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DRAFT Goals and Objectives and Strategies

The following is a draft of the Revised Goals and Objective with associated proposed strategies. The strategies are based on input from the public, the Committee and Town Staff, and the Consultant Team.

NEXT STEPS... The next step will be for us to begin finalizing the strategies associated with the objectives in order to develop an implementation plan.

Five categories for final plan:

- C Capital
- M Management (may have manager in parens if not the town)
- R Regulatory
- E Encouragement
- P Planning

GOAL 3: Improve Connections

We recognize that a community that is connected is safer, stronger, and provides more opportunities for meaningful interaction. We envision supporting these connections through physical means including sidewalks, bike paths, trails and public transportation to connect people and places, and to support independent and safe travel for all. We also envision open communication as a means to further connect residents (e.g. through the web, cable TV, community bulletin boards, etc.).

Objective 3.1: Reduce Traffic Congestion

Ideas for Strategies

1. Expand the MinuteVan shuttle system
 - a. Consider consolidating the scheduling of the Council on Aging shuttle and the MinuteVan shuttle to increase efficiency and ease of use. (Goal 5 – handicapped and/or elderly people)
 - b. Consider opportunities to work with neighboring communities to expand ridership of the MinuteVan shuttle, especially to high traffic destinations such as the commuter rail station
 - c. Consider changing the MinuteVan shuttle system to a fixed route, fixed schedule system that serves the train station, the villages and the schools as ridership increases. (Goal 1 (village development), Goal 2 (reducing car usage))

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2. Increase local ridership of the commuter rail system
 - a. Work with the MBTA on the proposed changes to the South Acton Commuter Rail Station. Make it handicapped accessible and create shelter so that it is more user friendly in all weather conditions (Goal 5 – handicapped people and universal design).
 - b. Work with the MBTA and other neighboring communities to create more parking for train commuters throughout the region. Encourage the development of a regional station west of Acton.
 - c. Complete the connection of the Assabet River Rail Trail to the commuter rail station to encourage commuting by bicycle. (Goal 4 – Recreation)
 - d. Explore possibility of developing train station as mixed-use center (Goal 1 – Guide growth to village centers)

3. Work with Mass Highway to improve the design of the Concord Rotary to reduce the bottleneck effect that causes traffic to spill onto surface streets.

4. Increase opportunities for local employment and local shopping to reduce need for car trips (Goal 7 – economic development).

Goal	Objective	Strategy Number	Strategy Type	Strategy
3	3.1	3.1.1	E	Expand the MinuteVan shuttle system
		3.1.1a	M (TAC)	Consider consolidating the scheduling of the Council on Aging shuttle and the MinuteVan shuttle to increase efficiency and ease of use. (Goal 5 – handicapped and/or elderly people)
		3.1.1b	M (TAC)	Consider opportunities to work with neighboring communities to expand ridership of the MinuteVan shuttle, especially to high traffic destinations such as the commuter rail station
		3.1.1c	M (TAC)	Consider changing the MinuteVan shuttle system to a fixed route, fixed schedule system that serves the train station, the villages and the schools as ridership increases. (Goal 1 (village development), Goal 2 (reducing car usage))
		3.1.2	E	Increase local ridership of the commuter rail system
		3.1.2a	M (SATSAC)	Work with the MBTA on the proposed changes to the South Acton Commuter Rail Station. Make it handicapped accessible and create shelter so that it is more user friendly in all weather conditions (Goal 5 – handicapped people and universal design).
		3.1.2b	M (TAC)	Work with the MBTA and other neighboring communities to create more parking for train

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				commuters throughout the region. Encourage the development of a regional station west of Acton.
		3.1.2c	E	Complete the connection of the Assabet River Rail Trail to the commuter rail station to encourage commuting by bicycle. (Goal 4 – Recreation)
		3.1.2d	P	Explore possibility of developing train station as mixed-use center (Goal 1 – village development)
		3.1.3	M	Work with Mass Highway to improve the design of the Concord Rotary to reduce the bottleneck effect that causes traffic to spill onto surface streets.
		3.1.4	E (EDC)	Increase opportunities for local employment and local shopping to reduce need for car trips (Goal 7 – economic development).

Objective 3.2: Build more sidewalks

Ideas for Strategies

1. Construct new sidewalks according to the priority list. Emphasize projects that provide access to schools, the train station and the villages.
2. Follow the sidewalk design guidelines when constructing new sidewalks or updating existing ones.

