

Envision Easton: Compilation of Survey Results - First Forum (April 24, 2013)



The following document provides a detailed summary of the recent survey associated with Envision Easton, an ongoing effort to develop a community master plan for the Town of Easton. This survey was designed not as a scientific survey of community opinion, but rather as a follow up to the first public forum that was held on April 24, 2013. The public forum was designed to provide participants with an opportunity to learn from one another and to generate ideas regarding the community planning issues and opportunities that are most pressing for Easton. At the forum, numerous ideas were generated related to five broad topic areas:

1. Transportation and Circulation
2. Housing and Neighborhoods
3. Economic Development
4. Cultural Resources
5. Open Space and Recreation

This survey provided a platform for residents of Easton to review the ideas generated at the forum and provide additional feedback in the form of ranking and/or commentary. Results are provided below.

Question 1: The cultural venues listed below were identified as either “absent” or “lacking” by attendees of the public forum. Please rank the following based on which you think are most urgently needed in Easton. Rank 1 - 4, with 1 being 'most urgently needed'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 64 people ranked *Independent Movie House* as #1 in 'most urgently needed'.
So, the weighted score for that rank was $64 \times 1 = 64$
- 37 people ranked *Small Theater* as #2 in 'most urgently needed'.
So, the weighted score for that rank was $37 \times 2 = 74$
- 33 people ranked *Art Gallery/Museum Space* as #3 in 'most urgently needed'.
So, the weighted score for that rank was $33 \times 3 = 99$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined.

Under the **Ranking Score** column, the lower the number, the higher the 'most urgently needed'.

Survey Choices	Rank				Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4			
<i>Multi-Use Cultural Center</i>	64	74	99	368	605	236	2.56
<i>Small Theater</i>	36	168	192	74	470	221	2.13
<i>Independent Movie House</i>	25	110	258	216	609	226	2.69
<i>Art Gallery/Museum Space</i>	101	98	120	184	503	220	2.29

Question 2: There was considerable discussion over the merits of increasing tourism for both special events and on a regular, everyday basis. Rank 1 - 4, with 1 being 'most important'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 17 people ranked *Tourism focused on special events* as #1 in 'most important'.

So, the weighted score for that rank was $17 \times 1 = 17$

- 49 people ranked *Tourism focused on everyday visitors* as #2 in 'most important'.

So, the weighted score for that rank was $49 \times 2 = 98$

- 72 people ranked *Balanced Tourism* as #3 in 'most important'.

So, the weighted score for that rank was $72 \times 3 = 216$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined.

Under the **Ranking Score** column, the lower the number, the higher the 'importance'.

Survey Choices	Rank				Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4			
<i>Tourism focused on special events</i>	17	98	216	276	607	226	2.69
<i>Tourism focused on everyday visitors</i>	33	142	219	148	542	224	2.42
<i>Balanced tourism efforts (special events/everyday visitors)</i>	82	146	165	64	457	214	2.14
<i>Focus of other sectors</i>	101	44	18	380	543	207	2.62

Question 3. Many people that attended the forum felt that there were many cultural resources in Easton that could be better coordinated. Examples include the Children's Museum, Library, Natural Resources Trust, Stonehill College, etc. Rank 1 - 6, with 1 being 'highest priority'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 37 people ranked *Increase capacity of funding of volunteer groups with funding and/or staffing* as #1 in 'highest priority'.
So, the weighted score for that rank was $37 \times 1 = 37$
- 29 people ranked *Hire a Cultural Coordinator* as #2 in 'highest priority'.
So, the weighted score for that rank was $29 \times 2 = 58$
- 26 people ranked *Increase the capacity of the Ames Free Library to coordinate/market resources* as #3 in 'highest priority'.
So, the weighted score for that rank was $26 \times 3 = 78$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined.

Under the **Ranking Score** column, the lower the number, the higher the 'priority'.

Survey Choices	Rank						Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4	5	6			
<i>Develop town/gown partnerships with Stonehill and Wheaton Colleges</i>	37	58	78	168	300	90	731	219	3.34
<i>Increase the capacity of the Ames Free Library to coordinate/market resources</i>	27	42	39	36	165	654	963	632	1.52
<i>Create additional capacity for cultural programming/awareness through public school system</i>	43	96	144	168	125	56	632	217	2.91
<i>Increase capacity of funding of volunteer groups with funding and/or staffing</i>	68	110	120	140	55	60	553	209	2.65
<i>Create an adult education center</i>	22	62	189	176	180	126	755	221	3.42
<i>Hire a Cultural Coordinator</i>	27	68	81	148	220	312	856	212	4.04

Question 4. Thousands of people come to Easton each year to visit various cultural attractions, and participants discussed many ways to capitalize on these visits to increase awareness and economic activity. Rank 1 - 5, with 1 being 'highest priority'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 17 people ranked *Develop a Visitor's Center* as #1 in 'highest priority'.
So, the weighted score for that rank was $17 \times 1 = 17$
- 25 people ranked *Increase commercial/restaurant activity in north* as #2 in 'highest priority'.
So, the weighted score for that rank was $25 \times 2 = 50$
- 40 people ranked *Develop seasonal information kiosks* as #3 in 'highest priority'.
So, the weighted score for that rank was $40 \times 3 = 120$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined. Under the **Ranking Score** column, the lower the number, the higher the 'priority'.

Survey Choices	Rank					Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4	5			
<i>Develop a Visitor's Center</i>	17	50	120	184	420	791	212	3.73
<i>Increase commercial/restaurant activity around north Easton</i>	126	108	60	84	30	408	227	1.8
<i>Develop seasonal information kiosks</i>	9	40	180	284	255	768	211	3.64
<i>Designate a state-approved cultural district</i>	13	68	156	232	300	769	217	3.54
<i>Develop better connections through signage/bike paths/infrastructure</i>	68	174	132	68	75	517	231	2.23

5. Additional comments/thoughts on Cultural Resources:

Multi-Modal Transportation Connections

- BIKE PATHS! PLEASE! Possibly create an App and interactive website - the Town of Easton Facebook page is fantastic! Great work there! Especially during the snow storm!
- There is a lack of public transportation. Trolley type buses would be great. Without a car, no one can get anywhere in this town.
- More bike paths/walking paths are needed along roads to connect new developments with existing housing on roads without sidewalks. Expand on park/fields recently built on Chestnut Street and make fields more visible from road. Depending on the land available, a trail/bike path through the nearby wooded area could be added as well.
- Bike paths, walking paths very important to connect parks & historic areas
- Sharing resources with Brockton would also be useful. People on the east side of Easton relate to the west side of Brockton. Expand BAT bus to help with transportation to and from Easton and Brockton events
- People enjoy movies, plays, comedy shows, etc and it would be great to be in a walkable environment. Some improvements do need to be made to the area around the Rockery to increase walkability.
- I am hoping that we are not inviting too much traffic through our community. I wonder if we are equipped and ready to deal with the things that go along with that.
- Increase capacity to bike within the town.
- Add more bike and walking trails
- The true measure of Easton's future lies not in enhancing the Ames family image, but providing SAFE sidewalks and other bicycle pathways to eliminate the potential of our children AND tourist getting killed in Easton.

