

# VISION<sup>2030</sup>

COMMUNITY VISIONING FOR PLANNING  
NOVEMBER 2021



TOWN OF WAKEFIELD

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# ACKNOWLEDGEMENTS

The **WAKEFIELD VISION 2030** ("WV-2030") was developed based on feedback from:

- (1) the Town of Wakefield WV-2030 municipal team;
- (2) a 15-member WV-2030 Advisory Group;
- (3) three public online Zoom workshops that engaged a total of 185 to 195 community participants in small breakout discussion groups; and
- (4) community input from three separate, weeks-long online open house polls resulting in 922 responses.

The community visioning-for-planning process was conducted with Town funding as well as Metropolitan Area Planning Council (MAPC) technical assistance funding. The visioning process helped gather collective ideas for having next step priorities in place. Thank you to all who participated throughout the process during a challenging time. MAPC is grateful for the opportunity to work with the Town of Wakefield on its pre-master-plan community visioning process.

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Anthony Amatucci, Youth Council  
Ami Wall, Zoning Board of Appeals

## Wakefield Cable Access Television (WCAT)

Ryan Boyd, Executive Director

Ian McDermott, Chief Engineer

## Community Workshop Participants and Survey Respondents

Special thanks to community members who provided feedback during a challenging period.

*An extra special thanks to our WV-2030 third public forum's community stakeholder co-presenters:*

Benny Wheat, Wakefield Human Rights Commission  
Anthony Amatucci, Youth Council  
Adam Rodgers, Boys & Girls Club  
Mike Boudreau, The Scholarship Foundation, et al.

Catherine Dhingra, Wakefield Unified Prevention Coalition  
Anthony Guardia, Boys & Girls Club  
Catherine McDonald, Lucius Beebe Memorial Library  
Chris Barrett, Chamber of Commerce, et al.

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# INTRODUCTION & PURPOSE

## Purpose

**WAKEFIELD VISION 2030** (“WV-2030”) is a community visioning-for-planning process that the Town of Wakefield embarked on to provide an opportunity for community input into developing community goals, and prioritizing them to account for finite resources and time. The Town of Wakefield hired the Metropolitan Area Planning Council (MAPC) to serve as public consultants and facilitators for the participatory community brainstorming and input process. Communities often undertake such visioning-for-planning processes before committing to a more comprehensive planning process (also referred to as master plans). Visioning-for-planning – even without subsequent comprehensive planning efforts – can serve communities well. Among some of the **BENEFITS OF COMMUNITY VISIONING-FOR-PLANNING** are the following: (a) taking stock of existing conditions; (b) gathering community input from those who participated; (c) measuring community consensus and support for ideas; (d) determining priorities given finite resources and time; and (e) gradually making necessary decisions and taking actions toward shaping existing conditions toward “the vision of the Town’s future” that could be determined based on community input. The WV-2030 plan can serve as a reference document to inform decision making<sup>1</sup> for residents and businesses alike. It can also jumpstart a potential future, more in-depth, and longer master planning process. The process addressed **TWELVE VISIONING TOPICS**<sup>2</sup> that included eight conventional comprehensive planning topics as well as four unconventional visioning topics as requested by the Town’s WV-2030 municipal team to address “**QUALITY OF LIFE, SHARED VALUES AND COMMON GROUND**” issues. The WV-2030 municipal and MAPC project team endeavored to emphasize cross topic connections and the need for a multi-pronged approach to address community goals on a series of fronts to collectively start to shape existing conditions and guide them toward the vision.

As part of the process, a brief synthesis of recent, pertinent planning studies was performed to build upon recent findings and recommendations. Each of the three two-hour virtual online public workshops were designed to be highly participatory, visually engaging, and informative; and were each structured with brief background information before addressing four visioning topics per workshop. Each workshop was formatted with brief topic slides with maps, photo examples, and data before participants broke out into smaller discussion groups via the Zoom online meeting platform. The discussions were facilitated and moderated by a combination of MAPC staff, the WV-2030 municipal team, WV-2030 Advisory Group (AG) members, and community stakeholders. In addition to the public workshops, the advisory group met three times for brainstorming discussions and guided exercises to develop **PURPOSEFUL QUESTIONS** for three separate community online surveys to gather feedback that could readily lend itself to **DISCERNING MEASURABLE COMMUNITY CONSENSUS** on ideas and goals. After the meetings, the WV-2030 team and AG were afforded extended time to provide feedback via shared online group-editing and crowdsourcing draft survey questions. Lastly, after each public workshop, the team and AG provided feedback on how to further improve and tweak upcoming surveys and workshop formats to make the experience as engaging as possible for community participants.

### About MAPC

MAPC is a regional planning agency that was created by the Massachusetts State Legislature to serve as a technical assistance community planning resource for greater Boston’s 101 communities that are generally located within Interstate-495. MAPC strives to help local communities supplement their local community planning capacity, provide technical assistance and access to resources, performs inter-municipal analyses, and convenes neighboring communities to brainstorm possible solutions to issues that transcend municipal boundaries.

MAPC devises purposeful, engaging, and methodical community participation exercises for measuring community consensus. In response to discernable consensus goals that are distilled and synthesized from community input, its professional community planning practitioners and consultants offer recommendations based on expertise and industry-wide best practices.

<sup>1</sup> It is worth noting that the WV2030 purpose, scope of work and process was conceived of, contracted and budgeted during the COVID-19 pandemic and gradual recovery efforts, and a resolution on a potential comprehensive Town comprehensive planning effort had not yet been determined. The WV-2030 process and plan report is not a pandemic recovery plan but can nonetheless help the Town with shorter-term priorities for when a semblance of normalcy returns. It can also inform and jumpstart the Town’s potential forthcoming comprehensive planning process for longer range goals.

<sup>2</sup> The twelve visioning topics are: (a) Growth, Enhancement & Preservation Areas; (b) Housing Options & Residential Areas; (c) Mobility Options & Getting Around; (d) Parks, Squares & Leisure; (e) Expanding the Cultural & Historic Landscape; (f) Enhancing Public Facilities & Infrastructure; (g) Adapting to Environmental Changes; (h) Enhancing Business/Activity Districts & Opportunities: Putting the Pieces Together; (i) Diversity & Inclusion; (j) Health, Safety, Resiliency & Vulnerable Communities (this is a standard professional term used in the public health field); (k) Promoting Lifelong Learning & Community Development; and (l) Fostering Community Spirit & Volunteerism.

# Community Outreach, Participation & Input

The WV-2030 process included various outreach efforts, and the drafting and vetting of purposeful community poll questions to elicit feedback and determine consensus, and the framing of workshop discussion ideas. Presentation content incorporated only high-level insights and findings from 10 recent and pertinent planning studies, and existing conditions to inform but not overwhelm participants. **COMMUNITY OUTREACH EFFORTS INCLUDED** the following: (a) three online digital open house workshops with presentation content and participant discussions; (b) three advisory group discussions; (c) three weeks-long online open house polls for community input; (d) WV-2030 municipal team posting of paper flyers in key areas in Town; (e) paid Facebook advertisements to ensure screen-time on community members' mobile and desktop devices; (f) posting of workshop and AG meeting dates on the Town website; (g) coordination with Town cable access television to televise each of the public workshops on WCAT and Facebook; (h) coordination with volunteer AG members and the municipal team for the availability of paper surveys; (i) direct community outreach with 38 civically-active community "super connector" stakeholders who were identified by the municipal team and the AG to help get the word out; and (j) a final plan report presentation before a joint session of the Town Council and Planning Board on October 25, 2021<sup>3</sup>. At the very onset of project scoping for WV-2030, a translation and interpretation need determination was made by consulting readily-available American Community Survey data. The number of linguistically-isolated households in Wakefield did not reach the minimum percentage thresholds<sup>4</sup> that were consulted from readily-available federal and other numeric thresholds<sup>5</sup>.

In total, community input for Wakefield Vision 2030 resulted in **922 ONLINE SURVEY RESPONSES** and approximately **185-195 ZOOM PUBLIC WORKSHOP ATTENDEES** and participants over the course of three public workshops (some attendees came and went during the Zoom events<sup>6</sup>). The Town and team are grateful for the community participation and input during the challenging Covid-19 pandemic transition/recovery time period. The visioning process helped gather collective ideas for having next step priorities in place upon the return of an anticipated semblance of normalcy. The three public online open house workshops all took place from 7pm to 9pm via live interactive Zoom meeting events on: (a) Thursday, March 2, 2021; (b) Wednesday, April 28, 2021; and (c) Monday, June 21, 2021. Each event was followed by an extended "part-two" open house webpage on the Town website with visual informational content to inform decision-making before participants could take the Part Two open house survey. Each of the three online community surveys were active for approximately three weeks. The three workshop events and the three surveys were all advertised through various outreach efforts including three paid Facebook-for-Business advertisements. The three Facebook advertisements for resulted in a total of: (a) 632 unique link clicks including 223 from those 65 years and over, and 153 from those aged 55-64; (b) 16,079 people reached on their mobile phone and computer screens; and (c) 79,459 "screentime" impressions with advertisements appearing on a person's screen an average of five times.

Each of the three WV-2030 online public workshops were recorded in coordination with Wakefield Community Access Television (WCAT), and were broadcasted via RCN, Comcast and Verizon cable television channels 3, 3, and 40, respectively. The three recordings are also available on the Town website, posted on the Town's Facebook page, and on WCAT's YouTube channel. The video recordings for three public workshops can be viewed at the following links: (a) public forum #1 at [https://mapc.ma/wv2030\\_forum1](https://mapc.ma/wv2030_forum1); (b) public forum #2 at [https://mapc.ma/wv2030\\_forum2](https://mapc.ma/wv2030_forum2); and (c) public forum #3 at [https://mapc.ma/wv2030\\_forum3](https://mapc.ma/wv2030_forum3).

<sup>3</sup> The recording of the presentation can be viewed on Wakefield Community Access Television on their YouTube channel at <https://youtu.be/p9KuAZbrEjo?t=554> starting at minute mark 9:14.

<sup>4</sup> Source: 2018 ACS – 5-Year Estimates – Table ID: S1602 – Limited English Speaking Households – Town of Wakefield

- 1.7% of Wakefield households (179 households) are limited English-speaking households based on 10,743 estimated households
- Of those 179 households (the 1.7%), 115 are Spanish-speaking (1.07%), and the remaining 0.63% are all unspecified languages ("other Indo-European", "Asian/Pacific", and "Other").
- This limited-English speaking households dataset also shows households that speak other languages at home but are not necessarily of "limited-English proficiency". Those 1.7% of limited-English proficiency households that speak Spanish at home are a subset of 421 households (or 3.9% of total Town households) that speak Spanish at home. There are 2.2% (306) Wakefield's households that speak Spanish and are proficient in and bilingual with English.

<sup>5</sup> Source: Readily-Available Professional-Practitioner Translation-Practice Thresholds – Based on MAPC WV-2030 Project Manager Research

- 10% minimum population – only literate in the same foreign language – US Affordable Care Act - <https://www.languagescientific.com/a-quick-primer-on-affordable-care-act-language-service-requirements/>
- 5% minimum population – speak a foreign language; and higher illiteracy rate than the national average – US Department of Justice, and US Election Assistance Commission - <https://www.justice.gov/crt/about-language-minority-voting-rights>
- 1.5% minimum population – California Department of Education - <https://archive.sfsd.edu/en/family-and-community-support/translation-and-interpretation/tiu-overview.html>
- Massachusetts does not provide any numerical thresholds on the matter.

<sup>6</sup> The first public forum had approximately 95 consistent meeting participants participating throughout the course of the evening with more dropping in and out during the live interactive Zoom event. The second public forum had approximately 50 meeting participants during the live interactive Zoom event. The third public forum had approximately 40-50 Zoom participants throughout the evening.



## PROCESS & VISIONING TOPICS

Advisory Committee Meeting

### PUBLIC FORUM #1 – MAR 4, 2021

SHAPING GROWTH, & HOUSING, MOBILITY & RECREATIONAL OPTIONS:

1. Growth, Enhancement & Preservation Areas
2. Housing Options & Residential Areas
3. Mobility Options & Getting Around
4. Parks, Squares & Leisure

3-WEEK  
SURVEY

490 RESPONSES

Advisory Committee Meeting

### PUBLIC FORUM #2 – APRIL 28, 2021

BUSINESSES, FACILITIES, & THE PUBLIC REALM & ENVIRONMENT:

5. Expanding the Cultural & Historic Landscape
6. Enhancing Public Facilities & Infrastructure
7. Adapting to Environmental Changes
8. Enhancing Business/Activity Districts & Opportunities: Putting the Pieces Together

3-WEEK  
SURVEY

254 RESPONSES

### PUBLIC FORUM #3 – JUNE 21, 2021

QUALITY OF LIFE & SHARED VALUES:

9. Diversity & Inclusion
10. Health, Safety, Resiliency & Vulnerable Communities
11. Promoting Lifelong Learning & Community Development
12. Fostering Community Spirit & Volunteerism

3-WEEK  
SURVEY

178 RESPONSES

Advisory Committee Meeting



The poll questions included a combination of: (a) somewhat specific, multiple-choice questions to facilitate quantifying community feedback for measuring consensus – and that leveraged prior insights from pertinent studies for additional community consideration; (b) open-ended comment fields to allow participants flexibility with feedback beyond the multiple-choice options; and (c) more abstract, higher-level, non-specific questions on opportunities and challenges. Together, the iterative synthesis of the community feedback sussed-out higher-level goals, and more specific action items. The community polls were not intended to be scientific surveys. Rather, they were an attempt to gain the best available input from community participants to measure input, determine consensus, and draft consensus-based goals in the visioning plan. The polls were devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that is oftentimes challenging to obtain in conventional open community meetings with strictly/mainly oral comments. The WV-2030 team endeavored to approximate or exceed the Town's historical double- or triple-digit attendance/participation rates between visioning public forums and polls.

*Opening Welcome Slides, Participant Screenshots, Meeting Flyer, & Community Poll Excerpt  
from the Online Two-Part Open House Presentation-Discussions*

# VISION<sup>2030</sup>

## a two-part online open house workshop

THIRD / FINAL VIRTUAL PUBLIC WORKSHOP - 21 JUNE 2021



### QUALITY OF LIFE, & SHARED VALUES

DIVERSITY & INCLUSION • HEALTH, SAFETY, RESILIENCY & VULNERABLE COMMUNITIES • PROMOTING LIFELONG LEARNING & COMMUNITY DEVELOPMENT • FOSTERING COMMUNITY SPIRIT & VOLUNTEERISM

Kindly wait while "Part 1: A real-time Zoom event" begins shortly.

PHOTO CREDITS (LEFT TO RIGHT): (1) BEEBE LIBRARY JAZZ -WIKICOMMONS; (2) WCNA FESTIVAL BY THE LAKE; (3) COMMUNITAS.ORG; (4) HORIZON HOUSE





Opening Welcome Slides, Participant Screenshots, Meeting Flyer, & Community Poll Excerpt  
from the Online Two-Part Open House Presentation-Discussions

## DIVERSITY & INCLUSION

### OPTIONS & ACCESS FOR ALL AGES, ABILITIES & BACKGROUNDS



INFORMATIONAL SLIDES – 10-15 MINUTES  
SMALL BREAKOUT GROUP DISCUSSIONS – 20-25 MINUTES

wakefield.ma.us/visions-2030 22

## HEALTH, SAFETY, RESILIENCY & VULNERABLE COMMUNITIES



INFORMATIONAL SLIDES – 5-10 MINUTES  
SMALL BREAKOUT GROUP DISCUSSIONS – 15-20 MINUTES

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## PROMOTING LIFELONG LEARNING & COMMUNITY DEVELOPMENT



INFORMATIONAL SLIDES – 5-10 MINUTES  
SMALL BREAKOUT GROUP DISCUSSIONS – 15-20 MINUTES

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## FOSTERING COMMUNITY SPIRIT & VOLUNTEERISM



INFORMATIONAL SLIDES – 5-10 MINUTES  
SMALL BREAKOUT GROUP DISCUSSIONS – 15-20 MINUTES

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## OPENING REMARKS & INTRODUCTION

### WAKEFIELD VISION 2030 MUNICIPAL & CONSULTANT TEAM

 Jonathan P. Chines Town Councilor	 Erin Kokinda Community & Economic Development Director	 Jennifer McDonald Content & Communications Manager	 Stephen P. Maio Town Administrator
 Carlos J. Montañez Principal Planner & Project Manager	 Christian Brandt, AICP Planner & Community Engagement Specialist	 Mark Racicot Land Use Planning Director	

### ADVISORY COMMITTEE MEMBERS

Jonathan Chines, Town Council	Lois Benjamin, Council on Disability Issues	Bill Spaulding, Planning Board
Paul DiMarco, Town Council	Sarah Gowers, Cultural Council	Michael Boudreau, School Committee
Candace Linahan, Board of Health	Aimee Forsythe, Finance Committee	Glenn Martinez, Wakefield Interfaith Clergy
Christopher Barnett, Chamber of Commerce	Nancy Bertrand, Historical Commission	Anthony Amato, Youth Council
Susan Jepson, Council on Aging	Kimberley King Allen, Human Rights Commission	Ane Wall, Zoning Board of Appeals

and community participants like you

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**Join Us!**  
June 21, 2021  
7:00 P.m. via Zoom

**Topic:**  
• Diversity and Inclusion  
• Health, Safety, Resiliency and Vulnerable Communities  
• Promoting Lifelong Learning and Community Development  
• Fostering Community Spirit and Volunteerism

**Share Your Voice**  
This public meeting will be held via Zoom and stream Wakefield Community Access TV (WCAT).

**The interactive nature of these meetings encourages participants to connect in real time, when possible.**  
This event will be followed by a three-week community series for input and ideas.

**Learn More**  
Find more about the project, including goals and objectives, and register for the meeting at [www.wakefieldma.us/visions-2030](https://www.wakefieldma.us/visions-2030)

**VISION 2030**

**last public forum!**

wakefield.ma.us/visions-2030





# WAKEFIELD VISION 2030 STATEMENT

## **WE ENVISION A WAKEFIELD THAT:**

- **PROTECTS AND ENHANCES ITS BEAUTIFUL NATURAL LANDSCAPE, NEIGHBORHOOD CHARACTER, AND SIGNATURE OPEN SPACE ASSETS INCLUDING LAKE QUANNAPOWITT, CRYSTAL LAKE, AND BREAKHEART RESERVATION.**
- **WELCOMES AND SUPPORTS RESIDENTS IN DIFFERENT LIFE STAGES AND IS INVITING TO PEOPLE OF ALL BACKGROUNDS.**
- **ENHANCES ITS NEIGHBORHOODS WITH HOUSING OPTIONS FOR ALL, AND SAFE WALKING AND BIKING AMENITIES.**
- **IMPROVES ITS BUSINESS DISTRICTS WITH MORE SERVICES, LEISURE RETAIL, JOB OPPORTUNITIES, AND PEDESTRIAN AMENITIES.**
- **EXPANDS ITS SOCIAL, CIVIC, AND CULTURAL LANDSCAPE WITH MORE CREATIVE PLACEMAKING AMENITIES, AND MORE FESTIVE EVENTS.**
- **INVESTS IN LEGACY CIVIC PROJECTS FOR PRESENT-DAY RESIDENTS AND FUTURE GENERATIONS THAT ENHANCE OUR BEAUTIFUL LANDSCAPE AND FOSTER COMMUNITY GATHERINGS.**
- **REDUCES CAR DEPENDENCY BY LEVERAGING ITS COMMUTER RAIL ACCESS AND OTHER CREATIVE TRANSPORTATION INNOVATIONS TO SUPPORT SHOPS AND RESIDENTS.**

**VISION** 2030



**TOWN OF WAKEFIELD**

# MISSION, VISION & EXECUTIVE SUMMARY

## *Mission – Vision 2030 Project*

- Pool together Wakefield's best ideas, and leverage its best community and civic assets for improving the Town.
- Rally community members around common ground, shared values, and high-consensus goals.
- Advance the most compelling ideas through future group decisions, actions, and investments.

### *Vision Statement*

We envision a Wakefield that:

- Protects and enhances its beautiful natural landscape, neighborhood character, and signature open space assets including Lake Quannapowitt, Crystal Lake, and Breakheart Reservation.
- Welcomes and supports residents in different life stages and is inviting to people of all backgrounds.
- Enhances its neighborhoods with housing options for all, and safe walking and biking amenities.
- Improves its business districts with more services, leisure retail, job opportunities, and pedestrian amenities.
- Expands its social, civic, and cultural landscape with more creative placemaking amenities, and more festive events.
- Invests in legacy civic projects for present-day residents and future generations that enhance our beautiful landscape and foster community gatherings.
- Reduces car dependency by leveraging its commuter rail access and other creative transportation innovations to support shops and residents.

## *Wakefield Today*

Wakefield is a mature suburban Town that is blessed with a scenic landscape and is conveniently located approximately twelve miles northeast of Boston. The Town celebrates its strong business networks, its community spirit anchored in festivals and outdoor events, its evolving transportation network, and its historic and natural assets. Wakefield treasures these while keeping an eye toward building upon them in the future.

Wakefield's Downtown area is home to its primary business district along and near some of the intersections with Main and Albion streets, and North Avenue, and encompasses Wakefield Square<sup>7</sup> and Wakefield Junction<sup>8</sup>. Downtown Wakefield is home to some of its **MOST LIKED AND SPECIAL COMMUNITY ASSETS**. These include: **SIGNATURE PARKS, NATURAL RESOURCES, AND RECREATIONAL AREAS** like Lake Quannapowitt, the Upper and Lower Common, and Spaulding Playground; **CIVIC FACILITIES AND EVENTS** such as Lucius Beebe Memorial Library and the Fourth of July activities; and the whole of Wakefield Center as a valued **PICTURESQUE WALKABLE DOWNTOWN**.

Within walking distance are some of Wakefield's **WELL-DEFINED NEIGHBORHOODS** such as the most proximate parts of East Side and West Side, as well as assets like the Americal Civic Center, Crystal Lake, and the Gavin Middle School. Farther afield in all directions, one encounters Wakefield's **OTHER BUSINESS DISTRICTS** such as Lakeside Park and Edgewater Park, the smaller Greenwood and Salem Street neighborhood centers, and the New Salem Street and Foundry Street industrial corridors. These districts anchor some of the Town's other neighborhoods such as Greenwood, Woodville, Montrose, and Lakeside. Lastly, no matter which direction, one pleasantly stumbles upon one of the Town's **NATURAL RESOURCES** such as town-favorite Lake Quannapowitt,

<sup>7</sup> Wakefield Square is the public plaza in front of the Lucius Beebe Memorial Library, and the Square is located at the intersection of Main and Avon streets.

<sup>8</sup> Wakefield Junction includes the area near the intersection of North Avenue and Main Street, and the historic Wakefield Centre Railroad Station and present-day Wakefield Junction MBTA Commuter Rail Station, as well as the railways.



Breakheart Reservation, Town Forest, Reedy Meadow; as well as **HISTORIC DISTRICTS** such as the Rattan, Yale Avenue, and Wakefield Park districts.

The following vision statement was methodically crafted based on the measurable community input that was distilled and synthesized through several iterations from over 1,110 combined survey responses and workshop forums. It is a succinct summary of the overarching high-consensus goals from the complete listing of the 27 consensus goals. Vision statements are aspirational in nature, reflect the voices of those who participated, and the use of the word “will” is intended to reflect an ideal, aspirational future condition of the Town. The vision statement is intended to serve as a resource at future boards and committee meetings to help with discussions with all community members to help make future decisions, actions and investments towards achieving them, or some variation of them.

## Expanded Vision Statement

**LOOKING TOWARD 2030**, Wakefield envisions building on the strengths of its neighborhoods and providing a variety of **HOUSING OPTIONS** for community members of all backgrounds, with varied needs, and in different life phases. Wakefield will prioritize housing **AFFORDABILITY** for the almost one-third of its households who are cost-burdened by allowing more housing options for young adults, seniors, and families. **PERMISSIVE AND FLEXIBLE ZONING** regulations and permitting reviews will seek to balance: design guidelines (to complement Town character), preservation of open space and protection of our natural resources, mobility options, and more “social retail” and pocket parks near homes, with condos, rentals, and small-lot single family dwellings. **DOWNTOWN** Wakefield will also become a residential neighborhood option by allowing well-designed, compact, **MIXED-USE, IN-FILL REDEVELOPMENT OPPORTUNITIES** to accommodate ground-floor services with upper-story housing.

Wakefield looks forward to improving **THE PUBLIC REALM, TOWN SERVICES**, and its business districts while expanding **THE CULTURAL LANDSCAPE**. The Town will enhance its strong downtown business presence and community pride in its excellent Town services by pursuing several measures. Some of its strongest business and physical assets and services, such as a large Town Common, excellent Beebe Library services and programs, downtown proximity to recreational areas and some neighborhoods, will be enhanced with public and private investment. Balanced **PEDESTRIAN AMENITIES AND ROADWAY IMPROVEMENTS** will create a safe pleasant walkable experience that will encourage more customer foot traffic, and in turn incentivize **COMMERCIAL PROPERTY REINVESTMENT**. Moreover, the Town will attract increased robust private investment and leave a legacy for future generations by investing in transformative civic projects to further enhance the landscape. The public realm will be enhanced with more creative and cultural placemaking amenities and activities. Two high priority community projects will provide better civic services, attract more shops and jobs, and foster more community gatherings. Wakefield will invest in a **NEW CULTURAL AMPHITHEATER OR OUTDOOR PERFORMANCE SPACE** to increase its community vitality with greater foot traffic. Additionally, a **NEW OR RENOVATED WAKEFIELD HIGH SCHOOL** holds great potential to also incorporate within it a well-designed **INTERGENERATIONAL COMMUNITY CENTER**.

Wakefield will build upon the strength of its two existing MBTA commuter rail stations by including more options for getting around and to Town. **CAR DEPENDENCY** will be **REDUCED** by upgrading pedestrian facilities to make walkability a safe and pleasant option. Safer sidewalks in addition to more transit options will benefit all residents, especially the less advantaged, to be able to live more independently. **OPTIONS FOR MOVING AROUND TOWN** will include more **TRAFFIC CALMING** improvements, bicycle facilities/stations, bus shelters, and possibly a **TOWN TROLLEY OR SHUTTLE VAN** circulating between the commuter rail stations, the Downtown, business districts, and neighborhoods. Collectively, these options will help reduce parking ratios for residential development proposals as well as reduce the demand for downtown parking.

Wakefield will improve and **PROTECT ITS PARKS AND NATURAL RESOURCES** by a variety of interventions. These include: improving walking paths and trails; investing in more comfort amenities; creating more pocket parks when opportunities arise; more recreational programming opportunities; and downward emitting nighttime lighting where appropriate. Wakefield will coordinate with the State<sup>9</sup> to ensure that one of the Town’s favorite parks,

<sup>9</sup> The Massachusetts Department of Conservation and Recreation, specifically.

Breakheart Reservation, serves the needs of residents through wayfinding signage, awareness, and programming. Wakefield will continue to be a good steward of the environment by adopting Town-wide curbside composting in all neighborhoods to make Wakefield greener.

And finally, as 2030 gradually approaches, Wakefield will have extensively **PROMOTED INCLUSIVENESS, LIFELONG LEARNING, AND VOLUNTEERISM**; as well as have **EMPOWERED ITS MORE VULNERABLE** <sup>10</sup> community members. Wakefield will be more diverse and together with its Human Rights Commission, it will continue to welcome newer first-generation residents, people of different faiths and ethnic backgrounds, the LGBTQ+ community, and people of all socio-economic backgrounds. The Town will easily attract new residents from different backgrounds and affiliations. The Wakefield community at-large will continue to maintain excellent, inclusive public schools, and continue to develop and flourish through expanded educational and lifelong learning opportunities. Wakefield adults will enjoy low-cost or no-cost evening education programs at the Northeast Metro Tech Vocational School for their personal fulfilment and edification. The Town will spearhead an online volunteering clearinghouse and email newsletter to support and grow its healthy volunteer network. And lastly, the whole of Wakefield will be stronger after having expanded its social services to empower its more at-risk members. Mental health and public health in general are top priorities for Wakefield, and a dedicated employed Town liaison will reach out to the homeless and work with addiction coaches and community health and social workers to create an even more resilient community.

### *What is a Vision Statement?*

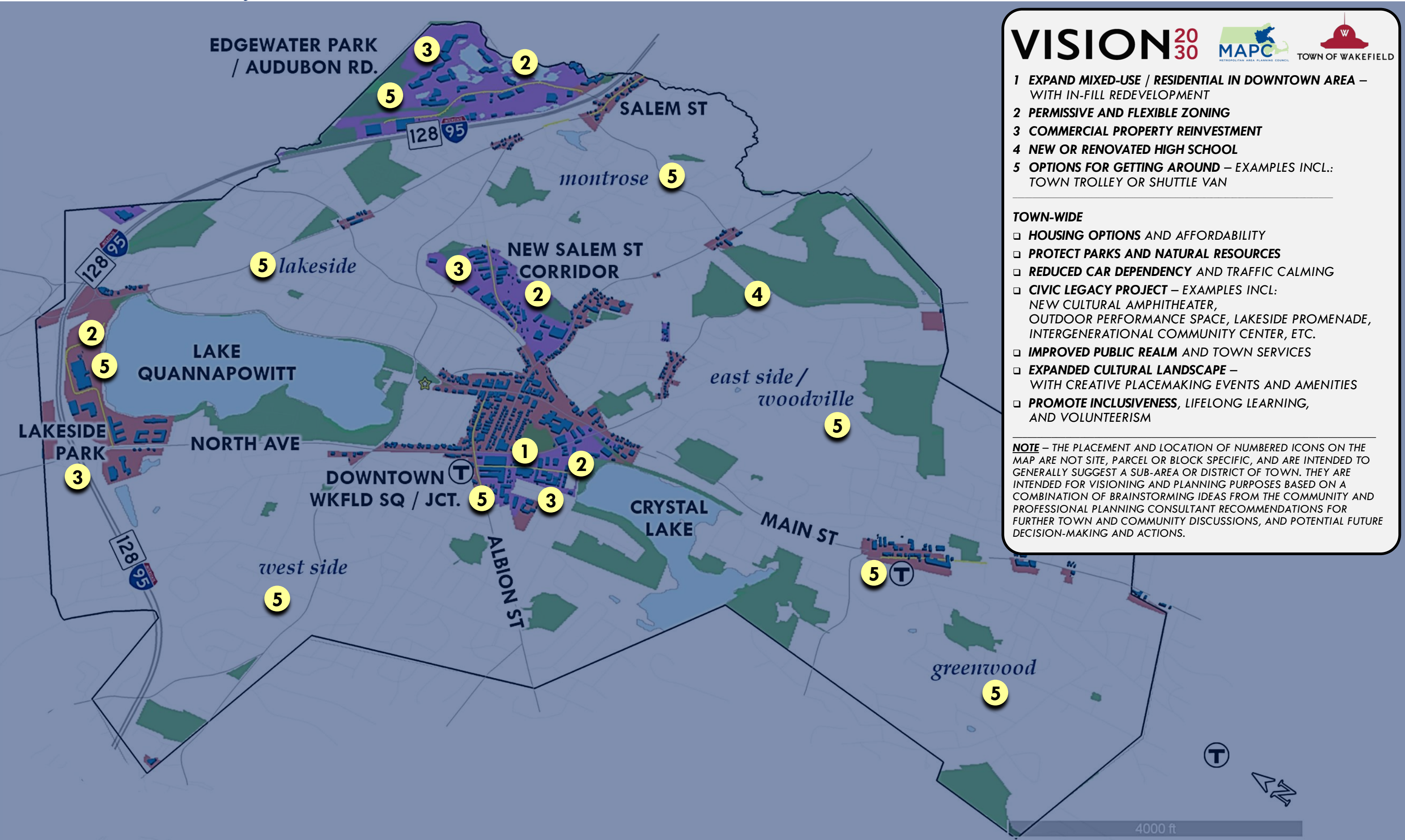
- ❑ A brief, aspirational statement that prefaces visioning or master plan reports, and explains how the Town wants to be in the future.
- ❑ Sets the tone for the rest of the vision plan and should be consistent with subsequent plan goals.
- ❑ Sends a message to prospective residents and businesses about what can be anticipated.
- ❑ Could be posted on Town website and/or shared with Chamber of Commerce, business associations, and/or repurposed in Town marketing pamphlets, et cetera to attract interest.
- ❑ The language in a vision statement is aspirational, non-binding, and a reflection or snapshot of the community input from those who participated. Verbiage such as “will” is intended to reflect a potential future ideal condition of the community and is not a legally binding promise nor obligation. As with the meetings of many communities’ municipal decision-making councils, boards and committees where full community participation is challenging, planning processes make best efforts to encourage participation.
- ❑ The vision statement is intended to provide some guiding context to help eventual decision-making on matters at future board and committee meetings on various planning, investment, and regulatory matters.

### **ABOUT THE VISION STATEMENT**

The WV-2030 Vision Statement was created using only the high-consensus goals and items that were obtained primarily from the 922 community survey responses. The survey questions were created to methodically obtain standardized community input that could be easily measured to quantify and determine consensus. This was purposefully done in contrast to solely or primarily qualitative and anecdotal open written and oral comments that cannot readily be measured as effectively and with a certain level of precision. The three surveys were done as good-faith efforts to objectively determine which community consensus goals were higher priority and to create a Vision Statement that is grounded in standardized, quantified, and measured community input – as opposed to getting the “temperature” of the room and an audience in conventional meeting formats where primarily or exclusively comments and notes are taken.

<sup>10</sup> This is a standard professional term used in the public health field. Sources include: (a) Waisel, David B. “Vulnerable populations in healthcare.” Current opinion in anaesthesiology vol. 26,2 (2013): 186-92. doi:10.1097/ACO.0b013e32835e8c17 via National Institutes of Health (NIH); (b) Vulnerable Populations: Who Are They? Vulnerable Populations: Who Are They?. (2006). Retrieved 31 August 2021, from <https://www.ajmc.com/view/nov06-2390ps348-s352>; and (c) Laura Joszt, M. Laura Joszt, M. (2018). 5 Vulnerable Populations in Healthcare. Retrieved 31 August 2021, from <https://www.ajmc.com/view/5-vulnerable-populations-in-healthcare>







WE ENVISION A WAKEFIELD THAT:

Protects and enhances its beautiful natural landscape, neighborhood character, and signature open space assets including Lake Quannapowitt, Crystal Lake, and Breakheart Reservation.



Welcomes and supports residents in different life stages and is inviting to people of all backgrounds.





WE ENVISION A WAKEFIELD THAT:

Enhances its neighborhoods with housing options for all, and safe walking and biking amenities.



Improves its business districts with more services, leisure retail, job opportunities, and pedestrian amenities.





WE ENVISION A WAKEFIELD THAT:

Expands its social, civic, and cultural landscape with more creative placemaking amenities, and more festive events.



Invests in legacy civic projects for present-day residents and future generations that enhance our beautiful landscape and foster community gatherings.



PHOTO CREDIT: MIKE SARDELLA – [https://www.flickr.com/photos/dr\\_television/497345477](https://www.flickr.com/photos/dr_television/497345477)

Reduces car dependency by leveraging its commuter rail access and other creative transportation innovations.



PHOTO CREDIT: LUCIUS-BEEBE MEMORIAL LIBRARY – DMD  
[https://www.flickr.com/photos/beebe\\_library/2079355776](https://www.flickr.com/photos/beebe_library/2079355776)  
WAKEFIELD HIGH SCHOOL, WAKEFIELD, MASS.



# BACKGROUND & EXISTING CONDITIONS

**VISION** 2030





# BACKGROUND & EXISTING CONDITIONS

The Town of Wakefield is the 84th oldest community in Massachusetts. Massachusetts was originally settled by Paleo-Indians back to 8000 BC and was home to the native Massachusetts tribe, which gave its name to the State<sup>11</sup>. Wakefield was re-settled with English colonists in 1639<sup>12</sup>. The Town of Wakefield was originally established as Linn Village by settlers from the nearby Town of Lynn. Subsequently, Linn Village became part of the Town of Redding in 1644 before being incorporated as part of the Town of South Reading in 1812. It was not until 1868 when the present-day Town of Wakefield was named after Cyrus Wakefield who established a large rattan furniture factory in town and paid for the construction of Town Hall. Officially, according to the Secretary of the Commonwealth's website, Wakefield's year of incorporation is 1812.

Throughout its history, Wakefield has undergone many changes in its local economy and landscape including: river mills, iron stove and pot foundries, railroads, ice shipping off Lake Quannapowitt, rattan furniture factories and the manufacturing of world-class flying toy model airplanes. In more recent and not-so-distant history with the advent of the Route 128 highway, professional and technical business office parks were established along the northern edge of town, as well as a large amusement park called Pleasure Island, on the site of the present-day Edgewater Park office park. Wakefield has a municipal Town form of government with a seven-member Town Council (known as the Board of Selectmen until 2018) and a Town Administrator. Wakefield's land area covers approximately 7.5 square miles, is located 12 miles from downtown Boston, and is the State's 73<sup>rd</sup> most populous community.

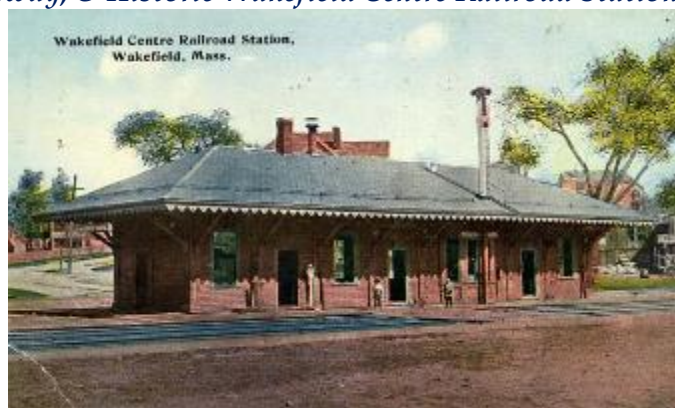
*Excerpt from UMass Historical Atlas of Massachusetts* <sup>13</sup>



*Historical Marker – Establishment of Wakefield* <sup>14</sup>



*Historic Postcards of Historic Wakefield Junction, the Railway, & Historic Wakefield Centre Railroad Station* <sup>15</sup>



<sup>11</sup> Noteworthy observation from the Secretary of the Commonwealth of Massachusetts' website: "The Commonwealth of Massachusetts was settled in 1620 and incorporated in 1629. The term settled refers to the arrival of the Europeans. Paleo-Indians in Massachusetts date back to 8000 BC." – Source: <https://www.sec.state.ma.us/cis/cisatlist/citistatph.htm#w>

<sup>12</sup> For the sake of abundant clarity should there be any future potential confusion by the general public: the official Massachusetts Secretary of State's website and the Town of Wakefield's website indicate 1639 as the date of settlement/establishment while a Wikipedia entry for the Town of Wakefield indicates 1638.

<sup>13</sup> Source: [https://www.geo.umass.edu/faculty/wilkie/Wilkie/hist\\_mass\\_p15-2.jpg](https://www.geo.umass.edu/faculty/wilkie/Wilkie/hist_mass_p15-2.jpg)

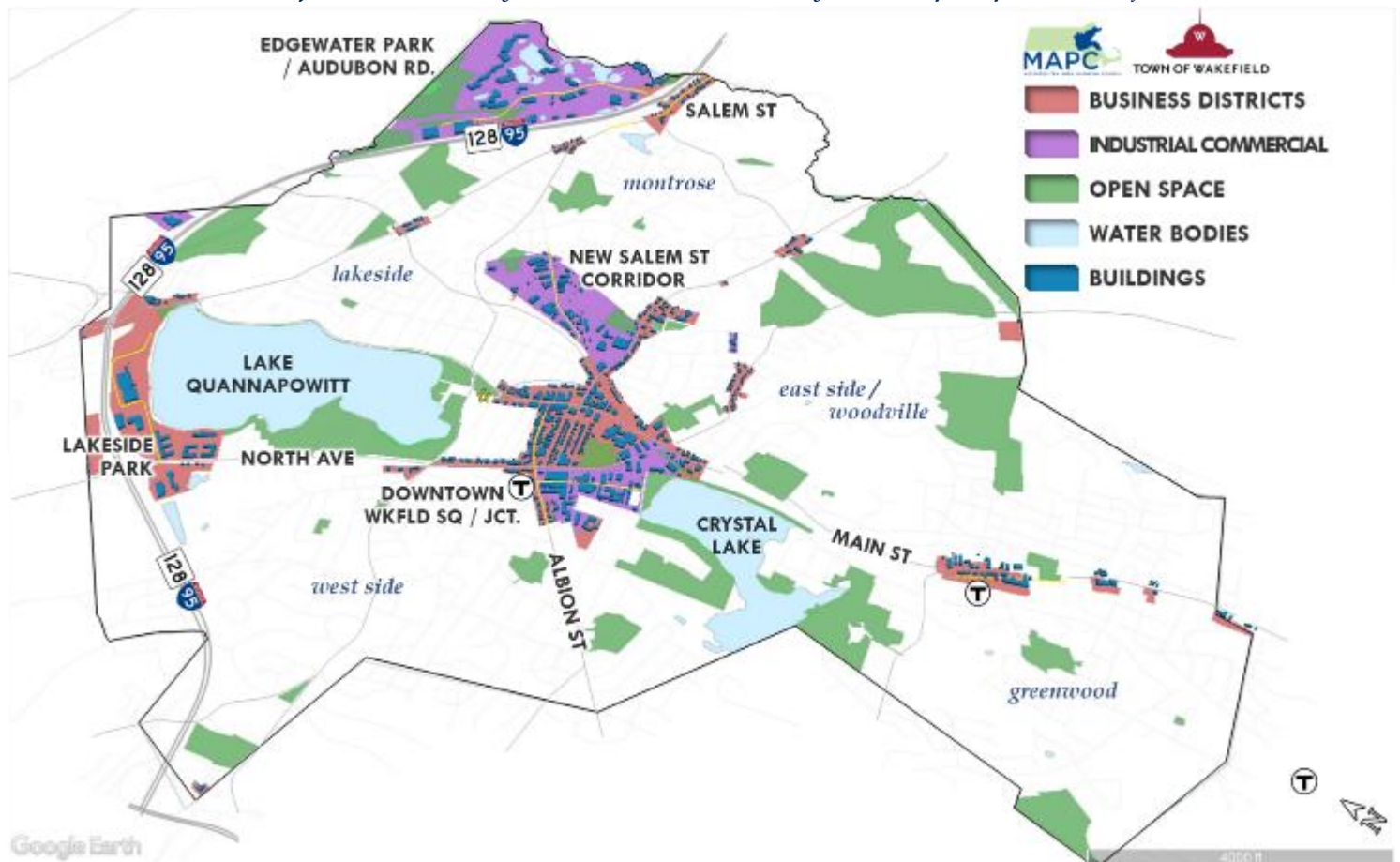
<sup>14</sup> Photo Credit: walkiestroughhistory, V. (2021). Linn Village Wakefield. Retrieved 27 August 2021, from <https://walkiestroughhistory.com/2021/02/17/linn-village-wakefield/>

<sup>15</sup> Source: Lucius Beebe Memorial Library

In terms of Wakefield's main physical community features, the map below highlights the Town's business districts, open spaces, neighborhoods, and major roads. The central area in medium red and purple is Wakefield's downtown central business district along with the New Salem Street and Foundry Street industrial corridors. Flanking downtown Wakefield are its two most prominent water bodies: Lake Quannapowitt and Crystal Lake. Farther afield are various open spaces and parks in green as well as additional business districts. To the north of Lake Quannapowitt is the Lakeside Park commercial/office business park, and to the northeast is Edgewater Park commercial/industrial park along Audubon Road. Smaller neighborhood business-activity centers dot the Town, including Greenwood's Main Street retail district and the Salem Street retail district near Edgewater Park. Some of the main thoroughfares that cross the Town as well as follow its northern edges include: Main Street, North Avenue, and Albion Street in the center; and US Interstate-95 and MA State Route 128, which provide direct highway access. Also related to major transportation community features, Wakefield is fortunate to have two MBTA commuter rail stations within it to provide service and mobility options. The areas in white represent the predominantly lower-scale, single-family neighborhoods of the Town, which are labeled. These major neighborhoods are the following: Lakeside, Montrose, West Side, East Side, Woodville, and Greenwood.

As part of the Metropolitan Area Planning Council's (MAPC) regional planning agency's service area, Wakefield is categorized by MAPC as a mature suburban Town. These communities are characterized by owner-occupied, single-family dwellings that are typically located on lots that are smaller than one acre. Mature suburban towns oftentimes contain scattered vacant parcels of developable land and have relatively stable population growth. Mature communities' new potential physical development (and the community development opportunities that can spring from them) mostly occurs via infill development of vacant parcels and redevelopment of existing underutilized parcels.

### *Overview of Main Community Features: Business/Activity Nodes, Open Spaces, & Major Roads*



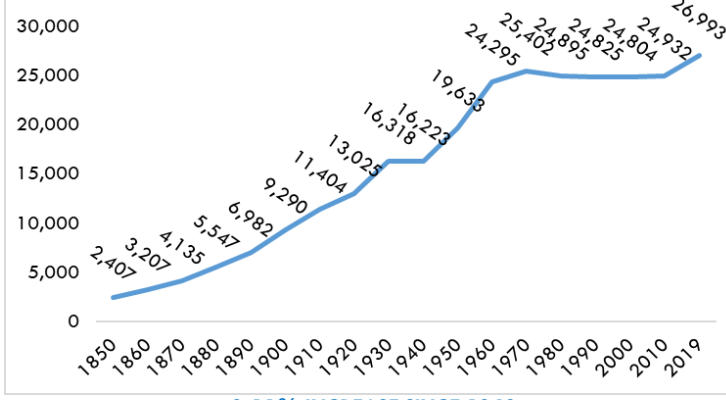
*This map highlights Wakefield's business districts, neighborhoods, and open spaces. In the center is Wakefield's downtown area between its two prominent lakes. The areas in red are the retail business areas, the areas in purple are zoned for industrial commercial uses, and the areas in green show the open spaces. The map also shows the two commuter rail locations identified with the small T icon.*



In terms of key findings from a high-level review of recent, pertinent background studies<sup>16</sup> for broad planning context (as well as additional MAPC demographic analysis), the following are some highlights. The Town's population has remained relatively stable with modest growth since 1960 (population 24,295) with an increase of approximately 3 to 11% (based on 24,932 for Census 2010 counts and 26,993 ACS estimates for 2019, respectively). Based on a late August 2021 release of a very limited dataset for the US Census 2020, the Town of Wakefield's population is now 27,090 (an almost 12% population increase since 1960).

