



Vision 2020

Report to
Annual Town Meeting

April 2018

Introduction

The Vision 2020 Standing Committee is pleased to provide this update on our recent work and our plans for the future of Vision 2020. Vision 2020 is not a single committee so we begin by identifying the current Task Groups and Committees.

Diversity Task Group, fostering awareness, community, and action on diversity issues and creating inclusive and safe spaces where all voices are welcome.

Education Task Group, building a community understanding of what it means to be educated, how we measure success (in education and schools) and how to encourage innovation.

Reservoir Committee, participating in Reservoir Master Plan Project to guide improvements and planning.

Sustainable Arlington, increasing local energy efficiency, renewable energy use, and community resilience to climate change.

Spy Pond Committee, helping the town and its residents protect the beauty, water quality, and enjoyment of Spy Pond.

Governance Task Group, hosting events to inform the public about matters before town meeting.

Fiscal Resources, educating the public about how town government works and the people responsible for planning and managing our finances.

Standing Committee, supporting emerging ideas and broad public engagement through activities like the Annual Town Survey.

Detailed reports on the work of Vision 2020 are included in the Town's Annual Report 2017, pages 92–95, and links to websites and contact information for all our groups are found on the Vision 2020 page of the Town website: arlingtonma.gov/vision2020.

Article 21

The Standing Committee, feeling the press of time, is recommending that we change our name to “Envision Arlington” and update the mission statement to more clearly define our process with a goal of making our work more accessible, including to newcomers.

Article 38

The Standing Committee, the Conservation Commission, the Spy Pond Committee and the Reservoir Committee propose that funds be allocated to the Water Bodies Fund to protect the water quality and health of major water bodies in Arlington including Spy Pond, Hills Pond (Menotomy Rocks Park), the Arlington Reservoir and the ponds at McClennen Park.

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Annual Town Survey 2018

This year we made a radical change to the Survey by putting it online through Survey Monkey rather than mailing a paper copy to each household with the Town Census form in January. We continue to analyze the response rate and previous demographic patterns to learn if there are sub-groups we can identify as being less represented and, if so, to improve our outreach.

For this survey, we included an insert in the Census mailing alerting people to the change and providing a web address on the Town website. We did post reminders through Town social media, Notice emails and local online and print media. We recorded 2183 responses from a total pool of 19,120 households. An 11% response rate is significantly lower than in the past few years, which had an average response of 32% of households. We made paper copies available in both libraries and the Senior Center, but very few people took advantage of that option.

Looking forward to the next survey, we will test different methods of communicating information to try to improve response rates. However, we believe that staying with an online format is the best course of action. Physically processing and scanning 5000–6000 paper surveys each year is hard on volunteers and the Town's scanning equipment. The software to enable that work is expensive. Improvements to the implementation of the surveys may include building a dedicated team with more actual survey expertise to work with the Standing Committee in the fall to develop strong questions and then in the spring to provide high-quality reports and interpretation of the results.

The pdf version of the Vision 2020 Report includes graphs and response summaries that Survey Monkey generates so the basic data from the survey are available, although quite long. You can find that version on the Town Meeting page of the Town website. Please note that the page breaks are awkward in places. In addition, where we had asked open-response questions we included a word cloud to capture the flavor of the comments and you may notice that inserting those pages throws off the page counts. We hope to post a final report on the Survey with some deeper analysis by June and that will be downloadable from the Vision 2020 (or Envision Arlington) page.

Looking Ahead to 2020

With a new name, we hope to begin a two-year effort to revisit the nine Town Goals and bring recommended updates to the Annual Town Meeting in 2020 for approval. This is ambitious and will rely on the active participation of many residents if we hope to achieve the same robust results as the original efforts in the early 1990s.

Please visit the Vision 2020 webpage at arlingtonma.gov/vision2020 to learn more or email <vision2020@town.arlington.ma.us> if you would like to volunteer.

