

Which Goal is this objective from?	Which Objective in that Goal?		Email	How Might This Objective be Measured?	Notes
1. Preserve Town Character	1	Preserve rural characteristics and open space	celia.kent@gmail.com	Amount of open land visible from all roadways. % of open and forested land within different neighborhoods (or measure walking distance to open land from different neighborhoods). Does the pattern of access to open or forested land in different areas of town change over time?	
1. Preserve Town Character	1	Preserve rural characteristics and open space	jimsg@newview.org	Percent of 2010 unprotected undeveloped open space still undeveloped?	
1. Preserve Town Character	1	Preserve rural characteristics and open space	kalexander@acton-ma.gov	Percent of Open Space and Recreation Plan unprotected priority parcels' acreage now protected (to be measured annually).	
1. Preserve Town Character	2	Preserve historic buildings and landscapes	celia.kent@gmail.com	change in % buildings built before 1945 to total Acton buildings.	
1. Preserve Town Character	2	Preserve historic buildings and landscapes	jimsg@newview.org	Percent of 2010 Historical List and Heritage Landscape items preserved?	
1. Preserve Town Character	2	Preserve historic buildings and landscapes	kalexander@acton-ma.gov	Percent of historic buildings/landscapes on the Cultural Resource List that were planned for demolition actually preserved.	
1. Preserve Town Character	3	Foster an understanding and appreciation for what makes Acton unique, including its history.	celia.kent@gmail.com	Increase in availability of information on Acton's historic buildings and its historic sites (what are the different ways citizens can find out about Acton's history - # of web sites, info on town web site, signs, mention of Acton in Boston area guidebooks, trip advisor, or other travel sites. Visitation statistics. Willingness for town citizens to vote favorably (if the opportunity arises) on proposals related to funding tourist site infrastructure development. # of Acton student school projects which make use of Acton historical records or sites.	
1. Preserve Town Character	3	Foster an understanding and appreciation for what makes Acton unique, including its history.	jimsg@newview.org	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. Preserve Town Character	3	Foster an understanding and appreciation for what makes Acton unique, including its history.	kalexander@acton-ma.gov	Strategy (not really a measurement) - Ensure that each Acton school includes as part of it's curriculum annually a lesson on Acton history.	

1. Preserve Town Character	4	Preserve and enhance village centers	celia.kent@gmail.com	<p>Prioritize strategies from earlier village plan documents (which are the most important and currently valid?) and then track progress.</p> <p>Track # and type of new businesses in village areas. Create system for measuring whether any given new business supports or detracts from the village character we hope to promote (for instance might say that TD Bank near Kelly's corner detracts...) or whether any new development supports/detracts. We could apply that measure to existing businesses, too. There's also the assessment of the look and layout of the existing buildings those businesses are in. For instance, create a "pedestrian friendly" rating. Well-designed sidewalks and safe street crossings with buildings close to the sidewalk or safe and pleasant walkways through parking lots would get higher ratings than anywhere on 2A or Kelly's corner. Create ratings for businesses or activities in any given area that can benefit from adjacency to each other (like businesses that provide services of interest to kids being within walking distance of the schools would get points, office buildings can support cafes, dry cleaners, small grocery - when people run errands during lunch hour if it's easy to get there...). Track # of possible retail and other business locations within walking</p>	Research & discussion per center is needed.
1. Preserve Town Character	4	Preserve and enhance village centers	jimsg@newview.org	May need scores for each center, after we establish goals for each center.	
1. Preserve Town Character	4	Preserve and enhance village centers	kalexander@acton-ma.gov	Have new developments and redevelopments been built consistent with the village plans?	
2. Ensure Environmental Sustainability	1	Protect the quality and quantity of the water that cycles through our ground water, surface water, drinking water, waste water, and storm water systems.	jimsg@newview.org	quality: AWD drinking water tests. Quantity: no continuous streams become intermittent. No year over year average drop in water table levels.	
2. Ensure Environmental Sustainability	1	Protect the quality and quantity of the water that cycles through our ground water, surface water, drinking water, waste water, and storm water systems.	kalexander@acton-ma.gov	I believe the Health Dept. regularly monitors water (I'm not sure where/what kind). I'll try to get more information. If so, we might be able to use the records.	
2. Ensure Environmental Sustainability	2	Reduce waste and the accumulation of toxins in our environment.	jimsg@newview.org	Tons of trash disposed at Transfer station & picked up by haulers.	
2. Ensure Environmental Sustainability	3	Reduce emissions of carbon dioxide and other greenhouse gases from residential, commercial, industrial, and municipal uses.	bussehome@comcast.net	What is the best way to measure carbon emissions? Do we have some of this information in our inventory?	