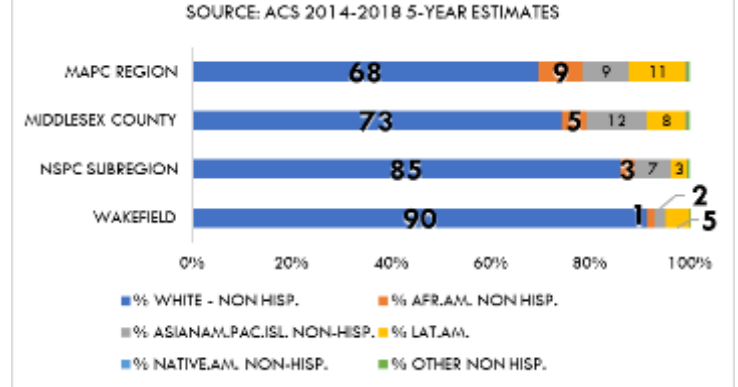
In terms of ethno-racial demographic data, the Town is 90% white/Caucasian-American, 1% black/African-American, 5% Latin-American/Hispanic, and 2% Asian-American. When compared to Middlesex County and the immediate surrounding communities within the subregion, Wakefield is 5 to 19% less diverse.

**Wakefield Population: US Census 1850-2010**



**3-11% INCREASE SINCE 1960**

**Race & Ethnicity – Percentages – Wakefield & Context<sup>17</sup>**

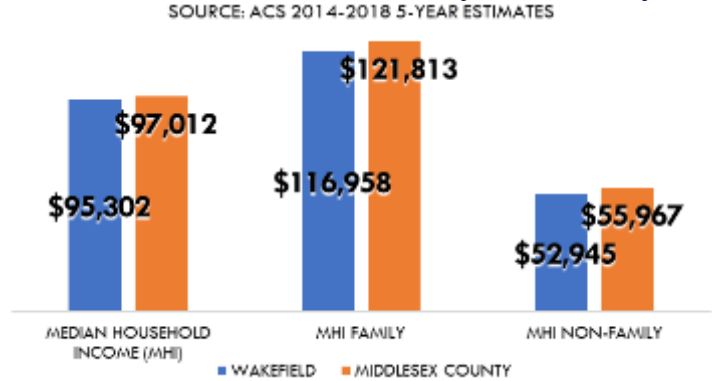


**5-19% LESS DIVERSE THAN COUNTY & SUBREGION  
24% LESS DIVERSE THAN METRO BOSTON**

The Town's population has remained relatively stable with modest growth since 1960. Compared to the county and region, Wakefield is less diverse racially.

The Town has a median household income of \$95,302 but there is a 54% difference between family and non-family household incomes with family households having a median income of \$116,958 versus \$52,945 for non-family households.

**Median Household Income – Family & Non-Family**



**54% DIFFERENCE FAMILY V NON-FAMILY**

Other demographic data sets provide greater insight into the Town's demographics. In terms of the Town's foreign-born and naturalized citizens, Wakefield is 5% less diverse than immediate surrounding communities, and it is 12% to 13% less diverse than Middlesex County and metropolitan Boston. Self-reported data from the American Community Survey estimates show the various national ancestries of Wakefield residents with Irish and Italian being the most reported. It is worth noting that there is not perfect correspondence between the various race/ethnicity and national origin datasets. Among the self-reported national ancestries in Wakefield, the bold italicized figures (in the following charts) are highlighted to: (a) provide historical and present-day context to one of the WV-2030 topics of Diversity & Inclusion; and (b) show how past practices of segmentation of society by difference such as religion in the form of explicit anti-Catholicism was prevalent in the late 19th century in New England as manifested toward Catholic French Canadian immigrant cotton mill workers, as well as anti-Catholicism toward Irish and Italian immigrants in the USA up until the 1960s.

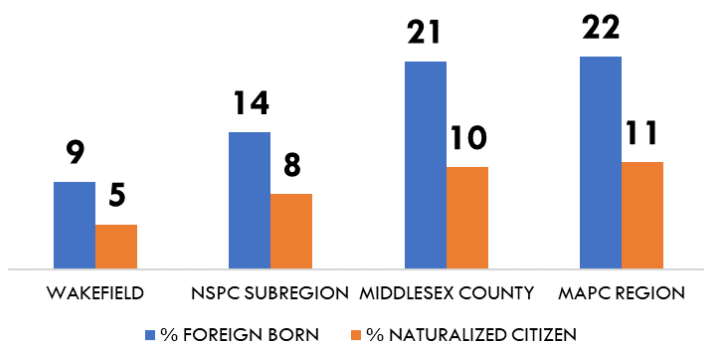
<sup>16</sup> **High-Level Review of Pertinent, Recently-Completed Planning Studies – for Broad Planning Context** – Based on the contracted scope of work, the visioning report will lightly reference only the most insightful findings and data points from these planning studies in order to create less of a highly technical planning document, and make it more user-friendly and approachable to the community. – (a) 2024-2019 MassDOT Rail Trail Implementation (based on 2007 Rail Trail Feasibility Study); (b) 2020-2016 Downtown Retail Market Demand Analysis; (c) 2020-2015 Housing Production Plan; (d) 2020 Municipal Vulnerability Planning Report – Envision Wakefield: Resilient Wakefield; (e) 2020 Albion Street MassDOT Complete Streets Project – Envision Wakefield: Downtown Revitalization – including conceptual downtown design alternatives (based on 2012 Main Street Corridor Study); (f) 2019 Affordable Housing Inventory Summary (incl. Ch. 40B Tarrant Lane Development Project permit approval); (g) 2018 Community Branding and Wayfinding Study; (h) 2018 MassDOT Complete Streets Prioritization Plan (based on 2017 Complete Streets Policy Statement [for areas beyond downtown Albion Street improvements]); (i) 2017 Albion Street Cultural Economic Development Strategy; and (j) 2015-2010 Open Space and Recreation Plan.

<sup>17</sup> **About the Data:** (a) MAPC consults a variety of different, most-pertinent, and readily-available datasets from the US Census actual counts, the American Community Survey estimates, Mass. DHCD, the MAPC and Donahue Institute regional/metropolitan projections, CHAS, and other sources; (b) Not all datasets are available for all topics and subtopics, some datasets have far-too-high margins of error to be reliable and useful, and the years for different datasets will not match up perfectly; (c) As part of MAPC's contracted and budgeted scope of work, MAPC performed a one-time data collection, synthesis and analysis before the public participation process; (d) 2020 US Census was not available at the time of data collection, and even when the process was ending in late summer 2021, the US Census Bureau was still slowly releasing datasets, and will be doing so toward the end of late 2021; and (e) The final plan report is being published with the initial readily-available datasets that were collected in early 2021.



## Foreign Born & Naturalized Citizens – Percentages – Wakefield & Context

SOURCE: ACS 2014-2018



**5% LESS DIVERSE THAN IMMEDIATE SUBREGION**  
**12-13% LESS DIVERSE THAN COUNTY & METRO BOSTON**

## National Ancestry – Percentages – Self-Reported - Wakefield

SOURCE: ACS 2014-2018, MAPC DATABROWSER

33	<b>IRISH</b>	3	AMERICAN
28	<b>ITALIAN</b>	3	SCOTTISH
13	UNCLASSIFIED	2	EUROPEAN
12	ENGLISH	2	<b>PORTUGUESE</b>
12	OTHER	2	GREEK
6	GERMAN	2	RUSSIAN
4	<b>FRENCH CANADIAN</b>	1	SWEDISH
4	<b>POLISH</b>	1	CANADIAN
4	<b>FRENCH</b>		

*The bold italicized figures are highlighted to provide historical and present-day context to one of the WV-2030 topics of Diversity & Inclusion, and to reflect on past societal practices of anti-Catholicism against the highlighted groups.*

Additionally, based on Massachusetts Executive Office of Energy and Environmental Affairs (MA EOEAA) 2020 data, Wakefield has two Census block groups that meet one of the criteria for being an Environmental Justice (EJ) community: minorities comprise 40 per cent or more of the population. These two EJ Community Census block groups<sup>18</sup> correspond to the area shown on the map in downtown Wakefield that is north of Crystal Lake, and near Wakefield Junction and the Foundry Street industrial corridor. For context purposes, the two block group's combined population of 1,065 people represents 4% of Wakefield's population. The Commonwealth of Massachusetts updated the EJ Policy in June 2021 to include a new statutorily required definition, among other updates. The MA EOEAA maintains a policy of environmental justice to better serve the environmental needs of the Commonwealth's most vulnerable residents. More information on the EJ Policy can be found at the following URL: [mass.gov/environmental-justice](https://mass.gov/environmental-justice).

### What is Environmental Justice?

Environmental justice (EJ) is based on the principle that all people have a right to be protected from environmental pollution, and to live in and enjoy a clean and healthful environment. Environmental justice is the equal protection and meaningful involvement of all people with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies and the equitable distribution of environmental benefits.

Source: [mass.gov/service-details/objectives-of-environmental-justice](https://mass.gov/service-details/objectives-of-environmental-justice)

## Vision 2030 Topics, Presentation Ideas & Forum Discussions

*Shaping Growth, & Housing, Mobility & Recreation Options  
 Businesses, Facilities, & the Public Realm & Environment*

*Quality of Life and Shared Values*

The following three sections provide an overview of the twelve Vision 2030 topics as grouped by three public forums. The public forums included informational content and visual examples of potential ideas for generating a discussion before all participants were asked to provide their individual responses via the surveys. The three sections show excerpts from the presentations and include photo examples of ideas that were presented. They are intended to convey the topics of ideas and topics that were presented, and not necessarily ideas that were endorsed.

### BRIEF SUMMARY OF PUBLIC FORUM DISCUSSION SENTIMENTS

In general, the conversations in the breakouts at each forum corresponded well to the findings of each of the online open houses. Throughout the forums, participants were interested in seeing programming and amenities increase in many areas of Wakefield's community, particularly civic life. Participants felt strongly that addition community programming would have a positive impact on economic development, volunteerism, and public health, to name a few. Among the breakouts, participants also provided a wealth of specific and personal examples of resources they would like to see, experience they have had, and assets they enjoy. One of the most frequently cited assets across all the forums and all the questions was Lake Quannapowitt, which participants strongly valued as a resource and felt the need to preserve and protect for future

### Public Forum Participant Quote

#### What do you like about your neighborhood?

*"My neighborhood is close enough but far enough from Downtown where you feel close to Downtown but still have a place that has maintained history, architecture is unique, and generations of families have lived there."*

*"I love being near the train stop and close to Melrose Highlands. I chose the neighborhood to be near my grandkids and a close commute to Winchester where I grew up and work. I love being on a cul-de-sac."*

<sup>18</sup> Block Group 3, Census Tract 3351, and Block Group 3, Census Tract 3353.01 – Middlesex County, Massachusetts.

generations. This rich information, coupled with the detailed findings from the three online open houses, has helped to shape the recommendations provided in this visioning plan. *A more detailed summary of each of the three public forums is found in the appendix of this report.*

All public forum participants were highly encouraged to give their full individual input via the standardized three-week long online community surveys to measure input in an equally weighted and standardized manner. **The primary form for obtaining community input<sup>19</sup>** and measuring consensus goals and ideas was through the three carefully and collectively drafted three-week long community surveys. **The purpose of the public forum presentations and discussions** was to provide information, potential ideas for jumpstarting conversations, and to provide an informative background for workshop participants and community members in general to take give their individual and quantifiable input via the online surveys. The following is a brief summary of the high-level sentiments and topics that were discussed by forum participants. Community participants expressed a variety of sentiments and ideas during each of the three public forum's four small breakout discussion group sessions. Each forum's four breakout groups had different sets of people expressing different ideas, and it is challenging and elusive to discern any consensus within each forum's four individual breakout sessions nor amongst the four. *While ideas were expressed during the public forums, there were no consensus determinations for ideas mentioned, and participants were highly encouraged to provide their individual responses and ideas via the surveys.* Forum participants were highly encouraged to write-in their ideas in the open comments sections of the surveys in order to measure consensus ideas in a standardized and measurable manner.

### **Public Forum Participant Quote**

#### **What do Wakefield's history, culture, and community assets mean to you?**

*"The town's history is the beating heart of the community; it supplies the texture and tone to the Town and makes us different than other communities. It is all the historic structure, wonderful churches that are being supported by the local community, homes that are around town, the layout, and we need to do a better job preserving historic homes."*

The following are several highlights of issues and sentiments that were expressed throughout the forums.

- Strong sense of community pride in Wakefield's social events and celebrations, and its civic assets such as the Food Pantry, the Lucius Beebe Memorial Library and Wakefield Public School.
- Great pride in Wakefield's beautiful natural resources and open spaces including Lake Quannapowitt, and how to protect the natural environment moving forward.
- A desire to make stronger connections between long established multi-generational residents and newer residents of only several years or decades.
- Concern over how to possibly accommodate new residential and commercial development in a manner that complements Wakefield's small town feeling and character.
- A strong desire for addressing the housing affordability concerns of seniors, young adults and young families.
- A strong interest in further supporting the celebrated Lucius Beebe Memorial Library, and how to make stronger connections to social service organizations to support the needs of community members of less advantaged backgrounds.
- A desire to further leverage Wakefield's two commuter stations and continue to grow more mobility options such as the Rail Trail, biking paths/lanes, and more extended pedestrian amenities connecting Downtown to neighborhoods.
- Concerns over how to better manage the existing supply of Downtown parking spots and lots to better serve shop owners, shoppers and residents.

<sup>19</sup> As detailed in the WV-2030 scope of work discussions and the scope document, and during municipal team and advisory group discussions.

# Shaping Growth, & Housing, Mobility & Recreation Options

Growth, Enhancement & Preservation Areas

Mobility Options & Getting Around

Housing Options & Residential Areas

Parks, Squares & Leisure

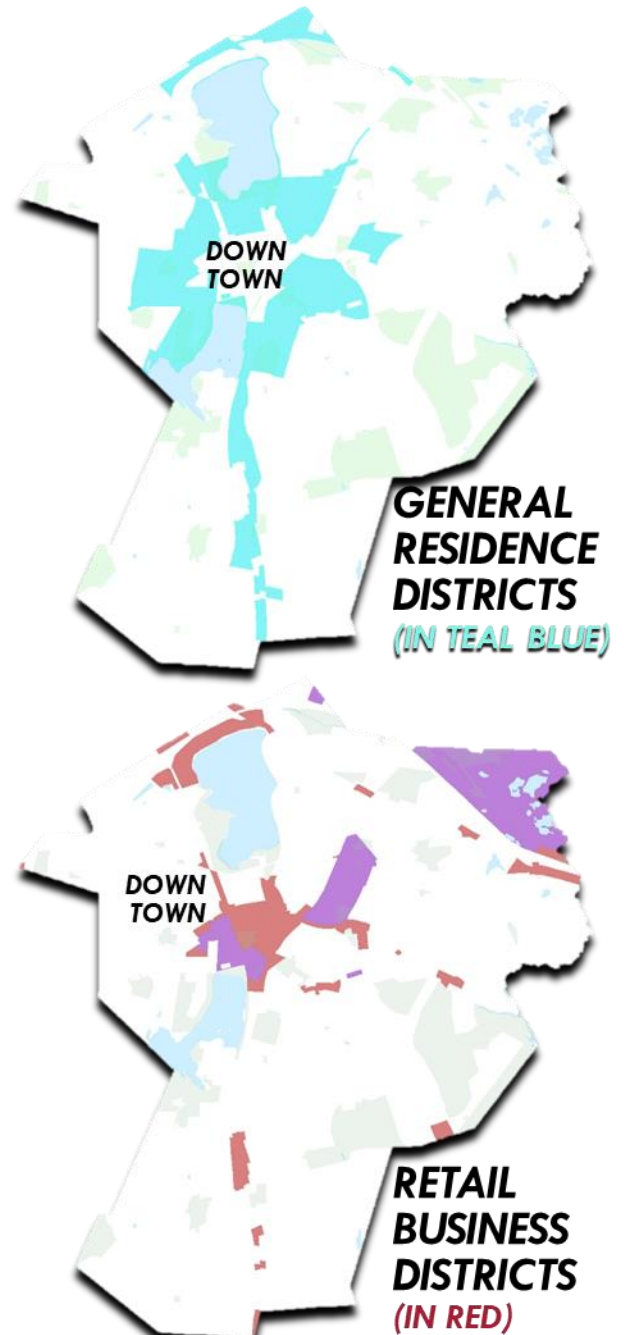
In terms of housing, almost two-thirds (63%) of Wakefield's housing stock is comprised of single-family homes and together with two-family homes that figure represents over three-quarters (76%) of all housing stock limited to these two options. Under a fifth (17%) of the housing stock is comprised of multifamily housing options consisting of five or more dwelling units. Compared to Middlesex County, Wakefield has 9% more single-family units and 7% fewer multifamily options (of five units or more).

Noteworthy highlights from the Town's Housing Production Plan (HPP) include the following: (a) very little housing production; (b) less housing diversity together with the changing needs of an aging population which has been resulting in fewer affordable options to age in place with low-maintenance properties. The HPP also highlights sharp contrasts in median incomes between the lower one-fifth of Town households that make less than \$35,000 while 40% of households make over \$100,000. Traditionally, Wakefield attracted first time homebuyers and young families, but rising prices are making that challenging. The HPP indicates that more options for residents are needed to avoid pricing out established residents as well as to provide options for downsizing and upsizing. Currently, the Town is not meeting the State's Department of Housing and Community Development's (DHCD) minimum 10% requirement for each community to contribute its share of statewide and regional housing affordability needs. The Town's existing Subsidized Housing Inventory (SHI) is at 6.72% (as of the latest DHCD SHI update that was furnished to MAPC and that was dated 1.12.2021). Lastly, the HPP highlights that there is a gap of 343 affordable units to fulfill that requirement and to provide Wakefield with local control over outside "unfriendly" Ch.40B multifamily proposals.

The upper map diagram highlights, in light blue, the areas zoned for general residences (in other words, areas that are not solely zoned for single-family homes). Considerations for where and how to accommodate housing options could also take into account providing flexibility with vertical infill redevelopment on underutilized properties. Similarly, the lower map diagram shows areas in red that are the retail business districts that could not only accommodate business uses, but potentially also upper-story residential options. Realizing housing goals to meet need and demand for options and affordability will require deliberative and purposeful zoning analyses and decisive action on changing or expanding existing zoning boundaries as well as revising land use, dimensional, and parking regulations in order to be flexible in accommodating vertically integrated uses in a manner that makes the most of limited opportunity areas.

In terms of existing Wakefield households who may need affordable options: (a) the Town has 12% fewer renter units than Middlesex County; (b) almost one-third of over 10,000 Town households pay 30% or more on monthly housing costs [this could leave them with difficulty meeting other needs]; and (c) 44% of renters in Town pay more than 30% a month on housing while 26% of owners in Town are the same position.

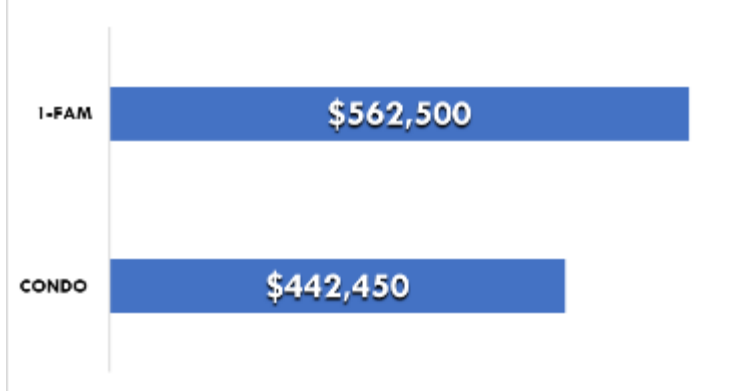
In order for Wakefield to address the 343 unit gap identified in its HPP 2015-2020, it needs to produce 52 units a year to demonstrate progress to the State and to gain local control over outside multifamily proposals (that the State can otherwise grant a Ch. 40B permit). As an example of what a qualifying income would be for an affordable home at the 80% of area income, a single person household qualifies at \$67,000 while a four-person household does so at approximately \$96,000.





## Median Home Sales Price – Wakefield

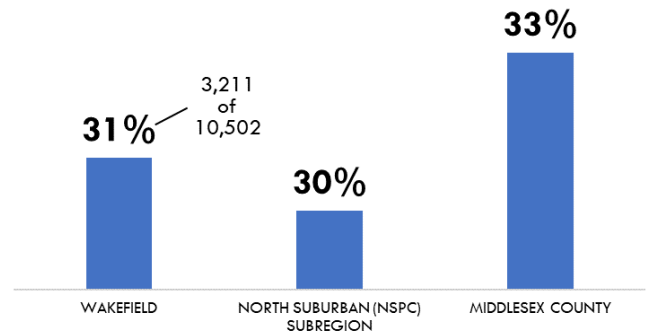
SOURCE: WARREN GROUP 2019



CONDOS ARE 24% LESS EXPENSIVE IN TOWN

## % Cost-Burdened Households – Wakefield & Context

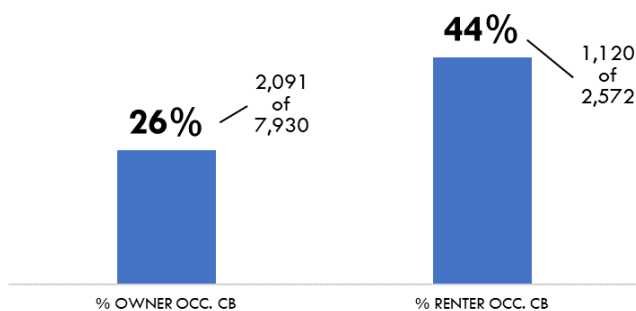
SOURCE: ACS 2014-2018 5-YEAR ESTIMATES



31% OF 10,502 HOUSEHOLDS  
PAY MORE THAN 30% ON MONTHLY HOUSING

## % Cost-Burdened Renters & Owners

SOURCE: ACS 2014-2018 5-YEAR ESTIMATES



44% OF RENTERS ARE COST-BURDENED  
26% OF OWNERS ARE COST-BURDENED

## Wakefield Subsidized Housing Inventory (SHI), & Affordability Gap

10% of 10,459 = 1,046

DHCD SHI	Census 2010	Needed SHI
Min. Req.	Year Round	Units for Req.
	Housing Units	

703 =	6.7%	-(343)
Current	Town SHI	Needed SHI
Wakefield	12/2020	Units for Req.
SHI Units		

Sources: Mass. DHCD SHI, & Town Housing Production Plan –  
Census 2020 Year Round Housing Units not readily available. This will  
affect the denominator to be used for future updated SHI calculations.

## Town SHI, & Affordability Gap

6.7%	SHI
343 UNIT GAP	TO MEET MIN. 10% & FOR LOCAL CONTROL
703 SHI UNITS	85%/15% RENTAL/OWNER
52 TO 105	MIN. ANNUAL PRODUCTION

CONDOS ARE 24% LESS EXPENSIVE IN TOWN  
\$562,500 1-FAM  
\$441,450 CONDO

In order to Wakefield to address that 343 unit gap, it would need to  
produce 52 units a year to demonstrate progress to the State and have  
control over multifamily proposals.

## Qualifying Affordable/Workforce Incomes

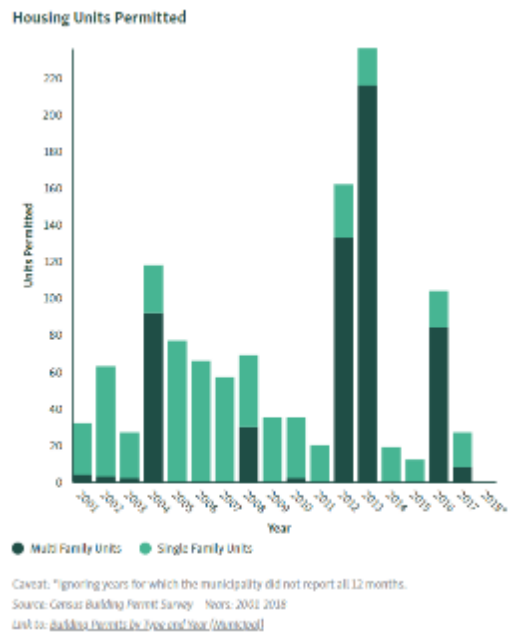
HUD FY2020 - BOSTON METRO FAIR MARKET RENT AREA - INCOME  
LIMITS - METRO BOSTON MEDIAN FAMILY INCOME \$119,000

	1-PERSON HH	4-PERSON HH
80% AREA-INCOME LIMIT	\$67,400	\$96,250
50% AREA-INCOME LIMIT	\$44,800	\$63,950

As an example of what a qualifying income would be for an affordable home,  
at the 80% of area income, a single person household qualifies at \$67,000  
while a four-person household does at approx. \$96,000.

It is worth emphasizing that limited housing production affects the available supply of units, and in turn there is increased demand which results in higher prices. Wakefield's housing stock is comprised of almost two-thirds single family homes, has fewer multifamily options, and its single-family prices are 5% higher than Middlesex County.

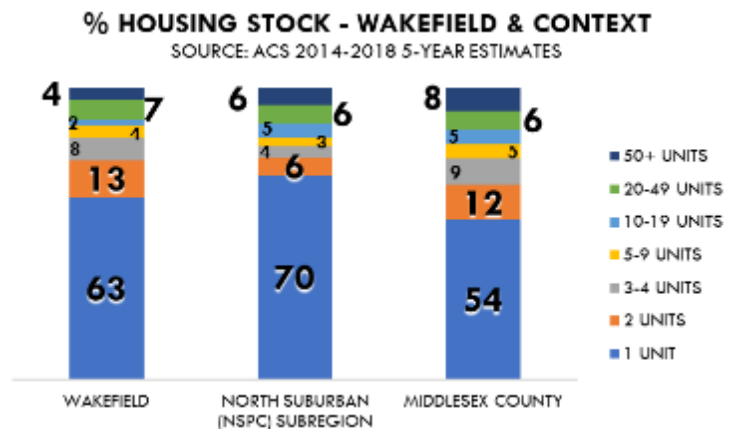
Limited Housing Production & Available Supply  
2001-2018



Limited housing production affects the available supply of units, and in turn there is increased demand which results in higher prices.

Looking at its tax base, Wakefield has diverse revenue sources with 58% coming from residential properties, 13% from commercial properties, 3% from industrial properties, 4% from personal property, and 22% from non-property tax sources. From a physical land and building redevelopment perspective, the Town could embark on a purposeful study of its underutilized commercial properties. Underutilized commercial properties are characterized by low buildings with small amounts of economically productive, usable gross building square footage that generate limited tax revenue for the Town. These properties have more land area dedicated to parking lots, and the assessed value of the buildings is less than the value of the land. In addition to lower tax revenue generation, these types of properties oftentimes have gaps in the “street wall” along the sidewalk that do not complement the beautiful streetscapes found elsewhere in Town.

% Housing Stock – Wakefield & Context



HOUSING STOCK

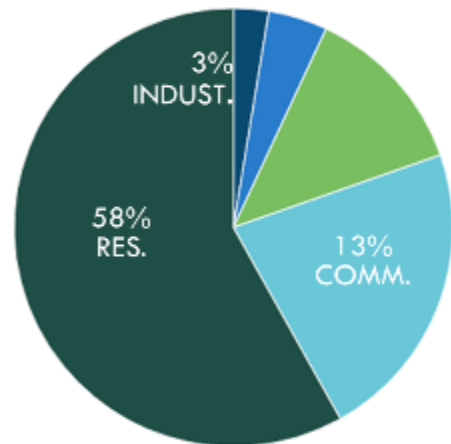
63% 1-FAM UNITS  
13% 2-FAM UNITS  
17% MULTIFAMILY – 5 OR MORE UNITS

COMPARED TO MIDDLESEX COUNTY

9% MORE 1-FAMILY UNITS  
7% FEWER MULTIFAMILY – 5 OR MORE UNITS

Wakefield is almost 2/3rd single family homes, has fewer multifamily options, and its single family prices are 5% higher than Middlesex county.

Share of Tax Revenue by Source



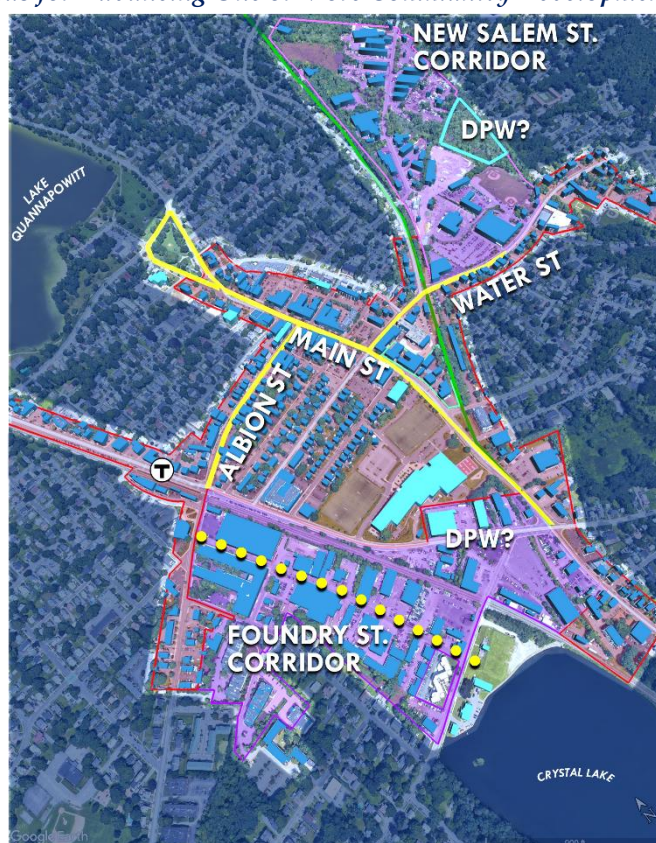
REVENUE BY SOURCE - DIVERSIFICATION DESIRABLE

58% RES. – 13% COMM. – 3% INDUST.

\$12.73 RES. WAKEFIELD RATE PER \$1,000 ASSESSED VALUE  
\$24.67 COMM. WAKEFIELD RATE PER \$1,000 ASSESSED VALUE

Sources: 2016 MA Dept. of Revenue – DLS; MAPC DataCommon – 2019 Town Data

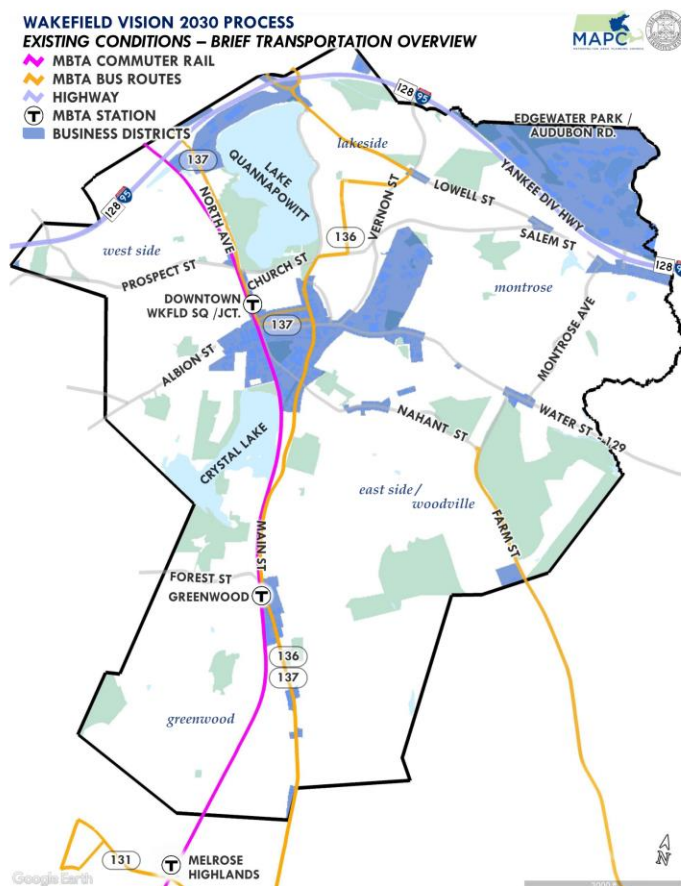




Transportation-wise, Wakefield is fortunate to have two MBTA commuter rail stations in town (Wakefield and Greenwood stations), and a third one within very close proximity (Melrose Highlands). The Town also has one MBTA bus route (route #137<sup>20</sup> – Reading Depot and Malden Center service) with connecting service to the MBTA Orange Line. In terms of its existing bike infrastructure, Wakefield could benefit from more assessments and improvements. There is a minimal amount of bike racks and facilities, and there are not any bike lanes nor sharrows<sup>21</sup>. There is, however, some shared-road signage around Lake Quannapowitt. Overall, the Town enjoys wide sidewalk coverage.

As it pertains to work commutes, almost a fifth of residents have sought out alternatives to driving alone to work, with 81.5% driving alone, 6% car-pooling, 8.4% taking public transportation, 2.3% walking, and 0.6% biking. The average Wakefield commute time is 31.4 minutes. Wakefield is currently below the State average in terms of Vehicle Miles Traveled (VMT) per household (47 daily VMT versus 54 daily suburban VMT average). This is a metric that will be increasingly used to determine resource needs and identify area producing congestion.

The Town is currently working on improving its rail trail, and construction<sup>22</sup> for a two-mile section that starts at Galvin Middle School is expected to start construction in 2024. It is anticipated that the rail trail will be a great resource for recreation and mobility alike. The Wakefield rail trail project is listed as Boston



<sup>20</sup> MBTA bus route #136 was eliminated in 2021.

<sup>21</sup> This is a transportation planning term of art for shared bike/car lanes marked by a double arrow on the asphalt in the lane.

<sup>22</sup> Source: [https://hwy.massdot.state.ma.us/ProjectInfo/Main.asp?ACTION=ViewProject&PROJECT\\_NO=607329#](https://hwy.massdot.state.ma.us/ProjectInfo/Main.asp?ACTION=ViewProject&PROJECT_NO=607329#)



MPO TIP Project #607329. The Rail Trail project includes a shared-use path for pedestrian and bicyclists along an abandoned railroad corridor, beginning at the Main Street/Bennett Street intersection in Wakefield and extending northerly through Lynnfield to the Peabody city line. The proposed trail is approximately 4.4 miles long.

The Town also has an approved Complete Street Plan (policy approved 2017) to improve roadways for pedestrian friendly improvements and biking alternatives. In 2018, Wakefield approved its Complete Streets Prioritization Plan. There are 30 identified projects<sup>23</sup>, and the approved plan makes the Town eligible to apply for funding. The projects cover a wide range of improvements including: ADA curb cuts, pedestrian signals, curb extensions, sidewalk repair, bus stop landing areas, new sidewalks, crosswalks, and pedestrian median refuges.

Public workshop discussions and WV-2030 community survey feedback showed interest in expanding transportation options in Town. Among the items of interest were micro-transit shuttles and van options; and potentially pursuing transportation management associations in the form of public-private partnerships between the Town, other towns, major employers, and bus companies to provide solutions for commuters and reduce traffic congestion.

Regarding open space, leisure, and natural resources, Wakefield enjoys 668 acres of parks, playgrounds, and recreational facilities including four significant open spaces: (a) Lake Quannapowitt has 247 acres, and has a popular walking path that attracts thousands of daily visitors; (b) Crystal Lake is a protected water supply and has 78 acres; (c) Reedy Meadow is 30 acres large, was home to historic sawmills, and now is a wetland habitat for migratory birds; and (d) a portion of State Breakheart Reservation with 27 acres, which is a public recreation areas with scenic hilltop views. According to the 2005-2010 Open Space and Recreation Plan (OSRP), approximately one-fifth of the OSRP inventory consists of recreation use acreage (22% and 147 acres of Public Works Department parks and recreation land), and approximately one-fifth consists of water resources (22% and 144 acres of DPW water resources).

The Town is currently working on a plan to create a bike network and connect to surrounding areas. Planned trails can be found at MAPC Landline Trailmap website at [trailmap.mapc.org/](http://trailmap.mapc.org/). Additional recreational options were discussed during one of the public workshops. The presentation and discussion explored indoor recreational options, such as indoor entertainment venues, and expanding programming and access. The Town's Arts Corridor plan identifies four venues with the potential for more civic and community events centered around arts and

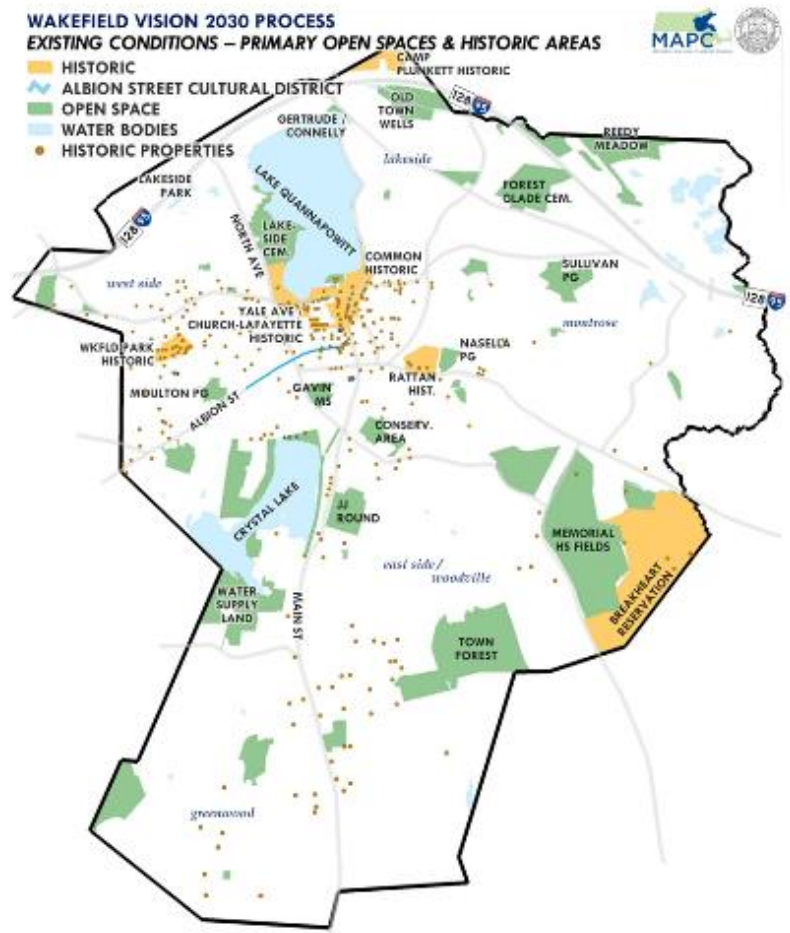
### MICRO-TRANSIT:

dynamically generated routes – from software – anticipates common pick-up points – does not require advance scheduling



### PURSUE TRANSPORTATION MANAGEMENT ASSOCIATION?

public-private – employers, towns, & bus companies – solutions for commuters – reduce traffic congestion



<sup>23</sup> The top 15 ranked projects are: 1-Main Street in Greenwood area: Curb ramps at crossings; 2-North Avenue and Main Street: APS signals & curb ramp upgrades; 3- Downtown Main Street: Providing curb extensions; 4-Main Street, Albion Street, and North Avenue: sidewalk repair; 5-North Avenue and Greenwood Area: Providing curb extensions; 6-Greenwood Area: Provide landing areas at bus stops; 7-Greenwood Avenue and Maple Way: Sidewalk installation/ repair; 8-Main Street: Relocate Existing Crossing; 9-Main Street and North Avenue: Update pedestrian timings; 10-Albion Street: Providing Crosswalks; 11-Upgrade outdated push buttons at crosswalk signals; 12-Main Street and North Avenue: Install sidewalks/ Provide crosswalks; 13-Greenwood Area: Provide new crossings; 14-Gould Street/ Murray Street/ Albion Street: Install pedestrian refuge or curb extensions; 15-Main Street: Install pedestrian median refuge

culture: Savings Bank Theatre, Veterans Memorial Auditorium, Linden Tree Coffeehouse, and Drill Hall. The report also indicates that local and area-wide spending in arts culture and entertainment can also be an economic development strategy. Lastly, the discussion highlighted the importance of an updated OSRP to unlock potential state PARC grants for more open space and recreational improvements for the Town.

*Photo Examples of Ideas for Open Space Improvements*





# Businesses, Facilities, & the Public Realm & Environment

Expanding the Cultural & Historic Landscape  
Adapting to Environmental Changes

Enhancing Public Facilities & Infrastructure  
Enhancing Business/Activity Districts & Opportunities:  
Putting the Pieces Together

The WV-2030 process and workshops also explored a variety of visioning topics around: (a) how to expand the public realm's cultural and historic landscape; (b) ideas for improving public facilities and infrastructure; (c) ideas for adapting to environmental changes; and (d) how to enhance business and activity districts for community development and economic growth. **The workshop discussions were intended to provide participants with information, and to hear their fellow community members before being requested to individually take the surveys<sup>24</sup> in order to measure community input in a standardized and measurable way for discerning consensus ideas and goals.** In terms expanding the public realm's cultural and historic landscape, it is worth acknowledging that Wakefield is blessed with public and private facilities and various popular events where civic and community life and activities take place and thrive. These include historic and civic assets like the history museum and the Americal Civic Center, private social clubs, community outreach through the food pantry, and big annual events like the Fourth of July parade and festivities, which is one of the largest – if not the largest – in New England.

## Examples of Wakefield's Existing Assets, & Workshop Visual Aid



The visioning topic for exploring how to expand community life and activities in the public realm also included workshop discussions that highlighted that social life must physically happen somewhere in physical places and spaces. As part of the presentation content and discussion, idea exploration included how to expand opportunities for a combination of indoor and outdoor areas, both large and small. The goal was to provide more opportunities for Wakefield community members to engage in both formal and informal social interactions. The Town has already been addressing public realm improvements by investing in pedestrian friendly streetscape amenities for safety and beautification. The Envision Wakefield Downtown initiative is exploring how to improve key downtown streets with bump-outs or extensions of the sidewalk, among other improvements. A bump-out can shorten the walking distance for pedestrians at street crossings, accommodate landscaping and amenities, and signal to on-coming drivers that the road is narrowing at a given segment of the street, and therefore to slow down. Ideas were explored for an expansive public realm that also includes public areas like streets, sidewalks, squares, and plazas, as well as private spaces that are accessible to the public, like stores, malls, and restaurants.

Ideas that were presented and discussed included the following [photo examples are provided on the following pages]: (a) coffee bars and roof seating housed in a repurposed cargo container; (b) food truck festivals on streets that are temporarily closed off to car traffic; (c) seasonal events like weekly or monthly art walks or summertime or fall performances; (d) temporary and permanent parklets in a handful of parking spaces for experimentation; (e) puppet or toy airplane festivals [paying homage to the Paul Guillow Company]; (f) summertime weekend rattan outdoor seating on Town Common [paying homage to rattan manufacturing history]; (g) reading and music carts; (h) amphitheaters and outdoor performance spaces; (i) indoor and outdoor skating rinks; and (j) public art. Some of the ideas were smaller scale and temporary in nature to allow for budget friendly exploration of ideas. Other ideas entailed much more permanent and statement-making investment into a new civic or cultural

<sup>24</sup> As detailed in the WV-2030 scope of work discussions and the scope document, and clarified during municipal team and advisory group discussions.



facility not only for the enjoyment of present day residents but also to leave a legacy to future generations, much in the same manner that many of the Town's prized assets were left by someone in the past for residents today.

*Photo Examples of Ideas for New Community Events and/or Facilities – to Expand the Cultural Landscape*





*Photo Examples of Ideas for New Community Events and/or Facilities – to Expand the Cultural Landscape*





*Photo Examples of Ideas for New Community Events and/or Facilities – to Expand the Cultural Landscape*





Wakefield Vision 2030 combined more whimsical and celebratory topics, such as the cultural landscape one, with topics like infrastructure and public facilities. Maintaining the Town's existing facilities and services is important, and the Town's public works department performs a wide variety of necessary maintenance services including street sweeping and the upkeep of parks and public grounds. The following is a very broad overview of the town's existing facilities:

- 12 town parks including the Town Common;
- numerous civic buildings including the Americal Civic Center and the Lucius Beebe Memorial Library;
- Seven public schools, and one regional vocational high school;
- Crystal Lake as part of the Town's potable water supply;
- 96 linear miles of roadways to maintain;
- Two commuter train stations; and
- recent developments worth noting include:
  - the Communi-Tree tree replacement program;
  - the ongoing downtown street design concepts; and
  - possible improvements to the local and regional high schools.

The Town has been working on making its streets and sidewalks safer, and has gone from: a Complete Streets Policy, to an approved prioritization plan, to some downtown implementation projects for Albion Street, Water Street, and downtown Main Street. A complete list of projects on the Prioritization Plan can be found at [wakefield.ma.us/public-works](http://wakefield.ma.us/public-works). As previously mentioned, the Town has an approved regional transportation improvement program project for a rail trail from Galvin Middle School and going two miles toward neighboring Lynnfield. This will be an amazing recreational amenity with two-way bike traffic to bring guests and visitors to possibly support downtown businesses.



Recent reports and plans identify the critical need for a new public works facility. This need was cited in the 2019 annual town report, and the Town's natural hazard mitigation and municipal vulnerability preparedness plans. Among the possible locations include the existing public works garage at 27-35 North Avenue or the possibility of the Town sharing a public works facility with a neighboring town. Wakefield's recently approved natural hazards mitigation plan could unlock potential funding for eligible town projects that take mitigation measures to reduce natural disaster losses. This includes green and low impact development infrastructure, such as the photo examples of green roofs on new public facilities and rain gardens along streets for stormwater retention. Other ideas include a new salt shed for winter safety and better natural habitat protection. Generators to keep town buildings in communication during storm events are also listed.



