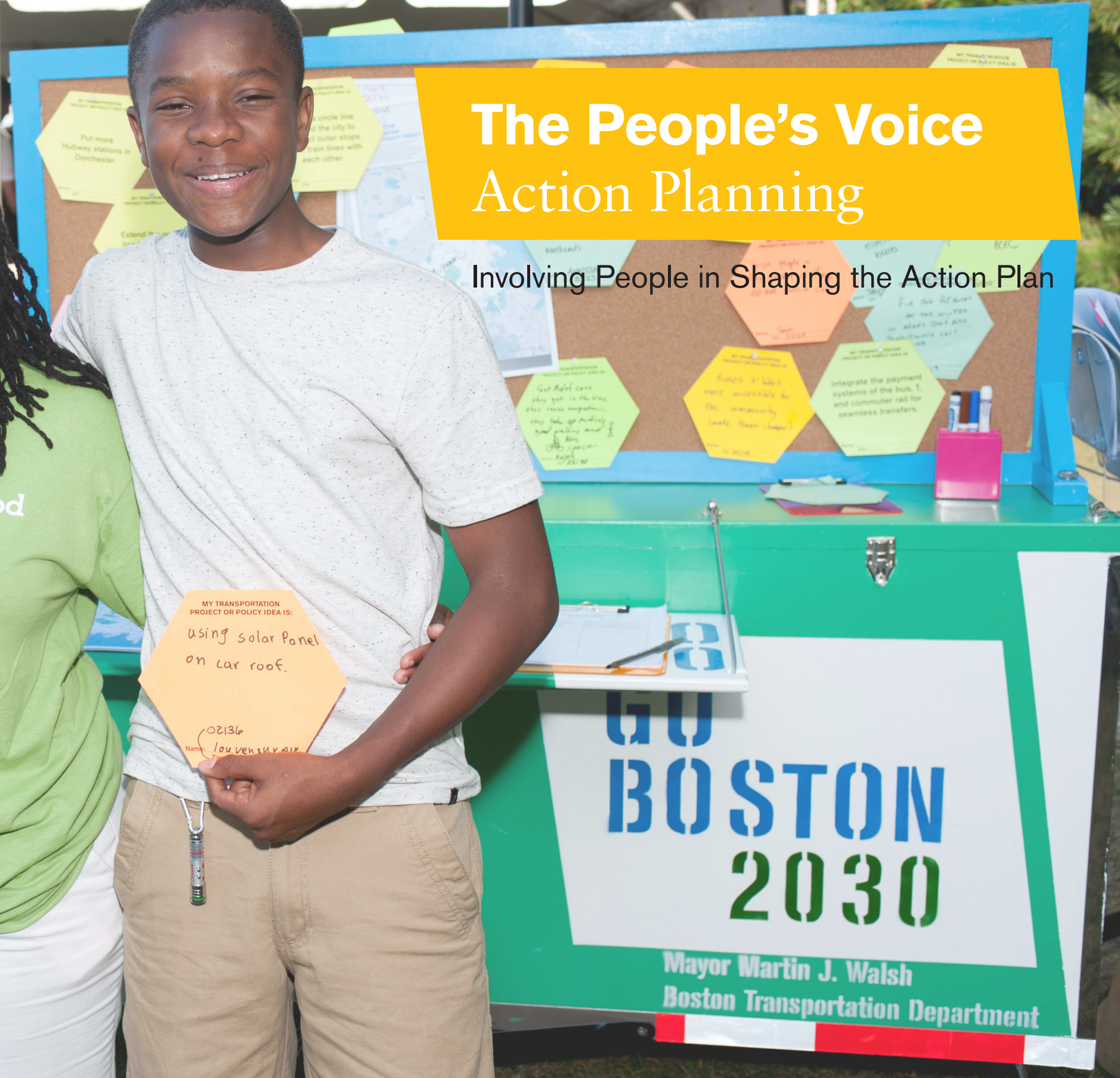
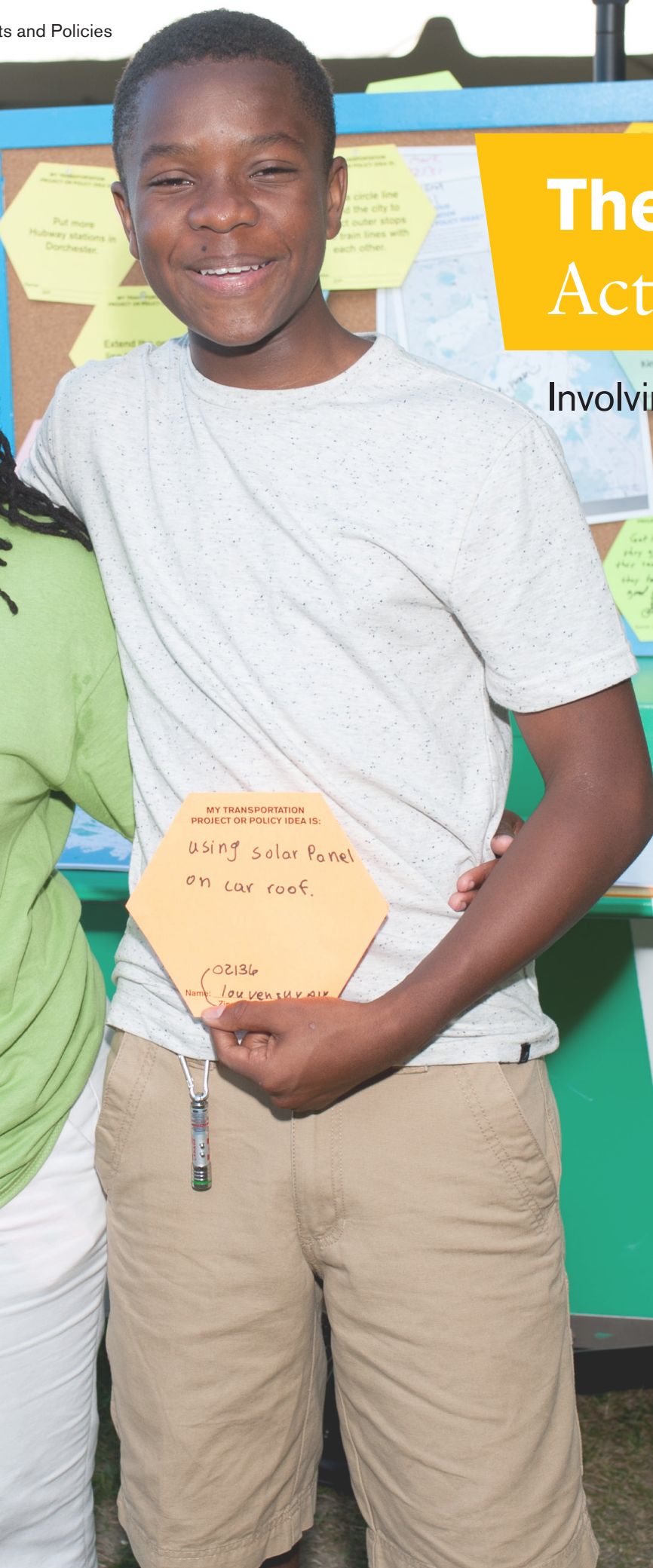
