



Northern Middlesex Council of Governments

A Multi-Disciplinary Regional Planning Agency Serving:

Billerica – Chelmsford – Dracut – Dunstable – Lowell – Pepperell – Tewksbury – Tyngsborough – Westford

MEMORANDUM

To: Billerica Planning Board and Planning Staff
From: Kelly Lynema, Deputy Director, and Michael Asciola, Senior Housing and Land Use Planner II, NMCOG
Date: October 8, 2024
Re: Billerica MBTA Communities Survey Summary and Next Steps

The Billerica MBTA Communities Survey closed at midnight on Tuesday, October 8, 2024. In total, there were 998 individual “starts” to the survey, with 537 respondents submitting their prioritized rank of potential subdistricts for Billerica’s MBTA Communities zoning. The Board has been provided with a PDF summarizing all 513 complete responses to the survey – this represents respondents who completed the survey by hitting “submit” after the last survey questions.

In the coming days, NMCOG staff will be providing additional analysis and cross-tabulation of the 537 respondents who completed the survey through at least the subdistrict preference question¹ to explore the following:

- Review of IP addresses to ensure that no single respondent attempted to overly influence survey responses.
- Analysis of preference by self-reported neighborhood: for example, did the preferences of North Billerica residents diverge from those who live in the Pinehurst neighborhood?
- Clustering responses to understand broad preferences: summarizing those who indicated most preferred or second preferred for a given subdistrict, those who had neutral opinions, and those who indicated least preferred or second-least preferred for a given subdistrict.
- Exploring nuances of subdistricts where there was a significant polarity in responses: does the polarity correspond to the neighborhood in which a respondent lives, or do those who strongly prefer or oppose a specific subdistrict

¹ SurveyMonkey, the online tool used to administer the survey, collects responses even if a respondent does not hit submit, therefore there were more respondents who completed the survey through question 4 than those who officially submitted their responses. As noted above, staff will review and eliminate any duplicate responses from IP addresses to ensure that preferences are not overweighted.

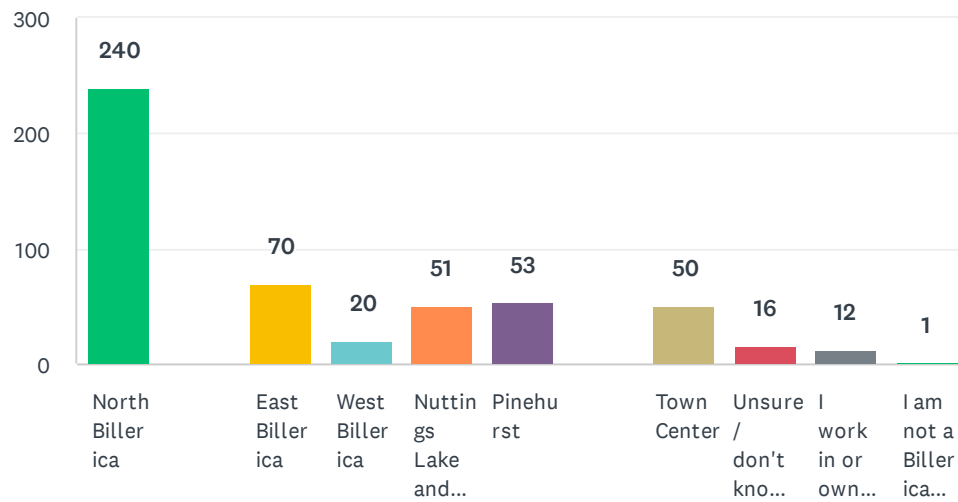
have a greater preference for another subdistrict? These questions are particularly applicable to the Neighborhood, Treble Cove, and Plank subdistricts.

- Exploring nuances of the optional preference questions: for example, did those who indicated a preference for locating higher-density housing near highways actually select locations near highways? Did those who supported greater housing production indicate a preference for districts that would achieve more than just paper compliance?
- Understanding districts where there seems to be the least polarity of opinions and the most consensus: does support for these options correlate with any other factors?
- Understanding differences in support and preference among Town Meeting Members vs. the general public.

Our staff are available to explore any additional questions the Board would like to pursue. We will follow up with Billerica Planning Staff in the coming days to coordinate additional analysis that may be necessary. Should you have any additional questions, please feel free to reach out to Kelly Lynema, Deputy Director, at klynema@nmcog.org or 978-454-8021x116.

