they want to know what the city is doing to make it better. The city is looking for new ideas and solutions to make commuting easier and safer. The goal is to have a more connected and sustainable transportation system that benefits everyone.

The city is hosting an open house this [date] to gather community input on transportation planning. The event will feature interactive exhibits, presentations, and opportunities to ask questions and provide feedback. There will be free bus service to and from the event location.

The event will be held at [venue] from [time] to [time]. For more information, please visit [website].

Boston’s transportation planning can be fun

The Question Truck toured 15 neighborhoods this winter.

By Mike Ross | MAY 09, 2015
Online Engagement

• Website - goboston2030.org
• Social media – Facebook, Twitter, Instagram
Questions from across the City

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
The Question Truck
15 Neighborhoods
Mayor Martin J. Walsh
Boston Transportation Department
Will the green line ever be reliable?

What can we do to diminish volume on the main arteries?

Self-Driving Cars: will you be able to drive your option?

Will Newbury St pedestrian?

-Chiara (02215)

Will there be a Park?

Will the BU shuttle make stops other than on Comm Ave??

02215 -Nanel

Mayor Martin J. Walsh
Boston Transportation Department

APA Ohio - Public Involvement for Transportation Planning
October 21, 2015
PUBLIC ENGAGEMENT:
QUESTION REVIEW SESSION
Questions Become a Vision

SUBMITTED QUESTIONS

THEMES

Theme 1
Question

Theme 2
Question

Theme 3
Question

Theme 4
Question

Theme 5
Question

Theme 6
Question

Theme 7
Question

REVIEW PRIORITY QUESTIONS

EDIT + FINALIZE THEMES

VISION: GOALS + TARGETS (METRICS)
12 Themes

• Access
• Reliability
• Experiential Quality
• Governance and Decision-Making
• Innovation and Technology
• Safety
• Affordability
• Sustainability and Climate
• Equity
• Resiliency
• Health
• Miscellaneous
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 the future of Boston.
Design a system that better serves elderly, differently-abled, youth, and low-income populations.
Pay for parking! And use the revenue to fund...
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 BTD |
| **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
Mayor Walsh invites you and your neighbors to the
The Idea Roundtables

Nov 10 Roxbury
Nov 14 Chinatown
Nov 19 Roslindale
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 TDOT’s 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 TDOTs 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

Best Practices Toolbox

GIS Map

Best Practices Rubric

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

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)

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1 - Knoxville</td>
<td>15.56%</td>
</tr>
<tr>
<td>Region 2 - Chattanooga</td>
<td>4.44%</td>
</tr>
<tr>
<td>Region 3 - Nashville</td>
<td>68.89%</td>
</tr>
<tr>
<td>Region 4 - Jackson and Memphis</td>
<td>11.11%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Focus Group Survey Results

Participant Demographics:

Q4 Please indicate whether you are a member of any of the following populations or if you work for an organization and are providing responses to represent any of the following populations (select all that apply):

- Senior citizen
- Youth (age 18 and younger)
- Minority
- English as a second language
- Low income
- Disabled
- None of the above

Answered: 43  Skipped: 3
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.”
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.
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:

Alice Brown
*Project Manager for Go Boston 2030*
Boston Transportation Department
617-635-1916 or alice.brown@boston.gov

Mary Beth Ikard
*Social Media Coordinator*
Nashville Area Metropolitan Planning Organization (MPO)
615-579-0605 or ikard@nashvillempo.org

Kimberly L. Triplett, PhD, MPA
*Assistant Professor of Urban Studies*
Tennessee State University
615-963-7025 or ktriplet@tnstate.edu