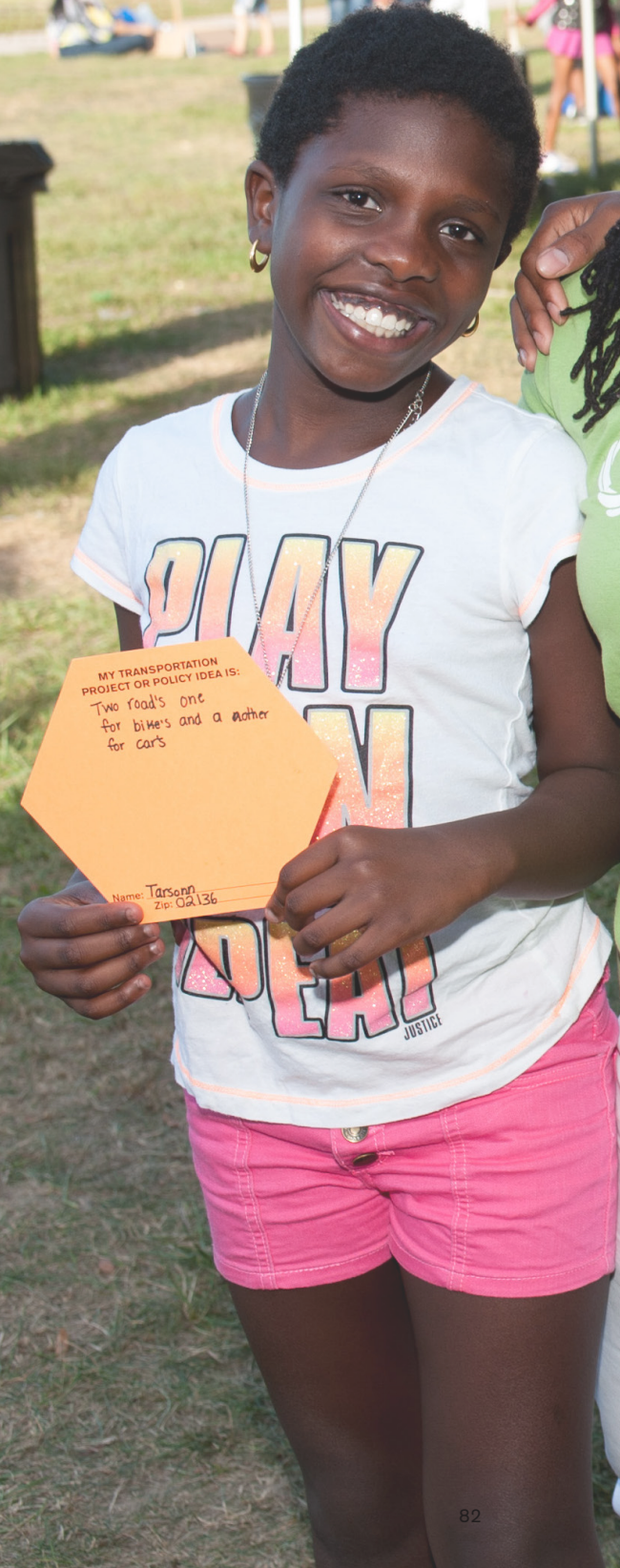