Survey 2018 Highlights

27% were taking it for the first time

21% of respondents were aged 65 and older, compared with 32% last year

Economic Development

- Driving (96%) and Walking (84%) were almost equally popular
- Bus (45%) and Bike (41%)
Note: Respondents could choose multiple options for getting around
- People prefer to shop locally for household items, personal care items and clothing
- Restaurants, Brewery, Retail Shopping and Retail Clothing were highly desired additions

Trees

- 95% of households support expanding Arlington's tree canopy
43% are considering planting a new tree on their property; that increases to 56% if the Town would help pay for the tree. 60% of residents were not aware they could request a street tree through the Town's request/answer center.
- 21% are helping out by watering a street tree nearby and 45% were not aware the Town looks for residents to help water trees
- 60% of households did not know there were laws governing public street trees.
- 80% of households did not know there were laws governing private trees in Arlington

Many respondents commented that either they were renting or living in a condominium, where they do not have the ability to plant trees, or have yards too small for trees. Others mentioned solar panels and utility lines are deterrents to planting trees. A number of residents volunteered in the comments that Town funds are needed to manage the high-risk, poor health street trees.

Community Choice Aggregation

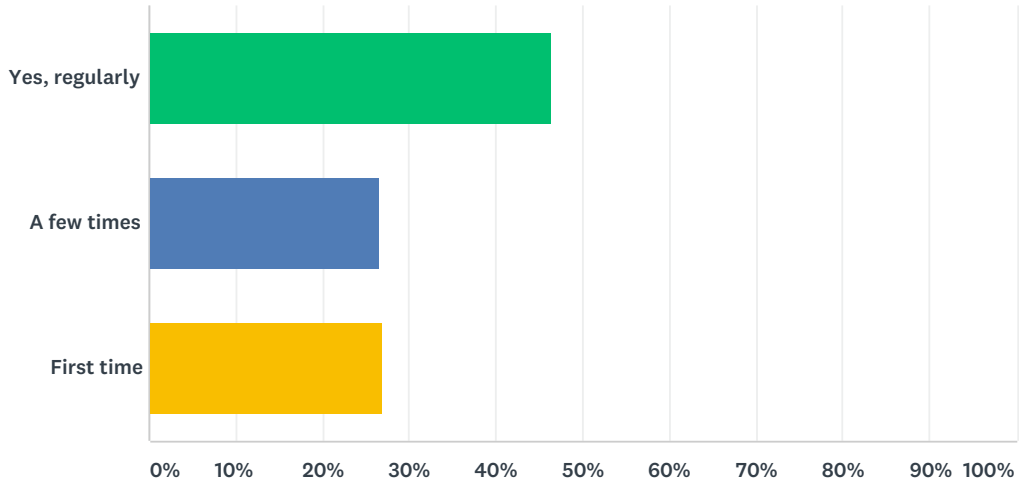
- 20% who took the survey learned about the program for the first time from the survey
- Most common reason not to 'opt up' to more renewables is not understanding the program

Library of Things

- 40% who took the survey had heard about the Library of Things
- Kitchen equipment and Board games were the two most popular categories
- 85% said they would love to be able to reserve Things ahead of time

Q1 Has your household taken the Annual Town Survey before?

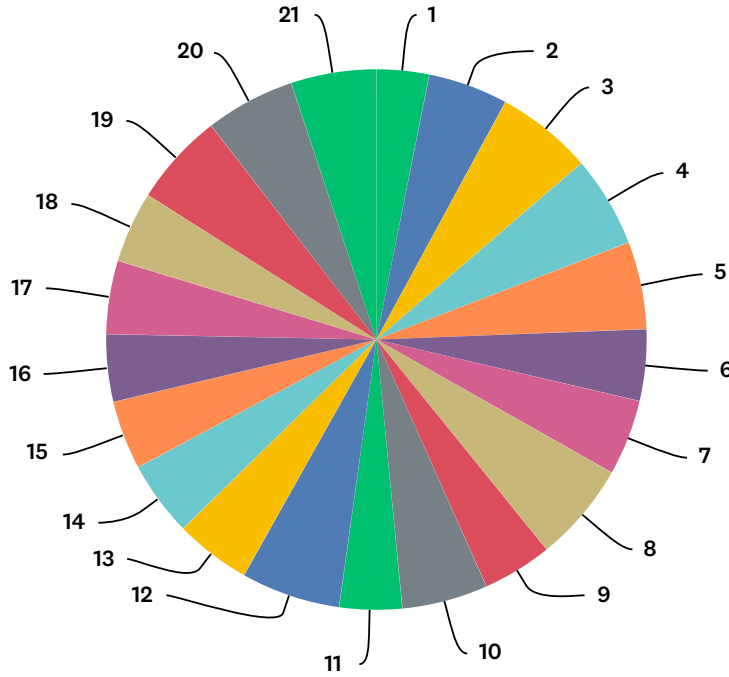
Answered: 2,166 Skipped: 17



ANSWER CHOICES	RESPONSES	
Yes, regularly	46.45%	1,006
A few times	26.50%	574
First time	27.05%	586
TOTAL		2,166