Q1 Which Billerica neighborhood do you live in?

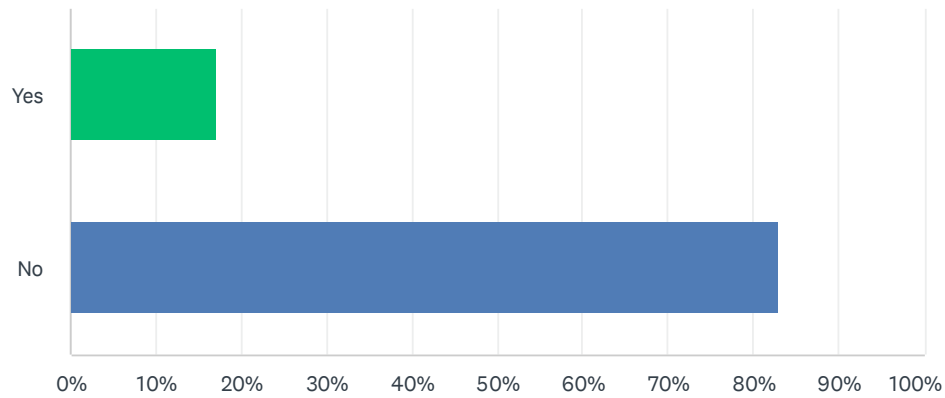
Answered: 513 Skipped: 0



ANSWER CHOICES	RESPONSES	
North Billerica	46.78%	240
	0.00%	0
East Billerica	13.65%	70
West Billerica	3.90%	20
Nuttings Lake and South Billerica	9.94%	51
Pinehurst	10.33%	53
	0.00%	0
Town Center	9.75%	50
Unsure / don't know based on descriptions above.	3.12%	16
I work in or own a business in Billerica but do not live here.	2.34%	12
I am not a Billerica resident.	0.19%	1
TOTAL		513

Q2 Are you a Town Meeting Member?

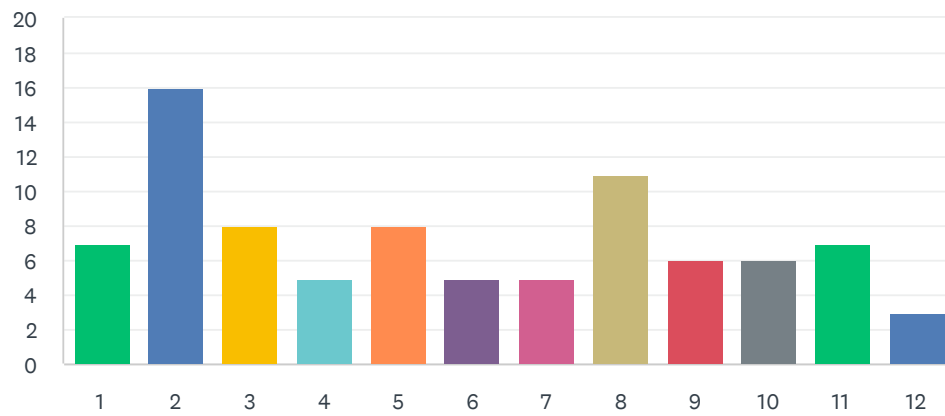
Answered: 513 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	16.96%	87
No	83.04%	426
TOTAL		513

Q3 For which precinct are you a Town Meeting Member?