The People's Voice Action Planning

Involving People in Shaping the Action Plan



Public Engagement in the Action Plan Phase

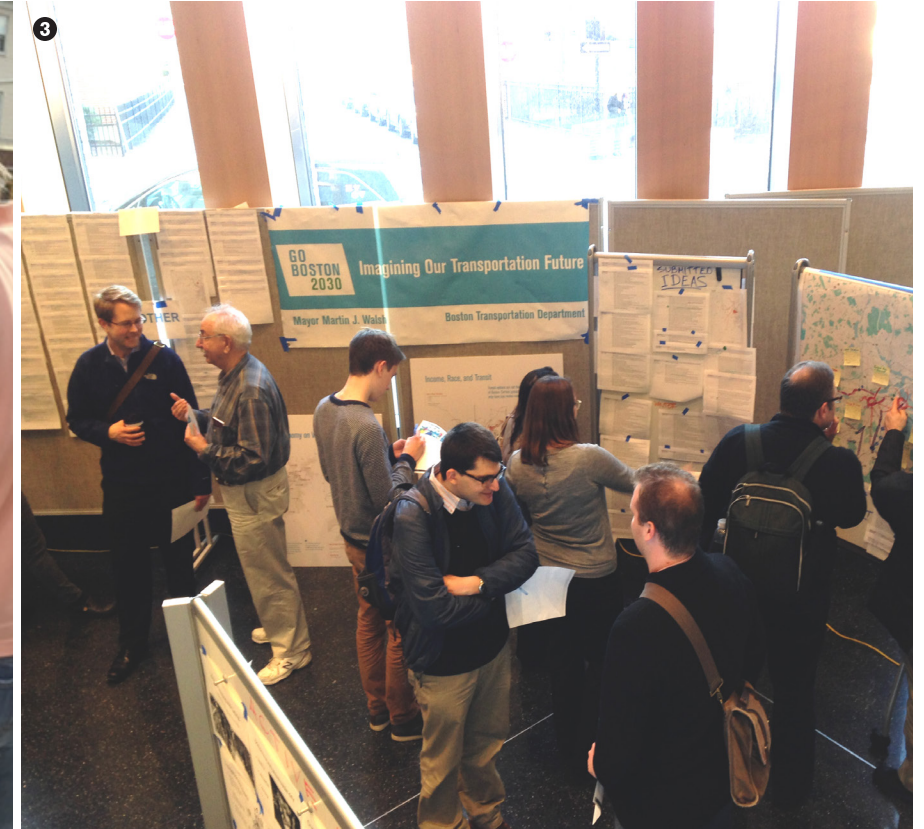
After releasing a draft of the Visioning Framework, Go Boston 2030 returned to the neighborhoods in September and October of 2015 to gather ideas for projects and policies. The City built on the lessons of the Visioning phase to collect people's ideas in four distinct ways. First, real stories about how people get around in 2015 were told through *Share Your Trip with BTD*. Individuals could then share their project or policy ideas for building and shaping their transportation future through *Ideas on the Street*, a bike-trailer pop-up and an online platform conducted in the fall. Finally, residents from neighborhoods across the city were invited to convene at three *Idea Roundtables* in November to discuss their transportation challenges and propose ideas to address them.