Q2 Please provide your precinct number. You can look it up online by clicking [HERE](#) and a new window will open. You can return to the survey when you are ready.

Answered: 2,160 Skipped: 23



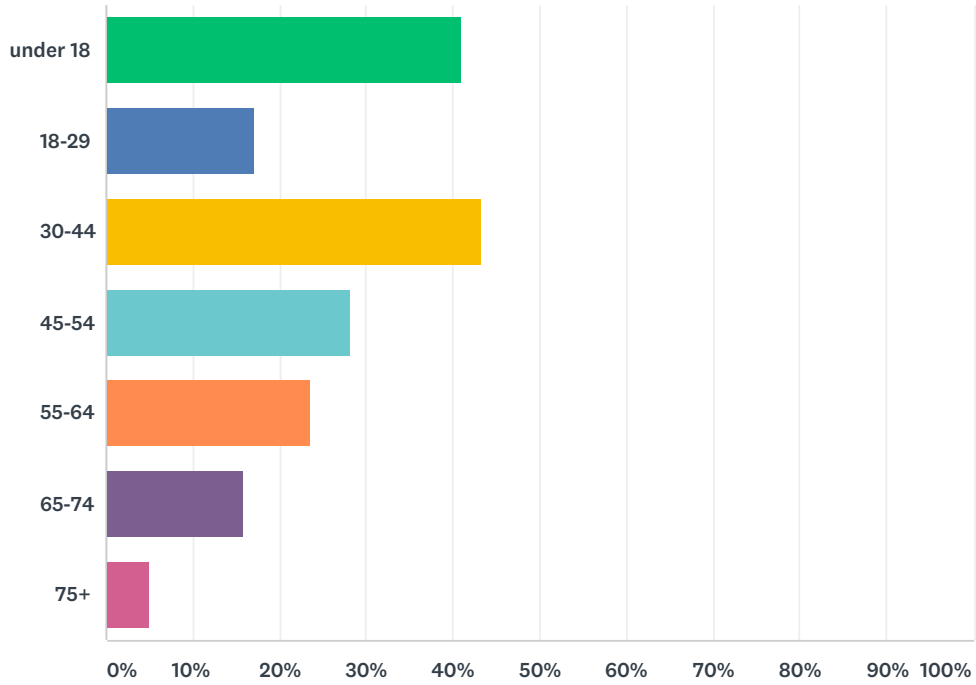
ANSWER CHOICES	RESPONSES	
1	3.15%	68
2	4.77%	103
3	5.79%	125
4	5.46%	118
5	5.23%	113
6	4.26%	92
7	4.54%	98
8	5.97%	129
9	4.17%	90
10	5.14%	111
11	3.75%	81
12	5.93%	128
13	4.54%	98
14	4.49%	97
15	4.12%	89

Annual Town Survey 2018

16	4.03%	87
17	4.40%	95
18	4.26%	92
19	5.56%	120
20	5.37%	116
21	5.09%	110
TOTAL		2,160

Q3 What are the ages of your household members? (Check all that apply.)