2. Ensure Environmental Sustainability	3	Reduce emissions of carbon dioxide and other greenhouse gases from residential, commercial, industrial, and municipal uses.	jimsg@newview.org	GHG inventory	
2. Ensure Environmental Sustainability	3	Reduce emissions of carbon dioxide and other greenhouse gases from residential, commercial, industrial, and municipal uses.	kalexander@acton-ma.gov	Can we get the numbers on how many businesses and homes participate in MassSave, Energy Star, LEED, etc., types of programs?	
2. Ensure Environmental Sustainability	4	Move toward patterns of land use and land protection that support broad biodiversity, soil preservation, and healthy local agriculture.	jimsg@newview.org	bio-diversity:index of ecological integrity? agriculture: acres in active farming? include horse farms?	One of our newest objectives - needs more definition.
2. Ensure Environmental Sustainability	4	Move toward patterns of land use and land protection that support broad biodiversity, soil preservation, and healthy local agriculture.	kalexander@acton-ma.gov	What does soil preservation mean exactly?	
3. Improve Connections	1	Improve walking and biking experience	bussehome@comcast.net	I would like to see some comparison data of other towns that seem more walkable/bikable and see what % of their roads have sidewalks, bikepaths, and what kinds of roads have these (major roads, neighborhoods, etc), so we can benchmark.	
3. Improve Connections	1	Improve walking and biking experience	jimsg@newview.org	miles walked X avg satisfaction with walking experience (survey). Same for biking.	
3. Improve Connections	1	Improve walking and biking experience	kalexander@acton-ma.gov	Could survey residents every couple of years to see the number of people who walk or bike, where, why, and on the positives/negatives of the walk/bike.	
3. Improve Connections	2	Improve circulation around town	celia.kent@gmail.com	Change in # of high school kids who drive to school. Change in # of families with more than one registered car (I know someone who is considering downsizing to one car now that she can get to the train station on a bus from West Acton) Ridership statistics for new van service.	These measurements are quite different - perhaps we need to discuss what this one means.
3. Improve Connections	2	Improve circulation around town	celia.kent@gmail.com	Assess all retail locations in Acton for walkability or a park-once-and-walk to multiple-stores model (perhaps could call that an outdoor mall) How many different errands can you run by parking once? How attractive is the setting? What times of day will area likely be in use?	
3. Improve Connections	2	Improve circulation around town	jimsg@newview.org	Does this mean reducing times to get through town? Or reducing delays? Or increasing throughput (I hope not).	

3. Improve Connections	2	Improve circulation around town	kalexander@acton-ma.gov	Review police transportation accident reports annually.	
3. Improve Connections	3	Promote communication amongst town government, citizens, schools, and the business community.	jimsg@newview.org	Some sort of count of lists and messages??	
3. Improve Connections	4	Support and strengthen neighborhoods	celia.kent@gmail.com	Document resources (whether it be schools, conservation land, access to businesses, community garden, other places of interest) available to each neighborhood. Put in place protections for most important resources to insure long-term quality of that neighborhood experience.	Needs some additional discussion to understand what this means.
3. Improve Connections	4	Support and strengthen neighborhoods	jimsg@newview.org	??	
3. Improve Connections	4	Support and strengthen neighborhoods	kalexander@acton-ma.gov	Survey residents every couple of years to see how many know their neighbors, like their neighborhood, how they would improve their neighborhood, etc.	
4. Provide More Opportunities for Community Gathering and Recreation	1	Provide community facilities large enough to accommodate a variety of uses and a wide range of programming	jimsg@newview.org	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.	Oops, language drift. Original objective was "provide *a* community facility".
4. Provide More Opportunities for Community Gathering and Recreation	1	Provide community facilities large enough to accommodate a variety of uses and a wide range of programming	kalexander@acton-ma.gov	Look at how many are created by the Town every year?!?	
4. Provide More Opportunities for Community Gathering and Recreation	2	Maintain and improve existing gathering spaces and look for opportunities to create informal gathering spaces.	jimsg@newview.org	needs definition.	needs definition.
4. Provide More Opportunities for Community Gathering and Recreation	3	Support additional cultural activities	jimsg@newview.org	total number of cultural activities listed in local calendars? Perhaps weighted by how many people attended?	feedback?
4. Provide More Opportunities for Community Gathering and Recreation	4	Maintain and increase recreational opportunities	bussehome@comcast.net	I would like to see benchmarks from other towns--how do our recreational opportunities compare with those of other comparable towns?	what's the standard?
4. Provide More Opportunities for Community Gathering and Recreation	4	Maintain and increase recreational opportunities	jimsg@newview.org	Scored against the NRPA goals, with percentages taken off for deferred maintenance that has lead to a reduced utility of the facility.	