Visitor/Tourism-Related Resources

- We are not a tourist destination.
- Host a single online calendar featuring every cultural offering already provided by existing institutions and groups (Library, Schools, Stonehill, Pubs, Hall, etc.). There are multiple choices almost every night. Advertise them!
- I personally do not think we are a tourist destination. People in Easton are very proud of our buildings etc., but I don't think the rest of Massachusetts is interested in doing a daytrip to see the Richardson building.
- Use a current location, like the Historical Society building, as a visitor information board, have a designated phone number and email address for more information, create a brochure that can be taken for reference or mailed in advance of a visit.

- I would like to see one consolidated place to get information on events and volunteer info.
- A survey and published calendar of all cultural resources should be made including meeting dates and contact persons for various organized groups e.g. Easton Grange, Easton Garden Club, Easton Historical Society, Easton Historical Commission, St. Mark's Episcopal Concert Series, Senior Club at Holy Trinity Lutheran Church, Covenant Congregational Church's fundraiser for Easton Hugs, Borderland's events, special 5K & longer fundraising races, Easton's Cultural Historic District's Concerts, Lectures, Dances, etc., Council on Aging's offerings, etc. The list goes on and on. By distributing a calendar online and in printed form, cultural groups and organizations could ostensibly avoid scheduling conflicts and thereby maximize attendance.
- The "visitor's center" should be made easy to find online so people can plan ahead.
- Really? Easton is not a cultural or tourist hotspot. Money would be better spent elsewhere.
- We should have resources available at Town Hall. We can also create scavenger hunts for families/tourists so they can have directed exploration of the town. If all the boxes are checked, per se, maybe they could return to Town Hall to get a shovel pin.
- We already have some of these things: kiosk at the rink, Library coordinating activities, utilize these and don't create overlapping/competing systems!
- Add links to the Town's website that can inform when such events occur.
- I would never think of us a tourist community at all. You need to provide more space for the children's museum, I fell when my children were young that is the first thing people come to this town for. And put in some of those ground water fountains for the kids to get wet! Also, update Frothingham Park with large structures for all ages. The new Keach Park is great but it's geared for 4 year olds. The older kids (7 - 10) love to climb, swing, slide do all the same things but we do not have anything for them.
- We have so much in town that seems to be underutilized. As an alum, it has always aggravated me that Stonehill does not do more in our community. I think this fabulous resource should be tapped! Publicity of events in town should also be coordinated somehow.
- The center of North Easton could be a vibrant area with a lot of attractions for visitors. I always thought it's too bad that at least from the standpoint of visibility and perception, Stonehill is not in Easton. Maybe that's the way it has to be.

Cultural Resources/Programming

- Don't we already have a new "cultural district"? We get many visitors with no promotional effort. Let's a) help guide them better when they are here b) provide additional resources for them - restaurants with lunch, coffee/pastries and shops c) work to attract more by promoting the town.
- No need to spend much money on the Cultural Resources for the town.
- We are not a cultural mecca, nor should we strive to be.
- Encourage private-sector cultural options.

- As Chair of the Easton Shovel Shop Cultural District I can attest that we are in the process of establishing a State Sponsored/Designated Cultural District. We are also working on a Visitors Center and Art Gallery Space at this time.
- A performance theater is a must-have. I am an Easton mom with two children and having a Children's Theater and Children's Chorus would be great. Capachione School of Performing Arts in Bridgewater would be a great theater to study.
- Can you please stop with creating "districts" in Easton? And to think that we need to spend money on various things to help/increase tourism is just silly. STOP making things cost more money and just use what you have it has been good enough so far. Spend money on things that MAKE SENSE!!!!
- Do not spend my tax \$ on cultural functions in N Easton only! Both North and South Easton have beautiful culturally interesting areas
- As a lifelong Easton resident of over 30+ years, the aspect of our town I appreciate the most is the conservation efforts and historical significance. I believe a Town of Easton- Cultural Coordinator would be a great benefit but only if the focus were to preserve the above mentioned aspects versus adding venues like a commercial movie theater. Efforts to conserve and maintain our natural resources versus encouraging a financial driven business should be the top priority.

Economic/Commercial Development

- More artsy and gift retail stores
- Easton needs more of a downtown where people can have dinner outside, get some coffee and shop.
- We need local business, retail and commercial to attract people from Sharon, Canton, and other upscale towns, low income apartments and a Shovel museum will not bring and serious \$ to the town or the tax payers, look at towns like Scituate, Hingham, Cohasset, Canton, Sharon. What do they all have in common? A mixed use of retail, commercial and high end residential. This is what brings in people from surrounding towns.
- The integration of shops and restaurants is a must for Easton. With the exception of big businesses, such as Target, it seems as though many Easton resident's go out of town to purchase specialty items from small businesses, i.e., Butcher, Baker, Clothing, quality, non-chain restaurants.
- Unique and strong businesses/restaurants will bring people to the area on a consistent basis.
- Include South Easton in your thought process
- We need more of a shopping district. We are a town the size of a tourist town, but we have no small businesses or restaurants and shops. We could be more of a destination if we had a town center
- Having a nicer downtown area would be my # 1 suggestion in terms of bringing people to town and making them STAY there for a few hours
- A bowling alley would be fun for young and old alike.

- North Easton has a very charming feel about it and it would be wonderful to create a square like atmosphere for people to walk around for shops/restaurants and other cultural places.
- Walking tours is a great avenue for people to learn about Easton. We did as part of our 6th grade education. Might be great to run out of the Historical Society and allow people to purchase tickets ahead of time on line. Market to Stonehill for families coming to visit or parent's weekend.
- Inns & maybe a small upscale hotels - there are no nice places for people to stay without driving at least half an hour
- Make it more appealing for businesses, such as restaurants or painting or pottery place, to open. Also, shopping usually brings more visitors in as well.
- Use the organic farm as an attraction and maybe set up a restaurant that features fresh foods and changing menu based on the season.
- I think it is very important to increase restaurants, add an ice cream shop, butcher, small grocery store and a coffee shop to Main Street. It is also important to add a theater to the area.
- I feel that Easton really needs to just promote community and make the main street area more of a destination - with restaurants, storefronts, coffee shops and the like to increase foot traffic and activity.