WV-2030 also explored adapting to environmental changes. Recent natural hazard mitigation and municipal vulnerability preparedness (MVP) plans highlighted four main natural hazards that Wakefield was most susceptible to: intense storms, flooding, drought, and heat waves. These hazardous events can physically damage utility lines, cut off power, damage property through flooding, and cut off transportation. The environmental changes are gradual and incremental and require adaption strategies now in order to be prepared in the near and distant future. Mitigation measures taken now can lessen the impact of a hazardous event and make the Town more resilient to cope with it and recover.

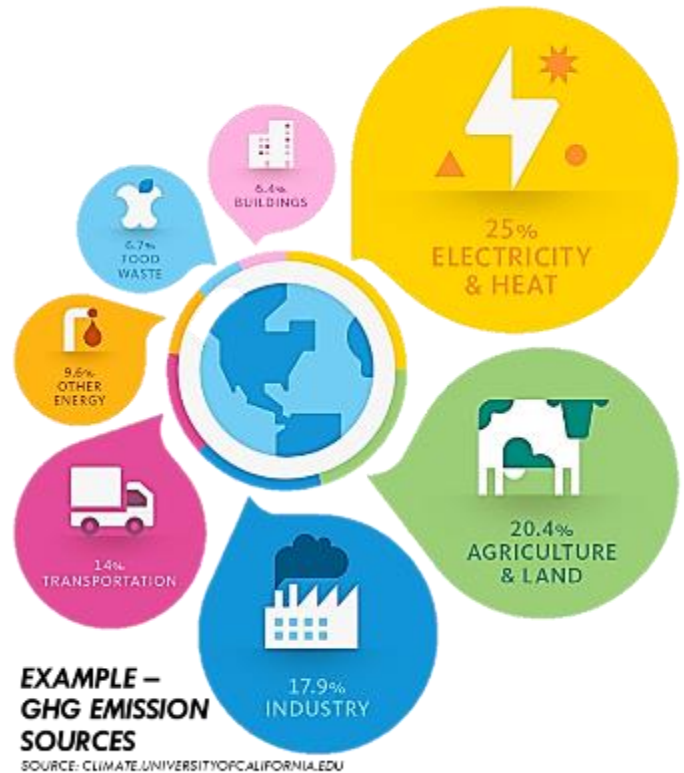


The Town adopted the MVP in 2020, and these natural events are happening more often and becoming more severe in their intensity. The report highlights the impacts these events have on the health and wellbeing of residents and the natural and built environments. The MVP also summarizes past trends and projected changes. These include increased rainstorm intensity, more days of intense heat, and property damage calculations, including:

- 70% increased rainstorm intensity – 1958 to 2010
- 2.3 to 3.4 inches of additional precipitation per year
- 22 to 38 more days – above 90 degrees Fahrenheit per year
- \$35.2M flood property damage – 2010 Middlesex County

The MVP also highlights four top-priority strategies, including the need to inventory which populations in Wakefield are at higher risk. Finally, it produced a resilience framework for town governance to use to assess future projects, as well as a business checklist to help businesses better prepare.

Beyond what the Town of Wakefield has done to prepare to adapt to environmental changes, the State recently passed a new climate law in March 2021. The key goal is to reduce greenhouse gas emissions by the year 2050 for cleaner and more livable communities, as well as to introduce new green economy job opportunities. The law includes incremental five-year goals and the option for communities to adopt building construction codes for more energy efficient buildings. The infographic on the right shows examples of what some of the sources of greenhouse gases are, including electricity, heat, agriculture, industry, and transportation.



The new law also has renewable energy goals affecting municipal light companies. This would apply to Wakefield's municipal gas and light department. Other items in the law include: (a) creating more electric vehicle charging stations throughout the state to potentially encourage prospective buyers to not worry about being stranded without a charge as they travel; and (b) strengthening job training programs for clean energy jobs to start to build a new green economy.

Potential ideas for taking smaller measures toward adapting to environmental changes are shown in the photo examples below. Some include low-water lawn alternatives for drought resistance, mandatory composting, solar panels, or even carpooling.





The last topic of WV-2030's second workshop focused on trying to "put the pieces together" between various ideas across multiple visioning topics in order to enhance business/activity districts and attract economic development opportunities. Participants discussed how to improve activity and the business climate in business districts and explored a variety of actions and flexible regulatory changes to allow for more opportunities for shopping, jobs, and housing and mobility options. Some of the key ideas that were explored include the following:

- Streetscape improvements for pedestrians can make customers feel safer to shop, entice them to linger and socialize outdoors, and help support local businesses.
- Flexible zoning can allow redeveloped buildings on underutilized parcels to accommodate both ground-floor public shops and restaurants and upper-story offices and homes; and
- Providing circulating shuttle van services between Downtown, the train stations, and other business districts can reduce car dependency and competition for parking.

Adopting any one of these individual ideas is a positive step but implementing two or more can increase the attractiveness of a district for both prospective visitors and businesses who recognize the value of a safe and pleasant streetscape. Public investment and regulatory changes, when done with straightforward purpose, can create favorable and attractive conditions for investment and achieving desired community goals.

## PUTTING THE PIECES TOGETHER – FOR COMMUNITY & ECONOMIC DEVELOPMENT

**CREATE FAVORABLE & ATTRACTIVE CONDITIONS**  
*investment, infrastructure, flexible zoning*

**EXPAND LOCAL ECONOMY, TAX BASE, REVENUES**

**ALLOW MORE CHOICES FOR  
JOBS, HOUSING & MOBILITY OPTIONS**



The Envision Wakefield Downtown street design concepts include safer, shorter street crossings with beautification elements. Among some of the options being considered for improvement are the introduction of usable street amenities such as pop-up flexible carts, containers, or stands to house a variety of possible uses. These amenities can give people a reason to slow down and interact instead of solely using sidewalks for getting from point A to point B. These types of improvements are a great start to creating a safe and inviting space for more informal and organized activities.



The following are a few more examples of creating pocket parks, pop-up container cafes, and seating areas that can the street more inviting to shoppers and visitors.

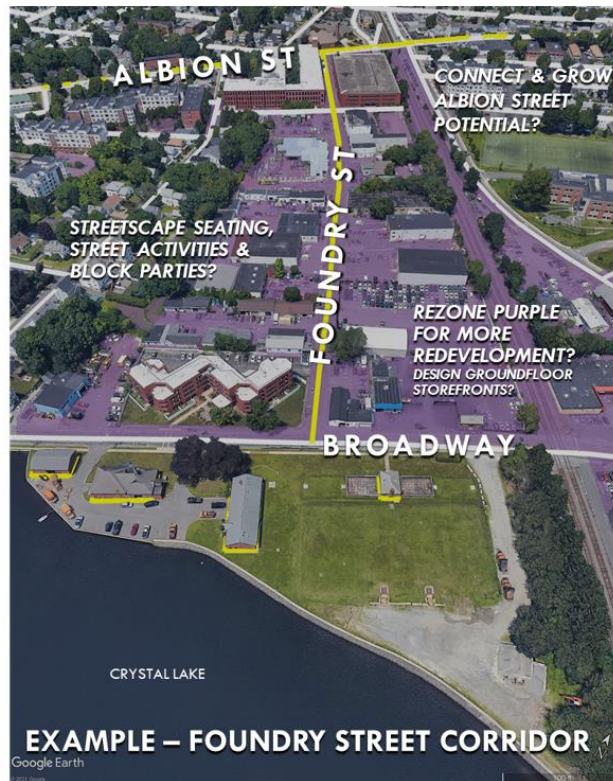
In addition to physical improvements and public investment to create favorable and attractive conditions for private investment,

**allowing redevelopment**

within existing business and industrial-activity areas is the other crucial component in achieving

stated community economic development goals. Clear and straightforward regulations can signal to prospective businesses that there is a reasonably short and predictable permitting process for considering redevelopment proposals. If the community wants certain uses, then those uses should be allowed in the zoning with the least number of obstacles or uncertainty. The Town is currently exploring possible changes to downtown zoning districts in order to expand the areas where mixed-use buildings are allowed. Mixed-use buildings make efficient use of limited parcels by accommodating more than one needed or desired use vertically and reduce the walking distances between nearby buildings. Reducing the walking distances between nearby buildings can help create more pleasant human-scaled environments that people typically find attractive in the older historic parts of town and village centers. These are the types of places that many people like to visit on weekends or even travel to on vacation, and they dedicate more of the land to pedestrians, shoppers, visitors, and usable/destination buildings than to parking lots and speeding cars.

## STREETSCAPE AMENITIES FOR ACTIVITY & SHOPPERS – EXAMPLES



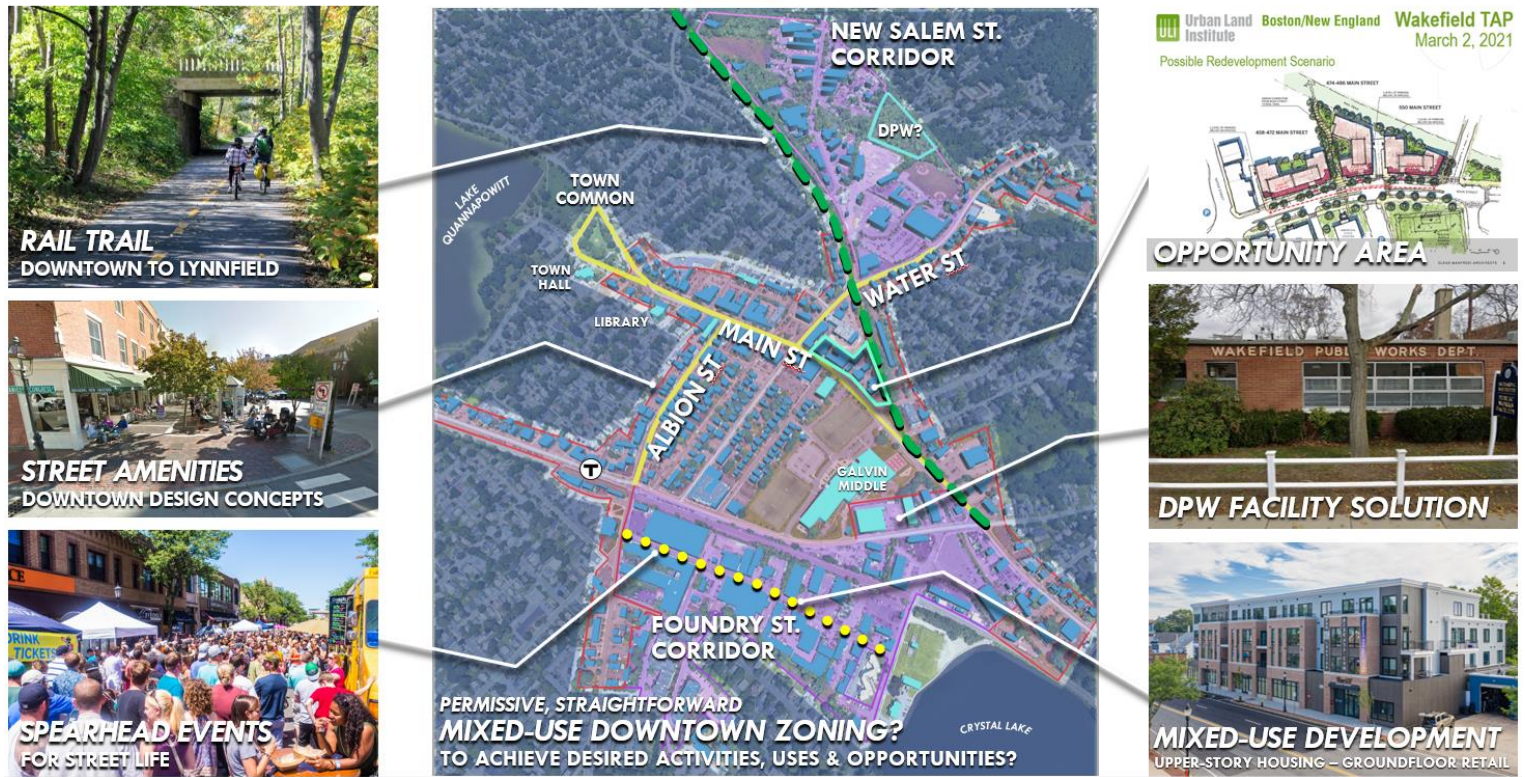
Areas that were explored for more streetscape amenities, placemaking interventions, and/or redevelopment potential of some parcels included the Foundry Street corridor between Crystal Lake and Albion Street. In addition to on-going Albion Street initiatives, Foundry Street itself and its sidewalks could host such seasonal temporary activities. This type of street activity can also benefit the future ground-floor uses of future

redevelopments in the area. This idea could even go a step further to bring people closer to Crystal Lake for the views or even a picnic of the water treatment facility grounds. If the fence along Broadway separating the facility grounds (shown in the aerial image labeled Example – Foundry Street Corridor) from the street were to be pushed back only a few yards, it could allow people to come closer for better views of the lake, but also stay a safe distance from the lake shore itself. Examples of this have been done at other potable water reservoirs such as the Fresh Pond Reservoir in Cambridge.



Finally, the map and image diagram below show different ideas that, together, could help set the stage for a more active downtown business district. The rail trail can possibly bring more people to support downtown shops and eateries. Street amenities can encourage people to frequent the area with friends and support businesses. The Town and major organizations can spearhead events for street life. And pursuing permissive and straightforward mixed-use downtown zoning can help achieve desired uses and physically permit mixed-use developments.

## PUTTING THE PIECES TOGETHER – EXPLORE IDEAS? SET THE STAGE? CREATE ATTRACTIVE CONDITIONS?



## Quality of Life and Shared Values

*Diversity & Inclusion*

*Promoting Lifelong Learning & Community Development*

*Health, Safety & Resiliency of Vulnerable Communities*

*Fostering Community Spirit & Volunteerism*

The final set of WV-2030 visioning topics were grouped under the umbrella of quality of life and shared values. The specific topics are the following: (a) diversity and inclusion; (b) the health, safety, and resiliency of vulnerable communities; (c) promoting lifelong learning and community development; and (d) fostering volunteerism and community spirit.

As part of Wakefield's community visioning for planning process, the Town explored diversity and inclusion. Participants discussed how to strive to be an inclusive community that welcomes the participation of people from different backgrounds, with different abilities, and of different ages and life phases. It is worth noting that in 2018, the Town of Wakefield issued a Human Rights Proclamation<sup>25</sup>.

There are numerous benefits to fostering diverse communities, workplaces, and organizations. Learning from different perspectives, for example, not only promotes individual growth, but also delivers new insights and enhanced problem-solving by considering the experience of people with different backgrounds. An exchange of diverse insights and perspectives can also elevate the greater community's overall cultural competency.

### Diversity & Inclusion – Why It Matters?

- Individual growth and learning from different perspectives
- Enhance a community's cultural competency
- Enhanced problem-solving based on different backgrounds and insights
- Exposure to different backgrounds can reduce misconceptions, fear, or strife
- Distancing from past greater societal era of segmentation by difference – by sex, religion, race, class, or physical ability, etc.

<sup>25</sup> Source: (2021). Retrieved 27 August 2021, from <https://www.wakefield.ma.us/sites/g/files/vyhlf3986/f/uploads/human-rights-proclamation-council-school-committee.pdf>



Diversity can be defined as the goal or quality of having a broad range of people that represent the entirety of the human experience. This includes a spectrum of economic classes, races, religious beliefs, cultures, abilities, ages, and sex/gender/ orientation. Inclusion is often described as the creation of a welcoming and respectful environment that allows for wide participation. It is also one that is open to new ideas, contributions, and customs. Such an environment benefits both the individuals and the entire community.

Moving toward a more equitable, diverse, and inclusive community helps to distance oneself from the past greater societal eras, practices of segmenting society by difference including but not limited to race and ethnicity. As an example, one can consider the change in women's rights, from the ability to vote to moving away from homemaking and becoming part of the workforce. Another example pertains to when there were various periods of strong anti-Catholicism against different migrant groups, such as French Canadians working in New England factories. A third example relates to the 1960s civil rights struggles of Americans with different physical abilities that led to the Americans with Disabilities Act for greater inclusion and participation in society.

### What is Cultural Competence?<sup>24</sup>

- ❑ Cultural competence is the ability to understand and interact effectively with people from other cultures.
- ❑ It is important because without it, opportunities to build cross-cultural relationships is impaired or unlikely. Instead, co-existence with people one does not understand can occur with an increased risk for misunderstandings, hurt feelings, and bias — things that can all be avoided.
- ❑ Loosely defined it is the ability to understand, appreciate, and interact with people from cultures or belief systems different from one's own — and has been a key aspect of psychological thinking and practice for some 50 years.
- ❑ Cultural competence comprises four components: (a) Awareness of one's own cultural worldview, (b) Attitude towards cultural differences, (c) Knowledge of different cultural practices and worldviews, and (d) Cross-cultural skills.

## WHY IT MATTERS

- ❑ INDIVIDUAL GROWTH & **LEARNING FROM DIFFERENT PERSPECTIVES**
- ❑ ENHANCE A COMMUNITY'S **CULTURAL COMPETENCY**
- ❑ ENHANCED **PROBLEM-SOLVING BASED ON DIFFERENT BACKGROUNDS** & INSIGHTS
- ❑ EXPOSURE TO DIFFERENT BACKGROUNDS CAN **REDUCE MISCONCEPTIONS, FEAR OR STRIFE**
- ❑ **DISTANCING FROM PAST GREATER SOCIETAL ERA OF SEGMENTATION BY DIFFERENCE** — BY SEX, RELIGION, RACE, CLASS OR PHYSICAL ABILITY, ETC.



BY SEX / WOMEN IN SOCIETY OVER TIME

### America's dark and not-very-distant history of hating Catholics

Progressives and conservatives are in a rare unity welcoming Pope Francis to the US, but anti-Catholicism was rampant before John F. Kennedy was president



BY RELIGION / E.G., ANTI-CATHOLICISM



BY PHYSICAL ABILITY / ADA RIGHTS



BY SEX / WOMEN IN SOCIETY OVER TIME

### When an Influx of French-Canadian Immigrants Struck Fear Into Americans

In the late 19th century, they came to work in New England cotton mills, but the New York Times, among others, saw something more sinister



BY RELIGION / E.G., ANTI-CATHOLICISM



BY PHYSICAL ABILITY / ADA RIGHTS

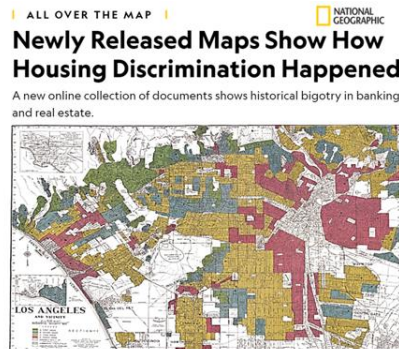
<sup>26</sup> Sources: (a) What Is Cultural Competence? And Why Is It Important? - Preemptive Love. (2020). Retrieved 31 August 2021, from <https://preemptivelove.org/blog/cultural-competence/>; (b) In search of cultural competence. (2021). Retrieved 31 August 2021, from <https://www.apa.org/monitor/2015/03/cultural-competence>; via the American Psychological Association (APA) website; and (c) Cultural Competency. (2021). Retrieved 31 August 2021, from <https://uh.edu/provost/university/gep/faculty-grants-and-programs/outcomes/slo-cultural-competency/>



As a final example of inequitable practices that have resulted in an unequal and segmented society, one can reflect on the past federal discriminatory practices of "redlining", and preferential whites-only public housing programs. The banking and real estate industries engaged in federally sanctioned redlining which involved outlining areas with large black communities in red on maps to warn home mortgage lenders not to extend loans. This practice relegated black communities to live in areas with much lower levels of investment and opportunities. While favorable Federal Housing Administration mortgage loans were afforded only to some in "green-lined" and "blue-lined" communities, those who could not qualify for middle- and working-class loans also had access to federally funded "whites-only" public housing complexes in greater Boston. These continued practices over the decades have had a compounding effect on generations since<sup>27</sup>.



BY RACE & ETHNICITY /  
SANCTIONED SYSTEMATIC DISCRIMINATORY  
MORTGAGE LENDING SERVICES ("REDLINING")



BY RACE & ETHNICITY /  
SYSTEMATIC DISCRIMINATORY BANKING & REAL  
ESTATE PRACTICES ("REDLINING")



BY RACE & ETHNICITY /  
PAST PREFERENTIAL FEDERAL  
PUBLIC HOUSING PROGRAMS

FOR IMMEDIATE RELEASE Friday, October 29, 2021

### U.S. Attorney's Office Announces Initiative to Combat Redlining

BOSTON – The U.S. Attorney's Office for the District of Massachusetts and the Justice Department's Civil Rights Division has launched a new Combatting Redlining Initiative to address the illegal deprivation of mortgage lending services for communities of color.

Redlining is an illegal practice in which lenders avoid providing services to individuals living in communities of color because of the race or national origin of the people who live in those communities. The new Initiative represents the Department's most aggressive and coordinated enforcement effort to address redlining, which is prohibited by the Fair Housing Act and the Equal Credit Opportunity Act.

"Lending discrimination runs counter to fundamental promises of our economic system," said Attorney General Merrick B. Garland. "When people are denied credit simply because of their race or national origin, their ability to share in our nation's prosperity is all but eliminated. Today, we are committing ourselves to addressing modern-day redlining by making far more robust use of our fair lending authorities. We will spare no resource to ensure that federal fair lending laws are vigorously enforced and that financial institutions provide equal opportunity for every American to obtain credit."

BY RACE & ETHNICITY /  
RENEWED FEDERAL INITIATIVES TO ADDRESS  
PAST FEDERAL DISCRIMINATORY REDLINING PRACTICES

▶ How A Long-Ago Map Created Racial Boundaries That Still Define Boston

How Redlining Shaped America's Enduring Racial Segregation

GBH News

Who Gets To Live Here?  
How Redlining Created Enduring  
Racial Segregation In Boston

Watch on YouTube

BY RACE & ETHNICITY /  
GREATER BOSTON EXAMPLE OF NATIONAL REDLINING PRACTICES

**From a community planning standpoint**, diversity and inclusion matters as an overarching goal of a more equitable community. In order to create such a community, professional planners have been reevaluating past historical national and regional practices that have unevenly distributed benefits to some and burdens and barriers to others. The removal of barriers includes allowing more options for transportation as well as varied housing options in more equitable zoning. It also includes allowing access to more resources and opportunities for education and workforce training to allow people to be able to make a livelihood that is dignified for the human spirit and good for the overall community. The removal of housing and transportation barriers can also allow existing residents to be financially able to age in the same community they grew up in and have options for downsizing or a change in one's own physical abilities. The Town's Housing Production Plan highlights there has been slow housing production and less housing diversity. It also states that there are changing needs for an aging population that is resulting in fewer affordable options to age in place with low-maintenance properties.

<sup>27</sup> Additional reading for more information on redlining can be found at the following reference sources: (a) Brookings Institute think tank at <https://www.brookings.edu/research/americas-formerly-redlines-areas-changed-so-must-solutions/>; (b) U.S. Attorney's Office Announces Initiative to Combat Redlining at <https://www.justice.gov/usao-ma/pr/us-attorneys-office-announces-initiative-combat-redlining> [Accessed 29 November 2021].; (c) Newly Released Maps Show How Housing Discrimination Happened. "Newly Released Maps Show How Housing Discrimination Happened". 2021. History. <https://www.nationalgeographic.com/history/article/housing-discrimination-redlining-maps>; (d) "How A Long-Ago Map Created Racial Boundaries That Still Define Boston". 2019. News. <https://www.wgbh.org/news/local-news/2019/11/12/how-a-long-ago-map-created-racial-boundaries-that-still-define-boston> ; and (e) "How Has Boston Gotten Away With Being Segregated For So Long?". 2020. Boston Magazine. <https://www.bostonmagazine.com/news/2020/12/08/boston-segregation/>.



# WHY IT MATTERS

- ❑ **COMMUNITY PLANNING – TOWARD A MORE EQUITABLE COMMUNITY**
- ❑ **REMOVE BARRIERS TO – HOUSING & MOBILITY OPTIONS – EDUCATIONAL & WORKFORCE OPPORTUNITIES TO MAKE A LIVING – PUBLIC HEALTH & PERSONAL WELL-BEING – ABILITY TO AGE IN PLACE – DOWNSIZING – NOT BEING PRICED OUT**



Ten percent of Wakefield's residents have physical accessibility challenges, including the ability to move around town and to live independently. Wakefield residents are fortunate enough to have not entirely rely on personal vehicles for commuting, and almost one-fifth of residents use a combination of carpooling, public transportation, or walking. Based on this existing condition, there is opportunity to further improve and expand mobility options and transportation networks to help mobility-challenged residents.

In a similar vein of having housing options within the community one was born in, as well as the freedom to leave one's birth town and set roots elsewhere in different town in any given state, it is worth noting that approximately half of Wakefield's residents work out of town. Of the Town's approximately 15,000 locally-based jobs, 10% of those workers are Town residents, and 90% are commuters coming to Wakefield from elsewhere. Sixteen percent of those 90% out-of-Town commuters are workers coming into Town are from Boston, Lynn, Peabody, and Stoneham. This is a healthy exchange of community members moving freely to and from each other's communities for work and recreational opportunities, and has parallels with allowing housing options for oneself and others in the present, as well as for an unforeseen future or change in preferences.

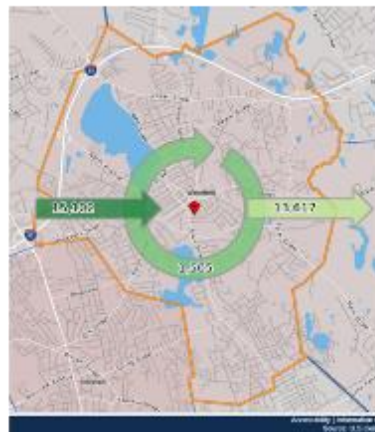
## Movement of People Across Towns for Work

**Workers – Inflow / Outflow**

1,505	LIVE AND WORK IN TOWN
<b>15,102</b>	<b>COMMUTE INTO TOWN FOR WORK</b>
<b>13,617</b>	<b>RESIDENTS WORK OUT OF TOWN</b>
	~ HALF TOWN POPULATION

## Where Workers in Town Live

<b>10%</b>	<b>LIVE IN WAKEFIELD – 1,505</b>
6%	BOSTON
4%	LYNN
3%	PEABODY
3%	STONEHAM



You may now move about freely.



Source: 2018 US Bureau of Labor Statistics – Current Employment Statistics (CES)

The WV-2030 third public forum explored possible ideas for connecting with people of different backgrounds and bridging gaps. These were the ideas that were presented in order to spark a conversation and are not necessarily the only ideas that the Town could explore. They are included in the report for illustrative purposes. The first major idea included two examples of an intergenerational exchange program between preschoolers and nursing home residents in Seattle and retirees in the United Kingdom. In the Seattle example, the pre-school is physically housed in an area of the nursing home. In the Bristol and Nottingham UK examples, the retirees live in their own homes in a retirement community and regularly visit the preschoolers in their separate classroom. In both instances, there is value in combating loneliness and anxiety due to the unnecessary seclusion and confinement of older members of society who have a lifetime of personal experience, wisdom, and joy that they can share with the children. The children, in turn, can benefit from insights and storytelling of their elders. The success of the UK examples has been widely documented in an award-winning reality documentary titled, "Old People's Home for 4 Year Olds" than has been replicated in Australia, Israel, and beyond.



## PRE-SCHOOL IN A NURSING HOME

- ❑ SEATTLE – INTERGENERATIONAL LEARNING
- ❑ BRINGS KIDS & ELDERLY TOGETHER

## PENSIONERS VISIT PRE-SCHOOL CLASSROOM

- ❑ BRISTOL, & NOTTINGHAM – UK – RETIREMENT VILLAGES/HOMES
- ❑ COMBAT LONELINESS, ANXIETY & LOSS OF CONFIDENCE
- ❑ CH. 4 AWARD-WINNING REALITY DOCUMENTARY



Sources: (a) abcnews.go.com/Lifestyle/seattle-preschool-nursing-home-transforms-elderly-residents/story?id=31803817; (b) homemcr.org/event/making-a-lit-old-peoples-home-for-4-year-olds; (c) redarrowstudios.com/israeli-public-broadcaster-kan-commissions-old-peoples-home-for-4-year-olds-from-july-august-productions/



The second idea for bridging gaps and connecting with others includes an organization and international movement called the Human Library. It started in Denmark in the year 2000, and facilitates the interaction of people from different backgrounds who normally would not meet each other. The goal is to address prejudices. Since the Copenhagen Human Library in 2000, others have opened up in Salt Lake City, Utah; Lismore, Australia; and Budapest, Hungary. They do not necessarily need to be housed in a dedicated facility, and can be volunteer based, community-run organizations with online virtual models. Online how-to guides are available on establishing a community's own human library. The Copenhagen Human Library operates with the tagline of "unjudge someone" and offers "human books" that can be borrowed, including refugees, stammerers, people with schizophrenia, etc.

## THE HUMAN LIBRARY – "UNJUDGE SOMEONE"

- ❑ INTERNATIONAL ORGANIZATION & MOVEMENT – STARTED IN 2000 IN DENMARK –
- ❑ ADDRESS PREJUDICES – FACILITATES TALKING TO PEOPLE ONE WOULD NOT NORMALLY MEET
- ❑ VOLUNTEER, COMMUNITY-RUN, NON-PROFIT ORGANIZATIONS – ONLINE "HOW-TO" GUIDES AVAILABLE



COPENHAGEN, DENMARK



SALT LAKE CITY, UTAH



LISMORE, AUSTRALIA



BUDAPEST, HUNGARY / COUNCIL OF EUROPE

The third and final example of an idea for connecting with others includes establishing a multicultural day for celebrating different cultures in one's community. The Canadian and Australian governments have both established official days that have taken root in society and are celebrated and acknowledged in corporate work places. The Australian version has been branded as Harmony Day to highlight the purpose. Wakefield Public Schools (WPS) already celebrates an International Night in the same spirit, and were there to be interest in the greater Wakefield community, the WPS example could serve as inspiration. The national ancestry data shown below could also serve as inspiration upon which there could be further expansion. Perhaps as part of a community discussion, the concepts of cultural pluralism and melting pots versus salad bowls could be explored. Cultural



pluralism builds upon these last two melting-pots and salad-bowl concepts by emphasizing the right to preserve heritage as a positive attribute toward building a diverse society and emphasizes appreciation over tolerance.

## MULTICULTURALISM DAY OR FESTIVAL?

□ EXAMPLES – CANADA, AUSTRALIA, WPS

□ WAKEFIELD REPORTED ANCESTRY %  
AS INSPIRATION? TO EXPAND UPON?

33	IRISH	3	AMERICAN
28	ITALIAN	3	SCOTTISH
13	UNCLASSIFIED	2	EUROPEAN
12	ENGLISH	2	PORTUGUESE
12	OTHER	2	GREEK
6	GERMAN	2	RUSSIAN
4	FRENCH CANADIAN	1	SWEDISH
4	POLISH	1	CANADIAN
4	FRENCH		



CANADIAN MULTICULTURALISM DAY



JUNE 27



### Cultural Pluralism

- Right to preserve cultural heritage
- Diversity as a positive attribute of society
- Appreciation vs. tolerance
- Despite significant research and efforts, cultural pluralism continues to be overshadowed by Anglo conformity



The second topic explored during WV-2030's third public workshop addressed the health, safety, and resiliency of Wakefield's vulnerable populations. This topic dives down into the well-being and inclusion of vulnerable groups of people within Wakefield. Vulnerable populations are defined as communities and groups who are at higher risk for poor health. These groups are at higher risk for poor health due to obstacles in accessing political, socio-economic, and environmental resources, as well as challenges due to disabilities or chronic illnesses. The American Journal of Managed Care offers some examples of vulnerable populations. These include the uninsured, minorities, the elderly, the immunocompromised, those with severe mental illness, and even some rural residents. The health domain issues cover physical, psychological, and social challenges. Some of these health domain issues address high-risk mothers and infants, the chronically ill, those with substance abuse issues, those with ADHD, those in abusive families, and refugees.

Presently, there are various local and regional organizations that provide resources and services to support vulnerable populations. The insert shows several organizations and a few examples of services and resources that they offer. Some possible ideas (that were presented during the workshop based on best practices in the social services industry) for supporting existing services as well as expanding them or exploring others include:

- residential services and community-centered housing for the disabled with an emphasis on empowering independent living
- employment support services including partnering with local employers and offering transitional employment
- dual-recovery treatment services for those not only struggling with one condition or issue
- organized social and sports activities to also help with wellness and emotional well-being
- stigma campaigns to encourage the access and use of services by people who need them but who may be shy or feel shame in seeking help
- sober housing and support groups

Lastly, the Town's recently completed hazard mitigation plan and municipal vulnerability preparedness plan both recommend creating an inventory of the town's vulnerable populations, with a focus on providing emergency support services during severe storms and heat waves. These extreme events can cause power outages and put seniors and those dependent on medical devices at risk. Other recommendations include cooling centers, transportation assistance, crank flashlight distribution programs, and enhancing emergency shelter options.



## IDEAS FOR SUPPORTING, EXPLORING, EXPANDING

- ❑ **COMMUNITY-CENTERED HOUSING & RESIDENTIAL SERVICES** – FOR DISABLED – INDEPENDENCE-FOCUSED
- ❑ **DAY PROGRAMS**
- ❑ **EMPLOYMENT SUPPORT SERVICES** – PARTNERING WITH LOCAL EMPLOYERS, TRANSITIONAL EMPLOYMENT, ETC.
- ❑ **TREATMENT RECOVERY SERVICES** – INCL. DUAL RECOVERY
- ❑ **EDUCATION & TRAINING**
- ❑ **ORGANIZED SPORTS & SOCIAL ACTIVITIES** – HEALTH, WELLNESS & RECREATION
- ❑ **HEALTHY COOKING & NUTRITION ACTIVITIES**
- ❑ **STIGMA CAMPAIGN**
- ❑ **SOBER HOUSING**
- ❑ **SUPPORT GROUPS**
- ❑ **WORKFORCE ASSESSMENT & STRATEGIES**



The third topic from WV-2030 third public forum addressed promoting the development of the community through lifelong learning. Lifelong learning involves the voluntary pursuit of knowledge (beyond childhood education) for personal or professional reasons. This can include formal education at a school as well as informal trainings, on the job or elsewhere, and also self-directed readings and programs of instruction. Lifelong learning also includes the subset concept of “continuing adult education.” Some examples include: community college, online learning, workforce training, ESL and GED programs, the pursuit of languages, and the humanities and arts. There is a Japanese concept called ikigai which encourages the exploration of one’s own “reason for being and personal satisfaction.”

Allowing, supporting, and encouraging resources for lifelong learning can help with community development. In addition to the personal benefits of building new skills, increasing wisdom, and increasing self-confidence, lifelong learning can help to build a stronger and more resilient local community. The advancement of numerous individuals can, in turn, also improve the wellbeing of the greater community.

Community development is a related concept to economic development. Community development focuses more on the intangible social wellbeing of society. It encourages empowerment with skills and knowledge (to access and unlock resources) that can allow people to earn a livelihood as opposed to experiencing barriers to self-empowerment. Community development also includes wide inclusive public participation and activism for all members to collectively shape policies that affect everyone.

### WHY IT MATTERS

#### COMMUNITY DEVELOPMENT

- ❑ BUILD STRONGER & **MORE RESILIENT LOCAL COMMUNITY**
- ❑ RELATED TO CONCEPT TO ECONOMIC DEVELOPMENT – BUT **FOCUSED ON THE MORE INTANGIBLE SOCIAL WELL-BEING**
- ❑ ADVANCEMENT OF INDIVIDUALS, & GREATER COMMUNITY
- ❑ **EMPOWERMENT WITH KNOWLEDGE & SKILLS**
- ❑ TO ACCESS & **UNLOCK RESOURCES & OPPORTUNITIES** – TO EARN A LIVELIHOOD
- ❑ INCL. PUBLIC PARTICIPATION, & ACTIVISM

SOURCES: (a) [wikipedia.org/wiki/Lifelong\\_learning](https://en.wikipedia.org/wiki/Lifelong_learning); (b) [dictionary.com/browse/lifelong-learning](https://dictionary.com/browse/lifelong-learning); (c) [dli.org/lifelong-learners.aspx/](https://dli.org/lifelong-learners.aspx/)

#### PERSONAL BENEFITS

##### BENEFITS OF LIFELONG LEARNING





The fourth and final topic from WV-2030's third public forum was fostering community spirit and volunteerism. Fostering volunteerism helps communities to thrive. It is the use of volunteer labor (especially in community services) where one donates time for educational, charitable, or other worthwhile activities. There are different types of volunteer activities. Some are skill-based, such as in medicine with volunteer teaching in resource-poor schools, or emergency rescue volunteering. Other examples include: (a) service-learning programs where students earn credits; (b) corporate-sponsored volunteering; (c) environmental clean-up efforts; (d) volunteering on local town boards and committees; and (e) more prescriptive and regulated social welfare volunteering at institutions like hospitals.

## WHY IT MATTERS

### ❑ WHAT IS IT?

- ❑ THE USE OF **VOLUNTEER LABOR**, ESPECIALLY IN COMMUNITY SERVICES
- ❑ VOLUNTEERING TIME FOR **CHARITABLE, EDUCATIONAL OR OTHER WORTHWHILE ACTIVITIES**
- ❑ FROM LATIN "VOLUNTARIUS" – "WILLING" OR "OF ONE'S OWN CHOICE"

### ❑ DIFFERENT TYPES

- ❑ **SKILL-BASED**
  - ❑ MEDICINE
  - ❑ EDUCATION – IN RESOURCE-POOR SCHOOLS
  - ❑ EMERGENCY RESCUE
- ❑ **SERVICE-LEARNING PROGRAMS** – STUDENTS EARN EDUCATIONAL CREDIT
- ❑ **CORPORATE-SPONSORED**
- ❑ **SOCIAL WELFARE** – AT INSTITUTIONS LIKE HOSPITALS, SCHOOLS, MEMORIAL SITES & WELFARE INSTITUTIONS
- ❑ **ENVIRONMENTAL** – CLEAN-UP EFFORTS
- ❑ MAJOR SPORTING EVENTS
- ❑ **TOWN GOVERNMENT BOARDS & COMMITTEES**



Volunteers  
of America  
MASSACHUSETTS

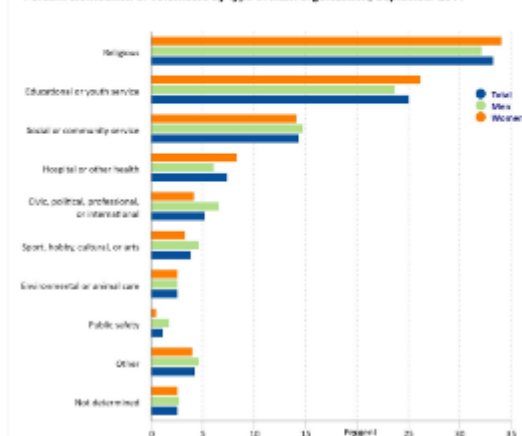
SOURCES: (a) [languagesoup.com/google-dictionary-en/](http://languagesoup.com/google-dictionary-en/); (b) [dictionary.com/browse/volunteer](http://dictionary.com/browse/volunteer); (c) [wikipedia.org/wiki/Volunteering#Etymology\\_and\\_history](http://wikipedia.org/wiki/Volunteering#Etymology_and_history); (d) [volvoas.org/get-involved/volunteer/](http://volvoas.org/get-involved/volunteer/)

Below are a few examples of local and regional organizations that encourage and support volunteer programs. According to best, readily-available data from US Bureau of Labor Statistics, approximately 63 million people volunteered in the US in 2014. That is approximately one-quarter of the population over the age of 15. Of those 63 million people, one-third were involved in volunteering in some religious/place-of-worship capacity, one-quarter did youth or educational service volunteering, and 14% did so in a social or community service capacity.

## SOME U.S. BLS FIGURES

- ❑ APPROX. **63 MILLION PEOPLE** VOLUNTEERED NATIONALLY IN 2014 – **1/4 OF POPULATION** 16 YEARS & OVER
- ❑ **33% RELIGIOUS** – **25% EDUCATIONAL OR YOUTH SERVICE** – **14% SOCIAL** OR COMMUNITY SERVICE

Percent distribution of volunteers by type of main organization, September 2014



SOURCES: (a) [bls.gov/opub/ted/2015/volunteering-in-2014.htm](http://bls.gov/opub/ted/2015/volunteering-in-2014.htm);

## A SAMPLING OF RESOURCES...



BOYS & GIRLS CLUBS  
OF STONEHAM & WAKEFIELD





# WAKEFIELD VISION 2030 GOALS

VISION **2030**



TOWN OF WAKEFIELD

# WAKEFIELD VISION 2030 GOALS

The following community visioning goals are based on several iterations of synthesis and analysis of community feedback from over 1,100 combined poll responses and workshop participants, in order to distill the information into concise findings. Concise and full summaries for each poll can be found in the Wakefield Vision 2030 plan report appendices. **Some of the higher-level goals are highlighted in the visual executive summary, as well as the WV-2030 Vision Statement.** In lieu of the full list of goals, the visual summary and vision statement can be repurposed by the Town, organizations, and stakeholders such as the Chamber of Commerce to market to prospective businesses and visitors. **Due to the nature of the collectively drafted survey questions and response options, in some limited instances there was less clarity from the community responses, and even apparent contradictions. The tabular and bulleted summary is meant to be the best possible and accurate reflection of the survey design effort, the community input received, and what could be interpreted from it.**

## CONSENSUS GOALS & IDEAS

### HIGH CONSENSUS – PRIORITY

#### SHAPING GROWTH – ENHANCEMENT, GROWTH & PRESERVATION AREAS

**PROTECT & IMPROVE WAKEFIELD'S MOST SPECIAL PLACES & PHYSICAL ASSETS:** its natural resources, its parks and recreational areas, and its downtown business district.

- ☐ Very strong consensus – for natural resources at 91%.
- ☐ Strong consensus – for parks and recreational areas; and downtown business district at 51-61%.

**PRIORITIZE DOWNTOWN WAKEFIELD AS THE PRIMARY (BUT NOT EXCLUSIVE) AREA TO EFFICIENTLY ACCOMMODATE FUTURE JOBS, SERVICES, SHOPS, AND HOUSING OPTIONS ON UNDERUTILIZED OPPORTUNITY SITES**

- ☐ Very strong consensus: Downtown (incl. Wakefield Square and Wakefield Junction) at 76%

**PRIORITIZE EXPANDED LEARNING AND RECREATIONAL OPPORTUNITIES FOR ALL RESIDENTS AS IN INVESTMENT IN THE COMMUNITY'S WELL-BEING**

- ☐ Priorities (ranked 1st – 28-30%) – expanded education & learning opportunities for all residents, & improved recreational opportunities

#### HOUSING – RESIDENTIAL AREAS & OPTIONS

**PURSUE MORE RECREATIONAL AMENITIES, POCKET PARKS, AND RETAIL-ORIENTED GATHERING SPACES WITHIN WALKING DISTANCE OF HOME & NEIGHBORHOODS**

- ☐ Strong consensus – for recreational amenities & open space in all neighborhoods except downtown (52-72%).
- ☐ Strong to minor consensus – for retail-oriented gathering spaces in all neighborhoods & Downtown (45-70%).

**ADDRESS THE NEEDS OF COST-BURDENED HOMEOWNERS (ALMOST ONE-THIRD OF ALL HOUSEHOLDS)**

- ☐ Strong consensus – consider housing affordability a moderate-to-large issue in Wakefield (66%).

**PURPOSEFULLY BALANCE PARKING RATIOS, MOBILITY ALTERNATIVES, AND DESIGN GUIDELINES WHEN REVIEWING HOUSING DEVELOPMENT PROPOSALS**

- ☐ Strong consensus – for housing conditions concerns regarding traffic, car dependency, and changing Town character (53-55%).

#### MOBILITY OPTIONS –FOR GETTING AROUND

**BUILD UPON THE COMMUTER RAIL AS AN EVOLVING TRANSPORTATION NETWORK**

- ☐ Strong consensus – that the two MBTA Commuter Rail stations are Wakefield's strongest transportation option at 72% - that should be leveraged not only for Downtown but all neighborhoods (at 65-82%).

**CREATE A PURPOSEFUL INTERCONNECTED NETWORK OF TRANSPORTATION OPTIONS WEAVING CIRCULATOR SHUTTLE VANS, BIKE LANES, AND PEDESTRIAN TRAILS WITH COMMUTER STATIONS**

- ☐ Strong consensus – on possibly would take alternate form of transit (other than a car) if it were convenient or safer (56%). With the "maybes", there is strong consensus at 71%.

**IMPROVE MOBILITY FOR YOUTH, SENIORS, & RESIDENTS WITH LIMITED MOBILITY WITH UPGRADED PEDESTRIAN FACILITIES, AND PARA-TRANSIT AND MICRO-TRANSIT OPTIONS**

- ☐ Strong consensus – on needing to upgrade pedestrian facilities (sidewalks, crossings, etc.) at 69%.

**CREATE A PURPOSEFUL NETWORK OF PEDESTRIAN AMENITIES THAT CONNECT BUSINESS AREAS AND KEY NEIGHBORHOOD CONNECTIONS TO MINIMIZE PARKING DEMAND**

- ☐ Strong consensus – on pedestrian amenities as a parking-challenges strategy at 52%.

### MODERATE CONSENSUS – LESSER PRIORITY

**SECONDARY AREAS TO ACCOMMODATE FUTURE JOBS, SERVICES, SHOPS, and HOUSING OPTIONS include:** the Main Street Corridor, Edgewater Park, the New Salem Street corridor, Greenwood, and the head of Lake Quannapowitt.