The projects and policies in the Action Plan began as public suggestions.

The collected project and policy ideas were analyzed at an *Idea Review Session* where community and agency partners highlighted ideas they thought would have the best chance of meeting Go Boston 2030's Goals. That was followed by a three-day *Scenario Workshop* that invited stakeholders to discuss their most pressing transportation needs and how they could leverage the ideas to overcome these challenges over the coming 15 years. A team of national experts linked the project ideas to create travel networks and develop future scenarios. An evening *Open House* also allowed the public to provide feedback on the emerging networks part way through the workshop.

Finally, an online survey tool and corresponding paper ballot allowed the public to *Select a Future* and a corresponding set of projects or policies. Nearly 50 projects and policies were sorted into maps of four possible transportation futures. Participants could also select the way that they would like to see roadway space allocated on major arterials in the future. As with each phase of public feedback, reaching every neighborhood and providing both digital and analog tools for participation was paramount: the online survey was distributed broadly through partners, and the paper survey was available at public facilities and on the City Hall to Go Truck.

The survey results prioritized the projects and policies for the Action Plan.



- 1 The Idea Roundtables created a platform for inter-neighborhood dialogue.
- 2 Go Boston 2030 partnered with the City Hall to Go Truck to share the Select a Future ballots in neighborhoods.
- 3 Community members dropped by the Scenario Workshop Open House to provide feedback on the networks of suggested projects that emerged over the three days.
- 4 The Ideas on the Street pop-up allowed people to read other project ideas before donating their own.