Other

- I wish there was a column to rate some of these as "not important at all". Info kiosks, visitor's centers ---they won't provide value. Just expense. Cultural coordinator--this can be done online with a good shared calendar on our town website. I hope our town is not pursuing things that are outdated and wasteful of dollars.
- Maybe a "senior" class requirement could be some number of hours of town community service before graduation.
- I am totally opposed to every single idea here. Your job is not to come up with more ways to spend more tax money. You should be lowering taxes if there is money for "cultural district" stuff. What does that even mean? Your survey will not allow me to choose 4 or 5 on any more than 1 item in a list. I choose the least important box for everything. I choose 1 for "We are not really a tourist town and economic development efforts should be focused on other sectors." What exactly is an "adult education center"? Does this mean sex education? The town is not going to pay for "education" for adults, right? "Multi-use cultural center", what is this? Does it cost money? Then NO. We don't need it! We already have a "Visitor's Center", it is called Borderland State Park. We love our park and do not want it filled with people from everywhere, turning it into a junkyard and with a bunch of pop-up business ventures in it. Please leave us and our natural resources alone. People like it because it is quiet and nice. If there was a bunch of people going to Borderland to some "cultural" event, it would mean the park would no longer be quiet and peaceful. It would be a noisy mess we would not want to visit anymore. There is already a "golf course". "Dog Parks", are you kidding? The people of Easton do not want some big ideas pushed at us. We just want to live in peace. We value our peace and quiet and do not want any more "cultural" anything. In fact, if you want to bring

business to Easton, lower taxes. Our town just keeps spending and spending and then complains there is not enough money. How about buying the Fire Dept. a new Firetruck first? They have politely asked for one, so obviously they need one. Speaking of the Fire Dept., when we were kids, back in the 70's and 80's, we would sometimes go to the Police and Fire station, and ask them for a tour. It was very fun and many times we ran into great men who really cared and gave us a great tour. How about simple ideas like that? It doesn't cost anything if someone volunteers.

- Most of these are unimportant but the survey does not allow me to mark them so.
- The Easton YMCA is a disgrace, the YMCA in other local towns are much nicer and people are leaving town to visit other locations. If North Easton received further development and there was a nice YMCA, it would exponentially increase daily traffic in that area by our residents - the people whose enjoyment of the town matter most. Incoming dollars from visiting 'tourists' are important, but if we don't continue to enhance the residential experience our status as a top community will eventually be threatened.
- Teenagers need a place to go and things to do on weekend nights.
- Incorporate new large gathering space in Shovel Shop project.
- On question 3- Adult Ed Center is unrelated to promoting resource awareness. However, it would be nice to have adult ed. classes at OA on any variety of topics (cooking, art, sports etc) and have tours, events in Easton as part of the classes offered. I have taken a number in Newton, MA and at the Whitman/Hanson Regional.

Question 6. Participants discussed the open space and recreational opportunities that exist today in Easton, and brainstormed a list of additional amenities that should be added/expanded. Rank 1 - 5, with 1 being 'most important'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 14 people ranked *Municipal golf course* as #1 in 'most important'.
So, the weighted score for that rank was $14 \times 1 = 28$
- 19 people ranked *Small neighborhood parks/green spaces* as #2 in 'most important'.
So, the weighted score for that rank was $19 \times 2 = 38$
- 35 people ranked *Indoor, year-round recreation* as #3 in 'most important'.
So, the weighted score for that rank was $35 \times 3 = 105$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined. Under the **Ranking Score** column, the lower the number, the higher the 'importance'.

Survey Choices	Rank					Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4	5			
<i>Municipal golf course</i>	14	38	105	140	590	887	212	4.18
<i>Small neighborhood parks/greenspace</i>	85	136	108	100	50	479	227	2.11
<i>Indoor, year-round recreation</i>	83	154	90	108	55	490	211	2.32
<i>Dog Parks</i>	30	60	201	232	200	723	217	3.33
<i>Access to fishing</i>	19	64	153	292	255	783	231	3.39

Question 7. Participants discussed the condition of existing open space and recreational resources and some threats and deficiencies. Rank 1 - 5, with 1 being 'most important'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 14 people ranked *Safety of users due to condition of trails/equipment* as #1 in 'most important'.
So, the weighted score for that rank was $14 \times 1 = 14$
- 25 people ranked *Residents not being aware of resources/programming in parks/open space* as #2 in 'most important'.
So, the weighted score for that rank was $25 \times 2 = 50$
- 48 people ranked *Resources not universally accessible* as #3 in 'most important'.
So, the weighted score for that rank was $48 \times 3 = 144$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined.

Under the **Ranking Score** column, the lower the number, the higher the 'importance'.

Survey Choices	Rank					Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4	5			
<i>Safety of users due to condition of trails/equipment</i>	14	50	144	248	280	736	205	3.59
<i>Residents not being aware of resources/programming in parks/open space</i>	71	138	126	100	90	525	225	2.33
<i>Resources not universally accessible</i>	11	50	144	232	365	802	215	3.73
<i>Maintenance not in line with demand</i>	35	94	159	184	180	652	217	3.00
<i>Recreational assets are not connected</i>	103	116	66	72	130	487	227	2.15

Question 8. Participants discussed the challenges to existing or future recreational or open space resources. Rank 1 - 4, with 1 being 'greatest challenge'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 103 people ranked *Open space susceptible to future development* as #1 in 'greatest challenge'.

So, the weighted score for that rank was $103 \times 1 = 103$

- 41 people ranked *Recreational uses conflict in some areas* #2 in 'greatest challenge'.

So, the weighted score for that rank was $41 \times 2 = 82$

- 33 people ranked *Aging population demands age-appropriate resources* as #3 in 'greatest challenge'.

So, the weighted score for that rank was $33 \times 3 = 99$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined.

Under the **Ranking Score** column, the lower the number, the higher the 'challenge'.

Survey Choices	Rank				Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4			
<i>Open space susceptible to future development</i>	103	82	99	176	460	221	2.08
<i>Recreational uses conflict in some areas</i>	27	140	116	240	523	215	2.43
<i>Aging population demands age-appropriate resources</i>	20	84	207	336	647	215	3.01
<i>As demand for recreational resources increases, so too do the costs</i>	76	140	153	104	473	223	2.12

9. Additional comments/thoughts on Open Space and Recreation:

Multi-Modal Transportation Connections

- More sidewalks are needed Maybe pedestrian bridges To increase walking to different place Especially along 138
- Making the town more pedestrian friendly is a challenge worth tackling. Protecting existing neighborhoods from increased traffic, speeding, and loss of that quiet, neighborhood feel is a priority to those of us that are losing it. Clean up, and make pretty the usable spaces we already have. Limit housing development, we're getting crowded.
- I wish we had more on-road bike lanes and safer areas for walking (138 doesn't even have sidewalks in places)
- We have great spaces! Connect and utilize them!
- Whatever happened to the list to put in sidewalks around town? I'd like to one on Poquanticut Avenue as it would connect with Allen Road and Borderland (Bay Road).
- As a mother of a young, health oriented family, I really want more, safe, non-driving options for shopping and playing in Easton. The lack of this is one of the biggest reasons we would consider moving to a different community.
- My family and I would utilize the open spaces more readily if there were sidewalks along the major roads to get places. Depot Street and Short Street are two major cut-throughs for the community and link the "south" and "north" neighborhoods (and also lead to the schools) yet those roads have no sidewalks for safe walking or biking. I think a HUGE focus should be placed on creating sidewalks to encourage walking, town accessibility, safety, and of course, the town's Green Initiatives. Once you make the open spaces *accessible* more people will use them automatically, without a lot of changes to the existing spaces.
- A bike path would be amazing. Right now we use Stonehill College because there is no traffic. There should be a crosswalk in front of both entrances to the NRT.
- Bikes paths or lanes are desperately needed.
- As seniors give up cars, alternative transportation is needed beyond Council on Aging capabilities. Extend BAT bus opportunities within Easton. Governor Ames Park is a great new asset to our town!
- Maintaining the roads better in Easton should be a main priority. Also widening roads such as North Main Street when new "housing " is built and adds greatly to the traffic on those narrow roadways. Not safe to bike or walk on North Main anymore.