- ☐ Minor consensus: Main Street Corridor (42%) – Audubon Road (specifically Edgewater Park) (38%) – New Salem Street / Greenwood / Head of Lake Quannapowitt (27-28%)

**IMPROVE THE SUPPLY OF HOUSING STOCK AND OPTIONS AS WELL AS UPGRADE NECESSARY INFRASTRUCTURE TO SUPPORT HOUSING FOR MORE CHALLENGED COMMUNITY MEMBERS.**

- ☐ Minor consensus – on scarcity and affordability of housing stock, aging public infrastructure to support any housing, and lack of options for young adults, downsizers, seniors, and those with limited mobility (39-29%).
- ☐ Minor consensus – on Wakefield needing to do much more to meet the current housing needs of more challenged community members (seniors, young adults, downsizers, or those with limited mobility or incomes) at 42%.

**CONSIDER VARIED TRANSPORTATION OPTIONS TO SUPPLEMENT THE COMMUTER RAIL AS PART OF A LARGER INTEGRATED NETWORK such as:** MBTA bus service, bicycle infrastructure, expanded senior shuttle service, and fixed-route circulating shuttle vans.

- ☐ Minor consensus – on MBTA bus service and bicycling as strong transportation options for getting around (25-39%).
- ☐ Minor consensus – on the MBTA bus service as a strong transportation option in all neighborhoods and Downtown (25-48%).
- ☐ Minor consensus – on bicycling as a strong transportation option in Greenwood, Lakeside, and Downtown (25-30%).
- ☐ Minor consensus – on bike lanes, expanded senior shuttle service, and micro-transit options (fixed route circulating shuttle vans) at 25-39%.

**CONSIDER SECONDARY SUPPLEMENTAL MEASURES TO MINIMIZE PARKING DEMAND such as:** municipal downtown parking garage, parking enforcement time-limits.

- ☐ Minor consensus – for the following parking-challenge strategies (municipal downtown parking garage, parking enforcement time-limits, expanded bike facilities) at 29-50%.



## CONSENSUS GOALS & IDEAS (CONT'D)

### HIGH CONSENSUS – PRIORITY

#### PARKS – INCL. SQUARES & LEISURE

#### IMPROVE AND ADD MORE WALKING PATHS AND TRAILS WITHIN AND TO EXISTING PARKS AND NATURAL AREAS

- Strong consensus – for improved walking paths and trails at 72%.

#### ADD MORE COMFORT AMENITIES TO EXISTING PARKS: such as benches, restrooms, and water fountains to enhance use and enjoyment

- Strong consensus – for desired comfort amenities (benches, restrooms, water fountains, etc.) in an ideal park at 61%.

#### EXPANDING THE CULTURAL LANDSCAPE – INCL. HISTORIC

#### CONTINUE TO SUPPORT & ENHANCE CELEBRATED COMMUNITY ASSETS: the Lucius Beebe Memorial Library's extraordinary programs and services, the Town Common, and the Fourth of July parade and festivities.

- Very strong consensus – on the Lucius Beebe Memorial Library being the Town's most liked community asset at 78%.
- Strong consensus – on the Fourth of July parade and festivities being among the Town's most liked community assets at 51%.

#### INVEST IN A NEW CULTURAL OR COMMUNITY LEGACY PROJECT (for now and the future)

- Yes at 67% – Maybe at 25%

#### EXPLORE POTENTIAL NEW FUTURE LEGACY PROJECT IDEAS: such as an amphitheater or outdoor performance space to leave a legacy for future generations and a tangible contribution to the scenic landscape.

- Strong consensus – for a potential new future legacy project in the form of an amphitheater or outdoor performance space at 57%.

#### THE PUBLIC REALM – ENHANCING PUBLIC FACILITIES & INFRASTRUCTURE

#### IMPROVE WAKEFIELD'S WEAKEST PUBLIC INFRASTRUCTURE: its roads and sidewalks.

- Very strong consensus – that Wakefield can/should improve its roads and sidewalks at 92%.

#### TRANSFORM A NEW OR RENOVATED HIGH SCHOOL FACILITY INTO A MULTI-PURPOSE FACILITY THAT ALSO HOUSES AN INTERGENERATIONAL COMMUNITY CENTER: to provide better services and foster/host community gatherings and connections.

- Strong consensus – that a new/renovated Wakefield High School could hold potential for a transformative civic project to provide better services as well as foster/host community gatherings, at 64%.

#### BUSINESSES – ENHANCING ACTIVITY DISTRICTS & OPPORTUNITIES: PUTTING THE PIECES TOGETHER

#### ENCOURAGE AND INCENTIVIZE COMMERCIAL PROPERTY MAINTENANCE AND REINVESTMENT: through a combination of permitting and licensing renewal conditions (certificates of occupancy, building re-inspections, tax payments, etc.) and public Town investment in bike/pedestrian amenities to increase customer foot traffic.

- Strong consensus – on incentivizing commercial property maintenance and reinvestment at 57%.

#### BUILD UPON WAKEFIELD'S STRONG BUSINESS ASSETS BY INCREASED WAYFINDING SIGNAGE AND A PROMINENT BEAUTIFIED PEDESTRIAN NETWORK: that entices people to seek out nearby downtown and neighborhood parks.

- Strong consensus – on the following as Wakefield's strongest business assets – (a) proximity to recreational areas (such as Lake Quannapowitt, new bike trail, and the Common) at 63%, and (b) picturesque downtown within walking distance for some residents at 57%.

### MODERATE CONSENSUS – LESSER PRIORITY

#### CONSIDER MORE EVENTS AND PROGRAMMING IN EXISTING PUBLIC OPEN SPACES

- Minor consensus – for more community events and programming in existing parks and public spaces (block parties, street fairs, etc.), and green pocket parks, pocket plazas, and streetscape parklets at 26-30%.
- Based on the "Where would people like to see additional open space and recreational opportunities happen" question, respondents' open comments included Lake Quannapowitt, Downtown, and the Common being the most prominent words/locations.

#### EXPLORE POTENTIAL NEW FUTURE LEGACY PROJECT IDEAS: such as cross-culture festival, ice rink, music festival, accessible new/redeveloped community function hall, public art walk

- Minor consensus – for the following potential new future legacy project ideas (cross-culture festival, ice rink, music festival, accessible new/redeveloped community function hall, public art walk) at 26-42%.

#### CONSIDER ADDITIONAL PUBLIC PROPERTIES FOR POTENTIAL MULTIPURPOSE CIVIC FACILITIES TO MAKE A STRONG IMPACT ON CIVIC LIFE AND PROVIDE BETTER SERVICES, such as: Americal Civic Center, enhanced sports facilities, and Hurd School on Cordis Street.

- Minor consensus – that the following public properties or facilities hold potential for a transformative civic project (Americal Civic Center, enhanced public sports facilities, Hurd School on Cordis Street) at 30-34%.

#### PURSUE VARIED SECONDARY ECONOMIC DEVELOPMENT OPPORTUNITIES TO BOLSTER THE BUSINESS CLIMATE, such as local and minority-owned business support and smart-growth mixed-use development.

- Minor consensus – on the Town proactively pursuing the following economic development opportunities (working with businesses to support local producers/artisans/farmers, smart-growth mixed-use development, supporting minority-owned businesses) at 39-48%.

#### PURSUE VARIED BUSINESS INTERVENTIONS TO PROVIDE small business recovery during the pandemic recovery period, such as outdoor customer spaces and dining, events for foot traffic, and access to resources.

- Minor consensus – on the following small business recovery ideas (placemaking events & activities to attract people, allow restaurants and businesses in outdoor spaces, Town to help with accessing funding and resources, funding and financing for business façade improvements, improve outdoor seating area and public spaces) at 28-41%.

#### CONTINUE TO SUPPORT OUTDOOR DINING AS A SUCCESSFUL PROVEN BUSINESS ASSET TO THE TOWN

- Minor consensus – on the newly available opportunity to eat outside as one of Wakefield's strongest business assets at 48%

## CONSENSUS GOALS & IDEAS (CONT'D)

	HIGH CONSENSUS – PRIORITY	MODERATE CONSENSUS – LESSER PRIORITY
<b>THE ENVIRONMENT</b> – ADAPTING TO CHANGES	<p><b>CREATE A PILOT PROGRAM FOR TOWN-WIDE CURBSIDE COMPOSTING TO ENCOURAGE RESIDENTS TO MAKE WAKEFIELD EVEN MORE ENVIRONMENTALLY SOUND.</b></p> <ul style="list-style-type: none"> <li>□ Strong consensus – on starting town-wide curbside composting as an environmentally based change to make Wakefield greener at 54%.</li> </ul> <p><b>IMPROVE RESIDENT AWARENESS OF TOWN ENVIRONMENTAL RESILIENCY GOALS</b></p> <ul style="list-style-type: none"> <li>□ Most not familiar – with Wakefield's recently-completed Envision Wakefield Resilient Municipal Vulnerability Preparedness (MVP) Plan at 64%.</li> </ul>	<p><b>CONSIDER VARIOUS ENVIRONMENTAL SUSTAINABILITY STRATEGIES TO IMPROVE WAKEFIELD'S RESILIENCY, including: residential solar panel programs, charging stations to encourage electric vehicles, shopping locally by foot, etc.</b></p> <ul style="list-style-type: none"> <li>□ Minor consensus – on the following environmental strategies to make Wakefield greener (residential solar panels, electric vehicles &amp; charging stations; shopping locally not by personal vehicle; "personal/individual" energy/water-use benchmarks) at 35-48%.</li> </ul>
<b>DIVERSITY &amp; INCLUSION</b>	<p><b>IMPLEMENT A SUSTAINED TOWN AWARENESS CAMPAIGN ON INCLUSION</b></p> <ul style="list-style-type: none"> <li>□ Strong consensus – Pursue more diversity initiatives at 51-63% with high priorities for all/most categories of overall inclusionary and diversity efforts.</li> </ul> <p><b>ENHANCE COMMUNITY OUTREACH EFFORTS TO MAKE WAKEFIELD MORE WELCOMING TO PEOPLE OF ALL BACKGROUNDS: by creating welcoming committees and new-resident guides.</b></p> <ul style="list-style-type: none"> <li>□ Very strong consensus – Very welcoming of white, military/veteran, and parents at 76-86%.</li> <li>□ Strong consensus – Welcoming of seniors and youth at 51-58%.</li> </ul> <p><b>PURSUe MORE OUTREACH AND INCLUSION EFFORTS FOR GREATER REPRESENTATION IN VARIOUS MUNICIPAL AND SOCIAL FUNCTIONS; specifically, the following top three community outreach priorities: direct outreach via dedicated employed liaison; expanded social media outreach; and homeless outreach</b></p> <ul style="list-style-type: none"> <li>□ Top 3: direct outreach via dedicated employed liaison; expanded social media outreach; and homeless outreach.</li> </ul>	<p>n/a – no noteworthy consensus items identified via input obtained</p>
<b>VULNERABLE COMMUNITIES</b> <sup>28</sup> – HEALTH, SAFETY & RESILIENCY	<p><b>PRIORITIZE AWARENESS AND NORMALIZATION CAMPAIGNS FOR MENTAL HEALTH PROGRAMS FOR ALL, AND ESPECIALLY FOR AT-RISK, VULNERABLE COMMUNITY MEMBERS.</b></p> <ul style="list-style-type: none"> <li>□ Strong consensus – on mental health as a top community health concern at 52%.</li> </ul> <p><b>IMPLEMENT AN EASILY-MANAGED &amp; SIMPLIFIED TOWN EMAIL NEWSLETTER AND SOCIAL MEDIA OUTREACH FOR TOWN NEWS AND UPDATES that includes information for vulnerable communities.</b></p> <ul style="list-style-type: none"> <li>□ Strong consensus – on using email communications for receiving Town-based news and updates at 68%.</li> </ul> <p><b>EXPAND ACCESS TO SOCIAL SERVICES AND HEALTH CARE for vulnerable populations by proactively coordinating with and supporting community health workers, addiction coaches, and social workers.</b></p> <ul style="list-style-type: none"> <li>□ Strong consensus – on expanding access to social services and health care via community health workers, addiction coaches, and social workers at 66%.</li> </ul>	<p><b>SUPPORT MORE DISADVANTAGED COMMUNITY MEMBERS by providing subsidized housing options, leveraging Beebe Library as a services concierge, expanding the Food Pantry, and partnering with AmeriCorps for mobile information kiosks, etc.</b></p> <ul style="list-style-type: none"> <li>□ Minor consensus – on the following ways to connect vulnerable community members with resources (help residents with subsidized housing options; partner with AmeriCorps et al. to staff a "location" or information booth/kiosk; use Beebe Library and its website as a services concierge; expand Wakefield Food Pantry), at 30-41%.</li> </ul>
<b>LIFELONG LEARNING</b> – INCL. COMMUNITY DEVELOPMENT	<p><b>PROMOTE LIFELONG LEARNING AND LOW-BARRIER WORKFORCE ADVANCEMENT PROGRAMS through low/no-cost evening education at Northeast Metro Tech Vocational school through subsidies, grant-seeking, and/or other partnerships.</b></p> <ul style="list-style-type: none"> <li>□ Strong consensus – on the Town promoting unconventional community-wide educational advancement – by providing low-cost or no-cost evening education for adults at the Northeast Metro Tech Vocational school at 62%.</li> </ul>	<p><b>ENHANCE WAKEFIELD PUBLIC SCHOOL SERVICES to include more enrichment, diversity and inclusion programs, etc.</b></p> <ul style="list-style-type: none"> <li>□ Minor consensus – on the following suggested improvements to Wakefield Public Schools (school facilities; focus on diversity, equity, and inclusion; preparation for future; availability of enrichment programs) at 27-44%.</li> </ul> <p><b>EXPLORE ADDITIONAL EDUCATIONAL ADVANCEMENT AND LIFELONG LEARNING OPPORTUNITIES through Town coordinated internships with major employers, expanded library programs, youth outreach, etc.</b></p> <ul style="list-style-type: none"> <li>□ Minor consensus – on the Town promoting unconventional community-wide educational advancement – by doing the following items (Town to partner with businesses for internships, etc.; multigenerational education programs; expand library programs; transportation and child care for educational programs; additional youth outreach outside traditional school day/hours) at 27-44%.</li> </ul>

<sup>28</sup> This is a standard professional term used in the public health field. Sources include: (a) Waisel, David B. "Vulnerable populations in healthcare." Current opinion in anaesthesiology vol. 26,2 (2013): 186-92. doi:10.1097/ACO.0b013e32835e8c17 via National Institutes of Health (NIH); (b) Vulnerable Populations: Who Are They?. (2006). Retrieved 31 August 2021, from <https://www.qjmc.com/view/nov06-2390ps348-s352>; and (c) Laura Joszt, M. Laura Joszt, M. (2018). 5 Vulnerable Populations in Healthcare. Retrieved 31 August 2021, from <https://www.qjmc.com/view/5-vulnerable-populations-in-healthcare>



## CONSENSUS GOALS & IDEAS (CONT'D)

### HIGH CONSENSUS – PRIORITY

**VOLUNTEERISM**  
– INCL. COMMUNITY  
SPIRIT

**FURTHER ENCOURAGE VOLUNTEERISM VIA THE TOWN'S MORE POPULAR EVENTS AND FACILITIES/INSTITUTIONS as a gateway for volunteering for lesser-known and in-need organizations and communities.**

- Strong consensus – that Wakefield's community spirit is linked to: (a) its festivals and outdoor events; (b) its Town services (Wakefield Public Schools, Beebe Library, Senior Center, etc.); (c) its natural resources – at 51-67%.

### MODERATE CONSENSUS – LESSER PRIORITY

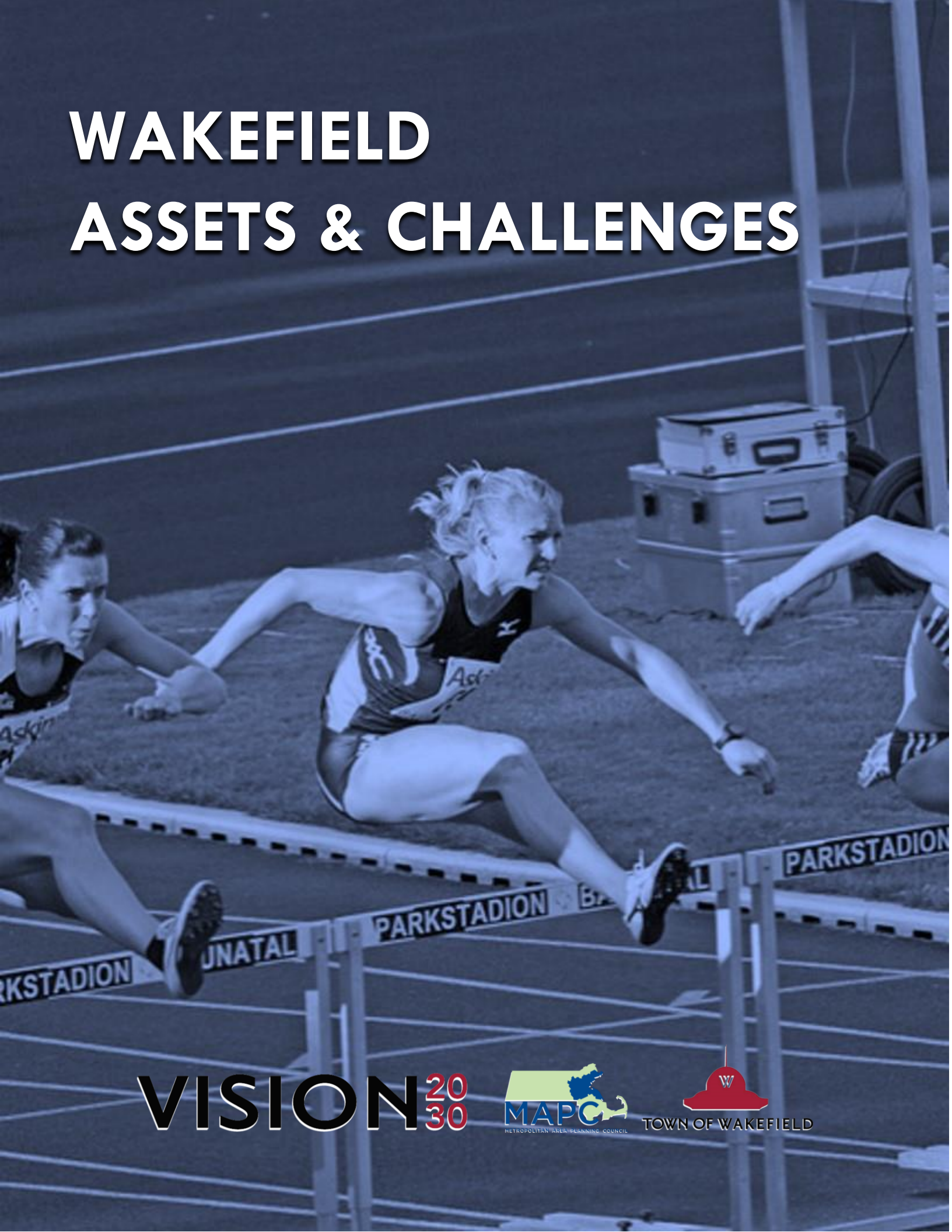
**CREATE AN ONLINE CROWD-SOURCED CLEARINGHOUSE OF VOLUNTEERING OPPORTUNITIES TO PROMOTE AWARENESS**

- Minor consensus – a noteworthy large minority of survey respondents do not participate in local government boards or committees because – (a) they are not sure how to get involved; (b) the time of meetings; (c) do not think they would make a difference; and/or (d) not aware of meetings scheduled – at 24-46%.

**PROMOTE VOLUNTEERING with schools, churches, hospitals, and other socially-oriented organizations by hosting a non-profit exposition and creating a central crowd-sourced online repository of opportunities.**

- Minor consensus – that the Town should: (a) promote/create a central crowd-sourced online repository of engagement opportunities; and (b) host a community organization / non-profit expo – at 32-44%.

# WAKEFIELD ASSETS & CHALLENGES



VISION **2030**



TOWN OF WAKEFIELD



# ASSETS & CHALLENGES

The following is a brief tabular summary of assets and challenges for which there was any noteworthy major or minor consensus from the over 1,100 combined poll responses and workshop participants. Concise and full summaries for each poll can be found in the Wakefield Vision 2030 plan report appendices. Many of these are addressed in the goals and strategies elsewhere in the vision plan report. On the broadest level, out of all the visioning topics, the housing related challenges heavily outweigh the assets.

*Due to the nature of the collectively drafted survey questions and response options, in some limited instances there was less clarity from the community responses, and even apparent contradictions. The tabular and bulleted summary is meant to be the best possible and accurate reflection of survey design effort, the community input received, and what could be interpreted from it.*

## ASSETS

(as expressed by 922 community poll participants)

### SHAPING GROWTH – ENHANCEMENT, GROWTH & PRESERVATION AREAS

#### SPECIAL PLACES OR PHYSICAL ASSETS THAT DESERVE PROTECTION OR IMPROVEMENT

- Very strong consensus – for natural resources at 91%.
- Strong consensus – for parks and recreational areas; and downtown business district at 51-61%.

#### TOP WORDS USED TO DESCRIBE WHAT MAKES WAKEFIELD SPECIAL

- Community (569 mentions), Beautiful (327), History (261), Nature & Natural Beauty (255), Green Open Space & Outdoors (229), Unique (143), Accessible (122).

### HOUSING – RESIDENTIAL AREAS & OPTIONS

#### POSITIVE ACKNOWLEDGEMENT BY A HEALTHY MAJORITY OF HOUSING AFFORDABILITY AS AN ISSUE THAT NEEDS TO BE ADDRESSED

- Strong consensus – consider housing affordability a moderate-to-large issue in Wakefield (66%).

## CHALLENGES

(as expressed by 922 community poll participants)

### SHAPING GROWTH – ENHANCEMENT, GROWTH & PRESERVATION AREAS

n/a – no noteworthy consensus items identified via input obtained

### HOUSING – RESIDENTIAL AREAS & OPTIONS

#### A NOTEWORTHY MINORITY DOES NOT CONSIDER HOUSING AFFORDABILITY AS AN ISSUE IN WAKEFIELD, WHICH IS TO THE DETRIMENT OF THE ALMOST ONE-THIRD OF WAKEFIELD HOUSEHOLDS WHO ARE COST-BURDENED ACCORDING TO CENSUS AND ACS DATA.

- Minor consensus – consider housing affordability not a big issue in Wakefield (34%).

#### EXISTING HOUSING CONDITIONS IN WAKEFIELD ARE CONCERNING REGARDING ADEQUATE HOUSING SUPPLY, SUPPORTING INFRASTRUCTURING, ETC.

- Strong consensus – for housing conditions concerns regarding traffic, car dependency, and changing Town character (53-55%).
- Minor consensus – on scarcity and affordability of housing stock, aging public infrastructure to support any housing, and lack of options for young adults, downsizers, seniors, and those with limited mobility (39-29%).

#### INSUFFICIENT EXISTING HOUSING OPTIONS TO SUPPORT VARIOUS SEGMENTS OF THE POPULATION INCLUDING SENIORS, YOUNG ADULTS, DOWNSIZERS, OR THOSE WITH LIMITED MOBILITY OR INCOMES.

- Minor consensus – on Wakefield only partially meeting the current housing needs of more challenged community members (seniors, young adults, downsizers, or those with limited mobility or incomes) at 42%.
- Minor consensus – on Wakefield needing to do much more to meet the current housing needs of more challenged community members (seniors, young adults, downsizers, or those with limited mobility or incomes) at 42%.

#### A LARGE MINORITY DOES NOT ANTICIPATE NEEDING HOUSING OPTIONS FOR THEMSELVES IN THE FUTURE (E.G., FOR LIFE CIRCUMSTANCE CHANGES LIKE NEEDING TO DOWNSIZE, CHANGES TO MOBILITY, OR FINANCIAL SITUATION).

- Minor consensus – on not anticipating the need or desire for housing options for oneself in the future (44%).
- Minor consensus – on potentially needing or wanting affordable options (such as accessory dwelling units, condos, small-lot single-families, clustered cottages), or 50-year and older housing communities (26-27%).

## ASSETS (CON'TD)

(as expressed by 922 community poll participants)

### MOBILITY OPTIONS – FOR GETTING AROUND

#### A LARGE MAJORITY REGARDS WAKEFIELD'S TWO COMMUTER RAIL STATIONS AS ITS STRONGEST TRANSPORTATION ASSET

- Strong consensus – on the MBTA Commuter Rail as Wakefield's strongest transportation option at 72% (besides gas-powered driving at 82%).
- Strong consensus – on the MBTA Commuter Rail as a strong option in all neighborhoods and Downtown (65-82%).

### PARKS – INCL. SQUARES & LEISURE

#### FAVORITE PARKS, NATURAL RESOURCES, OR RECREATIONAL AMENITIES

- Very strong consensus – on Lake Quannapowitt as Wakefield's favorite recreational open space amenity at 89%.
- Strong consensus – on Breakheart Reservation, and the Upper and Lower Common (incl. Spaulding Playground) as being among Wakefield's favorite recreational open space amenities at 56-73%.
- Minor consensus – on the Floral Way being among Wakefield's favorite recreational open space amenities at 25%.

### EXPANDING THE CULTURAL LANDSCAPE – INCL. HISTORIC

#### MOST LIKED HISTORIC, CULTURAL, OR COMMUNITY ASSET

- Very strong consensus – on the Lucius Beebe Memorial Library being the Town's most liked community asset at 78%.
- Strong consensus – on the Fourth of July parade and festivities being among the Town's most liked community assets at 51%.

### THE PUBLIC REALM – ENHANCING PUBLIC FACILITIES & INFRASTRUCTURE

#### STRONGEST PUBLIC FACILITIES AND PHYSICAL ASSETS

- Very strong consensus – on the large Town Common, and Beebe Library being Wakefield's strongest public facilities and physical assets at 80-86%.
- Minor consensus – on Wakefield's centrally-located auditorium/gathering space (Galvin MS, Americal Civic Center), and Wakefield Public School facilities being among Wakefield's strongest physical assets at 28-34%.
- Minor consensus – on the Americal Civic Center being among the Town's most like community assets at 28%.

#### STRONGEST PUBLIC SERVICES

- Strong consensus – on Beebe Library services/programs, and Municipal Gas/Light Service being among Wakefield's strongest public services at 57-62%.
- Minor consensus – on Wakefield Public School system and police and fire services being among Wakefield's strongest public services at 28-37%.

#### CURRENT PUBLIC PROPERTIES OR FACILITIES THAT HOLD POTENTIAL FOR A TRANSFORMATIVE CIVIC PROJECT

- Strong consensus – that a new/renovated Wakefield High School could hold potential for a transformative civic project to provide better services as well as foster/host community gatherings at 64%.

#### ALMOST ALL WHO TOOK THE SURVEY INDICATED THEY HAD SUFFICIENT ACCESS TO THE INTERNET

- 99%

#### TOP WORDS DESCRIBING THE MEANING OF WAKEFIELD'S HISTORY, CULTURE, AND COMMUNITY ASSETS TO SURVEY RESPONDENTS –

- Community, Family, Lake, Tradition, Connection, Pride,

## CHALLENGES (CON'TD)

(as expressed by 922 community poll participants)

### MOBILITY OPTIONS – FOR GETTING AROUND

#### EXISTING PEDESTRIAN FACILITIES ARE INADEQUATE TO SERVE THE NEEDS OF YOUTH, SENIORS, AND THOSE WITH LIMITED MOBILITY

Strong consensus – on needing to upgrade pedestrian facilities (sidewalks, crossings, etc.) at 69%.

#### THE TOWN HAS VARIOUS TRANSPORTATION CHALLENGES including poor pedestrian amenities, limited mobility options, car dependency, etc.

- Strong consensus – on pedestrian amenities as a parking-challenges strategy at 52%.
- Minor consensus – on the following “most pressing” transportation challenges (traffic congestion, limited downtown parking, poor pedestrian amenities, limited options, poor intersection flow, car dependency) at 27-44%.

### PARKS – INCL. SQUARES & LEISURE

n/a – no noteworthy consensus items identified via input obtained

### EXPANDING THE CULTURAL LANDSCAPE – INCL. HISTORIC

n/a – no noteworthy consensus items identified via input obtained

### THE PUBLIC REALM – ENHANCING PUBLIC FACILITIES & INFRASTRUCTURE

#### WEAKEST PUBLIC SERVICES

- Very strong consensus – that road and sidewalk maintenance is its weakest public service at 83%.
- Minor consensus – that Wakefield can/should enhance its recycling pick-up services and increase its social services at 33-44%.
- Minor consensus – that services for substance abuse and mental health are among its weakest public services at 26%.
- Minor consensus – that Wakefield's existing community and cultural events both are (32%) and are not well publicized at 41%.

#### WEAKEST PUBLIC FACILITIES AND PHYSICAL ASSETS

- Minor consensus – that the following are among Wakefield's weakest public facilities and physical assets (Wakefield Public School facilities, the Albion Cultural Exchange, and the Public Safety Building and Greenwood Fire Station) at 27-41%



## ASSETS (CON'TD)

(as expressed by 922 community poll participants)

### BUSINESSES – ENHANCING ACTIVITY DISTRICTS & OPPORTUNITIES: PUTTING THE PIECES TOGETHER

#### STRONGEST BUSINESS CLIMATE ASSETS

- Strong consensus – on the following as Wakefield's strongest business assets – (a) proximity to recreational areas (such as Lake Quannapowitt, new bike trail, and the Common) at 63%, and (b) picturesque downtown within walking distance for some residents at 57%.
- Minor consensus – on the newly available opportunity to eat outside as one of Wakefield's strongest business assets at 48%

### THE ENVIRONMENT – ADAPTING TO CHANGES

Not applicable – There was no noteworthy consensus items identified via input obtained as it pertains to environmental adaption and sustainability.

Assets as they pertain to natural resources and environmental features appear variously in the parks and other sections.

### DIVERSITY & INCLUSION

#### HOW WELCOMING & IN WHAT MANNER:

- Strong consensus – Fairly good at non-violent resolution of differences of opinion at 61%.

#### HOW WELCOMING TO VARIOUS DIFFERENT GROUPS OF COMMUNITY MEMBERS:

- Very strong consensus – Very welcoming of white, military/veteran, and parents at 76-86%.
- Strong consensus – Welcoming of seniors and youth at 51-58%.

#### PERSONAL EXPERIENCE WITH DISCRIMINATION IN TOWN WITHIN THE PAST YEAR

- Never discriminated – all/most categories (very strong consensus 73-93% all but political affiliation), political affiliation (minor consensus at 48%)
- Rarely discriminated – by political affiliation (minor consensus at 24%)

#### OVERALL, SURVEY RESPONDENTS FAVORABLY RATED WAKEFIELD OFFICIALS AND MUNICIPAL EMPLOYEES AS BEING FAIR-TO-GOOD IN TERMS OF INCLUSIVITY.

- Good-natured officials/employees/board-members – at all/most categories of respect, fair, responsive, inclusive, receptive (minor consensus at 31-44%);
- Fair-natured – at most categories (minor consensus 27-33%).
- So, overall, fair-to-good.

### VULNERABLE COMMUNITIES – HEALTH, SAFETY & RESILIENCY

#### LIKELIHOOD OF RECOMMENDING WAKEFIELD TO A FRIEND OR FAMILY MEMBER

- Strong consensus – many would recommend Wakefield as a place to live to friends or family members at 72%.

#### PERCEIVED SAFETY

- Very strong consensus – many feel safe during the daytime at 76%.

## CHALLENGES (CON'TD)

(as expressed by 922 community poll participants)

### BUSINESSES – ENHANCING ACTIVITY DISTRICTS & OPPORTUNITIES: PUTTING THE PIECES TOGETHER

#### VARIED BUSINESS LANDSCAPE CHALLENGES including parking regulations, poor streetscape, tenant issues, and lack of variety.

- Minor consensus – on the following business landscape challenges (inadequate parking/regulations, poor streetscape, lack retail/restaurant variety, commercial landlord inflexibility) at 29-43%.

### THE ENVIRONMENT – ADAPTING TO CHANGES

#### FAMILIARITY WITH ENVISION WAKEFIELD RESILIENT MUNICIPAL VULNERABILITY PREPAREDNESS PLAN

- Most not familiar – with Wakefield's recently completed Envision Wakefield Resilient Municipal Vulnerability Preparedness (MVP) Plan, at 64%.

#### MOST CONCERNING ENVIRONMENTAL ISSUES

- Minor consensus – on the following most concerning environmental issues from the Wakefield MVP plan (flooding, intense storms & run-off; waste management; clean energy & energy use reduction; community resilience during events; droughts & water conservation) at 27-48%.

### DIVERSITY & INCLUSION

#### HOW WELCOMING & IN WHAT MANNER:

- Minor consensus – Poor at attracting people from diverse backgrounds at 34%.
- Minor consensus – Fairly good at attracting people from diverse backgrounds at 48%.
- Minor consensus – Excellent at non-violent resolution of differences of opinion at 26%.

#### PERSONAL EXPERIENCE WITH DISCRIMINATION IN TOWN WITHIN THE PAST YEAR

- Minor consensus – Rarely discriminated – by political affiliation at 24%.
- Minor consensus – Sometimes discriminated – by political affiliation (minor consensus at 26%).

#### HOW WELCOMING TO VARIOUS DIFFERENT GROUPS OF COMMUNITY MEMBERS:

- Minor consensus – Welcoming of different faiths, newer residents, and LGBTQ+ at 27-33%.
- Minor consensus – Slightly welcoming of most groups who are not older, white, military/veterans or parents at 31-46%.
- Minor consensus – Not welcoming of low-income community members at 25%.

### VULNERABLE COMMUNITIES – HEALTH, SAFETY & RESILIENCY

#### TOP CONCERNS IMPACTING COMMUNITY HEALTH

- Strong consensus – on mental health as a top community health concern at 52%.

#### NIGHTTIME PERCEIVED-SAFETY

- Minor consensus (30-43%) somewhat and strongly agreeing on perceived personal nighttime-safety concerns).

#### GREATEST PUBLIC SAFETY ISSUES WITHIN WAKEFIELD.

- Minor consensus – that the following are Wakefield's greatest public safety issues (speeding/traffic violations; substance abuse; disorderly conduct & public intoxication) at 25-40%.

## ASSETS (CON'TD)

(as expressed by 922 community poll participants)

### LIFELONG LEARNING – INCL. COMMUNITY DEVELOPMENT

#### HEALTHY NUMBER OF RESPONDENTS PARTICIPATE IN BEEBE LIBRARY AND WAKEFIELD RECREATION DEPARTMENT PROGRAMS

- Many respondents – had participated in Beebe Library and Wakefield Recreation Department programs at 63-54%.

#### VARIOUS POSITIVE QUALITIES FOR WAKEFIELD PUBLIC SCHOOLS

- Minor consensus – on the following as Wakefield Public Schools top strengths (administrative leadership; arts/music programs, quality of teaching) at 43-50%.

#### EXISTENCE OF STRONG ADULT EDUCATION PROGRAMS THAT CAN BE FURTHER ENHANCED

- Minor consensus – on the following as strong assets for adult/senior/workforce education (Beebe Library programs and Northeast Metro Tech continuing education programs) at 34-43%.

### VOLUNTEERISM – INCL. COMMUNITY SPIRIT

#### COMMUNITY PRIDE AND SOCIAL ASPECTS

- Strong consensus – that Wakefield's community spirit is linked to: (a) its festivals and outdoor events; (b) its Town services (Wakefield Public Schools, Beebe Library, Senior Center, etc.); (c) its natural resources – at 51-67%.

## CHALLENGES (CON'TD)

(as expressed by 922 community poll participants)

### LIFELONG LEARNING – INCL. COMMUNITY DEVELOPMENT

#### OF SURVEY RESPONDENTS, MINOR NOTEWORTHY PARTICIPATION IN WAKEFIELD PUBLIC SCHOOLS PARENT UNIVERSITY

- Minor, noteworthy number of respondents – had participated in Wakefield Public Schools Parent University at 33%.

### VOLUNTEERISM – INCL. COMMUNITY SPIRIT

#### OBSTACLES TO VOLUNTEERING

- Minor consensus – a noteworthy large minority of survey respondents do not participate in local government boards or committees because – (a) they are not sure how to get involved; (b) the time of meetings; (c) do not think they would make a difference; and/or (d) not aware of meetings scheduled – at 24-46%.



# POTENTIAL STRATEGIES, RESOURCES & ACTIONS

VISION **2030**



TOWN OF WAKEFIELD

# POTENTIAL STRATEGIES, RESOURCES & ACTIONS <sup>29</sup>

for high-consensus goals

KEY:  = TOWN DECISION / ACTION NEEDED

NEAR-TERM PRIORITY & TOWN ACTION 2023-2027	LONG-TERM PRIORITY & TOWN ACTION 2028-2033
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## Recognizing that Wakefield is a mature suburban Town that is starting to approach build out:

- Creative strategies can address various needs and community consensus goals including: housing affordability, non-car dependent mobility options, commercial reinvestment needs, and investment of time and resources to expand civic facilities as well as public health and social connectivity programs and events.
- Careful consideration must be given to fully maximizing the potential of any given public and/or underutilized private opportunity sites for both physically accommodating new or enhanced multipurpose facilities or compact mixed-use private developments to house more one than one public service, or economic development or housing need.
- In tandem, flexibility with parking ratios through multimodal transportation solutions will facilitate reasonably accommodating redevelopment in a manner that is in keeping with the historic fabric, natural beauty, human scale, and walkability of districts and neighborhoods that embody much beloved Town character.

## Shaping Growth, & Housing, Mobility & Recreation Options

NEAR-TERM 2023-2027	LONG-TERM 2028-2033
------------------------	------------------------

### 1. PROTECT & IMPROVE WAKEFIELD'S MOST SPECIAL PLACES & PHYSICAL ASSETS: its natural resources, its parks and recreational areas, and its downtown business district.

- Consider the creation of a **LOCAL COMMUNITY PRESERVATION FUND PURSUANT TO THE COMMUNITY PRESERVATION ACT (CPA) FOR OPEN SPACE AND HISTORICAL PRESERVATION PROJECTS**. The Community Preservation Act (CPA) is a program instituted in 186 communities across the Commonwealth. Communities can determine at which surcharge level to adopt to meet their needs to start building up their fund. Communities that adopt the Community Preservation Act (CPA) generate monies for their local Community Preservation funds through the implementation of a local CPA property tax surcharge of up to 3% and through the receipt of annual matching of statewide CPA funds. Only communities that have adopted CPA are eligible to receive these matching funds each year. A Town CPC committee would be established and would review fund allocation requests. Eligible CPA historic preservation project funding requests must have properties listed on or eligible for the State Register of Historic Places or deemed historic by the local historic commission. Funded projects can be owned publicly, privately, or by a non-profit organization, as long as they provide a significant public benefit. For more information, refer to the URL: [communitypreservation.org](http://communitypreservation.org)



### 2. PRIORITIZE DOWNTOWN WAKEFIELD AS THE PRIMARY (BUT NOT EXCLUSIVE) AREA TO EFFICIENTLY ACCOMMODATE FUTURE JOBS, SERVICES, SHOPS, AND HOUSING OPTIONS ON UNDERUTILIZED OPPORTUNITY SITES

- Pursue an intentional, deliberate, and **PURPOSEFUL PLANNING STUDY** to: (a) re-assess existing land use, dimensional and parking **ZONING REGULATIONS**, and district boundaries and purposes to determine if they are allowing, forbidding, or hindering stated WV-2030 goals regarding desired downtown jobs, services, shops, and upper-story housing options; and (b) conduct a deliberate and specific downtown district examination of **POTENTIAL OPPORTUNITY SITES** (especially underutilized ones) for potential redevelopment of public property, potential incentivizes to encourage voluntary redevelopment of private sites, and site identification for streetscape amenities and placemaking opportunities to **INCREASE FOOT TRAFFIC**.
- The Town of Wakefield could further support downtown business activity and leverage the Albion Street Cultural Exchange by weaving together parts of downtown Wakefield including the Junction, the Square, Albion Street, and the various historic districts near the Town Common into an officially designated Massachusetts Cultural Council "**CULTURAL DISTRICT**." The combination of arts and culture activity, restaurants, creative retail, and events that are located within walkable downtowns are great candidates for such cultural districts.
- The cultural district designation can grant eligibility for **SMALL MATCHING GRANTS** to support coordination of activities and basic district branding and signage. Such an endeavor would complement other Town initiatives such as Complete Streets pedestrian safety amenities and recommended purposeful downtown rezonings to allow and encourage stated community economic development goals in the WV-2030 Vision as well as more recent planning studies desiring more



<sup>29</sup> In response to a thoughtful, purposeful, and methodical approach to obtaining community input — as well as discerning, distilling, synthesizing issues, themes and community consensus around goals — MAPC as public planning consultants has proffered a series of strategies, recommendations and actions based on its expertise as professional planning practitioners who lean on experience as well as industry-wide best practices.



# POTENTIAL STRATEGIES, RESOURCES & ACTIONS <sup>29</sup>

for high-consensus goals

KEY:  = TOWN DECISION / ACTION NEEDED

NEAR-TERM  
PRIORITY  
&  
TOWN  
ACTION  
2023-2027

LONG-TERM  
PRIORITY  
&  
TOWN  
ACTION  
2028-2033

jobs, services, shopping, and housing options. More information can be found at the following URL:  
[massculturalcouncil.org/communities/cultural-districts/](https://massculturalcouncil.org/communities/cultural-districts/)

### 3. **PRIORITIZE EXPANDED LEARNING AND RECREATIONAL OPPORTUNITIES FOR ALL RESIDENTS AS AN INVESTMENT IN THE COMMUNITY'S WELL-BEING**

- Continue to work with some of the Town's educational assets (like the Beebe Library and Northeast Metro Tech Vocational School) as well as civically active social organizations (like the Boys and Girls Club) in order to advertise existing programs and opportunities to residents and to create possible new collaborations for those organizations and institutions to mutually support each other in community outreach efforts and potential joint programming events.



### 4. **PURSUE MORE RECREATIONAL AMENITIES, POCKET PARKS, AND RETAIL-ORIENTED GATHERING SPACES WITHIN WALKING DISTANCE OF HOME & NEIGHBORHOODS**

- As part of exploring the recommended local Community Preservation Fund pursuant to the Community Preservation Act (CPA) for open space projects: in addition to preserving existing open spaces, the CPA is a smart growth tool that can also help communities to acquire and create new open space and develop outdoor recreational facilities.
- A potential strategy for creating new pocket parks and retail-oriented gathering spaces can come in the form of permissible and creative zoning and development design guidelines for encouraging residential and mixed-use (re)development proposals to include outdoor seating areas, and/or pocket plazas/squares recessed into their building facades along the sidewalks. An intentional "pooling" of open space requirements and building setback requirements for small but usable new open spaces for informal social gathering can help enliven street life and help with customer foot traffic.



### 5. **ADDRESS THE NEEDS OF ALMOST ONE-THIRD OF ALL HOUSEHOLDS THAT ARE COST-BURDENED**

- Continue to address housing affordability of residents by updating the now expired Wakefield Housing Production Plan (HPP) 2015-2020. The **PLAN UPDATE** can help: (a) continue preserving existing affordable units, (b) increase the supply of housing stock to meet demand and need, and (c) remain in good standing with the Massachusetts Department of Housing and Community Development's minimum 10% Subsidized Housing Inventory requirement. The purpose of the requirement is for each community in the Commonwealth to contribute their fair share of state and regional housing needs and demand so that no single community is bearing that burden.
- The Wakefield 2015-2020 HPP recommends a series of strategies including: establishing and funding a Housing Trust Fund; pursuing Ch. 40R/40S smart growth zoning districts; and a series of zoning by-law amendments to increase the production and supply of both market-rate and income-restricted affordable housing for a variety of income brackets. The update of the prior HPP is important but demonstrating steady progress by reaching recommended annual production/permitting targets is equally if not more important, as is implementing several of its recommendations for collectively chipping away at the formidable challenge that is housing affordability for many communities including Wakefield.
- Some of the recommended HPP zoning by-law amendments include:
  - Adopting an **INCLUSIONARY DEVELOPMENT POLICY (IDP)** to require a minimum percentage of income-restricted housing units (e.g., 10%) to be approved with deed-restrictions and interspersed among market-rate units, for multifamily residential development proposals in general or over a certain threshold (e.g., 15 or more units); and
  - Reduced minimum single-family lot size requirements (for market-rate affordability); and
  - More expansive mixed-use/residential development potential in more districts where appropriate.



### 6. **PURPOSEFULLY BALANCE PARKING RATIOS, MOBILITY ALTERNATIVES AND DESIGN GUIDELINES WHEN REVIEWING HOUSING DEVELOPMENT PROPOSALS**

- As part of the Town's assertive stance toward addressing housing affordability and increasing market-rate and affordable housing supply, the Planning Board and Zoning Board of Appeal could jointly adopt clear development review criteria and approve zoning amendments that provide for flexibility and feasibility in permitting and constructing desired and needed residential development.



# POTENTIAL STRATEGIES, RESOURCES & ACTIONS <sup>29</sup>

for high-consensus goals

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- An updated approach to reduced parking ratios paired together with on-site requirements for car alternatives (such as bike racks, ride sharing parking spots) can help achieve more human-scaled developments where parking lots and asphalt are not the most prominent feature, and pedestrians, building facades/entrance and sidewalks are not separated by long distances.

## 7. BUILD UPON THE COMMUTER RAIL AS AN EVOLVING TRANSPORTATION NETWORK, BY CREATING A PURPOSEFUL INTERCONNECTED NETWORK OF TRANSPORTATION OPTIONS WEAVING CIRCULATOR SHUTTLE VANS, BIKE LANES AND PEDESTRIAN TRAILS WITH COMMUTER STATIONS.