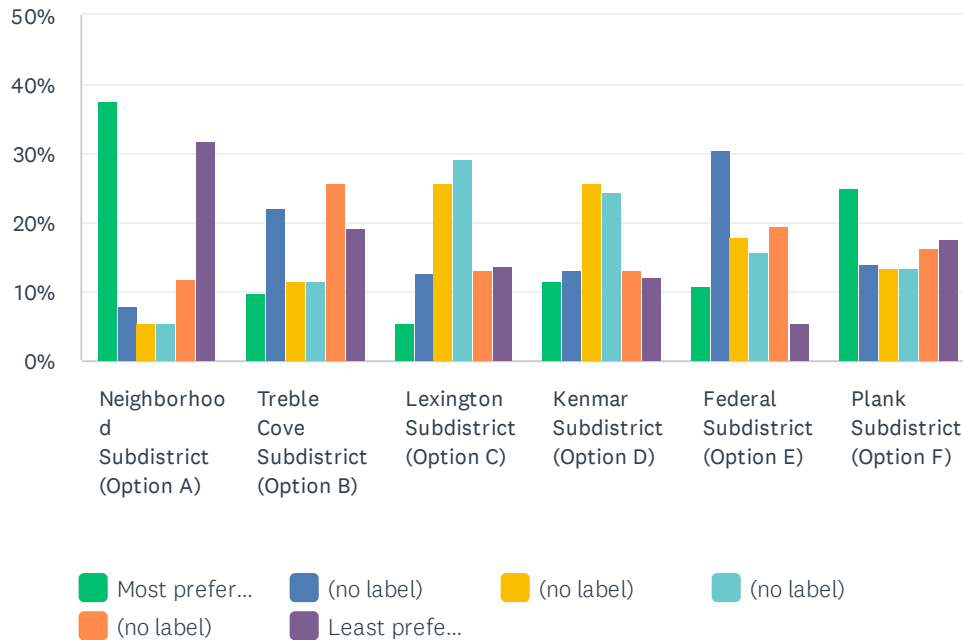
Answered: 87 Skipped: 426



ANSWER CHOICES	RESPONSES	
1	8.05%	7
2	18.39%	16
3	9.20%	8
4	5.75%	5
5	9.20%	8
6	5.75%	5
7	5.75%	5
8	12.64%	11
9	6.90%	6
10	6.90%	6
11	8.05%	7
12	3.45%	3
TOTAL		87

Q4 Please rank your preference for each of the options from most preferred to least preferred.

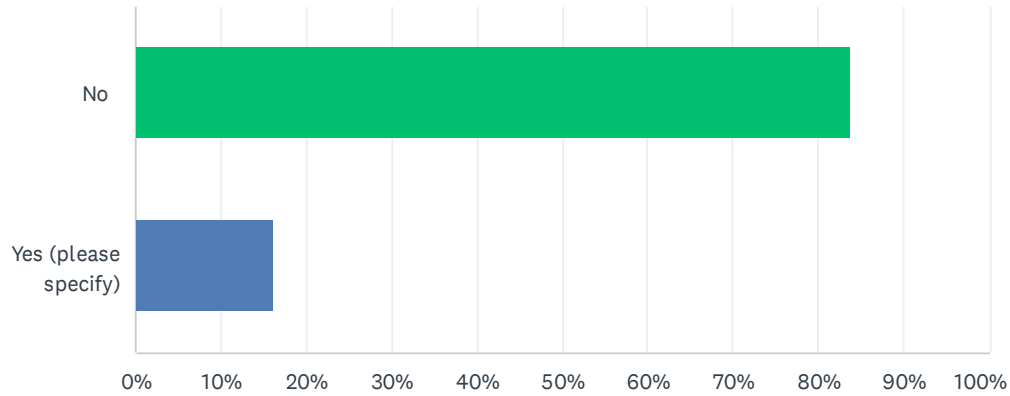
Answered: 513 Skipped: 0



	MOST PREFERRED	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	LEAST PREFERRED	TOTAL	WEIGHTED AVERAGE
Neighborhood Subdistrict (Option A)	37.62% 193	7.80% 40	5.46% 28	5.46% 28	11.89% 61	31.77% 163	513	3.42
Treble Cove Subdistrict (Option B)	9.75% 50	22.03% 113	11.70% 60	11.70% 60	25.73% 132	19.10% 98	513	3.79
Lexington Subdistrict (Option C)	5.46% 28	12.67% 65	25.73% 132	29.24% 150	13.26% 68	13.65% 70	513	3.73
Kenmar Subdistrict (Option D)	11.50% 59	13.06% 67	25.73% 132	24.37% 125	13.26% 68	12.09% 62	513	3.51
Federal Subdistrict (Option E)	10.72% 55	30.41% 156	17.93% 92	15.79% 81	19.49% 100	5.65% 29	513	3.20
Plank Subdistrict (Option F)	24.95% 128	14.04% 72	13.45% 69	13.45% 69	16.37% 84	17.74% 91	513	3.35

Q5 Do you have any other suggested areas in Billerica that should be considered for MBTA Communities zoning?