The Ideas Campaign

Collecting Recommendations to Realize the People's Vision



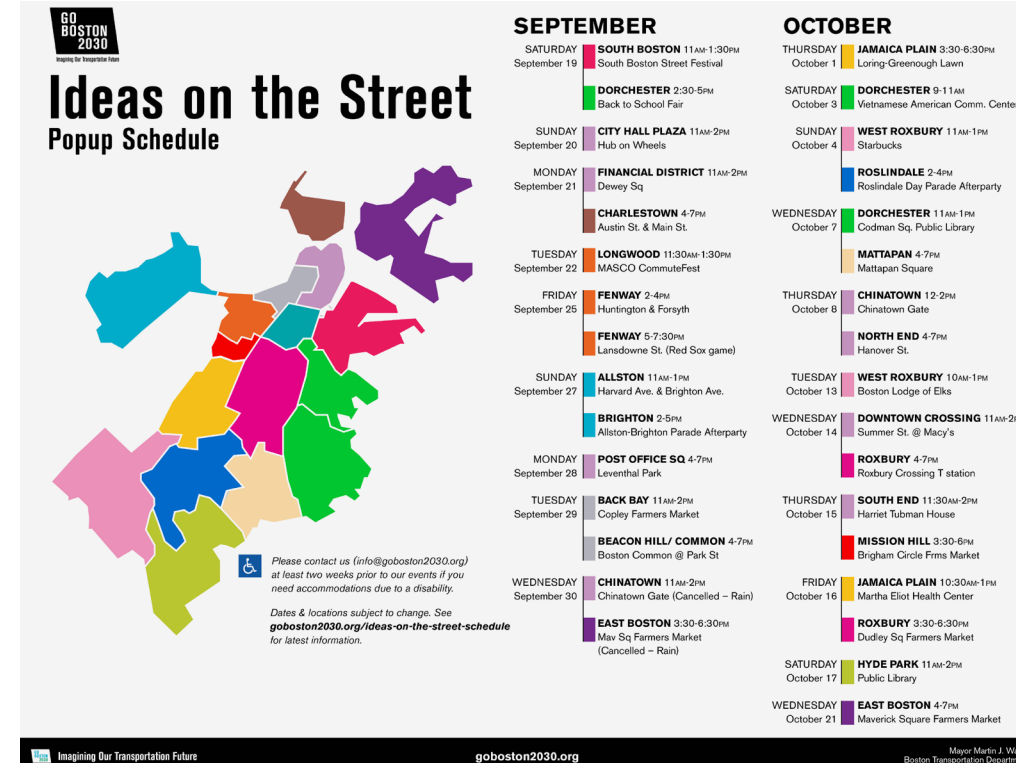
With the three pillars of equity, climate responsiveness, and economic opportunity clearly established, and the primary targets for improving access, safety, and reliability firmly set, Go Boston 2030 went back to the public to collect project and policy ideas to improve transportation systems across the city. Ideas could be shared as concepts or mapped on specific intersections and corridors.

Some people proposed ideas with the same kind of open-endedness as the questions while other people took the time to describe major policy changes in great detail. Once again, the team designed experiences with low barriers to entry, including a pop-up bike trailer that collected ideas in every neighborhood and a mobile-friendly web tool that collected ideas online. Both systems were designed to solicit proposals from people who might not typically attend public meetings or who might have previously been left out of the planning process.

To capture the complexity of this phase and the diversity of ideas required to improve the city for a wide spectrum of users, several methods of idea collection were implemented. “Share Your Trip with BTM” profiled 10 volunteers who each had unique needs and experiences, as well as their own solutions-oriented approach for improving travel over the next 15 years. The blog posts of these stories illustrated the diversity and complexity of how people travel to reach their destinations and were also used to create an initial buzz. The Idea Roundtables brought people together across neighborhood boundaries to also broaden the range of ideas. In addition to hearing the different perspectives of each participant’s experiences, each group at every table also addressed several common travel issues that hypothetical personas must overcome every day.

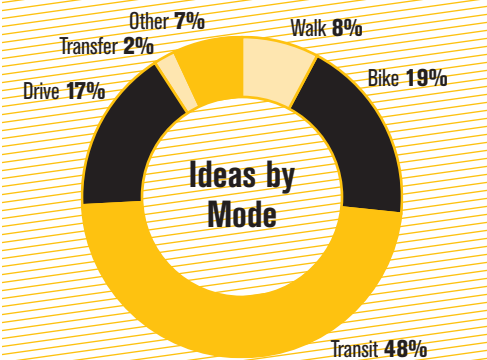
Approximately 3,700 project and policy ideas were collected through the campaign.

An Ideas on the Street bicycle-trailer pop-up visited 31 neighborhood locations to collect project ideas on maps and hexagons. Having multi-lingual street team members and printed materials enabled the trailer to collect ideas from an even broader cross-section of the population. Whether people were waiting in line for a food truck, visiting a farmers market, or making their way home, the trailer provided an opportunity to discuss existing transportation issues and ideas for improving conditions for walking, cycling, transit riding, and driving. Some people detailed creative methods for fixing existing infrastructure, while others offered ideas for bringing a completely new system of transportation



QUICK FACTS

- 54% of ideas were collected on paper at pop-ups, 36% were submitted online, and 10% came from Idea Roundtables.
- Every neighborhood in Boston contributed. Some zip codes submitted more ideas than others. The top five were 02130 (Jamaica Plain), 02124 (Dorchester), 02135 (Brighton), 02127 (South Boston), and 02136 (Hyde Park).



to Boston based on their experiences traveling in other cities.