Open Space Preservation and Acquisition

- We need to keep as much open space as we can. I've lived in Easton my whole life and the open spaces that we have are what I'm accustomed to, it's what makes Easton separate from other towns. As for the issues regarding "quiet woods walking" vs. ATV use, there are

many places ATVs are not allowed (Borderland, Sheep Pasture, etc.), I believe that we should open up more areas that allow ATVs/Dirtbikes as they could be a new type of interest group within the town.

- Easton has always worked very hard at preserving the environment and this is why we have such a beautiful town. I would hope that this would remain a high priority.
- I strongly support the preservation of open space areas using town funds. Key issue. Conservation land is key.
- The CPA should consider the purchase of development rights with easements for certain public uses instead of the outright purchase which includes loss of tax dollars and the costs of maintenance and management. The property stays forever green and some but diminished tax revenue is realized. The owners continue to work the farm, reside on the property, etc. It's a "win-win" for both the property owner and the town. Continued attempts to purchase land which connects the already existing parcels with the addition of trails makes an "emerald loop" for nature lovers.
- I think we have a good amount of open space and recreational areas in Easton and I'm happy with the use they are getting.

Access, Management and Utilization

- I regularly read about activities that warn about bringing strollers, bicycles, etc. due to the conditions. Mobility is not just about senior citizens.
- Various open and recreational spaces are owned by different entities. Needs to be ONE webpage listing ALL resources in town, regardless of ownership. Better signage and parking at all resources too (i.e. entrance to NRT is completely obscured when you are driving on road – what good is a sign INSIDE the property?).
- As one approaching “senior hood”, I am concerned that we do not properly deal with the elderly. Towns like W. Bridgewater open senior centers, why can't Easton?
- Focus on creating recreational destinations that provide easy access to residents and visitors. Focus on developing existing parks/open spaces to serve larger capacity/will attract visitors and residents in lieu of many small developments that no one but immediate neighbors know about.
- Let's utilize to a greater extent existing town owned recreation, conservation, and open space land by providing sufficient off-street parking for their use, and do this before adding new open space.
- The greatest challenges are overregulation – parking, hours the land is open, use restrictions. It is also a challenge to identify opportunities which already exist. For example Queset Commons does not provide for any designated access to Morse's Pond.
- Just purchasing open space doesn't preserve it. These space need to be better managed with marked pathways/trail maps and maintenance.
- Scheduling. Many existing recreational areas/ballfields are not utilized properly because a lack of or poor scheduling. Existing recreational areas ballfields are often underutilized

- Activities, such as hunting and riding ATVs, need to be restricted to designated areas, if this isn't already the case. People who go out to enjoy nature and de-stress cannot do so if hunting and ATV driving is going on around them.
- I frequently use our local parks and I think it is important to note that I find all of them to be in excellent condition and very well maintained. Updated children's play equipment at Frothingham would be good - it is very outdated and often unsafe. More outdoor public drinking fountains would be a great asset. Existing private golf courses address the need to have that amenity, however both courses are in need of updating, and if they were to be updated there would be a great influx of activity from surrounding areas.
- We need to find a way to make our recreational areas more useable. They are all the same. They need to all have something special about them.

Programming and Funding

- As demand for recreational resources grows, so should the ability for that resource to fund itself. Either through vending machine or food sales on site, could have novelty items and tee shirts also. Can look into small parking fees, daily/monthly/yearly fees the same as Borderland. Could have events- cook outs, family days, whatever may be fun. It costs money to take care of things and everyone understands that. I wonder if we could develop a volunteer system where you get paid in a tax deduction of 8 to 10 dollars an hour. I would love to do that- it's a win-win - the community gets help it needs and my bills (taxes) are not so much lowered as paid for in a different way. Maybe the cut off would be up to half your current year tax bill.
- I would like to see the town integrate athletics within open space environments. Elm Bank in Natick would be a good example. Hosting athletic events in our current open space would both enhance sense of community and "force" an introduction into many of our wonderful parks.
- Start a youth flag football program.
- I think we should produce a guide that talks about the recreational areas in Easton.
- With regards to my comment above about being a lifelong resident, I only truly understood all that Easton has to offer for families after marrying my wife, who grew up in Michigan, pointed out all the resources available to the residents of Easton. Adults who grew up in Easton either are unaware of all that there is to offer or have the tendency to take it for granted. Working towards providing a location, website, kiosk, etc. for learning about how to take advantage of our great town would certainly help our residents understand the value of maintaining our conservation goals and limiting the amount of development that doesn't have the values of Easton as their top priority.
- Three major needs: indoor space + trails + fields. (Many of the forced choices in this survey are way off the mark.)

Other

- I think the youth in town should be included in both the planning and maintenance of the open spaces in town. People respect things they have a hand in creating and maintaining.
- In order for Easton to lose its "stigma" of 5 towns in one, perhaps consider expansion to other cultural areas like the Furnace Village. Easton is just one part of the tax-paying family based community.
- Most of these are unimportant but the survey does not allow me to mark them so.

Question 10. Participants discussed what makes a neighborhood, and identified several key elements. Rank 1 - 6 with 1 being 'most important'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 160 people ranked *Street designs that promote safe walking/playing/biking* as #1 in 'most important'.
So, the weighted score for that rank was $160 \times 1 = 160$
- 25 people ranked *Small gathering places/parks for residents* as #2 in 'most important'.
So, the weighted score for that rank was $25 \times 2 = 50$
- 19 people ranked *Events programming* as #3 in 'most important'.
So, the weighted score for that rank was $19 \times 3 = 57$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined.

Under the **Ranking Score** column, the lower the number, the higher the 'importance'.

Survey Choices	Rank						Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4	5	6			
<i>Street designs that promote safe walking/playing/biking</i>	160	50	57	28	25	42	362	223	1.62
<i>Small gathering places/parks for residents</i>	17	200	192	76	85	12	582	219	2.66
<i>Events programming</i>	20	62	159	224	180	144	789	220	3.59
<i>Walking access to neighborhood store</i>	20	84	111	276	125	150	766	218	3.51
<i>Consistent housing styles within neighborhoods</i>	12	20	36	88	280	648	1084	220	4.93
<i>Spacing of homes for safety/connectivity</i>	3	36	93	160	380	318	990	221	4.48

Question 11. Participants in the Neighborhoods and Housing discussion felt that Easton housing can be more expensive than in surrounding communities. Young families, seniors and others may therefore have difficulty purchasing a home or 'aging in place'. There was considerable discussion on how to increase these housing options. Which strategies do you feel might be appropriate for Easton? Check all that apply.