- Wakefield is blessed to have two MBTA commuter rail stations within close proximity to two of its retail/activity districts. They can serve as the anchor of a more robust and expanding network of other transportation options. A carefully mapped network of the best connections between neighborhoods, parks and centers can help focus resources for investing in: bike lanes, sidewalks, and possibly a new dedicated general-public circulating shuttle van service. Such a network of frequent, safe and pleasant options for service can reduce parking demand, traffic congestion, and help with public health and the environment.
- The strategy for the “evolving interconnected transportation network” goal identified by WV-2030 participants also applies to the following other WV-2030 high-consensus goals:
  8. IMPROVE MOBILITY FOR YOUTH, SENIORS, & RESIDENTS WITH LIMITED MOBILITY WITH UPGRADED PEDESTRIAN FACILITIES, AND PARA-TRANSIT AND MICRO-TRANSIT OPTIONS.
  9. CREATE A PURPOSEFUL NETWORK OF PEDESTRIAN AMENITIES THAT CONNECT BUSINESS AREAS AND KEY NEIGHBORHOOD CONNECTIONS TO MINIMIZE PARKING DEMAND.
  10. IMPROVE AND ADD MORE WALKING PATHS AND TRAILS WITHIN AND TO EXISTING PARKS AND NATURAL AREAS.



## 11. ADD MORE COMFORT AMENITIES TO EXISTING PARKS: such as benches, restrooms, and water fountains to enhance use and enjoyment

- Wakefield's current Open Space and Recreation Plan (OSRP) 2005-2010 has expired. If the Town of Wakefield were to update it and have it re-approved by the State's Department of Conservation Services (DCS), the Town could become eligible to apply for the Massachusetts Parkland Acquisitions and Renovations for Communities (PARC) Grant Program. PARC grants can be used to: (a) acquire existing unprotected privately-owned open space to make it permanently-protected public parkland; (b) build a new park, or (c) renovate an existing park.
- Alternatively, the Town can directly invest its own money for the gradual installation of comfort amenities in individual parks. Were the Town to pursue a more holistic and costlier Town-wide approach to upgrading all parks with comfort amenities, then the OSRP update to unlock PARC grants would make more sense.
- It is worth noting that the recommended Community Preservation Act (CPA) strategy for acquiring and preserving open space unfortunately does not apply to rehabilitating or restoring open spaces if they were not already acquired or created with CPA funds.



## Businesses, Facilities, & the Public Realm & Environment

### 12. CONTINUE TO SUPPORT & ENHANCE CELEBRATED COMMUNITY ASSETS: the Lucius Beebe Memorial Library's extraordinary programs and services, the Town Common, and the Fourth of July parade and festivities

- The WV-2030 public forum discussions and extensive community survey input revealed an overwhelming appreciation and support for the Lucius Beebe Memorial Library. The library was valued not only for its architectural and historic significance as a tangible community asset, but also for the extraordinary services it provides beyond that of a conventional library as a low-barrier informational and welcoming resource and place for anyone who crosses the threshold of its doors.
- The Beebe Library staff performs these services with the limited resources that it has. Consideration should be given for supporting existing staff through additional paid staffing or unpaid concerted volunteering efforts to augment its services. Additionally, it has been suggested that the Beebe Library might be a natural candidate for spearheading or hosting a volunteering and partnerships





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clearinghouse of information and opportunities. Suggestions for Beebe staff to partner with other like minded civic oriented social organizations was also repeatedly mentioned.

## 13. INVEST IN A NEW CULTURAL OR COMMUNITY LEGACY PROJECT to leave a legacy for future generations, and a tangible contribution to the scenic landscape.

- Potential ideas include an amphitheater, outdoor performance space, or a lakeside path around Lake Quannapowitt. This high-consensus goal is for the creation of something new and tangible that could be enjoyed now and for generations to come. Its purpose would be to add to the already beautiful landscape and leave a physical and visible mark that enhances Town character and leaves something useful and beautiful for others much in the same manner that many of the Town's present-day assets were left by others in the past. The new facility would be intended to add to civic vitality and to afford a more visible, outdoor venue for community interaction and performances that passersby could simply "stumble upon" without having to have had any prior knowledge of an event or resource.



## 14. CONTINUE TO IMPROVE WAKEFIELD'S WEAKEST PUBLIC INFRASTRUCTURE: its roads and sidewalks

- The improvement of Town roads and sidewalks has combined objectives: safety in transportation, potential streetscape beautification, and mobility options.
- The Town of Wakefield has an approved MassDOT Complete Street Program. The concepts of a complete street is one that provides safe and accessible options for all travel modes (walking, biking, transit and vehicles) and for people of all ages and abilities. As part of the Complete Streets Plan, several projects have been identified, prioritized, and a handful of Envision Wakefield Downtown projects are undergoing the MassDOT technical assistance and construction funding process for implementation. These projects include improvements to Albion Street, Water Street, and various segments of Main Street in downtown.
- As part of the potential more comprehensive master planning process for the Town starting in fall/winter 2021, further obtaining community input on the remaining list of potential Complete Streets projects should be pursued.



## 15. TRANSFORM A NEW OR RENOVATED HIGH SCHOOL FACILITY INTO A MULTI-PURPOSE FACILITY THAT ALSO HOUSES AN INTERGENERATIONAL COMMUNITY CENTER: to provide better services and foster/host community gatherings and connections

- In a somewhat similar vein to the potential future new cultural community legacy project, there was strong consensus support for the redevelopment of the high school property into a multipurpose civic facility that could hold great transformative potential. The idea consists of leveraging a public facility and property to perform more than one service in a way that can truly be special for everyday life.
- A well-designed facility and laid out floorplan could potentially house not only a renovated high school but also an intergenerational community center. The purposes would be to: provide better service; bridge gaps between different spectrums of life; share insights, wisdom, and different life experiences; and combat loneliness. This would contrast with the common practice of isolating seniors in separate senior center facilities away from the youth in their separate facilities.



## 16. ENCOURAGE AND INCENTIVIZE COMMERCIAL PROPERTY MAINTENANCE AND REINVESTMENT: through a combination of permitting and licensing renewal conditions (certificates of occupancy, building re-inspections, tax payments, etc.) and public Town investment in bike/pedestrian amenities to increase customer foot traffic.

- The Town's Planning Board, Zoning Board of Appeals, and the Inspectional Services Department should purposefully work in coordination to identify "properties of the interest" to the general public and that impact the public realm with particular attention to any abandoned, underutilized, dilapidated, poorly maintained, and/or have been vacant for unusually long periods of time.
- Once such properties have been identified, an analysis can be conducted to determine: (a) which properties could benefit from potential zoning by-law amendments to encourage voluntary redevelopment and reinvestment; and (b) which properties have property-owner maintenance and upkeep, or tenant vacancy issues that perhaps could be explored to increase occupancy and benefit the public with more local services.



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- For the properties with maintenance and upkeep issues, the Town could create a an easy to administer and monitor development review permitting tracking system/dashboard to be shared by Inspectional Services, the Zoning Board of Appeals, and the Planning Board, in order to place conditions of approval for any requests for re-licensing, building occupancy certificates and potential new building permits for additions; with the purpose of ensuring that the existing conditions of the property are brought up to code before granting any additional approvals.

## 17. BUILD UPON WAKEFIELD'S STRONG BUSINESS ASSETS BY INCREASED WAYFINDING SIGNAGE, AND A PROMINENT BEAUTIFIED PEDESTRIAN NETWORK: that entices people to seek out nearby downtown and neighborhood parks.

- A walkable downtown and proximity to the Lake Quannapowitt, the Town Common, and some parts of nearby neighborhoods were identified by WV-2030 participants as Wakefield's strongest business assets. In order to further complement and strengthen these assets, stronger physical and visual interest connections need to be made between them. The Town could design and install additional or more visually-arresting and prominent wayfinding and interpretative signage to better highlight historical resources and open space assets, and encourage self-guided tours.
- The additional more robust wayfinding and signage elements would fill in the gaps between the very specific segments of roads that are being improved through the Town's on-going Complete Streets projects. The purpose would be to promote wayfinding in Town and promote district/neighborhood-level branding of its downtown, its historic districts, and the evolving Rail Trail through prominent and creative signage at key locations throughout Town.



## 18. CONSIDER EXTENDING THE SUMMER 2021 PILOT PROGRAM FOR TOWN-WIDE CURBSIDE COMPOSTING TO ENCOURAGE RESIDENTS TO MAKE WAKEFIELD EVEN MORE ENVIRONMENTALLY SOUND.

- WV-2030 participants expressed strong interest in town-wide curbside composting to help in the Town's environmental sustainability efforts. Composting is an inexpensive way to handle organic waste and help the environment, and the Massachusetts Department of Environmental Protection (MassDEP) offers resources and discounted compost bins to encourage entire neighborhoods and communities to compost. Many communities such as Cambridge already offer community-wide curbside composting to residents. More information on MassDEP demonstration presentations and potential discounted compost bins can be found at the following URL: [mass.gov/service-details/home-composting-workshops-demonstrations](https://mass.gov/service-details/home-composting-workshops-demonstrations)



## 19. IMPROVE RESIDENT AWARENESS OF TOWN ENVIRONMENTAL RESILIENCY GOALS

- Continue to re-share the Town's top goals on a monthly or quarterly basis from the recently-completed Envision Wakefield Resilient Municipal Vulnerability Preparedness (MVP) Plan by broadcasting the Envision Wakefield Resilient MVP "goal of the month" or "goal of the season". This can be done via another WV-2030 plan recommendation for a potential easily-managed (automatic self-subscription and un-subscription) Town informational e-newsletter via email and a social media platforms (Twitter, WCAT Facebook/YouTube, Town Facebook, etc.).
- Feature some of the following Envision Wakefield Resilient MVP issues that were identified by WV-2030 participants are the most concerning environmental issues as part of the recommended "MVP goal of the month or season" awareness campaign: flooding; intense storms and run-off; waste management; clean energy and energy use reduction; community resilience during events; and droughts and water conservation.



## Quality of Life and Shared Values

### 20. ENHANCE COMMUNITY OUTREACH EFFORTS TO MAKE WAKEFIELD MORE WELCOMING TO PEOPLE OF ALL BACKGROUNDS: by creating welcoming committees and new-resident guides.

- Beyond high-volume, high-consensus community survey support for more inclusive outreach, public forum feedback suggested following the example of neighboring communities in forming a Town welcoming committee and creating a new residents guide. This could be a natural tie-in with the mission and service-oriented work of the Wakefield Human Rights Commission (WHRC) in partnership with the Beebe Library and the Boys and Girls Club.



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- Another strategy for promoting awareness of inclusivity of newcomers and people of different backgrounds could be to regularly feature a booth or kiosk at two of the Town's most celebrated community assets and events: the Town Common, and during the Fourth of July parade and festivities.

- The strategies for the "enhanced community outreach efforts to make the Town more welcoming" goal identified by WV-2030 participants also applies to the following WV-2030 high-consensus goal:

**21. FURTHER ENCOURAGE VOLUNTEERISM VIA THE TOWN'S MORE POPULAR EVENTS AND FACILITIES/INSTITUTIONS as a gateway for volunteering for lesser-known and in-need organizations and communities.**

**22. IMPLEMENT A SUSTAINED TOWN AWARENESS CAMPAIGN ON INCLUSION**

- In addition to the overlapping strategies, the Town's existing WHRC with additional support from the Beebe Library and others, could work with Town administrative staff to incorporate diversity and inclusion awareness and resource content into overall recommended Town email newsletters and expanded social media communications and campaigns.
- Building upon the content from the WV-2030's third public workshop presentation content on diversity and inclusion (viewable at URL: [https://mapc.ma/wv2030\\_forum3](https://mapc.ma/wv2030_forum3)), the Town can repurpose content to relay concepts and beneficial talking points regarding: (a) cultural pluralism and multiculturalism, (b) tolerance versus acceptance and celebration, (c) mutually-beneficial exchanges of different insights and perspectives for collective problem-solving in business and community endeavors, (d) reduced societal strife, and (e) the overall enhanced well-being of a community and its individual members.

**23. PURSUE MORE OUTREACH AND INCLUSION EFFORTS FOR GREATER REPRESENTATION IN VARIOUS MUNICIPAL AND SOCIAL FUNCTIONS; specifically, the following top three community outreach priorities: direct outreach via dedicated employed liaison; expanded social media outreach; and homeless outreach**

- The role of the Wakefield Police Department's Family Services Officer (FSO) was mentioned during one of the public forums as a good example of reaching out to the more vulnerable populations such as the homeless and those with substance abuse challenges in parks. Exploration of a similar new position in a counterpart municipal department or sometime of partnership to expand capacity for this type of service could be considered.

- The strategies for the "outreach and inclusion efforts for greater representation" goal identified by WV-2030 participants also applies to the following WV-2030 high-consensus goals:

**24. PRIORITIZE AWARENESS AND NORMALIZATION CAMPAIGNS FOR MENTAL HEALTH PROGRAMS FOR ALL, AND ESPECIALLY FOR AT-RISK, VULNERABLE COMMUNITY MEMBERS.**

**25. IMPLEMENT AN EASILY-MANAGED & SIMPLIFIED TOWN REGULAR TOWN EMAIL NEWSLETTER AND SOCIAL MEDIA OUTREACH FOR TOWN NEWS AND UPDATES that includes information for vulnerable communities.**

**26. EXPAND ACCESS TO SOCIAL SERVICES AND HEALTH CARE for vulnerable populations by proactively coordinating with and supporting community health workers, addiction coaches and social workers.**

- In addition to the overlapping strategy, the Town should ensure that its recommended enhancement of overall communications of useful and basic information for Town newcomers as well as established residents, also includes a new and dedicated "newsletter section" for highlighting content and resources for both diversity and inclusion campaigns led by WHRC and others, as well as content regarding vulnerable populations including but not limited to mental health normalization, addiction resources, and intergenerational outreach to counter social isolation.
- As part of the Town's overall improvement of communications for sharing useful information for new and established residents, WV-2030 participants had expressed strong interest in receiving Town updates via email as well as social media campaigns. It is recommended that an easy self-subscription and de-subscription system be used (such as Constant Contact or MailChimp) in tandem with the physical placement of weatherized posters with QR codes and links that could be placed in a handful of highly visible locations to make people aware to sign up for it.



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## 27. PROMOTE LIFELONG LEARNING AND LOW-BARRIER WORKFORCE ADVANCEMENT PROGRAMS through low/no-cost evening education at Northeast Metro Tech Vocational school through subsidies, grant-seeking and/or other partnerships.

- The Town should further leverage an existing educational asset it has had, by exploring ways to support existing lifelong learning and workforce advancement programs, as well as potential expand offerings. The expansion of offerings in all likelihood might entail additional funding and the Town should seek out grants and partnerships to subsidize potential expanded offerings.
- Northeast Metro Tech is a four year public regional vocational high school. Its district is comprised of twelve communities in northern greater Boston. Northeast Metro Tech regional vocational high school also houses within it the Northeast Metropolitan Community Education (NMCE) program for working adults. It offers licensing programs, medical training, language learning, trade preparation, enrichment courses, health and fitness, and apprentice programs. NMCE offers adults specialized vocational courses as well as academics and extra-curricular activities in the evening and weekends.



## Implementation

- Oftentimes planning process including standalone community-visioning-for planning endeavors such as WV-2030 include an implementation matrix to identify lead and supporting bodies, committee, departments, and organizations for follow-up with specific goals and strategies. In the instance of WV-2030, a comprehensive master planning process ensues immediately at the conclusion of WV-2030. Therefore, an implementation table does not make much practical sense.
- Otherwise, an oftentimes sound, first planning recommendation for action includes the creation of the plan's Implementation Committee to create local capacity through a team of individuals who will methodically endeavor on a monthly or quarterly basis to focus on a handful of the most compelling action items, and keep those recommendations and ideas at the forefront of discussions before the Planning Board, the ZBA and/or other municipal bodies.



# APPENDIX 1

## ABRIDGED CONCISE POLL SUMMARY

VISION **2030**



TOWN OF WAKEFIELD

WAKEFIELD VISION 2030 – ABRIDGED, CONCISE SUMMARY WITH HIGH-LEVEL CONSENSUS HIGHLIGHTS – ALL THREE COMMUNITY SURVEYS

- The community poll questions:

□ Were not intended to be scientific surveys, but rather an attempt to gain the best available input from community participants to measure input, determine consensus, and draft goals in the visioning plan. The poll was devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that is challenging to obtain in conventional open community meetings with strictly/mainly oral comments. Ideally, we can approximate or exceed the Town’s historical double- or triple-digit attendance/participation rates between the forums and polls;

□ Offer non-exhaustive, multiple-choice response options whenever possible so as to make it easier for respondents to better understand the nature of the question; and
- Allow for easier measuring of consensus by limiting open-comment response opportunities and phrasing open comment questions to provide “keywords” and “adjectives”.

□ Many/most of the questions did not restrict how many response options could be chosen, and therefore the **PERCENTAGES WILL OFTENTIMES EXCEED 100%**. This was done by design based on past project experience with survey respondents providing feedback that they do not want to be forced to answer any given question, nor be limited to their choices.

□ MAPC will employ the following numeric thresholds as **guidelines for interpreting which are priority community consensus items**: (a) Two-thirds to three-quarters (and upward) = very strong consensus; (b) Simple majority to two-thirds = strong consensus; and (c) Approx. one-third but less-than-half = minor, noteworthy consensus

<div><div>SHAPING GROWTH</div><div>PROTECT &amp; IMPROVE SPECIAL PLACES: NATURAL RESOURCES – PARKS AND RECREATIONAL AREAS – DOWNTOWN BUSINESS DISTRICT</div><div>DOWNTOWN FOR JOBS, SHOPS, SERVICES &amp; HOUSING OPTIONS</div><div>EXPAND EDUCATION &amp; LEARNING OPPORTUNITIES IMPROVE RECREATIONAL OPPORTUNITIES</div><div>RECREATIONAL OPTIONS</div><div>FAVORITE PARKS: LAKE QUANNAPOWITT - BREAKHEART RESERVATION – UPPER AND LOWER COMMON IMPROVE WALKING PATHS AND TRAILS DESIRE COMFORT AMENITIES IN PARKS</div><div>PUBLIC REALM</div><div>MOST-LIKED COMMUNITY ASSETS: BEEBE LIBRARY, &amp; 4<sup>TH</sup> JULY ACTIVITIES</div><div>INVEST IN A NEW CULTURAL OR COMMUNITY LEGACY PROJECT: AMPHITHEATER OR OUTDOOR PERFORMANCE SPACE</div><div>VULNERABLE COMMUNITIES</div><div>MENTAL HEALTH IS A TOP COMMUNITY CONCERN</div><div>STRONG PERCEIVED PERSONAL DAYTIME-SAFETY</div><div>EXPAND ACCESS TO SOCIAL SERVICES AND HEALTH CARE VIA COMMUNITY HEALTH WORKERS, ADDICTION COACHES AND SOCIAL WORKERS</div><div>USE EMAIL COMMUNICATIONS FOR RECEIVING TOWN-BASED NEWS AND UPDATES</div></div>	<div><div>HOUSING</div><div>RECREATION &amp; OPEN SPACE NEAR ALL RESIDENTIAL</div><div>“SOCIAL RETAIL” GATHERING SPACES EVERYWHERE</div><div>HOUSING AFFORDABILITY IS A MODERATE-TO-LARGE ISSUE</div><div>HOUSING IMPACTED BY TRAFFIC, CAR DEPENDENCY, &amp; CHANGING TOWN CHARACTER</div><div>BUSINESSES &amp; ECONOMIC DEVELOPMENT</div><div>COMMERCIAL PROPERTY OWNERS’ DEFERRED MAINTENANCE AS A GREAT BUSINESS CHALLENGE</div><div>STRONGEST BUSINESS ASSETS – PROXIMITY TO RECREATIONAL AREAS, &amp; PICTURESQUE DOWNTOWN WALKABLE TO SOME NEIGHBORHOODS</div><div>ENVIRONMENT</div><div>TOWN-WIDE CURBSIDE COMPOSTING – TO MAKE WAKEFIELD GREENER</div><div>LIFELONG LEARNING &amp; COMMUNITY DEVELOPMENT</div><div>PROVIDE LOW-COST OR NO-COST EVENING EDUCATIONS FOR ADULTS AT THE NORTHEAST METRO TECH VOCATIONAL SCHOOL</div></div>	<div><div>MOBILITY</div><div>MBTA COMMUTER RAIL IS A STRONG OPTION FOR ALL OF WAKEFIELD</div><div>UPGRADE PEDESTRIAN FACILITIES TO HELP WITH LESS ADVANTAGED COMMUNITY MEMBERS, &amp; AS A PARKING-CHALLENGES STRATEGY</div><div>OPEN TO OTHER FORMS OF TRANSIT</div><div>FACILITIES</div><div>STRONGEST PHYSICAL ASSETS - LARGE TOWN COMMON, AND BEEBE LIBRARY</div><div>IMPROVE ITS PUBLIC INFRASTRUCTURE (ROADS &amp; SIDEWALKS)</div><div>STRONGEST SERVICES: BEEBE LIBRARY SERVICES/PROGRAMS, AND MUNICIPAL GAS/LIGHT SERVICE</div><div>WEAKEST PUBLIC SERVICE: ROAD AND SIDEWALK MAINTENANCE</div><div>TRANSFORMATIVE CIVIC PROJECT: NEW/RENOVATED WAKEFIELD HIGH SCHOOL COULD HOLD POTENTIAL - TO PROVIDE BETTER SERVICES AS WELL AS FOSTER/HOST COMMUNITY GATHERINGS</div><div>DIVERSITY &amp; INCLUSION</div><div>IMPROVE ATTRACTING PEOPLE FROM DIVERSE BACKGROUNDS</div><div>DISCOURAGE DISCRIMINATION INCL. POLITICAL AFFILIATION</div><div>FOCUS ON OVERALL INCLUSIONARY &amp; DIVERSITY EFFORTS: INCL. BEING MORE WELCOMING TO: DIFFERENT FAITHS – NEWER RESIDENTS, LGBTQ+ – LOW-INCOME COMMUNITY MEMBERS – THOSE WHO ARE NOT OLDER, WHITE, MILITARY/VETERANS OR PARENTS</div><div>BETTER DIRECT OUTREACH VIA DEDICATED EMPLOYED LIAISON; SOCIAL MEDIA EXPANDED OUTREACH; &amp; HOMELESS OUTREACH</div><div>VOLUNTEERISM &amp; COMMUNITY SPIRIT</div><div>COMMUNITY SPIRIT IS LINKED TO WAKEFIELD’S FESTIVALS AND OUTDOOR EVENTS, &amp; TOWN SERVICES</div><div>MANY UNCERTAIN HOW TO GET INVOLVED AS POTENTIAL COMMUNITY VOLUNTEERS MANY NOT AWARE OF SCHEDULED MEETINGS, &amp; FIND TIMES INCONVENIENT</div></div>
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## VERY CONCISE SUMMARY OF: (a) VERY STRONG & STRONG CONSENSUS ITEMS, & (b) SELECT HIGHLIGHTS

FOLLOWED BY A LONGER BUT NOT FULL SUMMARY – COMPLETE RESULTS AVAILABLE IN 3 SEPARATE INDIVIDUAL SURVEY SUMMARIES

### SHAPING GROWTH

#### SPECIAL PLACES OR PHYSICAL ASSETS THAT DESERVE PROTECTION OR IMPROVEMENT

VERY STRONG CONSENSUS – for **natural resources** at 91%.

STRONG CONSENSUS – for **parks and recreational areas**; and **downtown business district** at 51-61%.

#### AREAS TO ACCOMMODATE FUTURE JOBS, SERVICES, SHOPS, OR HOUSING OPTIONS?

VERY STRONG CONSENSUS: **Downtown** (incl. Wakefield Square and Wakefield Junction) at 76%

#### FUTURE GROWTH AND ENHANCEMENT OPPORTUNITIES

(A) PRIMARY PRIORITIES (ranked 1st – 28-30%) – **expanded education & learning opportunities** for all residents, & **improved recreational opportunities**

### HOUSING

#### ANYTHING LIKE TO SEE WITHIN WALKING DISTANCE OF HOME & NEIGHBORHOOD?

STRONG CONSENSUS – for **recreation & open space in all neighborhoods** except downtown (52-72%).

STRONG TO MINOR CONSENSUS – for **retail-oriented gathering spaces** in all neighborhoods & Downtown (45-70%).

#### DO YOU CONSIDER HOUSING AFFORDABILITY AN ISSUE IN WAKEFIELD?

STRONG CONSENSUS – consider **housing affordability a moderate-to-large issue** in Wakefield (66%).

#### WHICH OF THESE CONCERNS DO YOU HAVE ABOUT EXISTING HOUSING CONDITIONS IN WAKEFIELD?

STRONG CONSENSUS – for housing conditions concerns regarding **traffic, car dependency, and changing Town character** (53-55%).

### MOBILITY

#### WHAT ARE WAKEFIELD'S STRONGEST OPTIONS FOR TRANSPORTATION AND GETTING AROUND?

STRONG CONSENSUS – on the **MBTA Commuter Rail** as Wakefield's strongest transportation option at 72% (besides gas-powered driving at 82%).

#### STRONGEST OPTIONS – BY AREA – FOR TRANSPORTATION AND GETTING AROUND

STRONG CONSENSUS – on the **MBTA Commuter Rail** as a strong option in **all neighborhoods and Downtown** (65-82%).

#### HOW TO IMPROVE GETTING AROUND TOWN FOR YOUTH, SENIORS, & RESIDENTS WITH LIMITED MOBILITY?

STRONG CONSENSUS – on needing to **upgrade pedestrian facilities** (sidewalks, crossings, etc.) at 69%.

#### DO YOU HAVE SUGGESTIONS FOR ADDRESSING PARKING CHALLENGES IN TOWN?

STRONG CONSENSUS – on **pedestrian amenities as a parking-challenges strategy** at 52%.

#### IF IT WERE CONVENIENT, WOULD YOU CONSIDER TAKING ANOTHER FORM OF TRANSIT AROUND TOWN OTHER THAN YOUR CAR?

STRONG CONSENSUS – on **possibly taking an alternate form of transit** (other than a car) if it were convenient or safer (56%). If one adds the “maybe’s”, then there is strong consensus at 71%

### RECREATIONAL OPTIONS

#### WHAT ARE YOUR FAVORITE PARKS, NATURAL RESOURCES, OR RECREATIONAL AMENITIES IN WAKEFIELD?

VERY STRONG CONSENSUS – on **Lake Quannapowitt as Wakefield's favorite** recreational open space amenity at 89%.

STRONG CONSENSUS – on **Breakheart Reservation**, & the **Upper and Lower Common** (incl. Spaulding Playground) as being among Wakefield's favorite recreational open space amenities at 56-73%.

#### HOW TO IMPROVE EXISTING OPEN SPACE & RECREATIONAL OPPORTUNITIES?

STRONG CONSENSUS – for **improved walking paths and trails** at 72%.

#### THINKING OF YOUR IDEAL PARK, WHAT WOULD YOU LIKE TO SEE IN TERMS OF AMENITIES?

STRONG CONSENSUS – **wanting comfort amenities** (benches, restrooms, water fountains, etc.) in an ideal park at 61%.

### BUSINESSES

#### WHAT ARE SOME OF THE TOWN'S GREATEST CHALLENGES REGARDING ITS EXISTING BUSINESS LANDSCAPE, OPPORTUNITIES FOR ATTRACTING BUSINESS INVESTMENT, OR JOB OPPORTUNITIES?

STRONG CONSENSUS – on **commercial property owners' deferred maintenance** as a great business challenge at 57%.

#### WHAT ARE SOME OF WAKEFIELD'S STRONGEST ASSETS IN TERMS OF ITS BUSINESS DISTRICTS, TYPES OF BUSINESSES AND SERVICES, JOB OPPORTUNITIES, AND BUSINESS CLIMATE OPPORTUNITIES?

STRONG CONSENSUS – on the following as Wakefield's strongest business assets – (a) **proximity to recreational areas** (such as Lake Quannapowitt, new bike trail, and the Common) at 63%, and (b) **picturesque downtown within walking distance** for some residents at 57%.

## FACILITIES

- WHAT ARE SOME OF WAKEFIELD'S STRONGEST PUBLIC FACILITIES AND PHYSICAL ASSETS?**  
 VERY STRONG CONSENSUS – on the **large Town Common**, and **Beebe Library** being Wakefield's strongest public facilities and physical assets at
- WHAT CAN THE TOWN DO TO ENHANCE ITS FACILITIES AND PHYSICAL ASSETS?**  
 VERY STRONG CONSENSUS – that Wakefield can/should **improve its public infrastructure** (roads and sidewalks) at 92%.
- WHAT ARE SOME OF WAKEFIELD'S STRONGEST PUBLIC SERVICES?**  
 STRONG CONSENSUS – on **Beebe Library services/programs**, and **Municipal Gas/Light Service** being among Wakefield's strongest public services at 57-62%.
- WHAT ARE SOME OF WAKEFIELD'S WEAKEST PUBLIC SERVICES?**  
 VERY STRONG CONSENSUS – that Wakefield's **road and sidewalk maintenance** is its weakest public service at 83%.
- ARE THERE ANY CURRENT PUBLIC PROPERTIES OR FACILITIES THAT HOLD POTENTIAL FOR A TRANSFORMATIVE CIVIC PROJECT TO PROVIDE BETTER SERVICES, AS WELL AS FOSTER OR HOST COMMUNITY GATHERINGS?**  
 STRONG CONSENSUS – that a **new/renovated Wakefield High School could hold potential** for a transformative civic project to provide better services as well as foster/host community gatherings, at 64%.

## THE PUBLIC REALM

- WHICH EXISTING HISTORIC, CULTURAL, OR COMMUNITY ASSETS DO YOU LIKE THE MOST IN WAKEFIELD?**  
 VERY STRONG CONSENSUS – on the Lucius **Beebe Memorial Library** being the Town's most liked community asset at 78%.  
 STRONG CONSENSUS – on the **Fourth of July parade and festivities** being among the Town's most liked community assets at 51%.
- SHOULD WAKEFIELD INVEST IN A NEW CULTURAL OR COMMUNITY LEGACY PROJECT THAT CAN BE ENJOYED NOW AS WELL AS IN THE FUTURE?**  
 YES 67% - MAYBE 25%
- WHICH POTENTIAL NEW FUTURE LEGACY PROJECT IDEAS DO YOU FIND APPEALING?**  
 STRONG CONSENSUS – for a potential new future legacy project in the form of an **amphitheater or outdoor performance space**, at 57%.

## ENVIRONMENT

- ARE YOU FAMILIAR WITH THE TOWN'S ENVISION WAKEFIELD RESILIENT MUNICIPAL VULNERABILITY PREPAREDNESS PLAN COMPLETED DURING 2019-2020?**  
**MOST NOT FAMILIAR** – with Wakefield's recently-completed Envision Wakefield Resilient Municipal Vulnerability Preparedness (MVP) Plan, at 64%.

- WHAT ARE SOME ENVIRONMENTALLY BASED CHANGES YOU WOULD BE WILLING TO MAKE IN ORDER TO CREATE A GREENER WAKEFIELD?**  
 STRONG CONSENSUS – on starting **town-wide curbside composting** as an environmentally based change to make Wakefield greener, at 54%.

## DIVERSITY & INCLUSION

- HOW WELCOMING & IN WHAT MANNER:**  
 HIGHLIGHTS: (a) Excellent at non-violent resolution of differences of opinion (minor consensus at 26%) and strong consensus on being fair-to-good at it (61%);  
 (c) Poor at **attracting people from diverse backgrounds** (minor consensus at 34%), & **minor consensus (48%) at being fair-to-good at it**.
- HAVE PERSONALLY EXPERIENCED DISCRIMINATION IN THE LAST 12 MONTHS IN WAKEFIELD BASED ON ANY OF THE FOLLOWING:**  
 HIGHLIGHTS: (b) Rarely discriminated – by political affiliation (minor consensus at 24%); and  
 (c) **Sometimes discriminated – by political affiliation** (minor consensus at 26%).
- PRIORITIES FOR WAKEFIELD OFFICIALS TO FOCUS ON:**  
 HIGHLIGHTS: (a) **High priorities** – for all/most categories of **overall inclusionary & diversity efforts** (strong consensus 51-63% most items)
- HOW WELCOMING TO VARIOUS DIFFERENT GROUPS OF COMMUNITY MEMBERS:**  
 HIGHLIGHTS: (a) **Very welcoming of** – white, military/veteran, parents (very strong consensus 76-86%); seniors & youth (strong consensus 51-58%); **different faiths, newer residents, LGBTQ+ (minor consensus 27-33%)**; (b) **Slightly welcoming of – most groups who are not older, white, military/veterans or parents (minor consensus 31-46%)**; and (c) **Not welcoming of low-income community members (minor consensus at 25%)**.
- BEST WAYS TO BETTER REACH MEMBERS OF THE COMMUNITY WHO ARE NOT AS WELL CONNECTED**  
 HIGHLIGHTS: Top 3 ways: direct outreach via **dedicated employed liaison; social media expanded outreach; & homeless outreach**.

## VULNERABLE COMMUNITIES

- HOW LIKELY ARE YOU TO RECOMMEND LIVING IN WAKEFIELD TO A FRIEND OR FAMILY MEMBER?**  
 STRONG CONSENSUS – on likelihood of **recommending Wakefield as a place to live** to friends or family members, at 72%.
- WHAT ARE THE TOP CONCERNS IN WAKEFIELD THAT IMPACT THE COMMUNITY'S HEALTH?**  
 STRONG CONSENSUS – that **mental health** is Wakefield's top community health concern, at 52%.
- DAYTIME VERSUS NIGHTTIME PERCEIVED-SAFETY**



HIGHLIGHTS: Very strong consensus on **perceived personal daytime-safety** (76%);

#### HOW DO YOU PREFER TO RECEIVE TOWN-BASED NEWS AND UPDATES?

STRONG CONSENSUS – on using **email communications** for receiving Town-based news and updates, at 68%.

#### WHAT ARE THE TOP WAYS THE TOWN COULD CONNECT MEMBERS OF VULNERABLE COMMUNITIES WITH RESOURCES?

STRONG CONSENSUS – on best way to connect vulnerable community members with resources – was to **expand access to social services and health care via community health workers, addiction coaches and social workers**, at 66%.

### LIFELONG LEARNING & COMMUNITY DEVELOPMENT

#### WHAT ELSE CAN THE TOWN DO TO PROMOTE OPPORTUNITIES FOR COMMUNITY-WIDE EDUCATIONAL ADVANCEMENT BEYOND CONVENTIONAL UNIVERSITY DEGREE PROGRAMS?

STRONG CONSENSUS – on the Town promoting unconventional community-wide educational advancement – by **providing low-cost or no-cost evening educations for adults at the Northeast Metro Tech Vocational school**, at 62%.

### VOLUNTEERISM & COMMUNITY SPIRIT

#### WHEN YOU THINK OF THE WAKEFIELD COMMUNITY, WHAT COMES TO MIND IN TERMS OF COMMUNITY PRIDE AND SOCIAL ASPECTS?

STRONG CONSENSUS – that Wakefield's community spirit is linked to: (a) its **festivals and outdoor events**; (b) its **Town services** (WPS, Beebe Library, Senior Center, etc.); (c) its natural resources – at 51-67%.

#### WHAT WOULD YOU SAY IS THE MAIN REASON YOU ARE NOT ABLE TO VOLUNTEER?

A NOTEWORTHY, MINORITY OF SURVEY RESPONDENTS – are **uncertain how to get involved as potential community volunteers**, at 40%.

#### WHAT WOULD YOU SAY ARE THE MAIN REASONS YOU ARE NOT ABLE TO PARTICIPATE?.

A NOTEWORTHY, MINORITY OF SURVEY RESPONDENTS – do not participate in local government boards or committees because – (a) they are **not sure how to get involved**; (b) the **time of meetings**; (c) do not think they would make a difference; and/or (d) **not aware** of meetings scheduled – at 24-46%.

*first community survey* – 490 RESPONDENTS – MARCH 4–25, 2021 – SHAPING GROWTH, & HOUSING, MOBILITY & RECREATIONAL OPTIONS – N VARIES BETWEEN 490 TO 430

SHAPING GROWTH	
<b>SPECIAL PLACES OR PHYSICAL ASSETS THAT DESERVE PROTECTION OR IMPROVEMENT</b> <b>VERY STRONG CONSENSUS</b> – for natural resources at 91%/ <b>STRONG CONSENSUS</b> – for parks and recreational areas; and downtown business district at 51-61%.	<b>FUTURE GROWTH AND ENHANCEMENT OPPORTUNITIES</b> (A) <b>PRIMARY PRIORITIES</b> (ranked 1st – 28-30%) – expanded education & learning opportunities for all residents, & improved recreational opportunities; (B) <b>SECONDARY PRIORITIES</b> (ranked 2 <sup>nd</sup> – 23-32%) – more community gathering spots, & improved recreational opportunities.
<b>AREAS TO ACCOMMODATE FUTURE JOBS, SERVICES, SHOPS, OR HOUSING OPTIONS?</b> <b>VERY STRONG CONSENSUS:</b> Downtown (incl. Wakefield Square and Wakefield Junction) at 76% <b>MINOR CONSENSUS:</b> Main Street Corridor (42%) – Audubon Road (specifically Edgewater Park) (38%) – New Salem Street / Greenwood / Head of Lake Quannapowitt (27-28%)	<b>TOP WORDS TO DESCRIBE HOW WAKEFIELD IS SPECIAL?</b> Community (569 mentions), Beautiful (327), History (261), Nature & Natural Beauty (255), Green Open Space & Outdoors (229), Unique (143), Accessible (122).
HOUSING	
<b>WHAT DO YOU LIKE ABOUT YOUR NEIGHBORHOOD?</b> <b>DOWNTOWN WKFD SQ/JCT</b> <b>Very Strong to Strong Consensus</b> – for safe walking/proximity to shops & parks (58-76%). <b>LAKESIDE – Strong Consensus</b> – Walking distance to shops (52%) <b>ALL NEIGHBORHOODS</b> Strong to Very Strong Consensus – for walking distance to parks (52-89%) Strong to Very Strong Consensus – for safe walking (56-81%)	<b>ANYTHING LIKE TO SEE WITHIN WALKING DISTANCE OF HOME &amp; NEIGHBORHOOD?</b> <b>STRONG CONSENSUS</b> – for recreation & open space in all neighborhoods except downtown (52-72%). <b>MINOR TO STRONG CONSENSUS</b> – for shops & services in Downtown, Greenwood & Woodville (33-54%). <b>STRONG TO MINOR CONSENSUS</b> – for retail-oriented gathering spaces in all neighborhoods & Downtown (45-70%).
<b>DO YOU CONSIDER HOUSING AFFORDABILITY AN ISSUE IN WAKEFIELD?</b> <b>STRONG CONSENSUS</b> – consider housing affordability a moderate-to-large issue in Wakefield (66%). <b>MINOR CONSENSUS</b> – consider housing affordability not a big issue in Wakefield (34%).	<b>WHAT NEIGHBORHOOD DO YOU LIVE IN (OR NEAR)?</b> Almost half of the first poll respondents live in West Side and Greenwood (49%).
<b>WHICH OF THESE CONCERNS DO YOU HAVE ABOUT EXISTING HOUSING CONDITIONS IN WAKEFIELD?</b> <b>STRONG CONSENSUS</b> – for housing conditions concerns regarding traffic, car dependency, and changing Town character (53-55%). <b>MINOR CONSENSUS</b> – on scarcity and affordability of housing stock, aging public infrastructure to support any housing, and lack of options for young adults, downsizers, seniors, and those with limited mobility (39-29%).	<b>HOUSING OPTIONS YOU'D CONSIDER FOR YOURSELF IN THE FUTURE (E.G., FOR LIFE CIRCUMSTANCE CHANGES LIKE NEEDING TO DOWNSIZE, CHANGES TO MOBILITY OR FINANCIAL SITUATION).</b> <b>MINOR CONSENSUS</b> – on <u>not</u> anticipating the need or desire for housing options for oneself if the future (44%). <b>MINOR CONSENSUS</b> – on potentially needing or wanting affordable options (such as accessory dwelling units, condos, small-lot single-families, clustered cottages), or 50-year and older housing communities (26-27%).
<b>IN YOUR OPINION, DO WAKEFIELD'S CURRENT HOUSING OPTIONS SUPPORT OTHER SEGMENTS OF THE POPULATION SUCH AS SENIORS, YOUNG ADULTS, DOWNSIZERS, OR THOSE WITH LIMITED MOBILITY OR INCOMES?</b> <b>MINOR CONSENSUS</b> – on Wakefield <u>only partially meeting the current housing needs</u> of more challenged community members (seniors, young adults, downsizers, or those with limited mobility or incomes) at 42%. <b>MINOR CONSENSUS</b> – on Wakefield <u>needing to do much more to meet the current housing needs</u> of more challenged community members (seniors, young adults, downsizers, or those with limited mobility or incomes) at 42%.	



MOBILITY	
<b>WHAT ARE WAKEFIELD'S STRONGEST OPTIONS FOR TRANSPORTATION AND GETTING AROUND?</b> <b>STRONG CONSENSUS</b> – on the MBTA Commuter Rail as Wakefield's strongest transportation option at 72% (besides gas-powered driving at 82%). <b>MINOR CONSENSUS</b> – on MBTA bus service and bicycling as strong transportation options for getting around (25-39%).	<b>DO YOU HAVE SUGGESTIONS FOR ADDRESSING PARKING CHALLENGES IN TOWN?</b> <b>STRONG CONSENSUS</b> – on pedestrian amenities as a parking-challenges strategy at 52%. <b>MINOR CONSENSUS</b> – for the following parking-challenge strategies (municipal downtown parking garage, parking enforcement time-limits, expanded bike facilities) at 29-50%.
<b>STRONGEST OPTIONS – BY AREA – FOR TRANSPORTATION AND GETTING AROUND</b> <b>MINOR CONSENSUS</b> – on electric driving vehicles as a strong option in the Downtown area (27%). <b>STRONG CONSENSUS</b> – on the MBTA Commuter Rail as a strong option in all neighborhoods and Downtown (65-82%). <b>MINOR CONSENSUS</b> – on the MBTA bus service as a strong transportation option in all neighborhoods and Downtown (25-48%). <b>MINOR CONSENSUS</b> – on bicycling as a strong transportation option in Greenwood, Lakeside, and Downtown (25-30%).	<b>IF IT WERE CONVENIENT, WOULD YOU CONSIDER TAKING ANOTHER FORM OF TRANSIT AROUND TOWN OTHER THAN YOUR CAR?</b> <b>STRONG CONSENSUS</b> – on possibly taking an alternate form of transit (other than a car) if it were convenient or safer (56%). If one adds the “maybe's”, then there is strong consensus at 71% <b>MINOR CONSENSUS</b> – on never or rarely considering an alternate form of transit at 29%.
<b>HOW TO IMPROVE GETTING AROUND TOWN FOR YOUTH, SENIORS, &amp; RESIDENTS WITH LIMITED MOBILITY?</b> <b>STRONG CONSENSUS</b> – on needing to upgrade pedestrian facilities (sidewalks, crossings, etc.) at 69%. <b>MINOR CONSENSUS</b> – on bike lanes, expanded senior shuttle service, and micro-transit options (fixed route circulating shuttle vans at 25-39%).	<b>WHAT ARE SOME OF THE TOWN'S MOST PRESSING TRANSPORTATION CHALLENGES?</b> <b>MINOR CONSENSUS</b> – on the following “most pressing” transportation challenges (traffic congestion, limited downtown parking, poor pedestrian amenities, limited options, poor intersection flow, car dependency) at 27-44%.
RECREATIONAL OPTIONS	
<b>WHAT ARE YOUR FAVORITE PARKS, NATURAL RESOURCES, OR RECREATIONAL AMENITIES IN WAKEFIELD?</b> <b>VERY STRONG CONSENSUS</b> – on Lake Quannapowitt as Wakefield's favorite recreational open space amenity at 89%. <b>STRONG CONSENSUS</b> – on Breakheart Reservation, & the Upper and Lower Common (incl. Spaulding Playground) as being among Wakefield's favorite recreational open space amenities at 56-73%. <b>MINOR CONSENSUS</b> – on the Floral Way “Old Cemetery” being among Wakefield's favorite recreational open space amenities at 25%.	<b>THINKING OF YOUR IDEAL PARK, WHAT WOULD YOU LIKE TO SEE IN TERMS OF AMENITIES?</b> <b>STRONG CONSENSUS</b> – wanting comfort amenities (benches, restrooms, water fountains, etc.) in an ideal park at 61%. <b>MINOR CONSENSUS</b> – on the following amenities in an ideal park (high quality maintenance <sup>1</sup> , recreational facilities, gathering facilities, walking paths, and gardens) at 30-44%.
<b>HOW TO IMPROVE EXISTING OPEN SPACE &amp; RECREATIONAL OPPORTUNITIES?</b> <b>STRONG CONSENSUS</b> – for improved walking paths and trails at 72%. <b>MINOR CONSENSUS</b> – for the following open space improvements (better maintenance, parking, lighting, public arts & creative placemaking, public pool access) at 25-44%.	<b>WHICH OF THESE OPEN SPACE AND RECREATIONAL OPPORTUNITIES ARE YOU MOST INTERESTED IN SEEING MORE OF IN WAKEFIELD?</b> <b>MINOR CONSENSUS</b> – for more community events and programming in existing parks and public spaces (block parties, street fairs, etc.), and green pocket parks, pocket plazas and streetscape parklets at 26-30%. <i>Based on the “Where would people like to see additional open space and recreational opportunities happen” question, respondents’ open comments produced a Word Cloud with Lake Quannapowitt, Downtown and the Common being the most prominent words/locations.</i>

*second community survey – 254 RESPONDENTS – APRIL 28–MAY 19, 2021 – BUSINESSES, FACILITIES, & THE PUBLIC REALM & ENVIRONMENT – N VARIES BETWEEN 254 TO 197*

BUSINESSES	
<b>WHAT ARE SOME OF THE TOWN'S GREATEST CHALLENGES REGARDING ITS EXISTING BUSINESS LANDSCAPE, OPPORTUNITIES FOR ATTRACTING BUSINESS INVESTMENT, OR JOB OPPORTUNITIES?</b> <b>STRONG CONSENSUS</b> – on commercial property owners' deferred maintenance as a great business challenge at 57%. <b>MINOR CONSENSUS</b> – on the following business landscape challenges (inadequate parking/regulations, poor streetscape, lack retail/restaurant variety, commercial landlord inflexibility) at 29-43%.	<b>WHAT COULD THE TOWN DO TO HELP WITH SMALL BUSINESS RECOVERY IN THE SHORTER-TERM, POST-PANDEMIC PERIOD?</b> <b>MINOR CONSENSUS</b> – on the following small business recovery ideas (placemaking events & activities to attract people, allow restaurants and businesses in outdoor spaces, Town to help with accessing funding and resources, funding and financing for business façade improvements, improve outdoor seating area and public spaces) at 28-41%.
<b>WHAT TYPES OF BUSINESSES OR ECONOMIC DEVELOPMENT OPPORTUNITIES WHAT YOU LIKE TO SEE THE TOWN PURSUE, ALLOW, OR ATTRACT?</b> <b>MINOR CONSENSUS</b> – on the Town proactively pursuing the following economic development opportunities (working with businesses to support local producers/artisans/farmers, smart-growth mixed-use development, supporting minority-owned businesses) at 39-48%.	<b>WHAT ARE SOME OF WAKEFIELD'S STRONGEST ASSETS IN TERMS OF ITS BUSINESS DISTRICTS, TYPES OF BUSINESSES AND SERVICES, JOB OPPORTUNITIES, AND BUSINESS CLIMATE OPPORTUNITIES?</b> <b>STRONG CONSENSUS</b> – on the following as Wakefield's strongest business assets – (a) proximity to recreational areas (such as Lake Quannapowitt, new bike trail, and the Common) at 63%, and (b) picturesque downtown within walking distance for some residents at 57%. <b>MINOR CONSENSUS</b> – on the newly available opportunity to eat outside as one of Wakefield's strongest business assets at 48%.