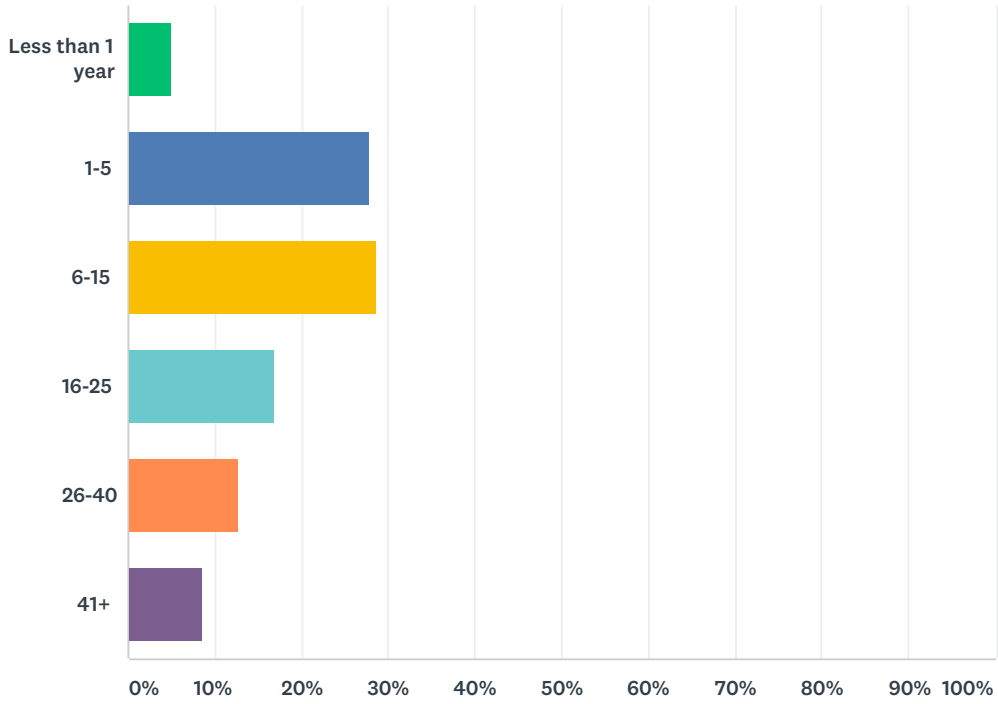
Answered: 2,177 Skipped: 6



ANSWER CHOICES	RESPONSES	
under 18	41.07%	894
18-29	17.13%	373
30-44	43.32%	943
45-54	28.16%	613
55-64	23.61%	514
65-74	15.80%	344
75+	5.10%	111
Total Respondents: 2,177		

Q4 Indicate the number of years lived in Arlington.

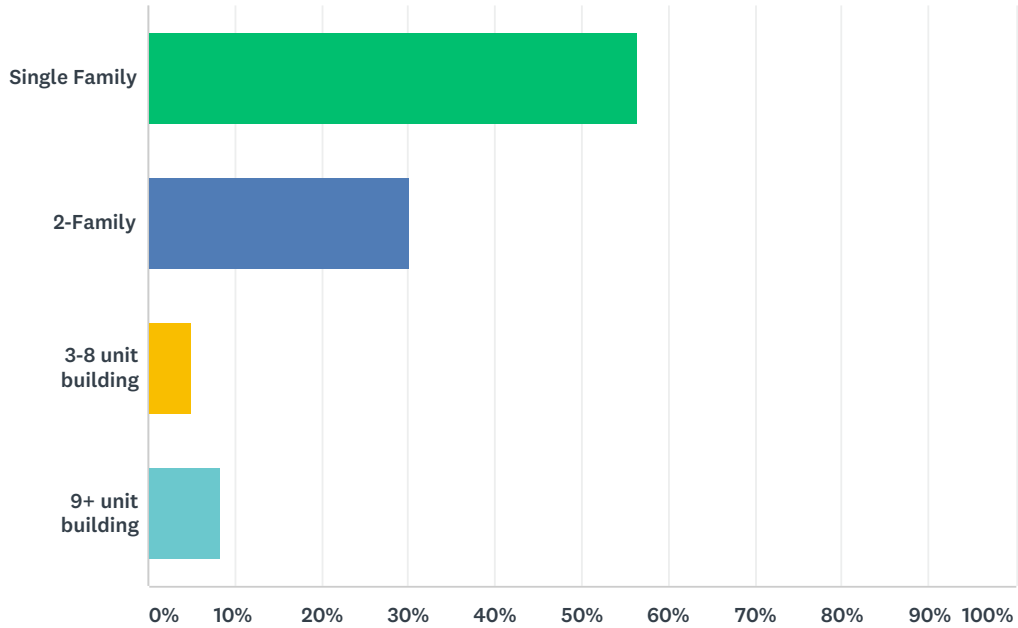
Answered: 2,171 Skipped: 12



ANSWER CHOICES	RESPONSES	
Less than 1 year	5.07%	110
1-5	27.91%	606
6-15	28.70%	623
16-25	16.90%	367
26-40	12.81%	278
41+	8.61%	187
TOTAL		2,171

Q5 What is the best description of your housing?