Survey Choices	Response Percent	Response Count
<i>Require a portion of newly constructed homes to be restricted to families of a certain income.</i>	16.0%	38
<i>Create zoning incentives that would slightly increase allowable density in exchange for the development of workforce housing.</i>	18.9%	45
<i>Allow for smaller, more efficient housing models like cluster zoning or cottage communities.</i>	42.0%	100
<i>Promote the use of accessory dwelling units (a.k.a. 'in-law apartments).</i>	43.3%	103
<i>Promote the development of 'top of the shop' housing units in commercial areas.</i>	31.9%	76
<i>Easton should not pursue any alternative housing strategies and should maintain the current course of housing development.</i>	39.5%	94

**238 respondents answered this question.*

Question 12. Several individuals in the Neighborhoods and Housing discussion were concerned about how redevelopment of individual house lots can be out of character with the surrounding neighborhoods. Which of the following tools do you feel might be appropriate for Easton? Check all that apply.

Survey Choices	Response Percent	Response Count
<i>Detailed architectural standards enforceable through zoning.</i>	17.9%	42
<i>Suggested architectural guidelines/recommendations.</i>	30.8%	72
<i>Zoning standards that ensure house size is related to lot size in established neighborhoods.</i>	52.6%	123
<i>General development standards that cover the basic elements of building size, form, etc. These types of standards are less detailed than architectural standards.</i>	29.1%	68
<i>People should be able to build what they want within the existing zoning framework.</i>	38.5%	90

**234 respondents answered this question.*

13. Additional comments/thoughts on Neighborhoods and Housing:

Regulatory Environment

- We cannot move to cottage density without town sewerage.
- Much new housing and major alterations are way out of character and are homogenizing Easton or turning into a place that takes away the essence of this town. We need some controls.
- Zoning in Easton is extremely poor especially when it comes to commercial. Other communities has significantly classier commercial buildings without digital signs like CVS on Route 138.
- There is nothing like the feeling a neighbor would get when they discover a monster house is being built next door destroying the way the neighborhood looks, etc.
- I am wary of giving too much discretion on building restrictions to any board or department.
- There should be zoning regs. which allow the elderly and the disabled to rent out rooms in their homes so that financially or physically they are able to remain in their homes and get the help they need with house & yard maintenance and personal assistance. Also, more bike paths and bike racks in destination locations are needed so that residents can eliminate car usage & its polluting effects to Easton's environment as well as get needed exercise and fresh air.
- The older homes in Easton should be regulated slightly, only where they affect the public
- Minimum standards should be applied but generally freedom should be left to the homeowner. Trailer parks/modular style housing should be phased out of Easton though.
- Use of terms like top of shop etc. only addresses zoning and ' the culturally accepted district' (i.e. no reference to the Irish, Portuguese Scandinavian residents. All that aside, put sidewalks on Foundry Street so residents can walk to the grocery store or post office, and ensure safety. Culture will follow safety.
- I recently added a full second floor to a 1.5 story cape. The plans went through iterations because of zoning laws; however, the end product fits perfectly with the neighborhood which is what I wanted.
- I prefer to see larger lot sizes. We have been a rural bedroom community in the past. I am seeing a trend where people are moving south from Boston and then trying to change this setting to reflect more of an urban feel. I, personally, enjoy the natural setting of a more rural town.
- Realistically the only people who should have a say in what someone's house looks like should be the owner of the property in the development. For example, if someone wants to put an apartment building inside Tanglewood then the owner of the Tanglewood development area should be the one to have the final say, after weighing the opinions of the other residents. If I want my house to be bright

green and I live on Center Street, and my neighbors don't like it and call it an "eyesore" then they should have to respect my decision and just "deal with it".

- Be careful not to lose Easton's charm through overregulation.
- Create zones where enforceable architectural standards protect existing neighborhood characteristics and other zones where guidelines are applied to encourage better neighborhood type development.
- I really dislike uniformity of housing. Build whatever you want!
- This should apply to more than just the house: fitting in amenities like a large shed, gazebo, swimming pool, play structures, fencing. All of this adds to the crowded nature of a warm spacious neighborhood.
- I think that smaller homes that are closer together need to be built that average people can afford. The newly built houses on Canton Street are a good example. Newly built houses need to fit in with the existing neighborhood in terms of size and character. A neighborhood can be ruined when a humungous house is built that is not a similar style to the other houses and it casts shadows over their neighbors' homes.
- The right to own property is our most important right. We do not own it if our town government tells us what we have to make it look like, what kinds of decorative theme we have to use, etc. Beyond safety, it's none of your business! If someone wants to have an in law apt, it's none of your business. If they don't, whatever!
- We do not need houses closer together at all! or to look the same! We are a beautiful unique town. That would be horrifying! And our houses are perfectly priced! Why do you want to offer additional lower income homes? That will only bring in people who do not care about their neighborhoods. We are Easton, keep it that way! This section is ridiculous to me. We want to be a nice healthy, great income town and you want to decrease that? What about our schools, our kids? No 'Associations', let us be!
- It's good to be somewhat strict in standards so no one abuses the situation. Perhaps each case can be brought to Town Hall for review before remodeling/ building begins. But to also keep in mind the person or families situation. More consideration to owners living in the property than owner who is not and renting units.
- If a person wants to build a 3,000 sq ft home on a .25 acre lot, let them. Look at Needham and Newton, their housing market is booming.

Infrastructure (Existing and Future)

- Again, sidewalks build communities because children can more easily access friends' houses, get to school, visit the parks, etc. I also think that the town should make it so difficult to make improvements/remodel existing parts of the home. These investments build equity and cost a lot of money on their own...trying to get a thousand signatures to do basic upgrades and work not to mention permit fees deters those who are already on a tight budget and want to make improvements.
- Many of the neighborhoods off of 138 are stranded there, as there are no sidewalks. I feel walkability is a very important feature in a town, especially one such as Easton.

- Depot St is a main road with lots of pedestrians. It should have a sidewalk.
- If it's not walkable, it's not a neighborhood.
- The town should seriously consider installing city sewerage for the entire town. Each home could be assessed a nominal fee for connection. This would be one way of increasing the real estate value of the entire town. I believe this investment would help the town significantly vs. some of the earlier questions on helping the town. Would make some town areas smell better also.
- The WalkScore is something becoming more important. We need to find a way to make our Town, and neighborhoods, more walkable. There is too much dependence on needing to drive everywhere.