<sup>1</sup> Technically not an amenity but was included as the result of collective survey design compromise.

FACILITIES	
<b>WHAT ARE SOME OF WAKEFIELD'S STRONGEST PUBLIC FACILITIES AND PHYSICAL ASSETS?</b> <b>VERY STRONG CONSENSUS</b> – on the large Town Common, and Beebe Library being Wakefield's strongest public facilities and physical assets at 80-86%. <b>MINOR CONSENSUS</b> – on Wakefield's centrally-located auditorium/gathering space (Galvin MS, Americal Civic Center), and Wakefield Public School facilities being among Wakefield's strongest physical assets at 28-34%.	<b>WHAT ARE SOME OF WAKEFIELD'S STRONGEST PUBLIC SERVICES?</b> <b>STRONG CONSENSUS</b> – on Beebe Library services/programs, and Municipal Gas/Light Service being among Wakefield's strongest public services at 57-62%. <b>MINOR CONSENSUS</b> – on Wakefield Public School system, and police and fire services being among Wakefield's strongest public services at 28-37%.
<b>WHAT CAN THE TOWN DO TO ENHANCE ITS FACILITIES AND PHYSICAL ASSETS?</b> <b>VERY STRONG CONSENSUS</b> – that Wakefield can/should improve its public infrastructure (roads and sidewalks) at 92%. <b>MINOR CONSENSUS</b> – that Wakefield can/should enhance its weekly recycling pick-up services, and increase its social services at 33-44%.	<b>DO YOU HAVE SUFFICIENT ACCESS TO THE INTERNET?</b> <b>99% OF SURVEY RESPONDENTS INDICATED THEY HAD SUFFICIENT ACCESS TO THE INTERNET.</b>
<b>WHAT ARE SOME OF WAKEFIELD'S WEAKEST PUBLIC FACILITIES AND PHYSICAL ASSETS?</b> <b>MINOR CONSENSUS</b> – that the following are among Wakefield's weakest public facilities and physical assets (Wakefield Public School facilities, the Albion Cultural Exchange, and the Public Safety Building and Greenwood Fire Station) at 27-41%	<b>WHAT ARE SOME OF WAKEFIELD'S WEAKEST PUBLIC SERVICES?</b> <b>VERY STRONG CONSENSUS</b> – that Wakefield's road and sidewalk maintenance is its weakest public service at 83%. <b>MINOR CONSENSUS</b> – that services for substance abuse and mental health are among its weakest public services at 26%.
<b>IF YOU DO HAVE INTERNET ACCESS, WHAT TOWN INFORMATION AND RESOURCES WOULD YOU LIKE TO FIND ONLINE?</b> <b>MINOR CONSENSUS</b> – desiring easy online access to Town information and resources for the following items (meetings and schedules, recreation/sports leagues, social/community groups, merchant/business directories, school schedules/information) at 35-45%.	<b>ARE THERE ANY CURRENT PUBLIC PROPERTIES OR FACILITIES THAT HOLD POTENTIAL FOR A TRANSFORMATIVE CIVIC PROJECT TO PROVIDE BETTER SERVICES, AS WELL AS FOSTER OR HOST COMMUNITY GATHERINGS?</b> <b>STRONG CONSENSUS</b> – that a new/renovated Wakefield High School could hold potential for a transformative civic project to provide better services as well as foster/host community gatherings, at 64%. <b>MINOR CONSENSUS</b> – that the following public properties or facilities hold potential for a transformative civic project (Americal Civic Center, enhanced public sports facilities, Hurd School on Cordis Street) at 30-34%.
THE PUBLIC REALM	
<b>WHICH EXISTING HISTORIC, CULTURAL, OR COMMUNITY ASSETS DO YOU LIKE THE MOST IN WAKEFIELD?</b> <b>VERY STRONG CONSENSUS</b> – on the Lucius Beebe Memorial Library being the Town's most liked community asset at 78%. <b>STRONG CONSENSUS</b> – on the Fourth of July parade and festivities being among the Town's most liked community assets at 51%. <b>MINOR CONSENSUS</b> – on the Americal Civic Center being among the Town's most like community assets at 28%.	<b>PLEASE SELECT WHICH OF THE FOLLOWING APPLY TO COMMUNITY AND CULTURAL EVENTS IN WAKEFIELD</b> <b>MINOR CONSENSUS</b> – wanting to see more community/civic/social/public-events in Wakefield in general, and more outdoor events at 34-43%.
<b>SHOULD WAKEFIELD INVEST IN A NEW CULTURAL OR COMMUNITY LEGACY PROJECT THAT CAN BE ENJOYED NOW AS WELL AS IN THE FUTURE?</b> <b>YES 67% - MAYBE 25%</b>	<b>DO YOU FEEL THAT WAKEFIELD'S EXISTING COMMUNITY AND CULTURAL EVENTS ARE WELL PUBLICIZED?</b> <b>MINOR CONSENSUS</b> – that Wakefield's existing community and cultural events <u>both are</u> (32%) <u>and are not well publicized</u> at 41%.
<b>WHAT ARE 3 TO 5 WORDS THAT COME TO MIND WHEN YOU THINK ABOUT WHAT WAKEFIELD'S HISTORY, CULTURE, AND COMMUNITY ASSETS MEAN TO YOU?</b> <b>TOP WORDS DESCRIBING THE MEANING OF WAKEFIELD'S HISTORY, CULTURE &amp; COMMUNITY ASSETS TO SURVEY RESPONDENTS</b> – Community, Family, Lake, Tradition, Connection, Pride, Lake	<b>IF WAKEFIELD DECIDED TO LEAVE A NEW LEGACY TO FUTURE GENERATIONS, WHICH OF THE FOLLOWING SHOULD IT BE?</b> <b>MINOR CONSENSUS</b> – that Wakefield could consider leaving a new legacy to future generations in the form of both: <b>(a)</b> a new physical amenity, landmark or facility for future generations to use and enjoy at 48%; as well as <b>(b)</b> a new intangible new annual community tradition and event to foster community spirit at 35%/
<b>WHICH POTENTIAL NEW FUTURE LEGACY PROJECT IDEAS DO YOU FIND APPEALING?</b> <b>STRONG CONSENSUS</b> – for a potential new future legacy project in the form of an amphitheater or outdoor performance space, at 57%. <b>MINOR CONSENSUS</b> – for the following potential new future legacy project ideas (cross-culture festival, ice rink, music festival, accessible new/redeveloped community function hall, public art walk) at 26-42%.	
ENVIRONMENT	
<b>ARE YOU FAMILIAR WITH THE TOWN'S ENVISION WAKEFIELD RESILIENT MUNICIPAL VULNERABILITY PREPAREDNESS PLAN COMPLETED DURING 2019-2020?</b> <b>MOST NOT FAMILIAR</b> – with Wakefield's recently-completed Envision Wakefield Resilient Municipal Vulnerability Preparedness (MVP) Plan, at 64%.	<b>THE ENVISION WAKEFIELD RESILIENT PLAN ANALYZED A SERIES OF ENVIRONMENTAL CONCERNS AND SUGGESTED ACTIONS. WHICH OF THE FOLLOWING AREAS THAT IT HIGHLIGHTED CONCERN YOU THE MOST?</b> <b>MINOR CONSENSUS</b> – on the following most concerning environmental issues from the Wakefield MVP plan (flooding, intense storms & run-off; waste management; clean energy & energy use reduction; community resilience during events; droughts & water conservation) at 27-48%.
<b>WHAT ARE SOME ENVIRONMENTALLY BASED CHANGES YOU WOULD BE WILLING TO MAKE IN ORDER TO CREATE A GREENER WAKEFIELD?</b> <b>STRONG CONSENSUS</b> – on starting town-wide curbside composting as an environmentally based change to make Wakefield greener, at 54%. <b>MINOR CONSENSUS</b> – on the following environmental strategies to make Wakefield greener (residential solar panels, electric vehicles & charging stations; shopping locally not by personal vehicle; “personal/individual” energy/water-use benchmarks) at 35-48%.	



third community survey – 178 RESPONDENTS – JUNE 21–JULY 12, 2021 – QUALITY OF LIFE, & SHARED VALUES – N VARIES BETWEEN 178 TO 41

DIVERSITY & INCLUSION	
<p><b>HOW WELCOMING &amp; IN WHAT MANNER:</b>  <b>HIGHLIGHTS:</b> (a) <u>Excellent at</u> non-violent resolution of differences of opinion (minor consensus at 26%) and strong consensus on being fair-to-good at it (61%); (b) <u>Overall fair-to-good at</u> most inclusion items – attracting &amp; valuing diversity; respecting different beliefs &amp; individuals; welcoming &amp; integrating new residents; equal fair treatment &amp; employment; safe environments; &amp; welcoming all customers – (mostly strong consensus 58-73% except for one item); and (c) <u>Poor at</u> attracting people from diverse backgrounds (minor consensus at 34%), &amp; strong consensus (48%) at being fair-to-good at it.</p>	<p><b>HOW WELCOMING TO VARIOUS DIFFERENT GROUPS OF COMMUNITY MEMBERS:</b>  <b>HIGHLIGHTS:</b> (a) <u>Very welcoming of</u> – white, military/veteran, parents (very strong consensus 76-86%); seniors &amp; youth (strong consensus 51-58%); different faiths, newer residents, LGBTQ+ (minor consensus 27-33%); (b) <u>Slightly welcoming of</u> – most groups who are not older, white, military/veterans or parents (minor consensus 31-46%); and (c) <u>Not welcoming of</u> low-income community members (minor consensus at 25%).</p>
<p><b>HAVE PERSONALLY EXPERIENCED DISCRIMINATION IN THE LAST 12 MONTHS IN WAKEFIELD BASED ON ANY OF THE FOLLOWING:</b>  <b>HIGHLIGHTS:</b> (a) <u>Never discriminated</u> – all/most categories (very strong consensus 73-93% all but political affiliation), political affiliation (minor consensus at 48%); (b) <u>Rarely discriminated</u> – by political affiliation (minor consensus at 24%); and (c) <u>Sometimes discriminated</u> – by political affiliation (minor consensus at 26%).</p>	<p><b>INCLUSIVE NATURE OF WAKEFIELD'S ELECTED REPRESENTATIVES, APPOINTED BOARD MEMBERS, AND MUNICIPAL EMPLOYEES ON THE FOLLOWING:</b>  <b>HIGHLIGHTS:</b> (a) <u>Good-natured officials/employees/board-members</u> – at all/most categories of respect, fair, responsive, inclusive, receptive (minor consensus at 31-44%); and (b) <u>Fair-natured</u> – at most categories (minor consensus 27-33%). So, overall, fair-to-good.</p>
<p><b>PRIORITIES FOR WAKEFIELD OFFICIALS TO FOCUS ON:</b>  <b>HIGHLIGHTS:</b> (a) <u>High priorities</u> – for all/most categories of overall inclusionary &amp; diversity efforts (strong consensus 51-63% most items</p>	<p><b>BEST WAYS TO BETTER REACH MEMBERS OF THE COMMUNITY WHO ARE NOT AS WELL CONNECTED</b>  <b>HIGHLIGHTS:</b> <u>Top 3 ways: direct outreach via dedicated employed liaison; social media expanded outreach; &amp; homeless outreach.</u></p>
VULNERABLE COMMUNITIES	
<p><b>HOW LIKELY ARE YOU TO RECOMMEND LIVING IN WAKEFIELD TO A FRIEND OR FAMILY MEMBER?</b>  <b>STRONG CONSENSUS</b> – on likelihood of recommending Wakefield as a place to love to friends or family members, at 72%.</p>	<p><b>HOW DO YOU PREFER TO RECEIVE TOWN-BASED NEWS AND UPDATES?</b>  <b>STRONG CONSENSUS</b> – on using email communications for receiving Town-based news and updates, at 68%.  <b>MINOR CONSENSUS</b> – on using the Town website, Facebook, and text messaging for receiving Town-based news and updates, at 31-45%.</p>
<p><b>IN YOUR OPINION, WHAT ARE THE TOP CONCERNS IN WAKEFIELD THAT IMPACT THE COMMUNITY'S HEALTH?</b>  <b>STRONG CONSENSUS</b> – that mental health is Wakefield's top community health concern, at 52%.  <b>MINOR CONSENSUS</b> – that the following are Wakefield's top community health concerns (housing availability and affordability; alcohol/substance use; pedestrian/bicyclist safety) at 32-48%.</p>	<p><b>WHAT ARE THE TOP WAYS THE TOWN COULD CONNECT MEMBERS OF VULNERABLE COMMUNITIES WITH RESOURCES?</b>  <b>STRONG CONSENSUS</b> – on best way to connect vulnerable community members with resources – was to expand access to social services and health care via community health workers, addiction coaches and social workers, at 66%.  <b>MINOR CONSENSUS</b> – on the following ways to connect vulnerable community members with resources (help residents with subsidized housing options; partner with Americorps et al. to staff a "location" or information booth/kiosk; use Beebe Library and its website as a services concierge; expand Wakefield Food Pantry), at 30-41%.</p>
<p><b>DAYTIME VERSUS NIGHTTIME PERCEIVED-SAFETY</b>  <b>HIGHLIGHTS:</b> Very strong consensus on perceived personal daytime-safety (76%); and minor consensus (30-43%) somewhat and strongly agreeing on perceived personal nighttime-safety.</p>	<p><b>GREATEST PUBLIC SAFETY ISSUES WITHIN WAKEFIELD.</b>  <b>MINOR CONSENSUS</b> – that the following are Wakefield's greatest public safety issues (speeding/traffic violations; substance abuse; disorderly conduct &amp; public intoxication) at 25-40%.</p>
LIFELONG LEARNING & COMMUNITY DEVELOPMENT	
<p><b>ARE YOU CURRENTLY A STUDENT OR ARE YOU THE CAREGIVER OF A STUDENT IN WAKEFIELD PUBLIC SCHOOLS?</b>  <b>MOST RESPONDENTS</b> – were not students or parents/caregivers of a student in WPS, at 70%.</p>	<p><b>WHAT ARE SOME OF THE TOP STRENGTHS OF WAKEFIELD PUBLIC SCHOOLS?</b>  <b>MINOR CONSENSUS</b> – on the following as WPS top strengths (administrative leadership; arts/music programs, quality of teaching) at 43-50%.</p>
<p><b>WHAT ARE THE AREAS YOU'D LIKE TO SEE IMPROVED IN THE WAKEFIELD PUBLIC SCHOOLS?</b>  <b>MINOR CONSENSUS</b> – on the following suggested improvements to Wakefield Public Schools (school facilities; focus on diversity, equity and inclusion; preparation for future; availability of enrichment programs) at 27-44%.</p>	<p><b>WHAT IS WAKEFIELD'S STRONGEST ASSET WHEN IT COMES TO ADULT AND SENIOR EDUCATION OR WORKFORCE-CAREER TRAINING?</b>  <b>MINOR CONSENSUS</b> – on the following as strong assets for adult/senior/workforce education (Beebe Library programs, and Northeast Metro Tech continuing education programs) at 34-43%.</p>
<p><b>HAVE YOU OR MEMBERS OF YOUR FAMILY PARTICIPATED IN ANY OF THE FOLLOWING PROGRAMS?</b>  <b>MANY RESPONDENTS</b> – had participated in Beebe Library, and Wakefield Recreation Department programs at 63-54%.  <b>A MINOR, NOTEWORTHY NUMBER OF RESPONDENTS</b> – had participated in WPS Parent University, at 33%.</p>	<p><b>WHAT ELSE CAN THE TOWN DO TO PROMOTE OPPORTUNITIES FOR COMMUNITY-WIDE EDUCATIONAL ADVANCEMENT BEYOND CONVENTIONAL UNIVERSITY DEGREE PROGRAMS?</b>  <b>STRONG CONSENSUS</b> – on the Town promoting unconventional community-wide educational advancement – by providing low-cost or no-cost evening educations for adults at the Northeast Metro Tech Vocational school, at 62%.  <b>MINOR CONSENSUS</b> – on the Town promoting unconventional community-wide educational advancement – by doing the following items (Town to partner with businesses for internships, etc.; multigenerational education programs; expand library programs; transportation and child care for educational programs; additional youth outreach outside traditional school day/hours) at</p>

VOLUNTEERISM & COMMUNITY SPIRIT	
<p><b>WHEN YOU THINK OF THE WAKEFIELD COMMUNITY, WHAT COMES TO MIND IN TERMS OF COMMUNITY PRIDE AND SOCIAL ASPECTS?</b></p> <p><b>STRONG CONSENSUS</b> – that Wakefield’s community spirit is linked to: (a) its festivals and outdoor events; (b) its Town services (WPS, Beebe Library, Senior Center, etc.); (c) its natural resources – at 51-67%.</p> <p><b>MINOR CONSENSUS</b> – that Wakefield’s community spirit is linked to its school-sponsored events, at 28%.</p>	<p><b>WHAT WOULD YOU SAY ARE THE MAIN REASONS YOU ARE NOT ABLE TO PARTICIPATE?</b></p> <p><b>A NOTEWORTHY, MINORITY OF SURVEY RESPONDENTS</b> – do not participate in local government boards or committees because – (a) they are not sure how to get involved; (b) the time of meetings; (c) do not think they would make a difference; and/or (d) not aware of meetings scheduled – at 24-46%.</p>
<p><b>DO YOU CURRENTLY PARTICIPATE (AS A BOARD MEMBER, COMMUNITY PARTICIPANT, OR OBSERVER) IN TOWN BOARD, COMMITTEE, OR OTHER PUBLIC MEETINGS?</b></p> <p><b>ALMOST HALF OF SURVEY RESPONDENTS</b> – currently serve in some local Town governance or community capacity.</p>	<p><b>DO YOU CURRENTLY (OR DID YOU PRE-COVID) VOLUNTEER WITH OR BELONG TO ANY LOCAL ORGANIZATIONS OR CLUBS?</b></p> <p><b>MORE THAN HALF OF SURVEY RESPONDENTS</b> – have or do volunteer locally, at 53%.</p>
<p><b>WHAT WOULD YOU SAY IS THE MAIN REASON YOU ARE NOT ABLE TO VOLUNTEER?</b></p> <p><b>A NOTEWORTHY, MINORITY OF SURVEY RESPONDENTS</b> – are uncertain how to get involved as potential community volunteers, at 40%.</p>	<p><b>WHAT COULD THE TOWN DO TO PROMOTE VOLUNTEER OPPORTUNITIES AND CONNECTIONS WITH SCHOOLS, CHURCHES, HOSPITALS, AND OTHER SOCIALLY-ORIENTATED ORGANIZATIONS?</b></p> <p><b>MINOR CONSENSUS</b> – that the Town should: (a) promote/create a central crowd-sourced online repository of engagement opportunities; and (b) host a community organization / non-profit expo – at 32-44%.</p>



# APPENDIX 2

## UNABRIDGED CONCISE POLL SUMMARY

VISION **2030**



TOWN OF WAKEFIELD

WAKEFIELD VISION 2030 – CONCISE SUMMARY WITH HIGH-LEVEL CONSENSUS HIGHLIGHTS – ALL THREE COMMUNITY SURVEYS

- The community poll questions:

Were not intended to be scientific surveys, but rather an attempt to gain the best available input from community participants to measure input, determine consensus, and draft goals in the visioning plan. The poll was devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that is challenging to obtain in conventional open community meetings with strictly/mainly oral comments. Ideally, we can approximate or exceed the Town’s historical double- or triple-digit attendance/participation rates between the forums and polls;

Offer non-exhaustive, multiple-choice response options whenever possible so as to make it easier for respondents to better understand the nature of the question; and
- Allow for easier measuring of consensus by limiting open-comment response opportunities and phrasing open comment questions to provide “keywords” and “adjectives”.

Many/most of the questions did not restrict how many response options could be chosen, and therefore the **PERCENTAGES WILL OFTENTIMES EXCEED 100%**. This was done by design based on past project experience with survey respondents providing feedback that they do not want to be forced to answer any given question, nor be limited to their choices.

MAPC will employ the following numeric thresholds as guidelines for interpreting which are priority community consensus items: (a) Two-thirds to three-quarters (and upward) = very strong consensus; (b) Simple majority to two-thirds = strong consensus; and (c) Approx. one-third but less-than-half = minor, noteworthy consensus

first community survey – 490 RESPONDENTS – MARCH 4–25, 2021 – SHAPING GROWTH, & HOUSING, MOBILITY & RECREATIONAL OPTIONS – N VARIES BETWEEN 490 TO 430

SHAPING GROWTH				HOUSING															
SPECIAL PLACES OR PHYSICAL ASSETS THAT DESERVE PROTECTION OR IMPROVEMENT			Percentage		WHAT NEIGHBORHOOD DO YOU LIVE IN (OR NEAR)?						Percentage								
Natural resources - for example, Lake Quannapowitt, Crystal Lake, Reedy Meadow, Breakheart Reservation, etc.			91%		West Side						27%								
Parks and recreational areas - for example, Town Common, Veterans Field, Gertrude Spaulding Park, Mapleway Playground, etc.			61%		Greenwood						22%								
Downtown business district			51%																
Community/civic facilities - Senior Center, Americal Civic Center, Beebe Library			28%																
<div>TOP 20 WORDS THAT COME TO MIND ABOUT WHY PLACES OR ASSETS IN WAKEFIELD ARE SPECIAL - FIRST POLL RESPONSES - 3.2021</div> <div><div>COMMUNITY569</div><div>BEAUTIFUL327</div><div>NATURE &amp; NATURAL BEAUTY255</div><div>GREEN OPEN SPACE &amp; OUTDOORS229</div><div>HISTORY261</div><div>UNIQUE143</div><div>FAMILY FRIENDLY93</div><div>SMALL TOWN FEEL87</div><div>RECREATION82</div><div>ACCESSIBLE122</div><div>WALKABILITY76</div><div>FRIENDLY &amp; INVITING69</div><div>CONVENIENCE58</div><div>PEACEFUL &amp; RELAXING94</div><div>HEALTHY70</div><div>SAFE58</div><div>SPECIALCHARM43</div><div>QUAINT46</div><div>FURN43</div></div>														WHAT DO YOU LIKE ABOUT YOUR NEIGHBORHOOD?					
Question		Greenwood		Lakeside		West Side		East Side		Woodville		Montrose		Dwtn / Wkld Sq/Jct					
Walking distance to shops		24%		52%		39%		42%		33%		9%		76%					
Walking distance to open spaces, parks & fields		52%		89%		70%		52%		74%		57%		69%					
Safe to walk in		66%		57%		56%		58%		74%		81%		58%					
														ANYTHING LIKE TO SEE WITHIN WALKING DISTANCE OF HOME & NEIGHBORHOOD?					
Question		Greenwood		Lakeside		West Side		East Side		Woodville		Montrose		Dwtn / Wkld Sq/Jct					
Recreational areas and open spaces		60%		52%		60%		55%		58%		72%		44%					
Shops and services		38%		30%		29%		17%		33%		9%		54%					
Offices		1%		0%		1%		0%		0%		0%		4%					
Retail-oriented gathering spaces (restaurants, sit-down coffee shops, brew pubs, etc.)		54%		53%		52%		45%		46%		48%		70%					
DO YOU CONSIDER HOUSING AFFORDABILITY AN ISSUE IN WAKEFIELD?												Percentage							
Yes - it's somewhat of an issue												39%							
Yes - it's a large issue in Wakefield												27%							
No - it's not a big issue when compared to surrounding areas												27%							
No - it's not a big issue at all												7%							
FUTURE GROWTH AND ENHANCEMENT OPPORTUNITIES												RANK							
Question			1		2		3												
Expanded education and lifelong learning opportunities (for children and adults)			30%		17%		21%												
Improved recreational opportunities			28%		32%		16%												
Expanded access to public services (provided by the Town) and private services (such as shopping opportunities)			17%		15%		19%												
More community gathering spots			14%		23%		26%												
AREAS TO ACCOMMODATE FUTURE JOBS, SERVICES, SHOPS, OR HOUSING OPTIONS?								Percentage											
Downtown (incl. Wakefield Square and Wakefield Junction)								76%											
Main Street Corridor								42%											
Audubon Road (specifically Edgewater Park)								38%											
New Salem Street								28%											
Greenwood								28%											
Head of Lake Quannapowitt								27%											
WHICH OF THESE CONCERNS DO YOU HAVE ABOUT EXISTING HOUSING CONDITIONS IN WAKEFIELD?												Percentage							
Increasing traffic and car dependency												55%							
New developments changing the Town's character												53%							
Scarcity of housing stock for moderate-income and working-class residents												39%							
Affordability of housing stock												37%							
Aging public infrastructure that supports existing and new housing												30%							
Lack of variety in housing options for young adults, downsizers, seniors, those with limited mobility												29%							
HOUSING OPTIONS YOU'D CONSIDER FOR YOURSELF IN THE FUTURE (E.G., FOR LIFE CIRCUMSTANCE CHANGES LIKE NEEDING TO DOWNSIZE, CHANGES TO MOBILITY OR FINANCIAL SITUATION).													Percentage						
I do not anticipate needing or wanting any of these housing options for myself in the future.													44%						
Affordable accessory dwelling units like in-law units, condos, small-lot single families, clustered cottages													27%						
50 years and older housing communities													26%						
Affordable housing that is naturally occurring (i.e. market rate, supply-based)													22%						



## MOBILITY

### WHAT ARE WAKEFIELD'S STRONGEST OPTIONS FOR TRANSPORTATION AND GETTING AROUND?

	Percentage
Driving (gas powered)	82%
MBTA Commuter Rail	72%
MBTA Bus Service	39%
Bicycling	25%
Driving (electric)	16%

### STRONGEST OPTIONS – BY AREA – FOR TRANSPORTATION AND GETTING AROUND

Question	MBTA Commuter Rail	MBTA The Ride	MBTA Bus Service	Bicycling	Ride share (Uber, Lyft)	Council on Aging Shuttle Service	Driving (gas powered)	Driving (electric)	Total
Greenwood	65%	2%	48%	30%	14%	2%	77%	22%	96
East Side	68%	3%	45%	23%	16%	6%	84%	13%	31
Lakeside	72%	2%	41%	30%	7%	7%	85%	10%	61
Dtwn /Wkfd Sq/ Jct	69%	6%	41%	25%	18%	8%	78%	27%	51
Woodville	68%	0%	36%	16%	20%	0%	88%	8%	25
West Side	82%	3%	34%	22%	10%	8%	81%	14%	118
Montrose	67%	4%	25%	18%	12%	4%	88%	14%	51

### HOW TO IMPROVE GETTING AROUND TOWN FOR YOUTH, SENIORS, & RESIDENTS WITH LIMITED MOBILITY?

	Percentage
Upgraded pedestrian facilities (sidewalks, crossings, etc.)	69%
Bike lanes	39%
Expanded senior shuttle service	31%
Micro transit options (fixed route circulating shuttle vans)	25%
Expanded bus service to other parts of Wakefield	23%

### DO YOU HAVE SUGGESTIONS FOR ADDRESSING PARKING CHALLENGES IN TOWN?

	Percentage
Promote walking with improved sidewalks and pedestrian amenities	52%
Develop a municipal downtown parking garage	50%
Continue to enforce parking time limits	35%
Expand bike lanes and facilities	29%
Coordinate shared public/private parking district program	18%

### IF IT WERE CONVENIENT, WOULD YOU CONSIDER TAKING ANOTHER FORM OF TRANSIT AROUND TOWN OTHER THAN YOUR CAR?

	Percentage
Yes, but only if it were convenient	36%
Yes, if it were safer	20%
No, not at all.	16%
Maybe, if information about service options and frequency was more accessible	15%
Not really, unless I knew it was more reliable, safer, or popular	13%

### WHAT ARE SOME OF THE TOWN'S MOST PRESSING TRANSPORTATION CHALLENGES?

	Percentage
Traffic congestion	44%
Limited space for parking in Downtown	39%
Poor sidewalk and crosswalk conditions	34%
Limited parking options	33%
Poor traffic flow around intersections	33%
Too much dependency on cars	27%
Limited bike accommodations (lanes, racks, etc.)	22%

## HOUSING (CONT'D)

### IN YOUR OPINION, DO WAKEFIELD'S CURRENT HOUSING OPTIONS SUPPORT OTHER SEGMENTS OF THE POPULATION SUCH AS SENIORS, YOUNG ADULTS, DOWNSIZERS, OR THOSE WITH LIMITED MOBILITY OR INCOMES?

	Percentage
Yes - partially but more needs to be done	42%
Not really - much more needs to be done	38%
Yes - completely	14%
No - not at all	6%

## RECREATIONAL OPTIONS

### WHAT ARE YOUR FAVORITE PARKS, NATURAL RESOURCES, OR RECREATIONAL AMENITIES IN WAKEFIELD?

	Percentage
Lake Quannapowitt	89%
Breakheart Reservation	73%
Upper and Lower Common (including Spaulding Playground)	56%
Floral Way "Old Cemetery"	25%
J.J. Round Park/Community Garden	19%

### THINKING OF YOUR IDEAL PARK, WHAT WOULD YOU LIKE TO SEE IN TERMS OF AMENITIES?

	Percentage
Comfort amenities (benches, restrooms, water fountains, etc.)	61%
High quality maintenance	44%
Recreational facilities (playgrounds, courts, etc.)	42%
Gathering facilities (gazebos, picnic areas, etc.)	40%
Increased walkability and paths	39%
Gardens	30%
Public art	21%

### HOW TO IMPROVE EXISTING OPEN SPACE & RECREATIONAL OPPORTUNITIES?

	Percentage
Improved walking paths and trails	72%
Better maintenance	44%
Improved parking	35%
Improved nighttime lighting	31%
Improved public art and creative placemaking efforts	29%
Access to public pool	25%
Access to public skating rink	24%
Improved signage	10%

### WHICH OF THESE OPEN SPACE AND RECREATIONAL OPPORTUNITIES ARE YOU MOST INTERESTED IN SEEING MORE OF IN WAKEFIELD?

	Percentage
Community events and programming in existing parks and public spaces (block parties, street fairs, etc.)	30%
Green pocket parks, pocket plazas, and streetscape parklets.	26%
Comfort amenities (benches, restrooms, water fountains, etc.)	22%

### IF YOU ANSWERED THE PREVIOUS QUESTION, WHERE WOULD YOU LIKE TO SEE THESE OPPORTUNITIES?



second community survey – 254 RESPONDENTS – APRIL 28–MAY 19, 2021 – BUSINESSES, FACILITIES, & THE PUBLIC REALM & ENVIRONMENT – N VARIES BETWEEN 254 TO 197

BUSINESSES		FACILITIES	
<b>WHAT ARE SOME OF THE TOWN'S GREATEST CHALLENGES REGARDING ITS EXISTING BUSINESS LANDSCAPE, OPPORTUNITIES FOR ATTRACTING BUSINESS INVESTMENT, OR JOB OPPORTUNITIES?</b>		<b>WHAT ARE SOME OF WAKEFIELD'S STRONGEST PUBLIC FACILITIES AND PHYSICAL ASSETS?</b>	
	Percentage		Percentage
Commercial property owners are not doing a good job upkeeping their properties	57%	Large Town Common	86%
Inadequate parking and parking regulations	43%	Beebe Library	80%
Poor streetscape and sidewalks (lack of trees, seating areas, green spaces, etc.)	37%	A centrally located auditorium/gathering space (Galvin Middle School, Americal Civic Center)	34%
Lack of commercial, retail, and restaurant variety	35%	Wakefield Public School buildings and fields	28%
Commercial property owners not willing to work with tenants	29%	Public yard waste collection facility (Nahant Street site)	18%
Lack of businesses relevant for all age demographics	19%		
<b>WHAT COULD THE TOWN DO TO HELP WITH SMALL BUSINESS RECOVERY IN THE SHORTER-TERM, POST-PANDEMIC PERIOD?</b>		<b>WHAT ARE SOME OF WAKEFIELD'S STRONGEST PUBLIC SERVICES?</b>	
	Percentage		Percentage
Placemaking opportunities/cultural events & activities to drive people downtown and other business districts	41%	Beebe Library services and programs	62%
Changes to zoning or other local regulations to allow commercial usage on outdoor public space moving forward	39%	Municipal Gas and Light service	57%
Assistance accessing state and federal funding and programs for helping small businesses recover from the pandemic	31%	Wakefield Public School System	37%
Local grant and low-cost financing support for sign/facade improvements	31%	Police services	34%
Improvement/Development of public spaces & seating areas	28%	Fire services	28%
Increased community engagement with small business community	20%	Trash and recycling	24%
		Park maintenance	12%
<b>WHAT TYPES OF BUSINESSES OR ECONOMIC DEVELOPMENT OPPORTUNITIES WHAT YOU LIKE TO SEE THE TOWN PURSUE, ALLOW, OR ATTRACT?</b>		<b>WHAT CAN THE TOWN DO TO ENHANCE ITS FACILITIES AND PHYSICAL ASSETS?</b>	
	Percentage		Percentage
Working with businesses to support local producers/artisans/farmers	48%	Improved public infrastructure (roads and sidewalks)	92%
Smart-growth, mixed-use development (commercial on the first floor and housing above)	47%	Weekly recycling pick up	44%
Increasing/supporting minority-owned businesses	39%	Increased social services	33%
Incentivizing larger commercial tenants in industrial districts (Edgewater, New Salem Street, Lakeside Park)	21%	Improved snow removal	19%
<b>WHAT ARE SOME OF WAKEFIELD'S STRONGEST ASSETS IN TERMS OF ITS BUSINESS DISTRICTS, TYPES OF BUSINESSES AND SERVICES, JOB OPPORTUNITIES, AND BUSINESS CLIMATE OPPORTUNITIES?</b>		<b>DO YOU HAVE SUFFICIENT ACCESS TO THE INTERNET?</b>	
	Percentage		Percentage
Proximity to recreational areas – such as Lake Quannapowitt, new bike trail, and the Common	63%	Yes	99%
Picturesque downtown that is within walking distance for some residents	57%	No	0%
The (newly available) opportunity to eat outside	48%	I have limited internet access	0%
Access to public transit	20%		
<b>THE PUBLIC REALM</b>		<b>WHAT ARE SOME OF WAKEFIELD'S WEAKEST PUBLIC FACILITIES AND PHYSICAL ASSETS?</b>	
<b>WHICH EXISTING HISTORIC, CULTURAL, OR COMMUNITY ASSETS DO YOU LIKE THE MOST IN WAKEFIELD?</b>			Percentage
	Percentage	Wakefield Public School buildings and fields	41%
Lucius Beebe Memorial Library	78%	Albion Cultural Exchange	31%
Fourth of July parade and festivities	51%	Public Safety Building and Greenwood Fire Station	27%
Americal Civic Center	28%	Crystal Lake Water Treatment Facility	23%
Hartshorne House	22%	Public yard waste collection facility (Nahant Street site)	23%
Wakefield Food Pantry	22%	McCarthy Senior Center	23%
Albion Cultural Exchange	14%	Town Hall	21%
		A centrally located auditorium/gathering space (Galvin Middle School, Americal Civic Center)	13%
<b>PLEASE SELECT WHICH OF THE FOLLOWING APPLY TO COMMUNITY AND CULTURAL EVENTS IN WAKEFIELD</b>		<b>WHAT ARE SOME OF WAKEFIELD'S WEAKEST PUBLIC SERVICES?</b>	
	Percentage		Percentage
I would like to see more community, civic, social, and public events in Wakefield in general	43%	Road and sidewalk maintenance	83%
I would like to see more outdoor events	34%	Substance-use and mental health services (clinicians and programs)	26%
I would like to see more events and learning opportunities centered around local history	17%	Park maintenance	21%
I would like to see more public indoor events during the winter season	6%	Trash and recycling	20%
		Wakefield Public School System	19%
<b>SHOULD WAKEFIELD INVEST IN A NEW CULTURAL OR COMMUNITY LEGACY PROJECT THAT CAN BE ENJOYED NOW AS WELL AS IN THE FUTURE?</b>		<b>IF YOU DO HAVE INTERNET ACCESS, WHAT TOWN INFORMATION AND RESOURCES WOULD YOU LIKE TO FIND ONLINE?</b>	
	Percentage		Percentage
Yes	67%	Town Board and Committee meetings and schedules	45%
Maybe	25%	Recreation and sport leagues	42%
No	8%	Social and community groups	41%
		Merchant and local business directories	39%
		School schedules and information	35%
		Town Department contact information	24%
		Building and business permitting and licensing	18%



## ENVIRONMENT

ARE YOU FAMILIAR WITH THE TOWN'S ENVISION WAKEFIELD RESILIENT MUNICIPAL VULNERABILITY PREPAREDNESS PLAN COMPLETED DURING 2019-2020?	Percentage
No - I'm not familiar	35%
No, but I'd like to learn more!	29%
Yes - I have heard of it	26%
Yes - I participated	10%

[illegible]

THE ENVISION WAKEFIELD RESILIENT PLAN ANALYZED A SERIES OF ENVIRONMENTAL CONCERNS AND SUGGESTED ACTIONS. WHICH OF THE FOLLOWING AREAS THAT IT HIGHLIGHTED CONCERN YOU THE MOST?	Percentage
Flooding, intense storms, impervious surfaces, stormwater retention capacity, and polluted run-off	48%
Waste management (garbage, recycling, composting, food rescue)	47%
Clean energy and energy use reduction	45%
Community resilience (extreme weather preparedness and communication, food security, business resilience)	40%
Droughts and water conservation	27%
Cleaner transportation	15%

WHAT ARE SOME ENVIRONMENTALLY BASED CHANGES YOU WOULD BE WILLING TO MAKE IN ORDER TO CREATE A GREENER WAKEFIELD?	Percentage
Start curbside composting	54%
Add solar panels to home	48%
Use electric vehicles (and their charging stations)	40%
Reduce reliance on personal vehicles by shopping locally	37%
Set and personally strive for energy and water use benchmarks	35%
Use community gardens	22%
Participate in a car share program	2%

third community survey – 178 RESPONDENTS – JUNE 21–JULY 12, 2021 – QUALITY OF LIFE, & SHARED VALUES – N VARIES BETWEEN 178 TO 41

DIVERSITY & INCLUSION

HOW WELCOMING & IN WHAT MANNER:

**HIGHLIGHTS:** (a) Excellent at non-violent resolution of differences of opinion (minor consensus at 26%) and strong consensus on being fair-to-good at it (61%); (b) Overall fair-to-good at most inclusion items – attracting & valuing diversity; respecting different beliefs & individuals; welcoming & integrating new residents; equal fair treatment & employment; safe environments; & welcoming all customers – (mostly strong consensus 58-73% except for one item); and (c) Poor at attracting people from diverse backgrounds (minor consensus at 34%), & strong consensus (48%) at being fair-to-good at it.

Question	Poor	Fair	Good	Excellent	Don't know
Attracting people from diverse backgrounds	34%	34%	14%		
Valuing residents from diverse backgrounds		41%	22%		
Demonstrating respect for residents of different cultures and belief systems		34%	30%		
Respecting individual cultural beliefs and values		39%	31%		
Helping new residents feel connected and integrated		36%	35%		
Making all residents feel welcome		35%	36%		
Treating all residents fairly		34%	39%		
Providing a safe and secure environment for all backgrounds		29%	41%		
Providing equal employment opportunities to residents of all backgrounds		17%	25%		43%
Making all residents feel welcome in business establishments		15%	43%		
Solving differences of opinions through nonviolent means		13%	48%	26%	

HAVE PERSONALLY EXPERIENCED DISCRIMINATION IN THE LAST 12 MONTHS IN WAKEFIELD BASED ON ANY OF THE FOLLOWING:

**HIGHLIGHTS:** (a) Never discriminated – all/most categories (very strong consensus 73-93% all but political affiliation), political affiliation (minor consensus at 48%); (b) Rarely discriminated – by political affiliation (minor consensus at 24%); and (c) Sometimes discriminated – by political affiliation (minor consensus at 26%).

Question	Never	Rarely	Some of the time	Most of the time
Political affiliation	48%	24%	26%	
Gender	73%			
Age	80%			
Religion	89%			
National origin (country of birth)	89%			
Disability	91%			
Sexual orientation	91%			
Race	88%			
Gender identity	93%			

PRIORITIES FOR WAKEFIELD OFFICIALS TO FOCUS ON:

**HIGHLIGHTS:** (a) High priorities – for all/most categories of overall inclusionary & diversity efforts (strong consensus 51-63% most items

Question	Not a priority	Low priority	Moderate priority	High priority	Don't know
Creating a diverse, inclusive, and fair community				63%	
Addressing social, economic, and racial equity differences in health and education			25%	62%	
Addressing social, economic, and racial equity differences in jobs and housing			29%	57%	
Addressing social, economic, and racial equity differences in the criminal justice system			26%	51%	
Hiring more diverse staff			31%	48%	
Recruiting diverse people into positions of local government leadership			30%	48%	

HOW WELCOMING TO VARIOUS DIFFERENT GROUPS OF COMMUNITY MEMBERS:

**HIGHLIGHTS:** (a) Very welcoming of – white, military/veteran, parents (very strong consensus 76-86%); seniors & youth (strong consensus 51-58%); different faiths, newer residents, LGBTQ+ (minor consensus 27-33%); (b) Slightly welcoming of – most groups who are not older, white, military/veterans or parents (minor consensus 31-46%); and (c) Not welcoming of low-income community members (minor consensus at 25%).

Question	Not welcoming	Slightly welcoming	Very welcoming	Don't know
People who are White			86%	
People who are veterans or military personnel			79%	
People with children			76%	
People who are older			58%	
People who are younger/Youth		31%	51%	
People of different faiths		40%	33%	
People who are new residents to Wakefield (less than five years)		46%	30%	
LGBTQ+ people		45%	27%	24%
People with disabilities		41%		27%
People who are Asian, Asian Indian, or Pacific Islander		41%		29%
People who are Native American or Alaskan Native		31%		32%
People who are Hispanic and/or Latinx		39%		27%
People who are Black or African American		36%		26%
People who are not U.S. citizens		31%		35%
Low-income community members	25%	33%		29%
People who are of Middle Eastern, Arab, &/or North African descent		38%		31%
People whose first language is not English		43%		25%

INCLUSIVE NATURE OF WAKEFIELD'S ELECTED REPRESENTATIVES, APPOINTED BOARD MEMBERS, AND MUNICIPAL EMPLOYEES ON THE FOLLOWING:

**HIGHLIGHTS:** (a) Good-natured officials/employees/board-members – at all/most categories of respect, fair, responsive, inclusive, receptive (minor consensus at 31-44%); and (b) Fair-natured – at most categories (minor consensus 27-33%). So, overall, fair-to-good.

Question	Poor	Fair	Excellent	Don't know	Good
Creating a community welcoming to residents of all backgrounds		31%			38%
Treating all residents with respect		29%			44%
Treating all residents fairly		31%			38%
Providing different opportunities for residents with different opinions to voice their concerns		29%			36%
Helping to resolve resident conflicts in nonviolent ways					41%
Being receptive to new ideas and change that better the community		33%			31%
Being responsive to issues and concerns of residents in a timely manner		27%			35%

BEST WAYS TO BETTER REACH MEMBERS OF THE COMMUNITY WHO ARE NOT AS WELL CONNECTED

**HIGHLIGHTS:** Top 3 ways: direct outreach via dedicated employed liaison; social media expanded outreach; & homeless outreach.

