

G O Goal Name	Objectives	Possible Measurement
1 1 Preserve Town Character	Preserve rural characteristics and open space	Percent of 2010 unprotected undeveloped open space still undeveloped?
1 2 Preserve Town Character	Preserve historic buildings and landscapes	Percent of 2010 Historical List and Heritage Landscape items preserved? 1. (understanding) Score by random residents on quiz of Acton history and uniqueness? . 2. (appreciation) Percent of town residents that are members of Acton Historical Society?
1 3 Preserve Town Character	Foster an understanding and appreciation for what makes Acton unique, including its history.	May need scores for each center, after we establish goals for each center.
1 4 Preserve Town Character	Preserve and enhance village centers	quality: AWD drinking water tests. Quantity: no continuous streams become intermittent. No year over year average drop in water table levels.
2 1 Ensure Environmental Sustainability	Protect the quality and quantity of the water that cycles through our ground water, surface water, drinking water, waste water, and storm water systems.	Tons of trash disposed at Transfer station & picked up by haulers.
2 2 Ensure Environmental Sustainability	Reduce waste and the accumulation of toxins in our environment.	
2 3 Ensure Environmental Sustainability	Reduce emissions of carbon dioxide and other greenhouse gases from residential, commercial, industrial, and municipal uses.	GHG inventory
2 4 Ensure Environmental Sustainability	Move toward patterns of land use and land protection that support broad biodiversity, soil preservation, and healthy local agriculture.	bio-diversity:index of ecological integrity? agriculture: acres in active farming? include horse farms? miles walked X avg satisfaction with walking experience (survey). Same for biking.
3 1 Improve Connections	Improve walking and biking experience	Does this mean reducing times to get through town? Or reducing delays? Or increasing throughput (I hope not).
3 2 Improve Connections	Improve circulation around town	
3 3 Improve Connections	Promote communication amongst town government, citizens, schools, and the business community.	Some sort of count of lists and messages??
3 4 Improve Connections	Support and strengthen neighborhoods	?? create a checklist of possible programming for Acton (and maybe weightings for popularity). Score is what percent of activities can be found in Acton, divided by how many different places you need to go to to get to all activities.
4 1 Provide More Opportunities for Recreation Community Gathering and	Provide community facilities large enough to accommodate a variety of uses and a wide range of programming	
4 2 Provide More Opportunities for Recreation Community Gathering and	Maintain and improve existing gathering spaces and look for opportunities to create informal gathering spaces.	needs definition.

4	3	Provide More Opportunities for Community Gathering and Recreation	Support additional cultural activities	total number of cultural activities listed in local calendars? Perhaps weighted by how many people attended?
4	4	Provide More Opportunities for Community Gathering and Recreation	Maintain and increase recreational opportunities	Scored against the NRPA goals, with percentages taken off for deferred maintenance that has lead to a reduced utility of the facility. cross-age satisfaction survey - try to minimize difference between highest and lowest age-group satisfaction score?
5	1	Support Inclusion and Diversity	Support all ages	measure achievement of low to moderate income housing needs? What about other measures besides housing?
5	2	Support Inclusion and Diversity	Support households of all income levels	
5	3	Support Inclusion and Diversity	Embrace cultural diversity	??
5	4	Support Inclusion and Diversity	Support citizens with disabilities in participating fully in the life of the community	resolution of a checklist of ADA / universal design issues? protection status of town lands? Monitoring borders for encroachments?
6	1	Preserve and Enhance Town-owned Assets	Protect Town-owned open space	test scores? College entrance pcts? inter-town rankings (prob. not good since this depends mostly on OTHER schools).
6	2	Preserve and Enhance Town-owned Assets	Support excellence in schools	pct of backlog of IDed maintenance done?
6	3	Preserve and Enhance Town-owned Assets	Maintain municipal properties and facilities	
7	1	Maintain and Improve Financial Well-being of the Town	Improve existing commercial areas	pct vacant? tax base? DRB scoring?
7	2	Maintain and Improve Financial Well-being of the Town	Promote economic development that supports our other goals	tax base. carbon footprint. Provides connections, etc. Needs more specificity!!
7	3	Maintain and Improve Financial Well-being of the Town	Achieve a balance of services and taxes	How to measure services?
7	4	Maintain and Improve Financial Well-being of the Town	Support the ability of all residents to stay in Acton for a lifetime	rates of seniors moving out of Acton?