A parallel online platform also introduced the main ideas from the Vision Framework and asked participants to suggest transportation projects and policies. In addition to describing projects and policies—like new apps to pay for transfers from bus to rail—users could map their ideas—such as drawing their own subway line expansion. Though it can be challenging to draw lines on a map on a smart phone, Go Boston 2030 invested in a web tool with this unique functionality. An online database also allows people to read all of the ideas collected from all of the outreach activities and to sort them by type of idea and mode of travel.

Read all the submitted ideas at goboston2030.org/ideas-database



Share Your Trip With BTB

Putting a Real Face on Transportation Challenges



Rather than only talking generally about people struggling to get to work from rapidly growing residential areas to major employment districts outside of downtown, accessibility issues on the Green Line, or about concerns about crowded sidewalks, Go Boston 2030 selected 10 residents from more than 100 volunteer applicants to tell their stories of getting around the city. Each volunteer was paired with a BTB staff member from engineering, operations, or planning who shadowed a regular trip. As the two traveled together, the residents shared their observations and suggestions with planners and officials, including Boston's Chief of Streets, Chris Osgood, and Transportation Commissioner Gina Fiandaca.

Through the process, BTB was able to experience firsthand the challenges that new parents, people with disabilities, commuters with multiple transfers, and many others face every day as they travel through Boston. Some trips challenged beliefs about how people select bus routes or pair Hubway usage with daycare drop off. On other trips, officials were validated to hear travelers express appreciation for ongoing work, including the installation of tactile warning strips at cross-walks, wider ramps on the Southwest Corridor, and an improved intersection at Uphams Corner. Riding buses, bikes, and trains, the participants' proposals ranged from enforcing double parking in bike lanes to a more robust ferry system connecting additional docks around Boston Harbor.

Ten trips captured a diversity of transportation modes and challenges.

Each journey was also shared with everyone following the Go Boston 2030 process on social media and on the website with blog posts, images, and videos that captured the trips.

You can read the full stories at goboston2030.org/category/trip-stories, and you will find their narratives reinforcing concepts in the Action Plan.



Idea Roundtables

A Transportation Dialogue with Strangers



Unlike some traditional public meetings with long presentations, pre-formed solutions, or advocacy from a united group of neighbors, the Idea Roundtables challenged small groups of people from different neighborhoods and communities to work together and generate recommended projects and policies. By sitting people with others of different backgrounds and experiences, they heard about transportation issues that they had never encountered before. Even discussing how group members had ridden buses, walked, biked, or tried to find parking before each roundtable changed perceptions about ordinary travel experiences.

Talking to people from other neighborhoods helped change perceptions about the kinds of projects needed.

The interactive conversations were supported by three inputs: personas, which described the mobility needs of imagined residents; concrete travel data from the Vision Framework; and a set of challenges that needed to be tackled. Participants discussed a variety of solutions, such as accessing jobs and education, increasing climate change resiliency, and improving the

ease of transfers between travel modes. With this framing, groups developed recommendations that pointed to a transportation future designed to work for everyone.

The Idea Roundtables were held in Roxbury, Chinatown, and Roslindale on two weeknights and a Saturday afternoon. Materials were available in English, Spanish, and Chinese, and childcare was provided to all, with the goal of supporting broader participation. As with previous events, arts were a key component. Youth performers were involved in setting the stage, and available supplies allowed people to sketch and make ideas come to life.



Idea Review and Scenario Workshop

Prioritizing Projects and Policies



With a database of 3,700 policy and project ideas, Go Boston 2030 reconvened community leaders and City officials for an Idea Review Session. Similar to the Question Review Session, this gathering asked participants to review all of the collected ideas to understand the kinds of infrastructure and process changes that the public was requesting.

Each idea was carefully considered relative to the Vision Statement, Goals, and Targets. Individuals selected project and policy ideas that they expected to make the greatest impact, while ensuring they were improving equity, economic opportunity, and climate responsiveness. Then groups at each table discussed and selected ideas that they saw as game changers.