	Percentage
Direct outreach from a dedicated community liaison employed by the Town	47%
Expanded outreach via more social media platforms	46%
Identify and connect individuals experiencing homelessness with relevant resources	44%
Translation services and/or accessibility accommodations	39%
Increased print communication (additional info kiosks, bill stuffers, mailed postcards, etc)	30%
Outreach through faith communities in Wakefield and surrounding towns	26%



HOW DO YOU PREFER TO RECEIVE TOWN-BASED NEWS AND UPDATES?	Percentage
Email	68%
Town website	45%
Facebook	39%
Texts via smartphone	31%
Newspaper/e-news sources	24%

WHAT ARE THE TOP WAYS THE TOWN COULD CONNECT MEMBERS OF VULNERABLE COMMUNITIES WITH RESOURCES?	Percentage
Expand access to social services and health care via community health workers, addiction coaches, and social workers	66%
Assist residents in connecting to affordable or subsidized housing options	41%
Partner with Americorps or another service organization to staff a location where residents can come to get help connecting with resources	36%
Use the Beebe Library and its website to offer a services concierge to help residents in need	36%
Expand the Wakefield Food Pantry and/or extend its hours	30%
Provide more low-cost transportation options	20%

<b>GREATEST PUBLIC SAFETY ISSUES WITHIN WAKEFIELD.</b>	<b>Percentage</b>
Traffic violations, speeding	<b>40%</b>
Substance use	<b>34%</b>
Disorderly conduct, public intoxication	<b>25%</b>
School safety (e.g. bullying, fighting, weapons)	21%

## LIFELONG LEARNING & COMMUNITY DEVELOPMENT

WHAT ARE SOME OF THE TOP STRENGTHS OF WAKEFIELD PUBLIC SCHOOLS? Select up to three.	Percentage
Administrative leadership	50%
Arts and music programs	45%
Quality of teaching	43%
Special education programs	20%

WHAT IS WAKEFIELD'S STRONGEST ASSET WHEN IT COMES TO ADULT AND SENIOR EDUCATION OR WORKFORCE-CAREER TRAINING?	Percentage
Beebe Library programs	43%
Northeast Metro Tech continuing education programs	34%
Senior Center/Council on Aging programs	18%

WHAT ELSE CAN THE TOWN DO TO PROMOTE OPPORTUNITIES FOR COMMUNITY-WIDE EDUCATIONAL ADVANCEMENT BEYOND CONVENTIONAL UNIVERSITY DEGREE PROGRAMS? SELECT UP TO THREE.	Percentage
Provide low-cost or no-cost evening education for adults at the Northeast Metro Tech Vocational school	62%
Partner with local businesses to provide internships, apprenticeships, and other "on-the-job" training opportunities	49%
Provide multigenerational education and social programs	36%
Expand library programs and services	33%
Provide transportation and/or child care for educational programs at the vocational high school, library, etc.	30%
Implement additional youth outreach programs outside the traditional school day	28%
Host community-wide educational events (e.g., community reading programs, etc.)	24%

## VOLUNTEERISM & COMMUNITY SPIRIT

WHEN YOU THINK OF THE WAKEFIELD COMMUNITY, WHAT COMES TO MIND IN TERMS OF COMMUNITY PRIDE AND SOCIAL ASPECTS?		Percentage
Town festivals and outdoor events		67%
Town services (WPS, Beebe library, Senior Center, etc.)		55%
Wakefield's natural resources, including trails, parks and open space		51%
School-sponsored events (drama, music performances)		28%
Town sports and recreation leagues		19%
DO YOU CURRENTLY PARTICIPATE (AS A BOARD MEMBER, COMMUNITY PARTICIPANT, OR OBSERVER) IN TOWN BOARD, COMMITTEE, OR OTHER PUBLIC MEETINGS?		Percentage
Yes		48%
No		52%
WHAT WOULD YOU SAY IS THE MAIN REASON YOU ARE NOT ABLE TO VOLUNTEER? Select up to three.	Percentage	
Lack of time		68%
<i>Not sure how to get involved</i>		40%
Can't find a topic/group that interests me		24%
Time of meetings		22%
WHAT WOULD YOU SAY ARE THE MAIN REASONS YOU ARE NOT ABLE TO PARTICIPATE?.		Percentage
Lack of time		53%
<i>Not sure how to get involved</i>		46%
<i>Time of meetings</i>		32%
I don't think I would make a difference		32%
Not aware of meetings scheduled		24%
Not interested		15%
DO YOU CURRENTLY (OR DID YOU PRE-COVID) VOLUNTEER WITH OR BELONG TO ANY LOCAL ORGANIZATIONS OR CLUBS?		Percentage
Yes		53%
No		47%
WHAT COULD THE TOWN DO TO PROMOTE VOLUNTEER OPPORTUNITIES AND CONNECTIONS WITH SCHOOLS, CHURCHES, HOSPITALS, AND OTHER SOCIALLY-ORIENTATED ORGANIZATIONS?	Percentage	
Promote/create a central crowd-sourced online repository of engagement opportunities		44%
Host a community organization / non-profit expo		32%
Direct outreach from a community liaison employed by the Town		9%



# APPENDIX 3

## DETAILED SUMMARIES

### INDIVIDUAL 3 POLLS

VISION **2030**



TOWN OF WAKEFIELD

## WAKEFIELD VISION 2030 – FIRST COMMUNITY POLL RESULTS – MAR 4–25, 2021

### POLL TOPICS: SHAPING GROWTH, & HOUSING, MOBILITY & RECREATIONAL OPTIONS

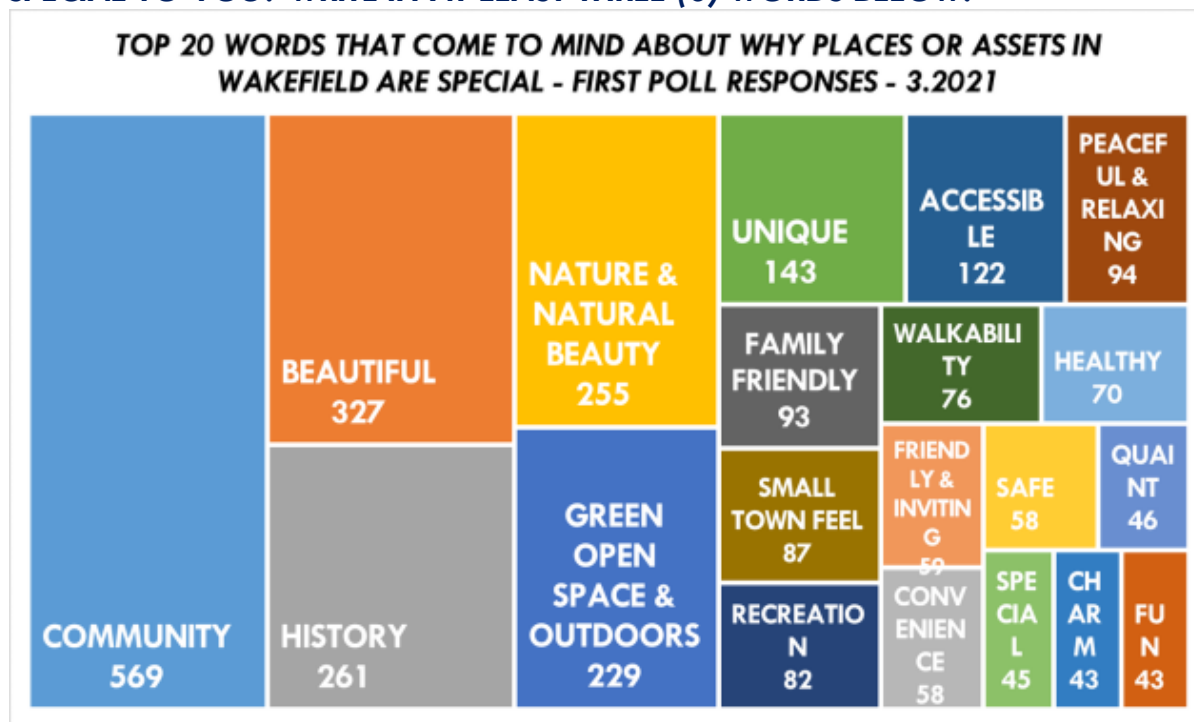
- The following is a summary of the final results from the **FIRST 3-WEEK-LONG COMMUNITY POLL** that was paired with the first public Zoom workshop. The first of three public workshops took place on March 4, 2021 and focused on the first four of 12 Visioning topics: **SHAPING GROWTH, & HOUSING, MOBILITY & RECREATIONAL OPTIONS**.
- The Zoom workshop event had approximately 95 attendees, and the first community survey had **490 RESPONDENTS**. In addition to more conventional outreach methods with flyers, etc., MAPC placed a paid Facebook-for-Business advertisement for the forum and survey. The ad resulted in: 32,606 impressions or multiple screen-time appearances per person/device; 6,028 people were reached; and 295 link clicks (including 107 from those 65 years and over).
- This poll summary is being shared with the municipal project team and advisory committee members for informational purposes for the remainder of the planning process. *Toward the end of the process*, MAPC will use them **TO DRAFT THE PLAN REPORT WITH A VISION STATEMENT, COMMUNITY CONSENSUS GOALS AND HIGH-LEVEL STRATEGIES AND/OR RECOMMENDATIONS** (in tandem with professional-planning, best-practice recommendations).
- These results will not be featured/highlighted in the presentations of the next public forums since the next two have different vision topics; and we seek to avoid confusion, and dedicate limited time to the newer immediate content.
- The community poll questions:
  - Are not intended to be scientific surveys, but rather an attempt to gain the best available input from community participants to measure input, determine consensus, and draft goals in the visioning plan. The poll was devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that is challenging to obtain in conventional open community meetings with strictly/mainly oral comments. Ideally, we can approximate or exceed the Town's historical double- or triple-digit attendance/participation rates between the forums and polls;
  - Offer non-exhaustive, multiple-choice response options whenever possible so as to make it easier for respondents to better understand the nature of the question; and
  - Allow for easier measuring of consensus by limiting open-comment response opportunities and phrasing open comment questions to provide "keywords" and "adjectives".
- Many/most of the questions did not restrict how many response options could be chosen, and therefore the **PERCENTAGES WILL OFTENTIMES EXCEED 100%**. This was done by design based on past project experience with survey respondents providing feedback that they do not want to be forced to answer any given question, nor be limited to their choices.
- MAPC will employ the following numeric thresholds as guidelines for interpreting which are priority community consensus items:
  - (a) Two-thirds to three-quarters (and upward) = very strong consensus;
  - (b) Simple majority to two-thirds = strong consensus; and
  - (c) One-quarter to one-third = minor, noteworthy consensus

### WHAT PLACES OR PHYSICAL ASSETS MAKE WAKEFIELD SPECIAL AND DESERVE TO BE PROTECTED OR IMPROVED? CHOOSE UP TO THREE (3)

#	What places or physical assets make Wakefield special and deserve to be protected or improved? Choose up to three (3)	Percentage
1	Natural resources - for example, Lake Quannapowitt, Crystal Lake, Reedy Meadow, Breakheart Reservation, etc.	<b>91%</b>
2	Parks and recreational areas - for example, Town Common, Veterans Field, Gertrude Spaulding Park, Mapleway Playground, etc.	<b>61%</b>
8	Downtown business district	<b>51%</b>
5	Community/civic facilities - Senior Center, Americal Civic Center, Beebe Library	<b>28%</b>
3	Historical sites and areas- for example, Church-Lafayette Streets Historic area, Common History area, Wakefield Park Historic area, etc.	19%
7	Small-scale neighborhood elementary schools	17%
6	Public transit network	16%
4	Historical buildings - for example, Harts Hill Tower, Hartshorne House, etc.	11%
	Total	490



**WHAT WORDS COME TO MIND WHEN YOU THINK ABOUT WHY THESE PLACES OR ASSETS ARE SPECIAL TO YOU? WRITE IN AT LEAST THREE (3) WORDS BELOW.**



**PLEASE RANK, IN ORDER OF IMPORTANCE TO YOU, THE FOLLOWING BROAD CATEGORIES OF FUTURE GROWTH AND ENHANCEMENT OPPORTUNITIES (CLICK/TAP AND DRAG ANSWERS TO THE ORDER YOU DESIRE)**

#	Question	1	2	3	4	5	6	Total
1	Expanded education and lifelong learning opportunities (for children and adults)	30%	17%	21%	16%	8%	7%	453
2	Improved recreational opportunities	28%	32%	16%	12%	8%	4%	453
5	Expanded access to public services (provided by the Town) and private services (such as shopping opportunities)	17%	15%	19%	22%	20%	8%	453
3	More community gathering spots	14%	23%	26%	16%	13%	8%	453
6	Increased mixed-use redevelopment on appropriate sites	8%	8%	9%	12%	17%	46%	453
4	Greater access to and expansion of employment opportunities	2%	5%	9%	22%	34%	28%	453

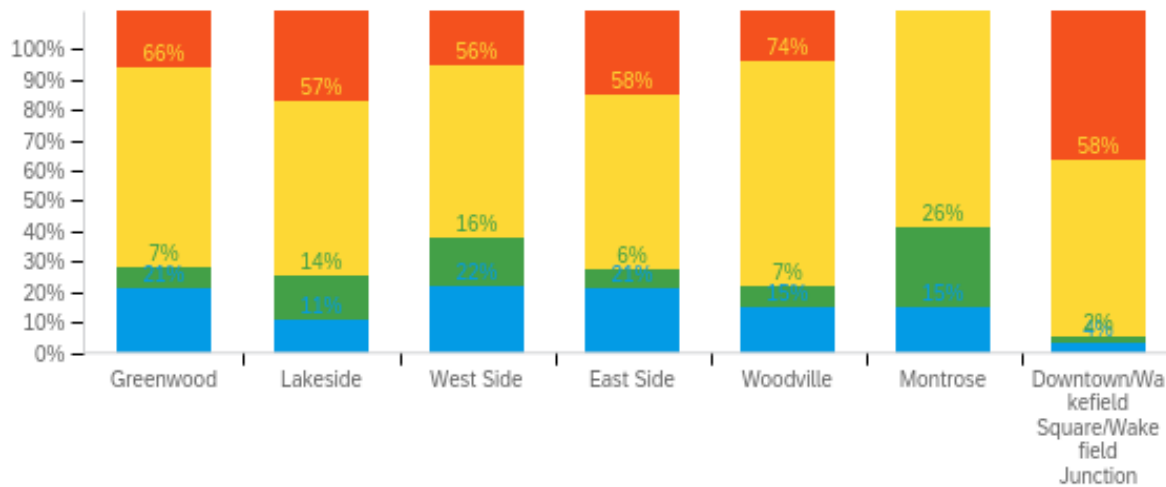
**WHICH AREAS IN TOWN COULD YOU PICTURE ACCOMMODATING FUTURE JOBS, SERVICES, SHOPS, OR HOUSING OPTIONS? CHOOSE UP TO THREE (3).**

#	Which areas in Town could you picture accommodating future jobs, services, shops, or housing options? Choose up to three (3). - Selected Choice	Percentage
1	Downtown (incl. Wakefield Square and Wakefield Junction)	76%
4	Main Street Corridor	42%
3	Audubon Road (specifically Edgewater Park)	38%
5	New Salem Street	28%
9	Greenwood	28%
2	Head of Lake Quannapowitt	27%
7	Foundry Street	23%
6	Salem Street corridor in Montrose	9%
8	Other (please specify)	4%
	Total	463

## WHAT NEIGHBORHOOD DO YOU LIVE IN (OR NEAR)? PLEASE SELECT MOST ACCURATE FOR YOU.

#	What neighborhood do you live in (or near)? Please select the most accurate option for you.	Percentage
3	West Side	<b>27%</b>
1	Greenwood	<b>22%</b>
2	Lakeside	14%
6	Montrose	12%
7	Downtown/Wakefield Square/Wakefield Junction	12%
4	East Side	7%
5	Woodville	6%
	Total	466

## WHAT DO YOU LIKE ABOUT YOUR NEIGHBORHOOD? CHOOSE UP TO THREE (3).

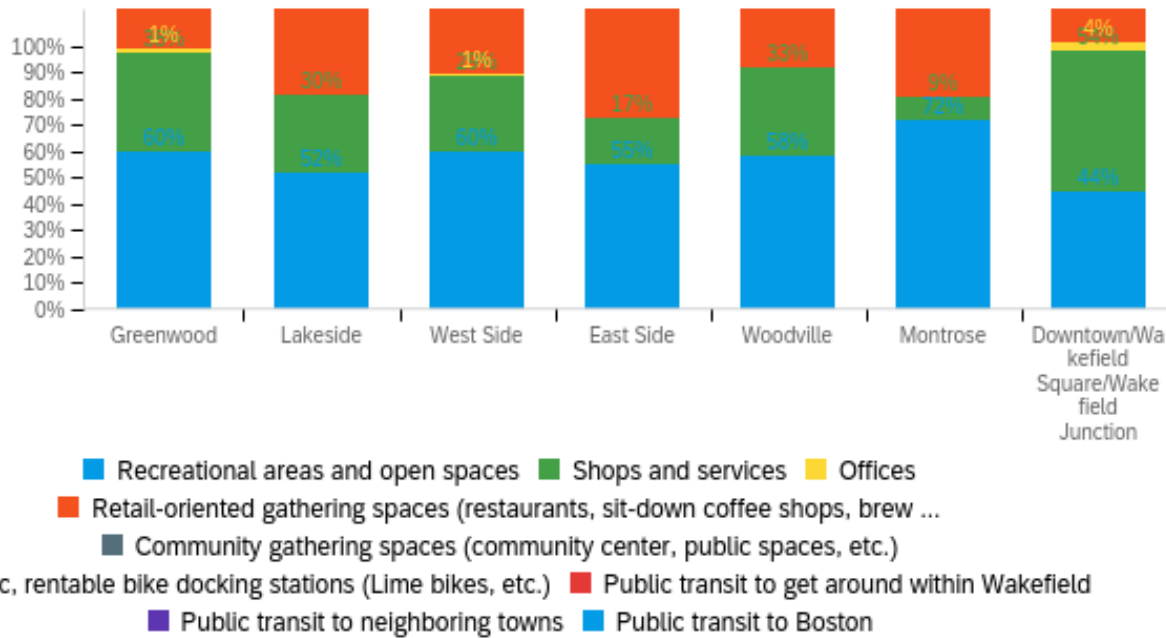


■ Housing variety    ■ Housing similarity    ■ Safe to walk in  
■ Walking distance to open spaces and recreation amenities like parks and fields  
■ Walking distance to public transit    ■ Walking distance to shops  
■ Neighborhood activities and sense of community    ■ Neighbors of varied backgrounds

#	Question	Greenwood	Lakeside	West Side	East Side	Woodville	Montrose	Downtown/Wakefield Square/Wakefield Junction
6	Walking distance to shops	24%	<b>52%</b>	39%	42%	33%	9%	<b>76%</b>
4	<b>Walking distance to open spaces and recreation amenities like parks and fields</b>	<b>52%</b>	<b>89%</b>	<b>70%</b>	<b>52%</b>	<b>74%</b>	<b>57%</b>	<b>69%</b>
3	<b>Safe to walk in</b>	<b>66%</b>	<b>57%</b>	<b>56%</b>	<b>58%</b>	<b>74%</b>	<b>81%</b>	<b>58%</b>
5	Walking distance to public transit	<b>68%</b>	30%	45%	27%	19%	4%	42%
7	Neighborhood activities and sense of community	26%	27%	33%	27%	22%	38%	25%
8	Neighbors of varied backgrounds	21%	8%	6%	30%	7%	21%	13%
1	Housing variety	21%	11%	22%	21%	15%	15%	4%
2	Housing similarity	7%	14%	16%	6%	7%	26%	2%
	Total	100	63	123	33	27	53	55



## IS THERE ANYTHING YOU WOULD LIKE TO SEE WITHIN WALKING DISTANCE OF YOUR HOME AND NEIGHBORHOOD? CHOOSE UP TO THREE (3)



## DO YOU CONSIDER HOUSING AFFORDABILITY AND ISSUE IN WAKEFIELD?

#	Do you consider housing affordability and issue in Wakefield?	Percentage
2	Yes - it's somewhat of an issue	39%
1	Yes - it's a large issue in Wakefield	27%
3	No - it's not a big issue when compared to surrounding areas	27%
4	No - it's not a big issue at all	7%
	<b>Total</b>	<b>453</b>

**WHICH OF THESE CONCERNS DO YOU HAVE ABOUT EXISTING HOUSING CONDITIONS IN WAKEFIELD? CHOOSE UP TO THREE (3).**

#	Which of these concerns do you have about existing housing conditions in Wakefield? Choose up to three (3).	Percentage
8	Increasing traffic and car dependency	<b>55%</b>
5	New developments changing the Town's character	<b>53%</b>
3	Scarcity of housing stock for moderate-income and working-class residents	39%
2	Affordability of housing stock	37%
6	Aging public infrastructure that supports existing and new housing	30%
4	Lack of variety in housing options for young adults, downsizers, seniors, those with limited mobility	29%
7	Accessibility to green space	20%
1	Aging housing stock	10%
	Total	450

**WHAT HOUSING OPTIONS WOULD YOU CONSIDER FOR YOURSELF IN THE FUTURE WITHIN WAKEFIELD (FOR EXAMPLE, IN THE EVENT OF LIFE CIRCUMSTANCE CHANGES LIKE NEEDING TO DOWNSIZE, CHANGES TO MOBILITY OR FINANCIAL SITUATION). CHOOSE UP TO THREE (3).**

#	What housing options would you consider for yourself in the future within Wakefield (for example, in the event of life circumstance changes like needing to downsize, changes to mobility or financial situation). Choose up to three (3).	Percentage
8	I do not anticipate needing or wanting any of these housing options for myself in the future.	<b>44%</b>
3	Affordable accessory dwelling units like in-law units, condos, small-lot single families, clustered cottages	<b>27%</b>
6	50 years and older housing communities	<b>26%</b>
2	Affordable housing that is naturally occurring (i.e. market rate, supply-based)	22%
4	Multi-family housing options (townhouses, rental apartments, ownership/rental condos, etc.)	18%
5	Multi-generational housing	16%
1	Affordable housing that is income restricted	12%
7	Emergency assistance for residents in housing trouble (evictions, non-payment, etc.)	9%
	Total	445

**IN YOUR OPINION, DO WAKEFIELD'S CURRENT HOUSING OPTIONS SUPPORT OTHER SEGMENTS OF THE POPULATION SUCH AS SENIORS, YOUNG ADULTS, DOWNSIZERS, OR THOSE WITH LIMITED MOBILITY OR INCOMES?**

#	In your opinion, do Wakefield's current housing options support other segments of the population such as seniors, young adults, downsizers, or those with limited mobility or incomes?	Percentage
2	Yes - partially but more needs to be done	<b>42%</b>
3	Not really - much more needs to be done	<b>38%</b>
1	Yes - completely	14%
4	No - not at all	<b>6%</b>
	Total	447



## WHAT ARE YOUR FAVORITE PARKS, NATURAL RESOURCES, OR RECREATIONAL AMENITIES IN WAKEFIELD? CHOOSE UP TO FIVE (5).

#	What are your favorite parks, natural resources, or recreational amenities in Wakefield? To select more than one option, hold down the Ctrl button and click each option (on a Mac, hold the Command button). Choose up to five (5).	Percentage
1	Lake Quannapowitt	89%
3	Breakheart Reservation	73%
2	Upper and Lower Common (including Spaulding Playground)	56%
7	Floral Way "Old Cemetery"	25%
9	J.J. Round Park/Community Garden	19%
10	Mapleway Playground	16%
8	Hall Park/Veterans Field	15%
4	Town Forest	13%
17	High School Fields and Courts	13%
11	Middle School Fields and Skate park	11%
5	Colonel Connelly Park/Gertrude Spaulding Park	10%
12	Moulton Field	10%
16	Cemeteries (Forest Glade, Lakeside, etc.)	10%
18	BMX Park at Sullivan Park	6%
15	Sullivan Park	6%
14	Paddy Heights	2%
6	Fernald Field	2%
13	Nasella Field	2%
	Total	436

## THINKING OF YOUR IDEAL PARK, WHAT WOULD YOU LIKE TO SEE IN TERMS OF AMENITIES? CHOOSE UP TO FIVE (5).

#	Thinking of your ideal park, what would you like to see in terms of amenities? To select more than one option, hold down the Ctrl button and click each option (on a Mac, hold the Command button). Choose up to five (5).	Percentage
1	Comfort amenities (benches, restrooms, water fountains, etc.)	61%
9	High quality maintenance	44%
2	Recreational facilities (playgrounds, courts, etc.)	42%
3	Gathering facilities (gazebos, picnic areas, etc.)	40%
12	Increased walkability and paths	39%
10	Gardens	30%
5	Public art	21%
6	Historic signage and markers	21%
11	Nighttime lighting	21%
8	Programmed events and activities	20%
13	Available parking	19%
7	Educational signage regarding natural resources	18%
14	Spaces for solitude and reflection	16%
4	Dog park facility	10%
15	Creative placemaking	6%
	Total	433

**WHAT COULD BE DONE TO IMPROVE EXISTING OPEN SPACE AND RECREATIONAL OPPORTUNITIES IN WAKEFIELD? CHOSE UP TO THREE (3).**

#	What could be done to improve existing open space and recreational opportunities in Wakefield? Chose up to three (3).	Percentage
4	Improved walking paths and trails	<b>72%</b>
5	Better maintenance	<b>44%</b>
3	Improved parking	<b>35%</b>
7	Improved nighttime lighting	<b>31%</b>
8	Improved public art and creative placemaking efforts	<b>29%</b>
1	Access to public pool	<b>25%</b>
2	Access to public skating rink	<b>24%</b>
6	Improved signage	10%
	Total	433

**WHICH OF THESE OPEN SPACE AND RECREATIONAL OPPORTUNITIES ARE YOU MOST INTERESTED IN SEEING MORE OF IN WAKEFIELD?**

#	Which of these open space and recreational opportunities are you most interested in seeing more of in Wakefield?	Percentage
1	Community events and programming in existing parks and public spaces (block parties, street fairs, etc.)	<b>30%</b>
2	Green pocket parks, pocket plazas, and streetscape parklets.	<b>26%</b>
4	Comfort amenities (benches, restrooms, water fountains, etc.)	22%
3	Recreational facilities (playgrounds, courts, exercise equipment, etc.)	13%
5	I don't want to see more of these options in Wakefield.	8%
	Total	436

**IF YOU ANSWERED THE PREVIOUS QUESTION, WHERE WOULD YOU LIKE TO SEE THESE OPPORTUNITIES?**





## WHAT ARE WAKEFIELD'S STRONGEST OPTIONS FOR TRANSPORTATION AND GETTING AROUND? CHOOSE UP TO THREE (3).

#	What are Wakefield's strongest options for transportation and getting around? Choose up to three (3).	Percentage
7	Driving (gas powered)	82%
1	MBTA Commuter Rail	<b>72%</b>
3	MBTA Bus Service	<b>39%</b>
4	Bicycling	<b>25%</b>
8	Driving (electric)	16%
5	Ride share (Uber, Lyft)	12%
6	Council on Aging Shuttle Service	6%
2	MBTA The Ride	3%
	Total	435

#	Question	MBTA Commuter Rail	MBTA The Ride	MBTA Bus Service	Bicycling	Ride share (Uber, Lyft)	Council on Aging Shuttle Service	Driving (gas powered)	Driving (electric)	Total
1	Greenwood	<b>65%</b>	2%	<b>48%</b>	<b>30%</b>	14%	2%	77%	22%	96
4	East Side	<b>68%</b>	3%	<b>45%</b>	23%	16%	6%	84%	13%	31
2	Lakeside	<b>72%</b>	2%	<b>41%</b>	<b>30%</b>	7%	7%	85%	10%	61
7	Downtown/Wakefield Square/Wakefield Junction	<b>69%</b>	6%	<b>41%</b>	25%	18%	8%	78%	<b>27%</b>	51
5	Woodville	<b>68%</b>	0%	<b>36%</b>	16%	20%	0%	88%	8%	25
3	West Side	<b>82%</b>	3%	<b>34%</b>	22%	10%	8%	81%	14%	118
6	Montrose	<b>67%</b>	4%	<b>25%</b>	18%	12%	4%	88%	14%	51

## HOW COULD WAKEFIELD IMPROVE GETTING AROUND TOWN FOR YOUTH, SENIORS, AND RESIDENTS WITH LIMITED MOBILITY? CHOOSE UP TO THREE (3).

#	How could Wakefield improve getting around Town for youth, seniors, and residents with limited mobility? Choose up to three (3).	Percentage
1	Upgraded pedestrian facilities (sidewalks, crossings, etc.)	<b>69%</b>
2	Bike lanes	<b>39%</b>
4	Expanded senior shuttle service	<b>31%</b>
5	Micro transit options (fixed route circulating shuttle vans)	<b>25%</b>
9	Expanded bus service to other parts of Wakefield	23%
7	More frequent MBTA Commuter Rail service	18%
3	Public, rentable bike docking stations	16%
6	Hybrid micro-transit options (non-fixed, routes based on software and usage)	13%
8	More frequent MBTA bus service	13%
	Total	432

**DO YOU HAVE SUGGESTIONS FOR ADDRESSING PARKING CHALLENGES IN TOWN? CHOOSE UP TO THREE (3).**

#	Do you have suggestions for addressing parking challenges in Town? Choose up to three (3).	Percentage
7	Promote walking with improved sidewalks and pedestrian amenities	52%
10	Develop a municipal downtown parking garage	50%
1	Continue to enforce parking time limits	35%
8	Expand bike lanes and facilities	29%
3	Coordinate shared public/private parking district program	18%
4	Improve signage and wayfinding to parking	18%
5	Extend parking permits for residents	17%
9	Expand public transit	17%
6	Strong enforcement of other existing parking regulations	13%
2	Require payment to park	9%
	Total	430

**IF IT WERE CONVENIENT, WOULD YOU CONSIDER TAKING ANOTHER FORM OF TRANSIT AROUND TOWN OTHER THAN YOUR CAR?**

#	If it were convenient, would you consider taking another form of transit around Town other than your car?	Percentage
2	Yes, but only if it were convenient	36%
1	Yes, if it were safer	20%
5	No, not at all.	16%
3	Maybe, if information about service options and frequency was more accessible	15%
4	Not really, unless I knew it was more reliable, safer, or popular	13%
	Total	436

**WHAT ARE SOME OF THE TOWN'S MOST PRESSING TRANSPORTATION CHALLENGES? CHOOSE UP TO THREE (3).**

#	What are some of the Town's most pressing transportation challenges? Choose up to three (3).	Percentage
1	Traffic congestion	44%
10	Limited space for parking in Downtown	39%
4	Poor sidewalk and crosswalk conditions	34%
6	Limited parking options	33%
2	Poor traffic flow around intersections	33%
7	Too much dependency on cars	27%
3	Limited bike accommodations (lanes, racks, etc.)	22%
11	Traffic congestion specifically in Downtown	22%
8	Inconvenient MBTA schedule (bus and trains)	15%
5	Limited electric vehicle charging stations	4%



9	Inconvenient MBTA stop locations	2%
	Total	436

## HOW DO YOU IDENTIFY YOUR RACE AND ETHNICITY? SELECT ANY THAT APPLY:

#	How do you identify your race and ethnicity? Select any that apply:	Percentage
4	White	86%
7	I prefer not to answer	11%
1	Black or African American	1%
2	Asian	1%
3	Hispanic/Latinx	1%
5	Multi-racial	1%
6	Not sure	0%
	Total	431

## WHAT IS YOUR GENDER?

#	What is your gender? - Selected Choice	Percentage
2	Female	62%
1	Male	31%
5	Prefer not to answer	6%
3	Non-binary	0%
4	Other	0%
	Total	436

## WHAT IS YOUR AGE?

#	What is your age?	Percentage
7	60 or older	28%
5	40-49	23%
4	30-39	20%
6	50-59	19%
8	Prefer not to answer	5%
3	21-29	3%
1	17 or younger	1%
2	18-20	0%
	Total	435

## HOW LONG HAVE YOU LIVED IN WAKEFIELD?

#	How long have you lived in Wakefield?	Percentage
5	21+ years	39%
1	0-5 years	18%
3	11-15 years	16%
2	6-10 years	15%
4	16-20 years	11%
7	Prefer not to answer	1%
6	I do not live in Wakefield	0%
	Total	433

## DO YOU OR ANY MEMBERS OF YOUR HOUSEHOLD MATCH THE FOLLOWING DESCRIPTIONS? CHECK ALL THAT APPLY.

#	Do you or any members of your household match the following descriptions? Check all that apply.	Percentage
1	Child(ren) under 18	59%
2	Senior(s) age 65 or above	35%
3	Person(s) with a disability	9%
4	Prefer not to answer	9%
	Total	335



## WAKEFIELD VISION 2030 – SECOND COMMUNITY POLL RESULTS – APR 28–MAY 19, 2021

### POLL TOPICS: BUSINESSES, FACILITIES, & THE PUBLIC REALM & ENVIRONMENT

- The following is a summary of the final results from the **SECOND 3-WEEK-LONG COMMUNITY POLL** that was paired with the first public Zoom workshop. The second of three public workshops took place on April 28, 2021 and focused on the second-set of four out of 12 Visioning topics: **BUSINESSES, FACILITIES, & THE PUBLIC REALM & ENVIRONMENT**.
- This poll summary is being shared with the municipal project team and advisory committee members for informational purposes for the remainder of the planning process. *Toward the end of the process*, MAPC will use them **TO DRAFT THE PLAN REPORT WITH A VISION STATEMENT, COMMUNITY CONSENSUS GOALS AND HIGH-LEVEL STRATEGIES AND/OR RECOMMENDATIONS** (in tandem with professional-planning, best-practice recommendations).
- These results will not be featured/highlighted in the presentations of the next public forums since the next two have different vision topics; and we seek to avoid confusion, and dedicate limited time to the newer immediate content.
- The community poll questions:
  - Are not intended to be scientific surveys, but rather an attempt to gain the best available input from community participants to measure input, determine consensus, and draft goals in the visioning plan. The poll was devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that is challenging to obtain in conventional open community meetings with strictly/mainly oral comments. Ideally, we can approximate or exceed the Town's historical double- or triple-digit attendance/participation rates between the forums and polls;
  - Offer non-exhaustive, multiple-choice response options whenever possible so as to make it easier for respondents to better understand the nature of the question; and
  - Allow for easier measuring of consensus by limiting open-comment response opportunities and phrasing open comment questions to provide "keywords" and "adjectives".
- Many/most of the questions did not restrict how many response options could be chosen, and therefore the **PERCENTAGES WILL OFTENTIMES EXCEED 100%**. This was done by design based on past project experience with survey respondents providing feedback that they do not want to be forced to answer any given question, nor be limited to their choices.
- MAPC will employ the following numeric thresholds as guidelines for interpreting which are priority community consensus items:
  - (a) Two-thirds to three-quarters (and upward) = very strong consensus;
  - (b) Simple majority to two-thirds = strong consensus; and
  - (c) One-quarter to one-third = minor, noteworthy consensus

### WHICH EXISTING HISTORIC, CULTURAL, OR COMMUNITY ASSETS DO YOU LIKE THE MOST IN WAKEFIELD? CHOOSE UP TO THREE (3)

#	Which existing historic, cultural, or community assets do you <b>LIKE THE MOST</b> in Wakefield? Choose up to three (3)	Percentage
4	<b>Lucius Beebe Memorial Library</b>	<b>78%</b>
14	<b>Fourth of July parade and festivities</b>	<b>51%</b>
3	<b>Americal Civic Center</b>	<b>28%</b>
1	<b>Hartshorne House</b>	<b>22%</b>
9	<b>Wakefield Food Pantry</b>	<b>22%</b>
5	Albion Cultural Exchange	14%
7	Music venues (Linden Tree, Plaza Jazz)	14%
2	West Ward School/Wakefield History Museum	12%
11	Wakefield Daily Item newspaper	9%
6	Churches and houses of worship	8%
8	Historical site markers	7%
10	Wakefield Cable Access Television (WCAT)	6%
12	McCarthy Senior Center	5%
13	Social clubs (e.g. Crystal Community Club, West Side Social Club, etc.)	5%
	<b>Total</b>	<b>254</b>

#	Please select which of the following apply to community and cultural events in Wakefield	Percentage
1	<b>I would like to see MORE COMMUNITY, CIVIC, SOCIAL, AND PUBLIC EVENTS in Wakefield in general</b>	<b>43%</b>
3	<b>I would like to see MORE OUTDOOR EVENTS</b>	<b>34%</b>
5	I would like to see more events and learning opportunities centered around local history	17%
4	I would like to see more public indoor events during the winter season	6%
	Total	249

#	Should Wakefield <b>INVEST IN A NEW CULTURAL OR COMMUNITY LEGACY PROJECT</b> that can be enjoyed now as well as in the future?	Percentage
1	<b>YES</b>	<b>67%</b>
2	<b>MAYBE</b>	<b>25%</b>
3	No	8%
	Total	234



## WHAT ARE SOME OF WAKEFIELD'S STRONGEST PUBLIC FACILITIES AND PHYSICAL ASSETS? CHOOSE UP TO THREE (3)

#	What are some of Wakefield's <b>STRONGEST PUBLIC FACILITIES AND PHYSICAL ASSETS</b> ? Choose up to three (3)	Percentage
5	<b>LARGE TOWN COMMON</b>	<b>86%</b>
6	<b>BEEBE LIBRARY</b>	<b>80%</b>
2	<b>A CENTRALLY LOCATED AUDITORIUM/GATHERING SPACE (GALVIN MIDDLE SCHOOL, AMERICAL CIVIC CENTER)</b>	<b>34%</b>
10	<b>WAKEFIELD PUBLIC SCHOOL BUILDINGS AND FIELDS</b>	<b>28%</b>
3	Public yard waste collection facility (Nahant Street site)	18%
1	Crystal Lake Water Treatment Facility	10%
9	Town Hall	8%
8	Albion Cultural Exchange	6%
7	McCarthy Senior Center	4%
4	Public Safety Building and Greenwood Fire Station	2%
	Total	232

## WHAT ARE SOME OF WAKEFIELD'S STRONGEST PUBLIC SERVICES? CHOOSE UP TO THREE (3)

#	What are some of Wakefield's <b>STRONGEST PUBLIC SERVICES</b> ? Choose up to three (3)	Percentage
7	<b>BEEBE LIBRARY SERVICES AND PROGRAMS</b>	<b>62%</b>
12	<b>MUNICIPAL GAS AND LIGHT SERVICE</b>	<b>57%</b>
1	<b>WAKEFIELD PUBLIC SCHOOL SYSTEM</b>	<b>37%</b>
2	<b>POLICE SERVICES</b>	<b>34%</b>
5	<b>FIRE SERVICES</b>	<b>28%</b>
3	<b>TRASH AND RECYCLING</b>	<b>24%</b>
10	Park maintenance	12%
4	Snow removal	11%
8	Council on Aging programs	7%
6	Substance-use and mental health services (clinicians and programs)	1%
9	Road and sidewalk maintenance	1%
11	Municipal administrative, permitting, and building inspection	1%
	Total	230

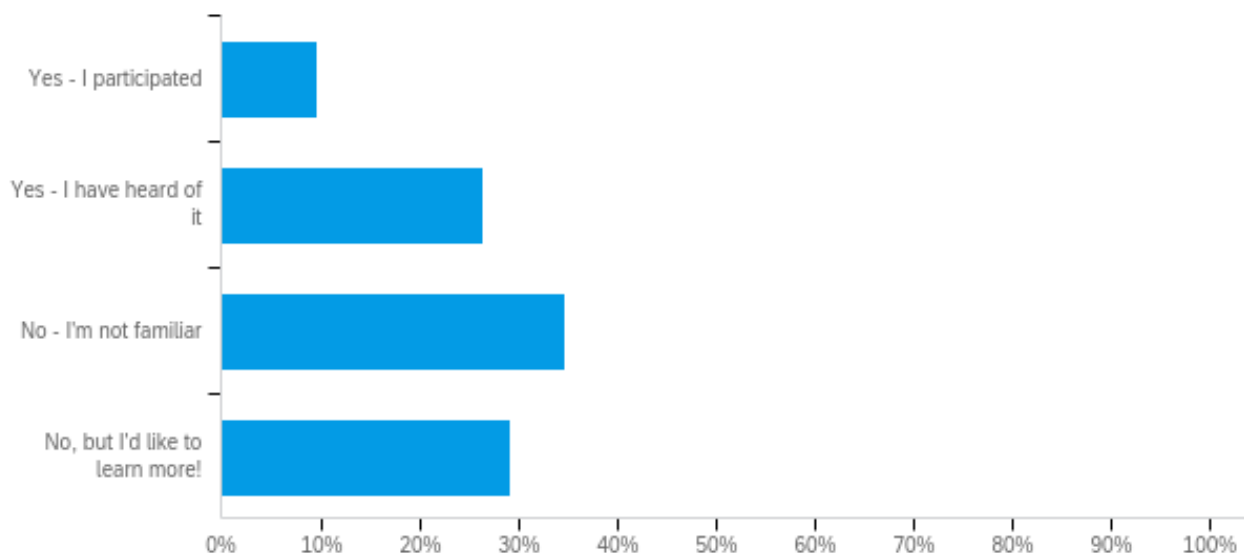
## WHAT CAN THE TOWN DO TO ENHANCE ITS FACILITIES AND PHYSICAL ASSETS? CHOOSE UP TO THREE (3)

#	What can the Town do <b>TO ENHANCE ITS FACILITIES AND PHYSICAL ASSETS?</b> Choose up to three (3)	Percentage
5	<b>IMPROVED PUBLIC INFRASTRUCTURE (ROADS AND SIDEWALKS)</b>	<b>92%</b>
1	<b>WEEKLY RECYCLING PICK UP</b>	<b>44%</b>
3	<b>INCREASED SOCIAL SERVICES</b>	<b>33%</b>
2	Improved snow removal	19%
4	Improved customer service	14%
	Total	227

## DO YOU HAVE SUFFICIENT ACCESS TO THE INTERNET?

#	Do you have sufficient access to the internet?	Percentage
1	<b>YES</b>	<b>99%</b>
2	No	0%
3	I have limited internet access	0%
	Total	228

## ARE YOU FAMILIAR WITH THE TOWN'S ENVISION WAKEFIELD RESILIENT MUNICIPAL VULNERABILITY PROJECT?





## THINKING OF YOUR IDEAL PARK, WHAT WOULD YOU LIKE TO SEE IN TERMS OF AMENITIES? CHOOSE UP TO FIVE (5).

THINKING OF YOUR IDEAL PARK, WHAT WOULD YOU LIKE TO SEE IN TERMS OF AMENITIES?	Percentage
Comfort amenities (benches, restrooms, water fountains, etc.)	61%
High quality maintenance	44%
Recreational facilities (playgrounds, courts, etc.)	42%
Gathering facilities (gazebos, picnic areas, etc.)	40%
Increased walkability and paths	39%
Gardens	30%
Public art	21%

## THE ENVISION WAKEFIELD RESILIENT PLAN ANALYZED A SERIES OF ENVIRONMENTAL CONCERNS AND SUGGESTED ACTIONS. WHICH OF THE FOLLOWING AREAS THAT IT HIGHLIGHTED CONCERN YOU THE MOST? CHOOSE UP TO THREE (3)

#	The Envision Wakefield Resilient Plan analyzed a series of <b>ENVIRONMENTAL CONCERNS</b> and suggested actions. Which of the following areas that it highlighted <b>CONCERN YOU THE MOST?</b> Choose up to three (3)	Percentage
3	<b>FLOODING, INTENSE STORMS, IMPERVIOUS SURFACES, STORMWATER RETENTION CAPACITY, AND POLLUTED RUN-OFF</b>	48%
4	<b>WASTE MANAGEMENT (GARBAGE, RECYCLING, COMPOSTING, FOOD RESCUE)</b>	47%
5	<b>CLEAN ENERGY AND ENERGY USE REDUCTION</b>	45%
6	<b>COMMUNITY RESILIENCE (EXTREME WEATHER PREPAREDNESS AND COMMUNICATION, FOOD SECURITY, BUSINESS RESILIENCE)</b>	40%
1	<b>DROUGHTS AND WATER CONSERVATION</b>	27%
15	Cleaner transportation	15%
2	heat waves and heat-related illnesses	8%
	Total	212

## WHAT ARE SOME OF WAKEFIELD'S STRONGEST ASSETS IN TERMS OF ITS BUSINESS DISTRICTS, TYPES OF BUSINESSES AND SERVICES, JOB OPPORTUNITIES, AND BUSINESS CLIMATE OPPORTUNITIES? CHOOSE UP TO THREE (3)

#	What are some of Wakefield's <b>STRONGEST ASSETS IN TERMS OF ITS BUSINESS DISTRICTS</b> , types of businesses and services, job opportunities, and business climate opportunities? Choose up to three (3)	Percentage
5	<b>PROXIMITY TO RECREATIONAL AREAS – SUCH AS LAKE QUANNAPOWITT, NEW BIKE TRAIL, AND THE COMMON</b>	63%
1	<b>PICTURESQUE DOWNTOWN THAT IS WITHIN WALKING DISTANCE FOR SOME RESIDENTS</b>	57%
2	<b>THE (NEWLY AVAILABLE) OPPORTUNITY TO EAT OUTSIDE</b>	48%
10	Access to public transit	20%
3	Variety of unique and local-operated shopping and dining options	19%
11	Walkability of business districts	19%
8	Envision Wakefield development	16%
4	Safety of business districts	12%
9	Access to parking	7%
6	Employment opportunities for youth residents (specifically high school students)	3%
7	Employment opportunities for all residents (part-time and full-time)	2%
	Total	214

**WHAT ARE SOME OF THE TOWN'S GREATEST CHALLENGES REGARDING ITS EXISTING BUSINESS LANDSCAPE, OPPORTUNITIES FOR ATTRACTING BUSINESS INVESTMENT, OR JOB OPPORTUNITIES? CHOOSE UP TO THREE (3)**

#	What are some of the Town's <b>GREATEST CHALLENGES REGARDING ITS EXISTING BUSINESS LANDSCAPE, opportunities for attracting business investment, or job opportunities?</b> Choose up to three (3)	Percentage
3	<b>COMMERCIAL PROPERTY OWNERS ARE NOT DOING A GOOD JOB UPKEEPING THEIR PROPERTIES</b>	<b>57%</b>
6	<b>INADEQUATE PARKING AND PARKING REGULATIONS</b>	<b>43%</b>
11	<b>POOR STREETScape AND SIDEWALKS (LACK OF TREES, SEATING AREAS, GREEN SPACES, ETC.)</b>	<b>37%</b>
4	<b>LACK OF COMMERCIAL, RETAIL, AND RESTAURANT VARIETY</b>	<b>35%</b>
2	<b>COMMERCIAL PROPERTY OWNERS NOT WILLING TO WORK WITH TENANTS</b>	<b>29%</b>
9	Lack of businesses relevant for all age demographics	19%
5	Underutilized upper-story commercial and living space	14%
1	Sign bylaws have become prohibitive to businesses and creativity	11%
7	Difficulty with permitting, licensing, and zoning regulations	7%
10	Lack of public transit, limited routes	7%
8	Limited availability of appropriate commercial spaces	5%
	Total	214

**WHAT COULD THE TOWN DO TO HELP WITH SMALL BUSINESS RECOVERY IN THE SHORTER-TERM, POST-PANDEMIC PERIOD? CHOOSE UP TO THREE (3)**

#	What could the Town do to help with <b>SMALL BUSINESS RECOVERY IN THE SHORTER-TERM, POST-PANDEMIC PERIOD?</b> Choose up to three (3)	Percentage
2	<b>PLACEMAKING OPPORTUNITIES/CULTURAL EVENTS &amp; ACTIVITIES TO DRIVE PEOPLE DOWNTOWN AND OTHER BUSINESS DISTRICTS</b>	<b>41%</b>
6	<b>CHANGES TO ZONING OR OTHER LOCAL REGULATIONS TO ALLOW COMMERCIAL USAGE ON OUTDOOR PUBLIC SPACE MOVING FORWARD</b>	<b>39%</b>
8	<b>ASSISTANCE ACCESSING STATE AND FEDERAL FUNDING AND PROGRAMS FOR HELPING SMALL BUSINESSES RECOVER FROM THE PANDEMIC</b>	<b>31%</b>
4	<b>LOCAL GRANT AND LOW-COST FINANCING SUPPORT FOR SIGN/FACADE IMPROVEMENTS</b>	<b>31%</b>
12	<b>IMPROVEMENT/DEVELOPMENT OF PUBLIC SPACES &amp; SEATING AREAS</b>	<b>28%</b>
15	Increased community engagement with small business community	20%
3	Coordinated shared public/private parking district program	15%
13	Amenity improvements for public transit users and/or bike riders	9%
14	Increased public parking enforcement and management	9%
5	Extend parking permits for residents	7%
9	Expand public transit	7%
10	Implementing marketing strategies for commercial districts (Buy & Shop Local campaigns)	7%
11	Creation of a District Management Entity (Business Improvement District or organization)	7%
1	Offer more free training and programming for business owners (social media, digital marketing, eCommerce, etc)	6%
7	Online business/marketing training for local businesses	4%
	Total	208



## WHAT TYPES OF BUSINESSES OR ECONOMIC DEVELOPMENT OPPORTUNITIES WHAT YOU LIKE TO SEE THE TOWN PURSUE, ALLOW, OR ATTRACT? CHOOSE UP TO TWO (2)

#	What types of <b>BUSINESSES OR ECONOMIC DEVELOPMENT OPPORTUNITIES</b> what you like to see the Town <b>PURSUE</b> , allow, or attract? Choose up to two (2)	Percentage
3	<b>WORKING WITH BUSINESSES TO SUPPORT LOCAL PRODUCERS/ARTISANS/FARMERS</b>	<b>48%</b>
5	<b>SMART-GROWTH, MIXED-USE DEVELOPMENT (COMMERCIAL ON THE FIRST FLOOR AND HOUSING ABOVE)</b>	<b>47%</b>
1	<b>INCREASING/SUPPORTING MINORITY-OWNED BUSINESSES</b>	<b>39%</b>
4	Incentivizing larger commercial tenants in industrial districts (Edgewater, New Salem Street, Lakeside Park)	21%
2	Increasing/supporting women-owned businesses	20%
	Total	202

## DO YOU FEEL THAT WAKEFIELD'S EXISTING COMMUNITY AND CULTURAL EVENTS ARE WELL PUBLICIZED?

#	Do you feel that Wakefield's existing community and cultural <b>EVENTS ARE WELL PUBLICIZED?</b>	Percentage
2	<b>NO</b>	<b>41%</b>
1	Yes	32%
3	<b>NOT SURE</b>	<b>26%</b>
	Total	247

## IF WAKEFIELD DECIDED TO LEAVE A NEW LEGACY TO FUTURE GENERATIONS, WHICH OF THE FOLLOWING SHOULD IT BE?

#	If Wakefield decided to leave a <b>NEW LEGACY TO FUTURE GENERATIONS</b> , which of the following should it be?	Percentage
1	<b>A NEW PHYSICAL AMENITY, LANDMARK, OR FACILITY</b> for future generations to use and enjoy. E.g., amphitheater, public art/sculpture, accessible community function hall housed in a new/redeveloped facility.	<b>48%</b>
3	<b>An INTANGIBLE NEW ANNUAL COMMUNITY TRADITION AND EVENT</b> to foster community spirit. – E.g., cross-culture food festivals, music festivals, public art walks, community/youth scavenger hunts, film festivals, etc.	<b>35%</b>
4	A new community or civic non-profit trust or organization with a public mission anchored in a strong compelling Wakefield goal or aspiration	17%
	Total	231

## WHICH POTENTIAL NEW FUTURE LEGACY PROJECT IDEAS DO YOU FIND APPEALING? CHOOSE UP TO THREE (3) THIS CAN ALSO INCLUDE FURTHER SUPPORTING, GROWING, AND ENHANCING EXISTING OR SIMILAR LISTED IDEAS.