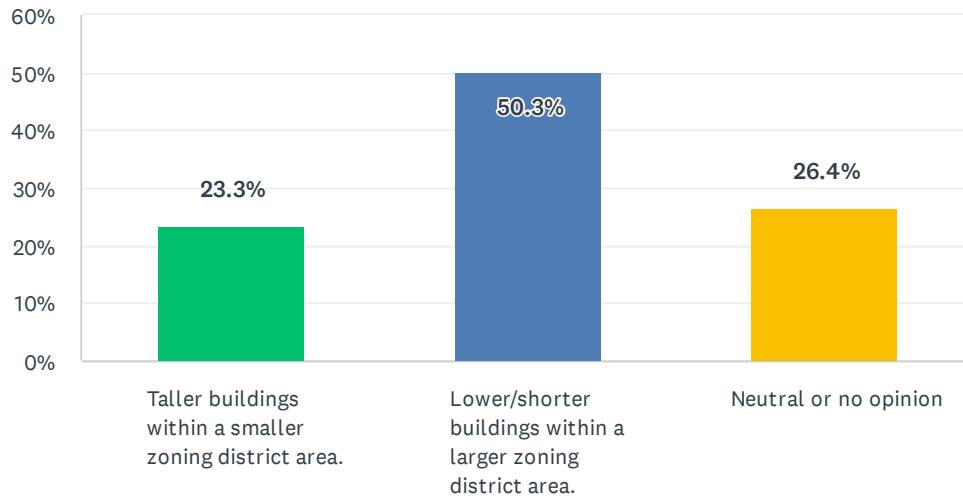
Answered: 513 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	83.82%	430
Yes (please specify)	16.18%	83
TOTAL		513

Q6 Thinking about MBTA Communities multifamily zoning, which would you generally prefer?

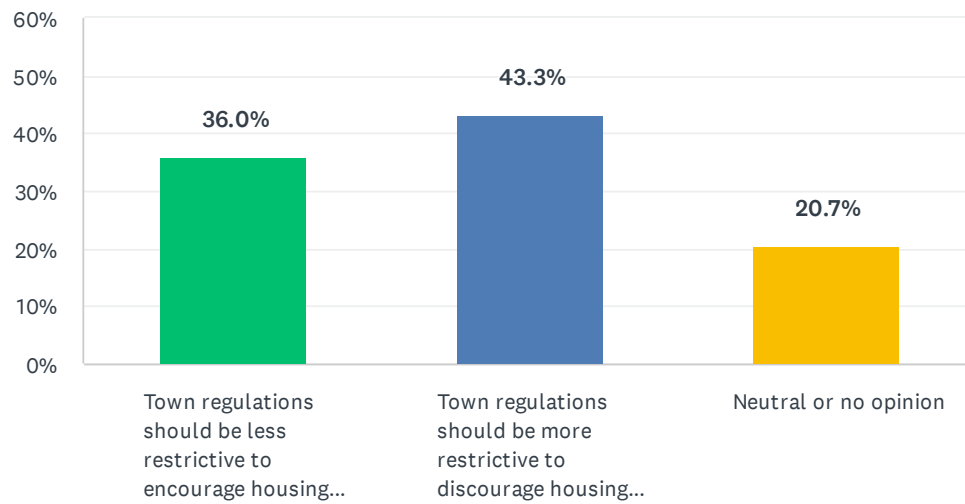
Answered: 507 Skipped: 6



ANSWER CHOICES	RESPONSES	
Taller buildings within a smaller zoning district area.	23.3%	118
Lower/shorter buildings within a larger zoning district area.	50.3%	255
Neutral or no opinion	26.4%	134
TOTAL		507

Q7 Which of the following statements do you agree with more?