Other

- Maintain the high income neighborhoods Develop nice town homes
- Beware unintended consequences.
- If someone has owned a home in Easton then they should get the help/benefit of being able to age in place- we live and know family and friends here. We have access to Old Colony and should be able to request help in staying in our homes or getting arrangements to stay in the state funded housing for seniors in Easton.
- As one who may have to leave my home eventually due to being taxed out of it as income dwindles, I recognize the problem, but also realize that since I constantly enhance the value of my property, that may be the price that I pay. Perhaps more over 55 housing may help.
- I would like to see Easton be even more farm friendly. Also, our schools are Easton's biggest asset - make sure they have the support they need.
- Don't do what was done in a suburb of Baltimore - everyone had to have slate roofs. As long as the home is in code, build what you want.
- If the town begins to aggressively pursue extensive affordable housing, I will immediately move out Easton. If people are finding less expensive homes in surrounding communities more desirable, they should go ahead and move to those surrounding communities. Our neighborhoods are what makes this town great, we should not alter that. I made sacrifices to live in a town like Easton, and if we change that I would make the needed sacrifices to go elsewhere. We should not move to overpopulate the town.
- Furthermore, it seems like a 'committee' was set up just for the sake of having a committee, that we have no need for, which is coming up with ideas we absolutely don't want. Please disband! I hope you are not taking any of our tax money!
- Most of these are unimportant but the survey does not allow me to mark them so
- Just because the housing is becoming more expensive, does not mean that we need to continue to add cheap alternatives - we already have housing for poor seniors/families on Parker Terrace area - that should be enough.
- Infrastructure (housing design, street layout, neighborhood meeting places, etc) do not make good neighborhoods. GOOD NEIGHBORS make good neighborhoods!

- The schools are what drives the values of the homes. If you open up the housing market to low income housing you will increase a negative drain on the schools and an increase in drug problems. You will have more problems than you think.
- All houses in the downtown area should be given a grant for outside improvements.

Question 14. Participants in the Economic Development session talked directly and indirectly about Easton's overall approach to economic development and how that should occur. Which of the statements below most closely matches your own opinion? <i>Select one.</i>		
Survey Choices	Response Percent	Response Count
<i>Easton should take an aggressive and proactive role in local economic development. Initiatives would identify and actively market specific areas of town, provide tax and/or zoning incentives, and/or appoint an Economic Development Director (or similar position).</i>	31.3%	72
<i>Easton should create an economic development council to attract business activity.</i>	20.9%	48
<i>Easton should actively pursue economic development in the community, but within the resources currently allocated.</i>	35.7%	82
<i>Initiatives might include modest Zoning Bylaw amendments and targeted infrastructure investment in areas designated for commercial/industrial activity.</i>	12.1%	28
<i>Easton's current economic development climate is adequate. The Town has done enough work with Main Street and other areas to ensure healthy growth into the foreseeable future.</i>	38.5%	90

**230 respondents answered this question.*

Question 15. Participants discussed what the key issues/needs were for Main Street and the historic core of north Easton. Rank 1 - 6 with 1 being 'most important'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 89 people ranked *Establishment of an anchor to draw customer base* as #1 in 'most important'.
So, the weighted score for that rank was $89 \times 1 = 89$
- 66 people ranked *Establishment of an anchor to draw customer base* #2 in 'most important'.
So, the weighted score for that rank was $66 \times 2 = 132$
- 24 people ranked *Addition of/better management for parking* as #3 in 'most important'.
So, the weighted score for that rank was $24 \times 3 = 72$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined.

Under the **Ranking Score** column, the lower the number, the higher the 'importance'.

Survey Choices	Rank						Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4	5	6			
<i>Establishment of an anchor to draw customer base</i>	89	132	72	100	65	36	494	223	2.22
<i>Improvements to the streetscape/public spaces</i>	31	88	186	164	145	36	650	213	3.05
<i>Addition of/better management for parking</i>	37	94	132	240	100	42	645	215	3.00
<i>Expansion of mixed use development to include residential</i>	6	16	87	132	350	408	999	214	4.67
<i>Establish Visitor's Center</i>	6	8	39	76	285	690	1104	214	5.16
<i>Develop uses that expand on night-time activity (restaurants)</i>	59	106	126	132	110	90	623	224	2.78

Question 16. Similar to the Housing Discussion, participants in the Economic Development group shared concerns regarding the aesthetics of new development or redevelopment in commercial and mixed use districts. Which strategies do you feel might be appropriate for Easton? Check all that apply.

Survey Choices	Response Percent	Response Count
<i>Detailed site design and architectural standards enforceable through zoning.</i>	39.6%	90
<i>Suggested site design and architectural guidelines/recommendations.</i>	33.5%	76
<i>General development standards that cover the basic elements of building size, form, etc. These types of standards are less detailed than architectural standards.</i>	35.2%	80
<i>People should be able to build what they want within the existing zoning framework.</i>	21.6%	49

**227 respondents answered this question.*

17. Additional comments/thoughts on Economic Development:

Regulatory Environment

- I really believe to keep Easton looking good for a long time we need strong standards or else, little by little they will get dragged down. We specifically moved out of Whitman due to this exact issue. Went from being a lovely town to too crowded and dirty with too many people who didn't care. Our house and surrounding was severely affected by the loft apartments built a few years ago.
- Strict zoning should be enforced for not only the building but also the company's sign.
- The town needs some level of control here otherwise we'll lose the unique character of the town that is what drives people to come/live here.
- It would be more beneficial if shopping centers, retail centers, gas stations, commercial lots etc would adopt standards uniform/similar within the town. See suburbs like Dublin, Ohio for examples. Easton is already attractive to homeowners/buyers. Needs to become more attractive to small/ mid-sized businesses, infuse life back into vacant & dated shopping plazas/street fronts and maintain interior residential zones. Minimum landscaping requirements, signage architectural standards, pedestrian walkways, minimum facade percentages (stone/brick) etc. Focus on Washington Street from Belmont to Foundry; North Easton town center, and Five Corners area in South Easton. The buildings along Washington would be a tough sell for a new business owner in the current visual state. Not to say this wouldn't be a significant challenge (there is only so much the town can do to spur growth) given the economy, what has been established by the current

land owners, current business leases, etc. There is however a need to redevelop these vacant/eyesore areas before new retail/businesses move/develop elsewhere in town and render these areas vacant for years to come.

- It is important to increase the economic development and to do so within certain guidelines. I would love the Main Street area to retain its historical appeal and therefore, would love to have detailed site design, but I feel if it is too restrictive, it would inhibit growth. I think each design needs to be looked at individually to ensure the character of the area is retained.
- It is important to maintain the character of the area in which the development occurs.
- Please no more ugly strip malls like the ones on Rte 138. A downtown should have some character, nice looking storefronts.
- An Economic Development Council is absolutely necessary to enlarge our tax base &, therefore, help to stall the annual continuing rise of residential taxes. And the Town should also consider tax incentives for certain companies, factories in light of their total tax revenue as well as their commitment to employing Easton residents. These tax incentives should initially be for a definite number of tax years with the possibility of reapplication by the business for additional years.
- There needs to be more of a downtown to be a destination. Restaurant/entertainment choices in town are very limited. The downtown is so ridiculously small that you'll miss it if you blink. I'd like to have a place I can just bring friends for a drink and dessert, for example.
- For commercial designs, guidelines (some enforceable and some suggestions) should be put in place to maintain and promote the objectives on the plan.