4. Provide More Opportunities for Community Gathering and Recreation	4	Maintain and increase recreational opportunities	kalexander@acton-ma.gov	Review the number of additional opportunities provided by the Town (Recreation Dept./Schools) along with the attendance for all programs annually (existing and new).	
5. Support Inclusion and Diversity	1	Support all ages	bussehome@comcast.net	It would be very interesting to see how the breakdown of town dollars goes to supporting people of different ages (like school age kids, vs. seniors, etc.).	effort vs. outcome discussion?
5. Support Inclusion and Diversity	1	Support all ages	jimsg@newview.org	cross-age satisfaction survey - try to minimize difference between highest and lowest age-group satisfaction score?	
5. Support Inclusion and Diversity	1	Support all ages	kalexander@acton-ma.gov	Needs further discussion.	
5. Support Inclusion and Diversity	2	Support households of all income levels	jimsg@newview.org	measure achievement of low to moderate income housing needs? What about other measures besides housing?	needs discussion
5. Support Inclusion and Diversity	3	Embrace cultural diversity	jimsg@newview.org	??	needs discussion
5. Support Inclusion and Diversity	4	Support citizens with disabilities in participating fully in the life of the community	jimsg@newview.org	resolution of a checklist of ADA / universal design issues?	more feedback
6. Preserve and Enhance Town-owned Assets	1	Protect Town-owned open space	bussehome@comcast.net	I would be interested in simply an inventory of the current conditions of all the town-owned open space.	some OSRP update & discussion needed
6. Preserve and Enhance Town-owned Assets	1	Protect Town-owned open space	jimsg@newview.org	protection status of town lands? Monitoring borders for encroachments?	
6. Preserve and Enhance Town-owned Assets	1	Protect Town-owned open space	kalexander@acton-ma.gov	Look at the acreage of Town-owned currently unprotected open space and then the percentage that gets deed-restricted as permanent open space each year.	

6. Preserve and Enhance Town-owned Assets	2	Support excellence in schools	celia.kent@gmail.com	<p>The measures already in use: SAT scores and % attending colleges (and that broken down further into competitiveness of those colleges)</p> <p>Also - is there a way to ask the students about their experience, esp a year after they've graduated when they have some perspective? On stress, homework, their sense of being prepared for college, the resources available and support for different interests and ways of learning? (kind of like exit interviews).</p> <p>- surveys of parents about their observations/satisfaction/concerns. The schools may have this already, but I don't think they've done anything systematically where they could measure change over time.</p> <p>- progress made by students with IEPs (individualized education plans through special ed program)</p> <p>- exit interviews when teachers voluntarily leave the school system (satisfaction/pride in what was able to achieve, support from school system, resources available, attractiveness of Acton schools as a place to teach).</p>	discussion of how to interact with schools goal-setting exercise.
6. Preserve and Enhance Town-owned Assets	2	Support excellence in schools	jimsg@newview.org	test scores? College entrance pcts? inter-town rankings (prob. not good since this depends mostly on OTHER schools).	
6. Preserve and Enhance Town-owned Assets	3	Maintain municipal properties and facilities	jimsg@newview.org	pct of backlog of IDed maintenance done?	
6. Preserve and Enhance Town-owned Assets	3	Maintain municipal properties and facilities	kalexander@acton-ma.gov	Re-reading this objective, it implies that the Town does nothing to maintain municipal properties and facilities now - which is not the case. We might need to rethink the wording of this objective.	discuss wording?
7. Maintain and Improve Financial Well-being of the Town	1	Improve existing commercial areas	jimsg@newview.org	pct vacant? tax base? DRB scoring?	feedback?
7. Maintain and Improve Financial Well-being of the Town	2	Promote economic development that supports our other goals	jimsg@newview.org	tax base. carbon footprint. Provides connections, etc. Needs more specificity!!	specifics.
7. Maintain and Improve Financial Well-being of the Town	3	Achieve a balance of services and taxes	bussehome@comcast.net	It may be interesting to somehow survey folks' satisfaction with the services they receive vs the taxes they pay.	what is a 'balance'? must mean more than simply spending what we take in.
7. Maintain and Improve Financial Well-being of the Town	3	Achieve a balance of services and taxes	jimsg@newview.org	How to measure services?	
7. Maintain and Improve Financial Well-being of the Town	4	Support the ability of all residents to stay in Acton for a lifetime	bussehome@comcast.net	I still want to get my hands on the data that tells us how many older folks/without kids move out because of high taxes.	we agree that this data would be great to have

7. Maintain and Improve Financial Well-being of the Town	4	Support the ability of all residents to stay in Acton for a lifetime	jimsg@newview.org	rates of seniors moving out of Acton?	