With this shortened list of project and policies, Go Boston 2030 organized a three-day Scenario Workshop and invited professional multi modal

experts from across the country to work on networks of project ideas and to create possible future scenarios. They considered missing links and effective implementation methods of high-priority projects. The experts also discussed policy changes that would be critical for adopting best practices and meeting targets.

During the workshop, the team also convened nine focused conversations with Boston area stakeholders in specific fields. Transportation officials from neighboring municipalities came to discuss regional gaps along with MAPC and MassDOT. Climate scientists and representatives from the Environment department weighed in on climate change impacts. Other specialized conversations with commercial, institutional, and neighborhood partners focused on social justice, accessing jobs and education, land use planning, legislative opportunities, and innovative

technologies. Leaders and staff from city agencies met to discuss implementation realities.

Four future scenarios were developed.

Members of the community were invited to stop by the workshop at any phase of the process, and several individuals stayed through multiple sessions. On Tuesday night, an Open Studio, specially designed to collect public input, gathered feedback from people who visited to further shape the possible future scenarios. As the ideas emerged under the headings of “reaching more,” “protecting,” “interconnecting,” and “sharing better,” members of the Mayor’s Advisory Committee provided additional comments on the selection and organization of the ideas.



Select a Future

Go Local, Crosstown, Regional, or Tech

With this extensive feedback and analysis, Go Boston 2030 determined that a set of 19 projects and policies had come up so repeatedly in every phase of outreach that the City and State needed to commit to implementing them as “Early Action” projects, which were shared with the public. In addition, another 48 projects and policies were strong candidates for meeting the goals and targets. These candidates were shared with the public as four possible futures using the headings: go local, go crosstown, go regional, and go tech. This narrowed list appeared on paper ballots and an online survey that asked people to select one future and up to three projects and policies from each future. They were also asked to weigh in on options for prioritizing users on major streets, indicating their preference for exclusive bus lanes, bike lanes, both, or to preserve road space for drivers on multi-lane thoroughfares.

The online survey was shared in email blasts, via community partners, and on social media. Over 20,000 Twitter impressions in the first week led to widespread web-based participation. Paper ballots were shared at all Boston Public Libraries and Boston Center for Youth and Families community centers. The Go Boston 2030 team also accompanied the City Hall to Go Truck to neighborhood stops to reach residents who might not hear about the process online and to provide a low barrier to participation.



More than 4,000 people participated in selecting projects and policies.

While the survey and ballot were circulating, Go Boston 2030 organized an opinion leader conversation to talk about how complete streets, equity, connectivity, and emerging technology would affect each of the four futures. Mike Lydon, who focuses on Tactical Urbanism, discussed local possibilities; Rep. Russell Holmes of the Sixth Suffolk District talked about the imperative need for crosstown transit; Kate Fichter, the Assistant Secretary for Policy

Coordination at MassDOT, shared regional considerations for the plan; and Jascha Franklin-Hodge, Boston’s Chief Information Officer, spoke about the promise of tech. The 150 people in attendance also got to ask questions, share their thoughts, and fill out ballots.

The public feedback prioritized the projects and policies in the Action Plan.

The results of the survey can be found in appendix p216



Choose 1

Go Local **Go Crosstown** **Go Regional** **Go Tech**

Select 3 for each future

Projects + Policies	Access	Safety	Reliability	Pick year 3
1 Ruggles to LMA improved bus corridor	•	•	•	<input type="checkbox"/>
2 Oak Square to Comm Ave improved bus corridor	•	•	•	<input type="checkbox"/>
3 Orange Line extension to Roslindale Square	•	•	•	<input type="checkbox"/>
4 Green Line extension to Hyde Square	•	•	•	<input type="checkbox"/>
5 Dorchester Ave Complete Street (South Boston)	•	•	•	<input type="checkbox"/>
6 Washington Street Complete Street (JP/Rox)	•	•	•	<input type="checkbox"/>
7 Beacon Yards Complete Streets network	•	•	•	<input type="checkbox"/>
8 Pedestrian and bike-friendly Main Streets	•	•	•	<input type="checkbox"/>
9 Flood-Proof JFK/UMass station	•	•	•	<input type="checkbox"/>
10 Flood-Proof Suffolk Downs station	•	•	•	<input type="checkbox"/>
11 New Red Line station at Neponset	•	•	•	<input type="checkbox"/>
12 Pedestrian-first traffic signals (Policy)	•	•	•	<input type="checkbox"/>
13 Parking meter benefit district (Policy)	•	•	•	<input type="checkbox"/>