#	Which potential new <b>FUTURE LEGACY PROJECT IDEAS</b> do you find appealing? Choose up to three (3) This can also include further supporting, growing, and enhancing existing or similar listed ideas.	Percentage
1	<b>AMPHITHEATER OR OUTDOOR PERFORMANCE SPACE</b>	<b>57%</b>
5	<b>CROSS-CULTURE FOOD FESTIVAL</b>	<b>42%</b>
9	<b>ICE RINK</b>	<b>39%</b>
6	<b>MUSIC FESTIVAL</b>	<b>36%</b>
4	Accessible community function hall, housed in a new/redeveloped facility	27%
7	Public art walk	26%

2	Public art installation	15%
3	Sculpture park	14%
8	Film festivals	11%
	Total	227

### WHAT ARE SOME OF WAKEFIELD'S WEAKEST PUBLIC FACILITIES AND PHYSICAL ASSETS? CHOOSE UP TO THREE (3)

#	What are some of Wakefield's <b>WEAKEST PUBLIC FACILITIES AND PHYSICAL ASSETS</b> ? Choose up to three (3)	Percentage
10	<b>WAKEFIELD PUBLIC SCHOOL BUILDINGS AND FIELDS</b>	<b>41%</b>
8	<b>ALBION CULTURAL EXCHANGE</b>	<b>31%</b>
4	<b>PUBLIC SAFETY BUILDING AND GREENWOOD FIRE STATION</b>	<b>27%</b>
1	Crystal Lake Water Treatment Facility	23%
3	Public yard waste collection facility (Nahant Street site)	23%
7	McCarthy Senior Center	23%
9	Town Hall	21%
2	A centrally located auditorium/gathering space (Galvin Middle School, Americal Civic Center)	13%
6	Beebe Library	4%
5	Large Town Common	3%
	Total	197

### WHAT ARE SOME OF WAKEFIELD'S WEAKEST PUBLIC SERVICES? CHOOSE UP TO THREE (3)

#	What are some of Wakefield's <b>WEAKEST PUBLIC SERVICES</b> ? Choose up to three (3)	Percentage
9	<b>ROAD AND SIDEWALK MAINTENANCE</b>	<b>83%</b>
6	<b>SUBSTANCE-USE AND MENTAL HEALTH SERVICES (CLINICIANS AND PROGRAMS)</b>	<b>26%</b>
10	Park maintenance	21%
3	Trash and recycling	20%
1	Wakefield Public School System	19%
11	Municipal administrative, permitting, and building inspection	18%
4	Snow removal	11%
8	Council on Aging programs	11%
12	Municipal Gas and Light service	6%
2	Police services	3%
7	Beebe Library services and programs	1%
5	Fire services	0%
	Total	216



**IF YOU DO HAVE INTERNET ACCESS, WHAT TOWN INFORMATION AND RESOURCES WOULD YOU LIKE TO FIND ONLINE? CHOOSE UP TO THREE (3)**

#	If you do have internet access, what Town information and resources would you <b>LIKE TO FIND ONLINE?</b> Choose up to three (3)	Percentage
2	<b>TOWN BOARD AND COMMITTEE MEETINGS AND SCHEDULES</b>	<b>45%</b>
9	<b>RECREATION AND SPORT LEAGUES</b>	<b>42%</b>
6	<b>SOCIAL AND COMMUNITY GROUPS</b>	<b>41%</b>
5	<b>MERCHANT AND LOCAL BUSINESS DIRECTORIES</b>	<b>39%</b>
1	<b>SCHOOL SCHEDULES AND INFORMATION</b>	<b>35%</b>
4	Town Department contact information	24%
3	Building and business permitting and licensing	18%
7	Mental health and social service resources	18%
8	religious groups and places of worship	3%
	Total	225

**ARE THERE ANY CURRENT PUBLIC PROPERTIES OR FACILITIES THAT HOLD POTENTIAL FOR A TRANSFORMATIVE CIVIC PROJECT TO PROVIDE BETTER SERVICES, AS WELL AS FOSTER OR HOST COMMUNITY GATHERINGS? CHOOSE UP TO TWO (2)**

#	Are there any current public properties or facilities that hold potential for <b>A TRANSFORMATIVE CIVIC PROJECT TO PROVIDE BETTER SERVICES, AS WELL AS FOSTER OR HOST COMMUNITY GATHERINGS?</b> Choose up to two (2)	Percentage
4	<b>NEW/RENOVATED HIGH SCHOOL</b>	<b>64%</b>
2	<b>AMERICAN CIVIC CENTER</b>	<b>34%</b>
6	<b>ADDITION AND ENHANCEMENT OF PUBLIC SPORTS FACILITIES (E.G. BASKETBALL COURTS, TENNIS COURTS, RUNNING TRACKS, ETC.)</b>	<b>31%</b>
1	<b>HURD SCHOOL (ON CORDIS STREET)</b>	<b>30%</b>
3	Albion Cultural Exchange	14%
5	McCarthy Senior Center	6%
	Total	217

**WHAT ARE SOME ENVIRONMENTALLY BASED CHANGES YOU WOULD BE WILLING TO MAKE IN ORDER TO CREATE A GREENER WAKEFIELD? CHOOSE UP TO THREE (3)**

#	What are some <b>ENVIRONMENTALLY BASED CHANGES</b> you would be willing to make in order to create a <b>GREENER WAKEFIELD?</b> Choose up to three (3)	Percentage
1	<b>START CURBSIDE COMPOSTING</b>	<b>54%</b>
4	<b>ADD SOLAR PANELS TO HOME</b>	<b>48%</b>
7	<b>USE ELECTRIC VEHICLES (AND THEIR CHARGING STATIONS)</b>	<b>40%</b>
8	<b>REDUCE RELIANCE ON PERSONAL VEHICLES BY SHOPPING LOCALLY</b>	<b>37%</b>
6	<b>SET AND PERSONALLY STRIVE FOR ENERGY AND WATER USE BENCHMARKS</b>	<b>35%</b>
2	Use community gardens	22%
5	Participate in a car share program	2%
	Total	204

## WHO TOOK THE SURVEY – DEMOGRAPHICS

### HOW DO YOU IDENTIFY YOUR RACE AND ETHNICITY? SELECT ANY THAT APPLY:

#	How do you identify your race and ethnicity? Select any that apply:	Percentage
4	White	85%
7	I prefer not to answer	11%
2	Asian	2%
3	Hispanic/Latinx	2%
1	Black or African American	1%
5	Multi-racial	0%
6	Not sure	0%
	Total	209

### WHAT IS YOUR GENDER?

#	What is your gender? - Selected Choice	Percentage
2	Female	75%
1	Male	19%
5	Prefer not to answer	4%
3	Non-binary	1%
4	Other	1%
	Total	210



## WHAT IS YOUR AGE?

#	What is your age?	Percentage
5	40-49	28%
4	30-39	27%
7	60 or older	21%
6	50-59	17%
8	Prefer not to answer	5%
3	21-29	2%
1	17 or younger	0%
2	18-20	0%
	Total	210

## HOW LONG HAVE YOU LIVED IN WAKEFIELD?

#	How long have you lived in Wakefield?	Percentage
5	21+ years	33%
3	11-15 years	21%
1	0-5 years	20%
2	6-10 years	18%
4	16-20 years	6%
7	Prefer not to answer	1%
6	I do not live in Wakefield	0%
	Total	210

## DO YOU OR ANY MEMBERS OF YOUR HOUSEHOLD MATCH THE FOLLOWING DESCRIPTIONS? CHECK ALL THAT APPLY.

#	Do you or any members of your household match the following descriptions? Check all that apply.	Percentage
1	Child(ren) under 18	65%
2	Senior(s) age 65 or above	28%
3	Person(s) with a disability	9%
4	Prefer not to answer	10%
	Total	172

## WAKEFIELD VISION 2030 – THIRD COMMUNITY POLL RESULTS – JUNE 21–JULY 12, 2021

### POLL TOPICS: QUALITY OF LIFE, & SHARED VALUES

- The following is a summary of the final results from the **THIRD/FINAL 3-WEEK-LONG COMMUNITY POLL** that was paired with the first public Zoom workshop. The third of three public workshops took place on June 21, 2021 and focused on the third-set of four out of 12 Visioning topics: **QUALITY OF LIFE, & SHARED VALUES**.
- This poll summary is being shared with the municipal project team and advisory committee members for informational purposes for the remainder of the planning process. *Toward the end of the process*, MAPC will use them **TO DRAFT THE PLAN REPORT WITH A VISION STATEMENT, COMMUNITY CONSENSUS GOALS AND HIGH-LEVEL STRATEGIES AND/OR RECOMMENDATIONS** (in tandem with professional-planning, best-practice recommendations).
- These results will not be featured/highlighted in the presentations of the next public forums since the next two have different vision topics; and we seek to avoid confusion, and dedicate limited time to the newer immediate content.
- The community poll questions:
  - Are not intended to be scientific surveys, but rather an attempt to gain the best available input from community participants to measure input, determine consensus, and draft goals in the visioning plan. The poll was devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that is challenging to obtain in conventional open community meetings with strictly/mainly oral comments. Ideally, we can approximate or exceed the Town's historical double- or triple-digit attendance/participation rates between the forums and polls;
  - Offer non-exhaustive, multiple-choice response options whenever possible so as to make it easier for respondents to better understand the nature of the question; and
  - Allow for easier measuring of consensus by limiting open-comment response opportunities and phrasing open comment questions to provide "keywords" and "adjectives".
- Many/most of the questions did not restrict how many response options could be chosen, and therefore the **PERCENTAGES WILL OFTENTIMES EXCEED 100%**. This was done by design based on past project experience with survey respondents providing feedback that they do not want to be forced to answer any given question, nor be limited to their choices.
- MAPC will employ the following numeric thresholds as guidelines for interpreting which are priority community consensus items:
  - (a) Two-thirds to three-quarters (and upward) = very strong consensus; (b) Simple majority to two-thirds = strong consensus; and
  - (c) One-quarter to one-third = minor, noteworthy consensus

### PLEASE RATE WAKEFIELD ON EACH OF THE FOLLOWING:

#	Question	Poor	Fair	Good	Excellent	Don't know	Total
3	<b>ATTRACTING PEOPLE FROM DIVERSE BACKGROUNDS</b>	<b>34%</b>	<b>34%</b>	14%	5%	13%	169
4	<b>VALUING RESIDENTS FROM DIVERSE BACKGROUNDS</b>	<b>18%</b>	<b>41%</b>	22%	7%	12%	169
5	<b>DEMONSTRATING RESPECT FOR RESIDENTS OF DIFFERENT CULTURES AND BELIEF SYSTEMS</b>	<b>18%</b>	<b>34%</b>	30%	8%	11%	169
10	Providing equal access to housing for residents of all backgrounds	18%	23%	17%	12%	31%	168
12	Welcoming residents from all backgrounds to participate in local government decision-making	15%	25%	30%	14%	15%	169
8	Respecting individual cultural beliefs and values	11%	<b>39%</b>	31%	11%	7%	169
2	Helping new residents feel connected and integrated	8%	<b>36%</b>	<b>35%</b>	9%	11%	174
1	Making all residents feel welcome	7%	<b>35%</b>	<b>36%</b>	13%	8%	178
6	Treating all residents fairly	7%	<b>34%</b>	<b>39%</b>	11%	9%	169
7	Providing a safe and secure environment for all backgrounds	5%	29%	<b>41%</b>	15%	10%	169
9	Providing equal employment opportunities to residents of all backgrounds	4%	17%	25%	11%	<b>43%</b>	169
11	Making all residents feel welcome in business establishments	3%	15%	<b>43%</b>	18%	21%	169
13	Solving differences of opinions through nonviolent means	2%	13%	<b>48%</b>	<b>26%</b>	12%	168

### HOW WELCOMING DO YOU THINK WAKEFIELD IS FOR THE FOLLOWING GROUPS OF COMMUNITY MEMBERS:



#	Question	Not welcoming	Slightly welcoming	Very welcoming	Don't know	Total
8	People who are White	1%	7%	<b>86%</b>	6%	157
12	People who are veterans or military personnel	1%	6%	<b>79%</b>	14%	156
17	People with children	1%	14%	<b>76%</b>	10%	156
13	People who are older	4%	22%	<b>58%</b>	17%	156
14	People who are younger/Youth	2%	31%	<b>51%</b>	16%	156
11	People of different faiths	6%	<b>40%</b>	<b>33%</b>	22%	156
16	People who are new residents to Wakefield (less than five years)	13%	<b>46%</b>	30%	11%	156
2	LGBTQ+ people	4%	<b>45%</b>	27%	24%	158
1	People with disabilities	9%	<b>41%</b>	23%	27%	162
4	People who are Asian, Asian Indian, or Pacific Islander	9%	<b>41%</b>	22%	29%	157
7	People who are Native American or Alaskan Native	18%	31%	19%	32%	157
6	People who are Hispanic and/or Latinx	15%	39%	19%	27%	157
5	People who are Black or African American	20%	36%	18%	26%	157
10	People who are not U.S. citizens	21%	31%	13%	35%	156
15	Low-income community members	<b>25%</b>	33%	13%	29%	156
3	People who are of Middle Eastern, Arab, and/or North African descent	17%	38%	13%	31%	157
9	People whose first language is not English	20%	<b>43%</b>	13%	25%	157

**TO WHAT EXTENT, IF AT ALL, HAVE YOU PERSONALLY EXPERIENCED DISCRIMINATION IN THE LAST 12 MONTHS IN WAKEFIELD BASED ON ANY OF THE FOLLOWING:**

#	Question	Never	Rarely	Some of the time	Most of the time	Total
6	Political affiliation	48%	24%	<b>26%</b>	3%	151
2	Gender	73%	17%	9%	1%	153
1	Age	80%	12%	8%	0%	154
5	Religion	89%	5%	5%	1%	152
4	National origin (country of birth)	89%	6%	4%	1%	152
7	Disability	91%	4%	4%	1%	150
8	Sexual orientation	91%	4%	4%	1%	149
3	Race	88%	9%	3%	1%	152
9	Gender identity	93%	3%	2%	1%	149

**PLEASE RATE THE WAKEFIELD'S ELECTED REPRESENTATIVES, APPOINTED BOARD MEMBERS, AND MUNICIPAL EMPLOYEES ON EACH OF THE FOLLOWING:**

#	Question	Poor	Fair	Excellent	Don't know	Good	Total
1	Creating a community welcoming to residents of all backgrounds	7%	<b>31%</b>	12%	11%	38%	153
2	Treating all residents with respect	7%	<b>29%</b>	15%	6%	<b>44%</b>	150
3	Treating all residents fairly	8%	<b>31%</b>	13%	10%	38%	148
4	Providing different opportunities for residents with different opinions to voice their concerns	16%	<b>29%</b>	11%	9%	36%	147
5	Helping to resolve resident conflicts in nonviolent ways	7%	14%	19%	19%	<b>41%</b>	147
6	Being receptive to new ideas and change that better the community	18%	<b>33%</b>	9%	10%	31%	147
7	Being responsive to issues and concerns of residents in a timely manner	18%	27%	5%	14%	35%	147

**HOW MUCH OF A PRIORITY, IF AT ALL, SHOULD IT BE FOR WAKEFIELD'S ELECTED REPRESENTATIVES, APPOINTED BOARD MEMBERS, AND MUNICIPAL EMPLOYEES TO FOCUS ON THE FOLLOWING:**

#	Question	Not a priority	Low priority	Moderate priority	High priority	Don't know	Total
1	Creating a diverse, inclusive, and fair community	5%	11%	19%	<b>63%</b>	1%	146
3	Addressing social, economic, and racial equity differences in health and education	5%	8%	25%	<b>62%</b>	1%	144
2	Addressing social, economic, and racial equity differences in jobs and housing	4%	9%	29%	<b>57%</b>	1%	143
4	Addressing social, economic, and racial equity differences in the criminal justice system	6%	13%	26%	<b>51%</b>	3%	144
5	Hiring more diverse staff	8%	10%	31%	<b>48%</b>	3%	144
6	Recruiting diverse people into positions of local government leadership	8%	10%	30%	<b>48%</b>	3%	143

**WHAT ARE THE BEST WAYS THE TOWN COULD BETTER REACH MEMBERS OF THE COMMUNITY WHO ARE NOT AS WELL CONNECTED WITH LOCAL ORGANIZATIONS, TOWN COMMITTEES, OR SOCIAL GROUPS/EVENTS? SELECT UP TO THREE.**

#	What are the best ways the Town could better reach members of the community who are not as well connected with local organizations, Town committees, or social groups/events? Select up to three. - Selected Choice	Percentage
1	Direct outreach from a dedicated community liaison employed by the Town	<b>47%</b>
2	Expanded outreach via more social media platforms	<b>46%</b>
8	Identify and connect individuals experiencing homelessness with relevant resources	<b>44%</b>
4	Translation services and/or accessibility accommodations	<b>39%</b>
6	Increased print communication (additional info kiosks, bill stuffers, mailed postcards, etc)	30%
5	Outreach through faith communities in Wakefield and surrounding towns	26%
3	Increased utilization of CodeRED (reverse 911) service	20%
7	Other (please specify)	11%
	Total	147



## HOW DO YOU PREFER TO RECEIVE TOWN-BASED NEWS AND UPDATES? SELECT UP TO THREE.

#	How do you prefer to receive Town-based news and updates? Select up to three. - Selected Choice	Percentage
1	<b>Email</b>	<b>68%</b>
9	<b>Town website</b>	<b>45%</b>
2	<b>Facebook</b>	<b>39%</b>
8	<b>Texts via smartphone</b>	<b>31%</b>
5	Newspaper/e-news sources	24%
7	Printed newsletters and flyers	20%
12	Watching/participating in committee and board meetings	11%
11	Wakefield Community Access TV (WCAT)	10%
3	Info kiosks/community bulletin boards	7%
4	Instagram	5%
6	Phone call	4%
10	Twitter	3%
13	Other (please specify)	3%
	<b>Total</b>	<b>148</b>

## HOW LIKELY ARE YOU TO RECOMMEND LIVING IN WAKEFIELD TO A FRIEND OR FAMILY MEMBER?

#	How likely are you to recommend living in Wakefield to a friend or family member?	Percentage
4	<b>Very likely</b>	<b>37%</b>
3	<b>Somewhat likely</b>	<b>35%</b>
2	Somewhat unlikely	20%
1	Very unlikely	7%
	<b>Total</b>	<b>147</b>

## IN YOUR OPINION, WHAT ARE THE TOP CONCERNS IN WAKEFIELD THAT IMPACT THE COMMUNITY'S HEALTH? SELECT UP TO THREE.

#	In your opinion, what are the top concerns in Wakefield that impact the community's health? Select up to three.	Percentage
3	<b>Mental health</b>	<b>52%</b>
13	<b>Housing availability and affordability</b>	<b>48%</b>
8	<b>Alcohol/substance use</b>	<b>37%</b>
16	<b>Safety for pedestrians and cyclists</b>	<b>32%</b>
12	Environment (pollution, severe weather events, etc.)	23%
10	Distracted driving	21%
7	Age-related/senior health issues	17%
17	Smoking, vaping	10%
9	Chronic diseases (cancer, diabetes, heart disease, etc.)	8%
1	Access to medical/dental care	8%
15	Food and nutrition insecurity	8%
14	Obesity	7%

11	Employment insecurity	7%
18	Suicide	4%
20	Self harm	3%
19	Violence and injuries	0%
	Total	145

**WHAT ARE THE TOP WAYS THE TOWN COULD CONNECT MEMBERS OF VULNERABLE COMMUNITIES WITH RESOURCES? SELECT UP TO THREE.**

#	What are the top ways the Town could connect members of vulnerable communities with resources? Select up to three.	Percentage
4	<b>Expand access to social services and health care via community health workers, addiction coaches, and social workers</b>	<b>66%</b>
1	<b>Assist residents in connecting to affordable or subsidized housing options</b>	<b>41%</b>
8	<b>Partner with Americorps or another service organization to staff a location where residents can come to get help connecting with resources</b>	<b>36%</b>
11	<b>Use the Beebe Library and its website to offer a services concierge to help residents in need</b>	<b>36%</b>
5	Expand the Wakefield Food Pantry and/or extend its hours	30%
9	Provide more low-cost transportation options	20%
10	Subsidize public transportation	14%
2	Expand the Wakefield Emergency Fund	8%
6	Increase promotion of resources on Wakefield Cable Access Television (WCAT)	8%
7	Increase publicity and integration with the Mass 2-1-1 call center	8%
	Total	143

**TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS**

#	Question	Strongly disagree	Disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
1	I feel safe in Wakefield when I am outside alone during the day	3%	0%	3%	17%	76%	144
2	I feel safe in Wakefield when I am outside alone during the night	2%	8%	17%	43%	30%	143



**PLEASE SELECT UP TO THREE (3) PUBLIC SAFETY ISSUES YOU THINK ARE THE GREATEST PROBLEMS WITHIN WAKEFIELD.**

#	Please select up to three (3) public safety issues you think are the greatest problems within Wakefield.	Percentage
24	<b>Traffic violations, speeding</b>	<b>40%</b>
23	<b>Substance use</b>	<b>34%</b>
9	<b>Disorderly conduct, public intoxication</b>	<b>25%</b>
21	School safety (e.g. bullying, fighting, weapons)	21%
4	Driving under the influence (alcohol, drugs, etc.)	17%
5	Burglaries/thefts (residential)	17%
11	Domestic violence	16%
10	Noise violations	15%
16	Hate crimes	13%
1	Burglaries/thefts (auto)	13%
13	Fraud identity theft	11%
8	Internet safety	10%
7	Child sexual predators	8%
25	Underage drinking	6%
6	Child abuse and neglect	5%
26	Vandalism/graffiti	3%
22	Sexual assault, rape	2%
15	Gun violence	2%
19	Mugging Physical Assault	1%
17	Homeland security problems	1%
14	Gang activity	1%
18	Homicide	0%
	Total	133

**ARE YOU CURRENTLY A STUDENT OR ARE YOU THE CAREGIVER OF A STUDENT IN WAKEFIELD PUBLIC SCHOOLS?**

#	Are you currently a student or are you the caregiver of a student in Wakefield Public Schools?	Percentage
2	No	70%
1	Yes	30%
	Total	143

**WHAT ARE SOME OF THE TOP STRENGTHS OF WAKEFIELD PUBLIC SCHOOLS? SELECT UP TO THREE.**

#	What are some of the top strengths of Wakefield Public Schools? Select up to three.	Percentage
1	<b>Administrative leadership</b>	<b>50%</b>
11	<b>Arts and music programs</b>	<b>45%</b>
19	<b>Quality of teaching</b>	<b>43%</b>
21	Special education programs	20%
15	Classroom sizes	14%
18	Preparation for future (e.g. college, work, military, etc.)	14%
13	Availability of advanced and enrichment programs	11%
12	Athletics programs	11%
16	Focus on diversity, equity, and inclusion	9%
17	Focus on individualized education	7%
20	School facilities	5%
14	Civics education	2%
	Total	44

**WHAT ARE THE AREAS YOU'D LIKE TO SEE IMPROVED IN THE WAKEFIELD PUBLIC SCHOOLS? SELECT UP TO THREE.**

#	What are the areas you'd like to see improved in the Wakefield Public Schools? Select up to three.	Percentage
20	<b>School facilities</b>	<b>44%</b>
16	<b>Focus on diversity, equity, and inclusion</b>	<b>39%</b>
18	<b>Preparation for future (e.g. college, work, military, etc.)</b>	<b>39%</b>
13	Availability of advanced and enrichment programs	27%
19	Quality of teaching	24%
14	Civics education	22%
1	Administrative leadership	17%
21	Special education programs	15%
17	Focus on individualized education	10%
11	Arts and music programs	10%
15	Classroom sizes	7%
12	Athletics programs	5%
	Total	41



## WHAT IS WAKEFIELD'S STRONGEST ASSET WHEN IT COMES TO ADULT AND SENIOR EDUCATION OR WORKFORCE-CAREER TRAINING?

#	What is Wakefield's strongest asset when it comes to adult and senior education or workforce-career training?	Percentage
1	<b>Beebe Library programs</b>	<b>43%</b>
2	<b>Northeast Metro Tech continuing education programs</b>	<b>34%</b>
3	Senior Center/Council on Aging programs	18%
4	Wakefield Public Schools' Parent University program	4%
	Total	125

## WHAT ELSE CAN THE TOWN DO TO PROMOTE OPPORTUNITIES FOR COMMUNITY-WIDE EDUCATIONAL ADVANCEMENT BEYOND CONVENTIONAL UNIVERSITY DEGREE PROGRAMS? SELECT UP TO THREE.

#	What else can the Town do to promote opportunities for community-wide educational advancement beyond conventional university degree programs? Select up to three.	Percentage
4	<b>Provide low-cost or no-cost evening education for adults at the Northeast Metro Tech Vocational school</b>	<b>62%</b>
6	<b>Partner with local businesses to provide internships, apprenticeships, and other "on-the-job" training opportunities</b>	<b>49%</b>
5	<b>Provide multigenerational education and social programs</b>	<b>36%</b>
3	<b>Expand library programs and services</b>	<b>33%</b>
7	Provide transportation and/or child care for educational programs at the vocational high school, library, etc.	30%
1	Implement additional youth outreach programs outside the traditional school day	28%
2	Host community-wide educational events (e.g., community reading programs, etc.)	24%
	Total	138

## HAVE YOU OR MEMBERS OF YOUR FAMILY PARTICIPATED IN ANY OF THE FOLLOWING PROGRAMS? SELECT ALL THAT APPLY.

#	Have you or members of your family participated in any of the following programs? Select all that apply.	Percentage
1	<b>Beebe Library (language club, author spotlights, book discussions, etc.)</b>	<b>65%</b>
4	<b>Wakefield Recreation programs (camps, sport clinics, etc.)</b>	<b>63%</b>
5	Wakefield Public Schools Parent University	33%
2	Northeast Metro Tech Continuing and Adult Education	29%
3	Senior Center programs (health and wellness classes, arts and craft classes, etc.)	14%
	Total	112

**WHEN YOU THINK OF THE WAKEFIELD COMMUNITY, WHAT COMES TO MIND IN TERMS OF COMMUNITY PRIDE AND SOCIAL ASPECTS? SELECT UP TO THREE.**

#	When you think of the Wakefield community, what comes to mind in terms of community pride and social aspects? Select up to three. - Selected Choice	Percentage
16	<b>Town festivals and outdoor events</b>	<b>67%</b>
17	<b>Town services (WPS, Beebe library, Senior Center, etc.)</b>	<b>55%</b>
20	<b>Wakefield's natural resources, including trails, parks and open space</b>	<b>51%</b>
15	School-sponsored events (drama, music performances)	28%
18	Town sports and recreation leagues	19%
13	Contributions to and involvement with local charitable causes	16%
1	Arts and culture organizations	14%
14	Faith-based groups and activities	9%
19	Wakefield's historical sites and legacy	7%
21	Other (please specify)	4%
	<b>Total</b>	<b>138</b>

**DO YOU CURRENTLY PARTICIPATE (AS A BOARD MEMBER, COMMUNITY PARTICIPANT, OR OBSERVER) IN TOWN BOARD, COMMITTEE, OR OTHER PUBLIC MEETINGS?**

#	Do you currently participate (as a board member, community participant, or observer) in Town board, committee, or other public meetings?	Percentage
1	Yes	48%
2	No	52%
	<b>Total</b>	<b>141</b>

**WHAT WOULD YOU SAY ARE THE MAIN REASONS YOU ARE NOT ABLE TO PARTICIPATE? SELECT UP TO THREE.**

#	What would you say are the main reasons you are not able to participate? Select up to three.	Percentage
5	<b>Lack of time</b>	<b>53%</b>
16	<b>Not sure how to get involved</b>	<b>46%</b>
8	<b>Time of meetings</b>	<b>32%</b>
2	<b>I don't think I would make a difference</b>	<b>32%</b>
7	Not aware of meetings scheduled	24%
17	Not interested	15%
13	Lack of childcare	4%
15	Location of meetings (pre-COVID/in-person meetings)	3%
18	Locations not physically accessible	1%
14	Lack of assistive technology	0%
6	Lack of transportation	0%
1	Communication barriers (translation and interpretation services, ASL interpretation, closed captioning)	0%
	<b>Total</b>	<b>72</b>

## DO YOU CURRENTLY (OR DID YOU PRE-COVID) VOLUNTEER WITH OR BELONG TO ANY LOCAL ORGANIZATIONS OR CLUBS?

#	Do you currently (or did you pre-COVID) volunteer with or belong to any local organizations or clubs?	Percentage
1	Yes	53%
2	No	47%
	Total	141

## WHAT WOULD YOU SAY IS THE MAIN REASON YOU ARE NOT ABLE TO VOLUNTEER? SELECT UP TO THREE.

#	What would you say is the main reason you are not able to volunteer? Select up to three.	Percentage
8	Lack of time	68%
10	<b>Not sure how to get involved</b>	<b>40%</b>
1	Can't find a topic/group that interests me	24%
12	Time of meetings	22%
4	Don't think I would make a difference	16%
5	Lack of childcare	14%
9	Location of meetings (pre-COVID / in-person meetings)	6%
11	Locations not physically accessible	2%
6	Lack of assistive technology	0%
3	Communication barriers (translation and interpretation services, ASL interpretation, closed captioning)	0%
7	Lack of transportation	0%
	Total	63

## WHAT COULD THE TOWN DO TO PROMOTE VOLUNTEER OPPORTUNITIES AND CONNECTIONS WITH SCHOOLS, CHURCHES, HOSPITALS, AND OTHER SOCIALLY-ORIENTATED ORGANIZATIONS?

#	What could the Town do to promote volunteer opportunities and connections with schools, churches, hospitals, and other socially-orientated organizations?	Percentage
4	<b>Promote/create a central crowd-sourced online repository of engagement opportunities</b>	<b>44%</b>
2	<b>Host a community organization / non-profit expo</b>	<b>32%</b>
1	Direct outreach from a community liaison employed by the Town	9%
3	Promote volunteering opportunities at Town meetings	9%
5	Utilize bulletin boards and kiosks for engagement opportunities	7%
	Total	133

## WHICH OF THESE GROUPS DO YOU IDENTIFY WITH? PLEASE SELECT ALL THAT APPLY.

#	Which of these groups do you identify with? Please select all that apply.	Percentage
9	People who are white	85%
18	People with children	52%
14	People who are older	33%
17	People who are new residents to Wakefield (less than five years)	23%
12	People of different faiths	14%



15	People who are younger/Youth	10%
3	LGBTQ+ people	8%
13	People who are veterans or military personnel	7%
1	People with disabilities	6%
16	People who are of lower income	6%
5	People who are Asian, Asian Indian, or Pacific Islander	4%
10	People whose first language is not English	4%
6	People who are Black or African American	3%
11	People who are not U.S. citizens	2%
7	People who are Hispanic and/or Latinx	2%
4	People who are of Middle Eastern, Arab, and/or North African descent	2%
8	People who are Native American or Alaskan Native	1%
	Total	209

#### What is your age?

Q54 - What is your age?

#	What is your age?	Percentage
7	60 or older	29%
4	30-39	24%
5	40-49	22%
6	50-59	22%
3	21-29	1%
8	Prefer not to answer	1%
1	17 or younger	0%
2	18-20	0%
	Total	213

#### How long have you lived in Wakefield?

Q56 - How long have you lived in Wakefield?

#	How long have you lived in Wakefield?	Percentage
5	21+ years	37%
1	0-5 years	26%
2	6-10 years	13%
3	11-15 years	10%
4	16-20 years	10%
6	I do not live in Wakefield	3%
7	Prefer not to answer	1%
	Total	214

# APPENDIX 4 SUMMARY OF PUBLIC FORUMS

VISION 2030



TOWN OF WAKEFIELD

## Public Forum Findings Summary

In general, the conversations in the breakouts at each forum corresponded well to the findings of each of the online open houses. Throughout the forums, participants were interested in seeing programming and amenities increase in many areas of Wakefield's community, particularly civic life. Participants felt strongly that addition community programming would have a positive impact on economic development, volunteerism, and public health, to name a few. Among the breakouts, participants also provided a wealth of specific and personal examples of resources they would like to see, experience they have had, and assets they enjoy. One of the most frequently cited assets across all the forums and all the questions was Lake Quannapowitt, which participants strongly valued as a resource and felt the need to preserve and protect for future generations. This rich information, coupled with the detailed findings from the three online open houses, has helped to shape the recommendations provided in this visioning plan.

### Forum 1

#### What places make Wakefield Special?

Many of Wakefield's assets and resources made this list but the most commonly mentioned were Lake Quannapowitt, the downtown area, the Schools, the Beebe Library, and the various parks in and around the area. In addition, participants felt that Wakefield was very walkable and had lots of civic/community life (festivals, etc.).

#### What are some words that come to mind when you think about these places?

Every breakout group mentioned the word "community" and 4 of the 5 mentioned the words History, along with character and charm.

#### When you think about Wakefield, where do you think there could be future growth?

Every breakout group indicated that they wanted to see some form of growth in the Downtown area, including more mixed use, more apartments on upper floors, and expanded business diversity. Many other areas of Wakefield came up across the breakouts including the Comverse building and area and the industrial areas around the Downtown.

#### What do you like about your neighborhood?

"[My neighborhood] is close enough (but far enough) from Downtown where you feel close to Downtown but still have a place that has maintained history, architecture is unique, and generations of families have lived there."

"I love being near the train stop and close to Melrose Highlands. I chose the neighborhood to be near my grandkids and a close commute to Winchester where I grew up and work. I love being on a cul-de-sac."

Participants mentioned a lot of different qualities about their neighborhoods that they liked. Some of the most common were being located close to downtown, having walkable neighborhoods with a strong sense of community, and a kid-friendly atmosphere.

#### What do you wish was within walking distance?

Participants in the forum had a lot of different responses to this question but every breakout referenced some form of active recreational resource, including a gym, an ice rink, and other recreational resources. Many of the responses were also about an expanded business environment, with some participants wishing to have more shopping and retail, more restaurants, cafes, and breweries, and improved public transit.

#### Do you have concerns about existing housing conditions in Wakefield?

There was some disagreement between breakout rooms about existing housing concerns. One breakout room felt that the Town was becoming too dense with too many multi-family homes being built. The other breakout rooms were concerned about the increasing unaffordability of homes in Wakefield and the general lack of senior housing, specifically for seniors wishing to downsize. Two breakout discussed the perception that a lot of Wakefield's housing stock was older.

#### What are your favorite parks, recreational resources, or open spaces?

Unsurprisingly, Lake Quannapowitt was at the top of the list for favorite open space resources. Other resources focused mostly on parks and fields, including Breakheart, the Town Common, and the High School's recreational resources.

#### What are some ways that you think these could be improved?

All of the breakout rooms felt that the access to these resources, generally, could be improved and expanded. In addition several breakout rooms specifically mentioned activating the spaces through adding public art, food trucks and/or beer gardens, picnic tables, and other amenities. There were also a few concerns about how accessible Wakefield's open space resources were for people with disabilities.



**What are some things that Wakefield doesn't have that you would like to see?**

Generally, responses to this question included many of the same responses to the previous question, focusing mainly on amenities within parks. Public art featured prominently in each breakout group. Specific things mentioned included a community pool and other water-based resources like splash pads and sprinklers, restrooms, and a dog park.

**How do you typically get around Wakefield?**

In every breakout a participant indicated that they drove or walked. Biking only came up in two breakouts and public transit only came up in one. Generally speaking, driving seemed to be the most common form of transportation.

**How do you think getting around in Wakefield could be easier?**

Every breakout felt that sidewalks needed to be improved and expanded, with a few participants directly referencing specific intersections or locations that needed improvement. Several breakouts also discussed improvements to bike safety, specifically expanded bike lanes. Lastly, participants felt that microtransit (and other forms of localized public transit) could help them connect more directly to places in Wakefield.

**What are some ways that you think existing transportation problems could be addressed?**

The responses to this question mirrored those of the previous: expanded bike infrastructure (lanes and racks), microtransit or shuttle service, increased bus stops, and better sidewalks. In addition, several breakout rooms mentioned improvements to intersections, including better crossings and better signaling.

**Forum 2****What do Wakefield's history, culture, and community assets mean to you?**

"The town's history is the beating heart of the community, it supplies the texture and tone to the Town and makes us different than other communities. It is all the historic structure, wonderful churches that are being supported by the local community, homes that are around town, the layout, and we need to do a better job preserving historic homes."

Each breakout room felt strongly about the idea of a legacy project and/or preserving Wakefield's historical and cultural assets. Participants had different ideas about what this meant to them, but generally people felt that these assets are important parts of Wakefield's identity and should be at the forefront and protected.

**Which existing history, cultural, or community assets do you like the most in Wakefield?**

Some of the most commonly mentioned assets included Lake Quannapowitt, Jazz shows at the library, the Old Burial Ground (also a place that could be improved!), Wakefield Heritage Day and other public events (Italian Festival, Fourth of July Parade, etc.). Lots of participants also mentioned specific buildings with unique architecture.

**If Wakefield decided to leave a new legacy for future generations, what do you think it should be?**

Every breakout group indicated that they would like to see some form of outdoor performance and gathering space that could host entertainment (live music, theater), events (festivals, and other programming (farmers markets, popup parks, public art). Additional suggestions included other recreational amenities (ice rinks, dog parks, splash pads), historical tours/paths, and community-wide annual events.

**What are some of Wakefield's strongest public facilities and physical assets?**

Wakefield's public schools featured prominently here, including the Galvin and the Hurd School. The Beebe Library also was mentioned as a strong public facility. And of course, the Lake also featured prominently in the responses.

**What can the Town do to enhance its facilities and physical assets?**

Participants had lots of suggestions in response to this question, but the most common were building a New High School, increasing green buildings and expanding green space, and generally thinking more holistically about existing spaces that can be re-used/retrofitted/redeveloped. In general, the responses here mirrored responses to many of the other similar questions.

**Do you think there are any existing public properties or facilities that hold the potential for a great transformative civic project?**

In every breakout but one the Hurd School came up as a location for a civic project. Other suggestions included the Senior Center, the Civic Center, and several locations in/around the Lake.

**What are the most pressing environmental concerns for Wakefield?**

Concerns that were voiced included: Saugus River and Mill River flooding, water quality in the lake, fertilizer runoff and use, the lack of/reduction of greenspaces, and the political willpower to resolve these issues (as well a communication about emergencies).

**What are some environmentally based changes you would be willing to make in order to create a Greener Wakefield?**

There were lots of suggestions in response to this question but the common ones included: using native and drought-resistant plants in new development and green spaces, updating municipal buildings with solar panels and other green infrastructure, supporting more private and public EV use (including charging stations) and expanding/creating a Town-wide weekly recycling and composting program.

**What are some of Wakefield's strongest economic development and/or business assets?**

Participants felt that the Town had a great structure in place for vibrant businesses "good bones!"). They also felt that the Downtown and the Lake were excellent assets on which to build the Town's economic development environment.

**What are some of Wakefield's greatest challenges regarding its business environment?**

These responses were varied, but some of the common themes included: vacant buildings (and their property owners), lack of retail diversity, and lack of parking. Other challenges that were mentioned include a lack of knowledge about existing businesses and lack of connections to other neighborhoods (specifically Greenwood).

**What types of business or economic development opportunities would you like to see Wakefield pursue?**

By this time it seems like most breakout ran out of time to discuss this question. But, a few of the answers included things that were mentioned in previous forums/breakouts: shuttle services, improved signage, more diverse business options, and a farmers market.

**Forum 3**

**How welcoming do you feel Wakefield is?**

Generally, participants felt that Wakefield was welcoming but mentioned that it can be hard to break in if you are a recent resident to the Town. At the same time, participants did feel that there is a general sense of "you're not from here" from folks who have grown up in Wakefield.

**What challenges do you think Wakefield faces regarding Diversity and Inclusion?**

Participants felt that a major challenge was a general lack of interest/support for change. A few reasons were cited as causes of this, including a lack of exposure to diverse people/other cultures, tension between the old and the new, and a general fear of/concern for change.

**What are some things the Town could do to be more inclusive and connected?**

There were two common themes in response to this question: increased information and education available to residents about community organizations and diversity and increased opportunities for new community members to come to Wakefield (specifically through more diverse housing types).

**What are the most significant public health and safety issues facing Wakefield?**

Some of the most commonly mentioned issues included: substance use and the response to it (stigma, resources, etc.), food insecurity, and resistance to COVID vaccinations and public health requirements. One breakout group specifically mentioned that they did not feel there were enough clinicians available to residents in Town.

**What are some things the Town can do to better support vulnerable community members (for example, better connections to existing resources, improvements in outreach, etc.)?**

There were varied responses to this question but they included: increased community programming (specifically, community gardens), bias training for the greater community, language translations, and better transportation options.

**What are some of the strengths of Wakefield's educational programming and assets (Wakefield Public Library, Beebe Library, Boys and Girls Club, etc.)?**

Not every breakout was able to answer this question, but the one group that did felt that there were lots of options that were all excellent assets in the Town.

**What are some areas for improvement in Wakefield's educational programming and assets?**

Adult education was the biggest theme in responses to this question. Other themes included more programming for new residents and increased language classes, both for English and for other languages.

**Which programs in Wakefield have you used? What was your experience like?**

- Children's programming at the library
- St. Joe's pre-k program
- Boys and Girls Club
- Jeff the traveling library
- Wakefield farmers market
- American Sign Language course via the Library
- Human Rights programs
- RAD self-defense course through the police department
- Ukulele class at the Library

**When you think of the Wakefield community, what comes to mind in terms of community pride and social landscape?**

**What could the Town do to encourage more people to volunteer?**

Participants felt that there were lots of opportunities to volunteer in Town but that most of them were not that well known. Some suggestion an orientation for new residents and a more developed and accessible list of ways people could get involved.