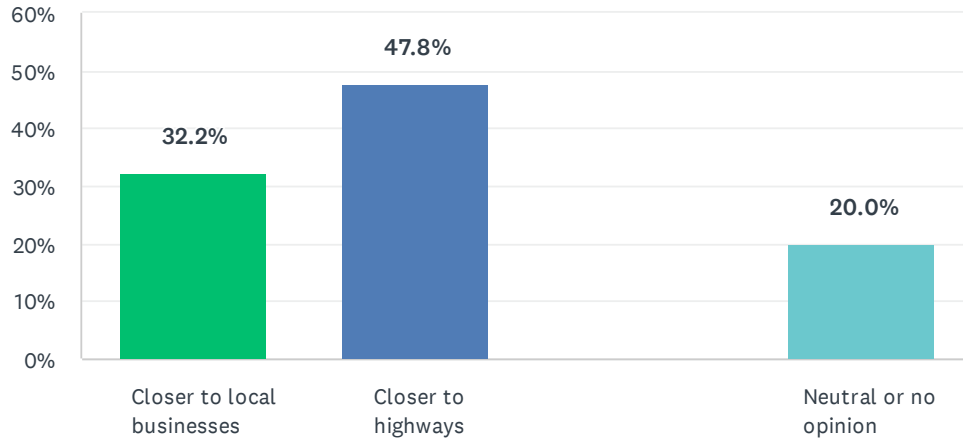
Answered: 508 Skipped: 5



ANSWER CHOICES	RESPONSES	
Town regulations should be less restrictive to encourage housing production.	36.0%	183
Town regulations should be more restrictive to discourage housing production.	43.3%	220
Neutral or no opinion	20.7%	105
TOTAL		508

Q8 Would you prefer new apartments to be closer to local businesses or closer to highways?

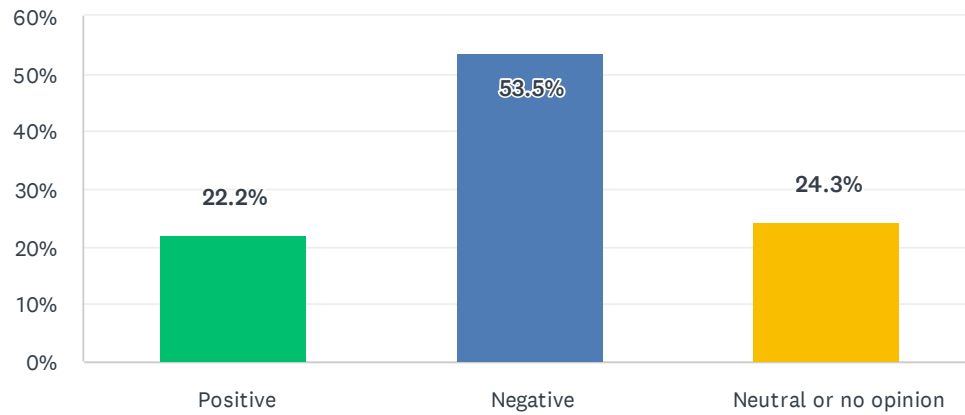
Answered: 506 Skipped: 7



ANSWER CHOICES	RESPONSES	
Closer to local businesses	32.2%	163
Closer to highways	47.8%	242
	0.0%	0
Neutral or no opinion	20.0%	101
TOTAL		506

Q9 If your street was included in Billerica's MBTA Communities zoning, how would you feel about your ability to redevelop your own property as multifamily housing?

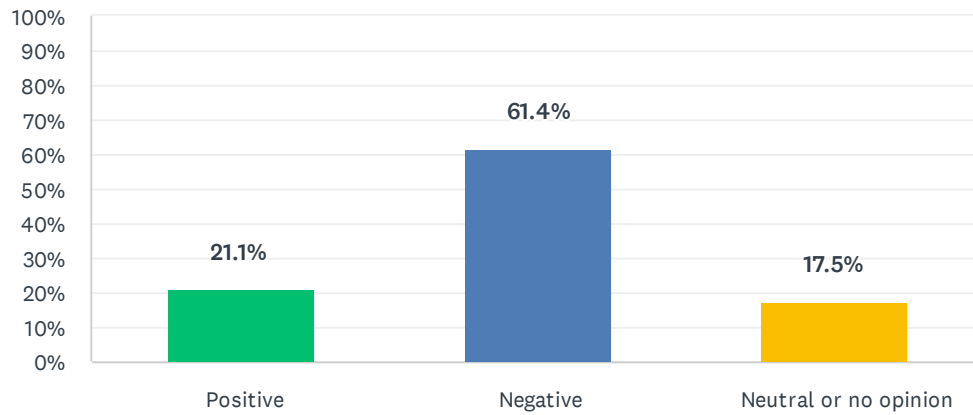
Answered: 510 Skipped: 3



ANSWER CHOICES	RESPONSES	
Positive	22.2%	113
Negative	53.5%	273
Neutral or no opinion	24.3%	124
TOTAL		510

Q10 If your street was included in Billerica's MBTA Communities zoning, how would you feel about your neighbor's ability to redevelop their property as multifamily housing?

Answered: 508 Skipped: 5



ANSWER CHOICES	RESPONSES	
Positive	21.1%	107
Negative	61.4%	312
Neutral or no opinion	17.5%	89
TOTAL		508