Goal	Objective	Strategy Number	Strategy Type	Strategy
3	3.2	3.2.1	C	Construct new sidewalks according to the priority list. Emphasize projects that provide access to schools, the train station and the villages.
		3.2.2	M	Follow the sidewalk design guidelines when constructing new sidewalks or updating existing ones

Objective 3.3: Increase opportunities for safe biking

Ideas for Strategies

1. Complete the construction of the Assabet River Trail
2. Complete the construction of the Bruce Freeman Trail
3. Build bike racks where feasible and where they will be utilized
4. Build bike lanes and wider shared lanes and shoulders where appropriate
5. Increase awareness regarding sharing the road issues

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6. Consider paving “woody” shortcuts where this will not negatively impact town character so bikes, wheelchairs and strollers can use them

Goal	Objective	Strategy Number	Strategy Type	Strategy
3	3.3	3.3.1	C	Complete the construction of the Assabet River Trail (see Goal 4)
		3.3.2	C	Complete the construction of the Bruce Freeman Trail (see Goal 4)
		3.3.3	C	Build bike racks where feasible and where they will be utilized
		3.3.4	C, P	Build bike lanes and wider shared lanes and shoulders where appropriate
		3.3.5	M	Increase awareness regarding sharing the road issues
		3.3.6	M	Consider paving “woody” shortcuts where this will not negatively impact town character so bikes, wheelchairs and strollers can use them

Objective 3.4: Promote communication amongst town government, citizens, schools, and the business community.

Ideas for Strategies

1. Improve communication and centralize information regarding existing resources and events
 - a. Create an event calendar that lists all town and school sponsored events that the public can attend
 - b. Provide signs, website and written information in multiple languages
 - c. Keep maps showing sidewalks, bike paths and hiking paths on the town website.
2. Promote active engagement of citizens and the transparency of town government processes and decision-making
 - a. Broadcast meetings of key boards (Board of Selectmen, School Committee, Finance Committee, Planning Board)
 - b. Place copies of these broadcast videos on the town website
 - c. Improve opt-in email communication system
3. Improve communication with businesses (see Goal 7)
4. Attract more volunteers to help with town affairs by conducting broad-based outreach
 - a. Use town website to show volunteer opportunities
 - b. Provide flexibility in scheduling/timing
 - c. Consider creating opportunities for shorter-term volunteering (single event, single task, etc)

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Goal	Objective	Strategy Number	Strategy Type	Strategy
3	3.4	3.4.1	M	Improve communication and centralized information regarding existing resources and events
		3.4.1a	M	Create an event calendar that lists all town and school sponsored events that the public can attend
		3.4.1b	M	Provide signs, website and written information in multiple languages
	3.4	3.4.2	M	Promote active engagement of citizens and the transparency of town government processes and decision-making
		3.4.2a	E	Broadcast meetings of key boards (Board of Selectmen, School Committee, Finance Committee, Planning Board)
		3.4.2b	M	Place copies of these broadcast videos on the town website
		3.4.2c	E	Improve opt-in email communication system
	3.4	3.4.3	Reference to Goal 7	Improve communication with businesses (see Goal 7)
	3.4	3.4.4	E	Attract more volunteers to help with town affairs by conducting broad-based outreach
			E	Use town website and other Acton media to show volunteer opportunities
			E	Provide flexibility in scheduling/timing
			M	Consider creating opportunities for shorter-term volunteering (single event, single task, etc)

Objective 3.5: Support and strengthen neighborhoods

Ideas for Strategies

1. Maintain a safe walking, biking and driving neighborhood environment
2. Provide recreation opportunities in or near neighborhoods (see Goal 4).
3. Encourage private efforts to organize neighborhoods
 - a. Encourage both formal and informal communication and interaction among neighbors such as email lists, google groups, newsletters, etc.
 - b. Encourage Block parties
 - c. Encourage neighborhood books groups, walking groups, etc.
4. Provide contact info for new residents to connect with organized neighborhood groups

Comment [PK1]: I am seriously concerned about how many of these aren't the role of the government...

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Goal	Objective	Strategy Number	Strategy Type	Strategy
3	3.5	3.5.1	E	Maintain a safe walking, biking and driving neighborhood environment
		3.5.2	*	Provide recreation opportunities in or near neighborhoods (see Goal 4).
		3.5.3	E	Encourage private efforts to organize neighborhoods <ul style="list-style-type: none"> • Encourage both formal and informal communication and interaction among neighbors such as email lists, google groups, newsletters, etc. • Encourage Block parties • Encourage neighborhood books groups, walking groups, etc.
		3.5.4	M	Provide contact info for new residents to connect with organized neighborhood groups