Parking/Access and Circulation

- Again, accessibility is the key factor. The downtown area has terrible parking options which limits business activity. The worse thing we can do is establish a bunch of key businesses for the downtown area and then not provide a way for town residents and tourists to actually effectively access them. Also, tourism is a secondary concern for me, and first and foremost would be setting these goals for the people and families in Easton. A tight knit community focused on all areas in Easton (not just the "northern" sector) will help everyone involved. Simpson Springs could be updated with the new winter time farmers market there now, and other areas in the southern end could be updated, with sidewalks and parks added. I'd just like to make sure all the focus isn't on creating and building out the downtown and northern areas.
- I want you to think about the traffic problem you would create by turning our town ctr. into a busy public attraction. We would then have to widen the roads significantly and turn our nice little town into more of a city, just so you can bring in more tax money? Take a look at W. Bridgewater since Market Basket opened, traffic jams are so common that I no longer take 106 to go to my mother in-law's house which is near the Bridgewater end of 106. In addition, they are now building a CVS right at the worst intersection. It will be impossible to travel down that road, and nobody who lives in WB is happy about this. Yes Market Basket has good prices, but the roads cannot handle the traffic and the once small town is now noisy, busy and ugly! Please don't ruin my town.

- If residents and visitors were able to walk to the stores and restaurants, it would be easier to spend money there!
- With the new Shovel Shop housing project, safe and accessible walking routes are necessary as are adequate parking spaces for those who drive to Main Street, North Easton.

Targeted Areas for Economic Development/Improvements

- The economic development discussion should be focused on the Easton Industrial Park, which has tons of empty space. Why are people focused on Main Street with a few store fronts and no ability to park? Economic development will not happen on the back of a coffee shop and a struggling gift store. Focus on actual areas for improvement.
- Again, while it is lovely that we have a beautiful 'downtown' in N Easton, it is only because so many funds have gone to protect and support it. The oldest Mill in the area was replaced by a car wash in S Easton, recently. How sad. And my tax \$ is supporting all town improvements. Would really like to see S Easton included in the upgrades/beautification/restoration/protection process
- We have a massive underdeveloped industrial park. While a focus on the Main Street area is important, we should not ignore this huge space with great highway access.
- Development along route 138 is more feasible and offers more capacity than Main Street. Any enormously successful venue on Main St would create traffic nightmares and the location has very limited growth potential. Focus energies on the most growth potential.
- Rte 138 in South Easton, a heavily traveled route which connects surrounding communities and offers multiple recreational areas, could benefit from some attention, making it more welcoming to potential visitors.
- Targeting certain businesses appropriate to the designated areas e.g., Easton Industrial Park, Rt. 138, Five Corners, etc. is very important.

Quality/Sense of Place

- We don't need to reinvent the wheel. Mimicking other towns in the Commonwealth that we find attractive and appealing is a good start. "This town is so quaint, how did they do it?" I love that there is forward thinking and a vision for the future, it bodes well for us.
- The commercial property owners along Main Street should be held accountable for the condition and appearance of their buildings. There are TOO MANY EYESORES along the commercial downtown area. They should all see what's being done at "The Farmer's Daughter" building and follow suit. The disrepair of some of those buildings are an embarrassment.
- Main Street should be a place to go. I do not know why so many businesses have failed there. Perhaps that is worth exploring.
- One of the top objectives in the economical development project on Main Street is to provide an "Old Towne" feel and attract those that enjoy that type of atmosphere and setting.

- It should be family focused and/or kept within the high values and standards of the people of our great town. No sketchy businesses or patrons wanted.
- Easton is a beautiful town with much character thanks in large part to the Ames family and its family owned business. What I believe could help expand the "charm" of the town would be little villages (which we already have) that entice locals and out of town shoppers. Without shoppers, no businesses, without businesses, no healthy villages. Bring back pedestrian oriented street front businesses with parking out back. Current zoning offsets have created the strip plazas that dominate our business districts. We are currently trying to revitalize N. Easton center and should be thinking seriously about how we can replicate these neighborhood/village environments. Small businesses look for "unique" inviting, healthy centers to grow their businesses, not more strip plazas.
- Night entertainment such as a coffee shop plus some cafes provide working people to enjoy their own town.

Other

- Most of these issues were addressed with the Downtown Initiative Program.
- Please may sound drastic but, I suggest (1) to flatten the Rockery area and create a New England style "common" with benches, some parking etc. (2) push back the wall in front of the old grammar school to create some street level green and additional parking (3) promote the location of a train stop behind the old grammar school.
- Bring in your lower income and that is where you will see the houses decline. The intelligent people we have in this town now all want open and beautiful space - you want to change that?
- The tone of these economic questions suggest a strong aversion to change and economic expansion, leaving Eastonites to travel out of town because we seem to resist any economic change like the train, business parks, etc. Hire an economic developer before a cultural manager!
- Most of these are unimportant but the survey does not allow me to mark them so.
- Encourage Solar Energy - both municipal and residential.
- Not more housing. How would more housing make people want to visit the town "Oh lets go see the apartment-style houses they have! - Said no one ever". There is next to NO nightlife in the town currently and there is no main focus point that draws people in, this should be fixed.
- Housing and building snobs.
- The town should worry about infrastructure, safety, etc. The town will neither patronize nor operate the businesses so developed so attempts to engineer those are problematic at best.
- We need retail and commercial and upscale residential, we don't need sect 8 or affordable units.
- Until we HAVE public transportation we must live with the cars. That being said, safety (cars vs. pedestrians and bikes) comes next.

Question 18. Participants discussed transportation investments the Town should pursue including rail, bus, automobile, bicycle, and pedestrian. Rank 1 - 6 with 1 being 'highest priority'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 92 people ranked *Better sidewalks/streetscape* as #1 in 'highest priority'.
So, the weighted score for that rank was $92 \times 1 = 92$
- 61 people ranked *Bicycle connections to key points/destinations* #2 in 'highest priority'.
So, the weighted score for that rank was $61 \times 2 = 122$
- 26 people ranked *More appropriate street lighting for safety/reinforce character* as #3 in 'highest priority'.
So, the weighted score for that rank was $26 \times 3 = 78$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined.

Under the **Ranking Score** column, the lower the number, the higher the 'priority'.

Survey Choices	Rank						Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4	5	6			
<i>Better sidewalks/streetscape</i>	92	122	78	80	90	42	504	224	2.25
<i>Bicycle connections to key points/destinations</i>	68	128	96	80	105	120	597	225	2.65
<i>More appropriate street lighting for safety/reinforce character</i>	14	82	162	152	200	198	808	220	3.67
<i>Address parking needs at constrained sites</i>	16	26	129	235	402	402	1210	222	5.45
<i>Traffic calming for main roads/neighborhoods</i>	12	52	81	168	260	360	933	219	4.26
<i>Improve site lines/public safety at key intersections</i>	37	56	123	232	180	168	796	228	3.49

Question 19. Which transportation options would you like to see Easton pursue? Rank 1 - 4 with 1 being 'highest priority'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 35 people ranked *Regional bus service* as #1 in 'highest priority'.
So, the weighted score for that rank was $35 \times 1 = 70$
- 72 people ranked *Local/Shuttle bus service to local attractions/public transit* as #2 in 'highest priority'.
So, the weighted score for that rank was $72 \times 2 = 144$
- 65 people ranked *Commuter rail service* as #3 in 'highest priority'.
So, the weighted score for that rank was $65 \times 3 = 195$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined. Under the **Ranking Score** column, the lower the number, the higher the 'priority'.

