



TOWN OF BILLERICA PLANNING AND COMMUNITY DEVELOPMENT

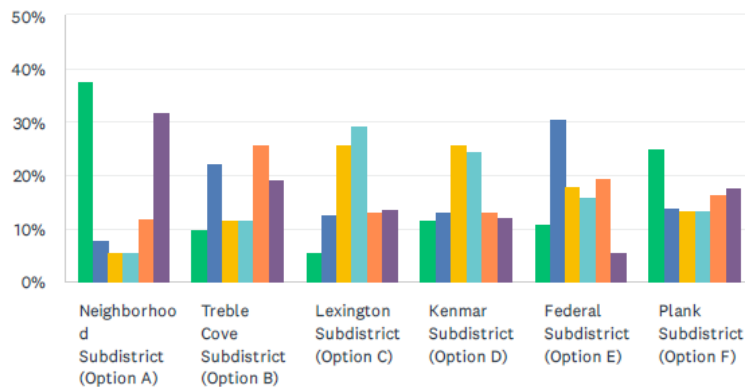
Town Hall
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MEMORANDUM

To: Planning Board
From: Planning and Community Development Department
Date: October 8, 2024
Re: MBTA Communities Survey Results

The public survey for Billerica's MBTA Communities zoning locations is closed. NMCOG has provided the enclosed cover memo and preliminary survey responses. Results at a glance include:

- 513 complete respondents. 87 of which are Town Meeting members.
- Each district has been tallied with how many selected it as Most Preferred, Least Preferred or somewhere in the middle (see below image from Page 6, Question 4 of the results).



- “Most Preferred” responses are shown in green on the left. “Least Preferred” responses are shown in purple on the right. The middle “unlabeled” colors show the 2nd choice through 5th choice.
- When looking at these visual representations, it’s worth noting that some districts are concave in shape, where most respondents ranked these districts at one extreme or the other while other districts are convex in shape, where most respondents ranked them in the middle.
- Also on Page 6, Question 4, the numerical data is available, including the weighted average of each (1.0 being the Most Preferred and 6.0 being the Least Preferred). Federal Street has the best overall average at 3.2, and Treble Cove has worst overall weight at 3.79.

	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

- The value-based questions show slight majority favoring discouragement of new housing (in line with Select Board’s goal of paper compliance) as well as locating near highways not local businesses.

The next step is to compare/filter various responses. NMCOG has provided some insight into what they are looking at and they invite Boardmembers to share any additional questions you would like to pursue.

If you have questions/suggestions for the analysis, please send them before end of day on Thursday October 10th.

Goals/Questions for the Oct 15th discussion:

Do you have consensus for what districts to move forward with?

If not, will you create a subcommittee or host a special meeting?

For the selected districts, what questions remain outstanding (such as lots, density, and zoning language) and what is the plan to answer them?

What information do you want the public meetings of October 28th and November 6th to focus on, in order to make your final decisions on November 12th?