Projects + Policies	Access	Safety	Reliability	Pick year 3
1 Mattapan to LMA streetcar/bus rapid transit	•	•	•	<input type="checkbox"/>
2 South Boston to Dorchester/Wideter urban rail	•	•	•	<input type="checkbox"/>
3 Dudley Square to Mattapan streetcar/bus rapid transit	•	•	•	<input type="checkbox"/>
4 Massachusetts Ave bus rapid transit	•	•	•	<input type="checkbox"/>
5 Expanded local ferry network	•	•	•	<input type="checkbox"/>
6 Silver line tunnel connecting Washington St to South Station	•	•	•	<input type="checkbox"/>
7 Columbia Road greenway	•	•	•	<input type="checkbox"/>
8 Gallivan Blvd walk and bike path	•	•	•	<input type="checkbox"/>
9 North Allston walk and bike path	•	•	•	<input type="checkbox"/>
10 Enhanced Dudley Square transit center	•	•	•	<input type="checkbox"/>
11 Wideter Circle bus and train station	•	•	•	<input type="checkbox"/>
12 LMA transit center	•	•	•	<input type="checkbox"/>
13 Restructure all bus routes (Policy)	•	•	•	<input type="checkbox"/>
14 Designated buses for bicycles in tunnels (Policy)	•	•	•	<input type="checkbox"/>

Projects + Policies	Access	Safety	Reliability	Pick year 3
1 I-90 Newton urban rail	•	•	•	<input type="checkbox"/>
2 LMA to Kendall/North Point bus rapid transit	•	•	•	<input type="checkbox"/>
3 North Station to South Boston Waterfront BRT	•	•	•	<input type="checkbox"/>
4 Forest Hills to Dedham bus rapid transit	•	•	•	<input type="checkbox"/>
5 Expanded regional commuter ferry network	•	•	•	<input type="checkbox"/>
6 Blue Hills bike and pedestrian path	•	•	•	<input type="checkbox"/>
7 Charles River South Bank bridge	•	•	•	<input type="checkbox"/>
8 Allston (West) Station regional transit hub	•	•	•	<input type="checkbox"/>
9 Sullivan Square regional hub enhancement	•	•	•	<input type="checkbox"/>
10 Readville Yards station	•	•	•	<input type="checkbox"/>
11 Resilient Morrissey Blvd	•	•	•	<input type="checkbox"/>
12 Expanded electric vehicle infrastructure (Policy)	•	•	•	<input type="checkbox"/>
13 Mitigation fund to support green transportation (Policy)	•	•	•	<input type="checkbox"/>

Projects + Policies	Access	Safety	Reliability	Pick year 3
1 Mobility Hubs (Hubway, car share, bus)	•	•	•	<input type="checkbox"/>
2 Smart Signal Districts: South Boston Waterfront, Suffolk Triangle, and Dudley Square	•	•	•	<input type="checkbox"/>
3 Smart Signal Corridors: Essex and Kneeland	•	•	•	<input type="checkbox"/>
4 Streets, Dorchester Ave, Blue Hill Ave, Morton St, Melnea Cass & Columbus Ave, Massachusetts Ave	•	•	•	<input type="checkbox"/>
5 Smart high-occupancy-vehicle lanes on interstates	•	•	•	<input type="checkbox"/>
6 Autonomous vehicles strategy (Policy)	•	•	•	<input type="checkbox"/>
7 Flexible lanes repurposed by time of day (Policy)	•	•	•	<input type="checkbox"/>
8 Consolidated smart shuttle system (Policy)	•	•	•	<input type="checkbox"/>
9 Facilitate and regulate shared ride technologies (Policy)	•	•	•	<input type="checkbox"/>

Legend:
● High capacity transit
● Walking and biking
● Vehicular infrastructure
● Transportation hub