Survey Choices	Rank				Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4			
<i>Regional bus service</i>	35	144	195	180	554	217	2.55
<i>Local/Shuttlebus service to local attractions/public transit</i>	80	142	153	48	423	214	1.98
<i>Commuter rail service</i>	77	60	96	304	537	215	2.50
<i>Car-sharing/car-pooling</i>	33	84	171	312	600	210	2.86

Question 20. Participants discussed a range of overarching priorities related to roadway design. Rank 1 - 4 with 1 being 'highest priority'.

Weighted Score was determined by multiplying the actual number of responses for each rank by the rank number. For example:

- 67 people ranked *Roadways designed for efficient circulation* as #1 in 'highest priority'.
So, the weighted score for that rank was $67 \times 1 = 67$
- 44 people ranked *Roadways designed to separate bikes/pedestrians/vehicles* #2 in 'highest priority'.
So, the weighted score for that rank was $44 \times 2 = 88$
- 55 people ranked *Roadways designed to separate bikes/pedestrians/vehicles* as #3 in 'highest priority'.
So, the weighted score for that rank was $55 \times 3 = 165$

The scores were weighted this way so that an overall **Ranking Score** could be easily determined. Under the **Ranking Score** column, the lower the number, the higher the 'priority'.

Survey Choices	Rank				Weighted Score	# of Responses	Ranking Score In order of most important to least important = Weighted Score / # of Responses
	1	2	3	4			
<i>Roadways designed for efficient circulation</i>	67	88	165	208	528	218	2.42
<i>Roadways designed to separate bikes/pedestrians/vehicles</i>	85	138	120	96	439	218	2.01
<i>Roadways designed to reinforce character of neighborhoods</i>	64	120	189	136	509	221	2.30
<i>Residential roadways designed to eliminate/restrict commercial/over-sized vehicles</i>	15	94	177	416	702	225	3.12

21. Additional comments/thoughts on Transportation:

Multi-Modal Transit Alternatives and Connections

- While perhaps controversial, getting the commuter rail in Easton would be a huge boost to the town. The most "desirable" communities in Massachusetts have both a strong sense of community (much like Easton) and a commuter rail (Concord, Needham, Weston, Wellesley, etc).
- We need to develop means to eliminate, or at least reduce, the need for automobiles. Part of that will require a master plan to rezone areas to allow small, neighborhood stores, etc.
- I think a local livery service would be good for the community for nights and weekends for folks to use to go to dinner or other events.
- Need bike paths.
- I would like to see mixed used bike/pedestrian paths like on Martha's Vineyard. Easton really needs to make our town bicycle friendly.
- NO TRAINS! I cannot stress this enough! Train-related accidents, impact on wildlife and water supplies as well as endangered species in the Hockomock swamp should be reason enough to stop progress on the rails. Bus routes would also destroy the aesthetic appeal of the town. Perhaps a stop in South Easton for regional attractions in the area could be good, but nothing on Main Street.
- Sidewalks are key to allowing people to more easily and readily visit local shops and restaurants.
- Please more sidewalks everywhere! It's no fun to have to drive everywhere.
- It is very important that Easton be a pedestrian-friendly and bicycle-friendly place, especially in regards to getting to/from the schools and local recreational areas. It is difficult to walk to the Sheep Pasture if you have a child in a stroller. The local bus sounds like a great option, especially for older folks, but I am sure the younger ones would use it as well.
- The town needs to commit to sidewalk access for all residents. New sidewalk funding, especially on main roads, should take precedence over repairs and enhancements to already walkable areas of the town. The goal should be increasing walkability before improving walkability.
- Again, I think Easton is essentially a bedroom community that is a drive-through area for commercial traffic looking to get to Mansfield, etc. Focus should be on accessibility for residents and tourists, and safety (with sidewalks being key element here). If more people could bike and walk, there would be less traffic on the streets, which would help with safety and congestion indirectly.
- No commuter rail. No bus stations. How about getting taxi service?
- Bicycles and pedestrians can share the sidewalk when there is not enough space to widen the road further. Basically, a bike rides on the road and pulls over to the sidewalk if a big truck is coming up behind them.
- Regarding question 20, there is no one way to design all roads throughout the Town. Roadway design should be based on the type of roadway (main thoroughfare, connector road, neighborhood road, etc.) and all aspects of travel means (i.e. vehicular, pedestrian, cycling, wheelchair) should be appropriately incorporated.

- The town should continue to install cement sidewalks and initiate bike paths with bike racks at appropriate locations. The senior buses should be available to non-seniors who are disabled, recovering from physical impairments which prevent them from driving and also persons who do not have a driver's license or who cannot afford a car or those who are left without transportation in a one-car family. Children accompanied by an adult or with a parent/custodian's permission should also be allowed ridership.
- I would also greatly appreciate seeing more bike paths, both along roads and independent of the roads (along public land, on old rail tracks, and on land the town could purchase). I would also be in favor of more bike racks. Having grown up in Easton, gone to OA and then attending Stonehill, I wish there was a closer connection, between the town, the High School and the College.

Safety

- There should be a police man stationed at Immaculate Conception or a traffic meter. The speed at which people pass through Main Street is nearly double. It is very dangerous.
- Must be street name on every intersection (along with streetlight) for comfort and more safety.
- Traffic flow along route 138 needs to be adapted to reflect increased traffic with Quset apartments, restaurants, bank, CVS, etc. The state should review speed limits and entrance/exits to ensure safety.
- Lack of safe biking routes is a huge issue in Town.
- Sidewalks on 106 and other main roads
- I am concerned with the increased amount of traffic coming through Easton due to development. For example, since Target went in, Highland Street has become VERY dangerous to drive and walk on.
- Neighborhoods should not be isolated. A sidewalk from Blackbrook Rd to Summer/Randall St intersection is desperately needed as is a crosswalk at Blackbrook and Depot. We are isolated by the lack of those items. Other neighborhoods are similarly affected.
- Improve safety conditions at intersection of Depot St, Bay Rd and Rt.106. So dangerous.
- What are traffic calming techniques? Do you really expect people to understand what you are trying to say and do?

Other

- Just leave it alone! Leave my town the way it is. We don't need or want this. Go away!
- Most of these are unimportant but the survey does not allow me to mark them so.
- Throughout...I wish there was a column for "not important." Many of these things distract from the real work that should be done to improve our town.

- Some (few in North Easton village) streets are so narrow that they should be considered for "one-way" status e.g. Jenny Lind Street which on Sunday is lined on both sides with cars of churchgoers allowing a moderately sized car to pass.
- Please keep working on all these areas. This is great work! Thank you very much for making this a community we will continue to be proud of.
- I'm a huge fan of the environmental and time saving effects that roundabouts allow! I would love to see their adoption.
- I would hate to lose the small town feel. I don't want to end up looking like Quincy or Brockton in 10 to 20 years.