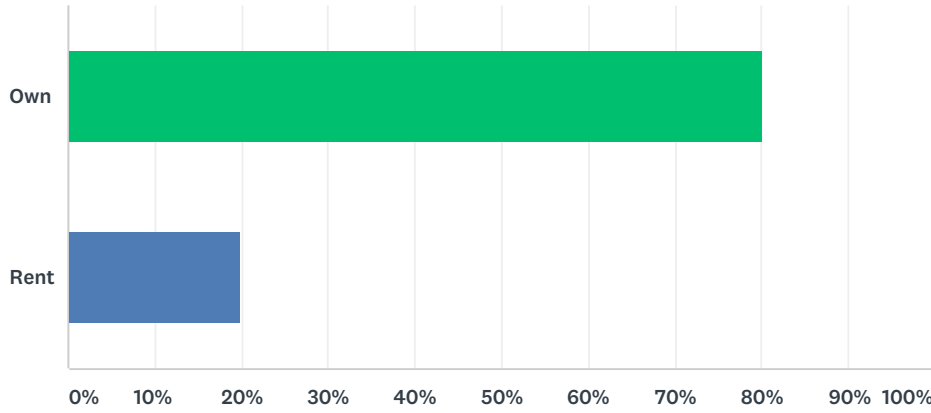
Answered: 2,170 Skipped: 13



ANSWER CHOICES	RESPONSES	
Single Family	56.45%	1,225
2-Family	30.14%	654
3-8 unit building	5.07%	110
9+ unit building	8.34%	181
TOTAL		2,170

Q6 Does your household own or rent?

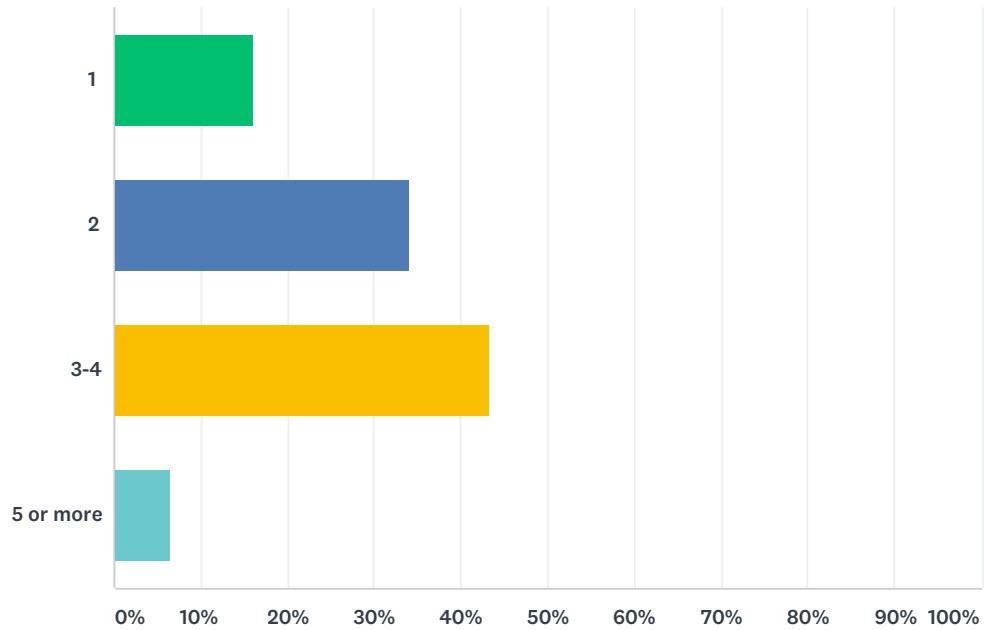
Answered: 2,174 Skipped: 9



ANSWER CHOICES	RESPONSES	
Own	80.13%	1,742
Rent	19.87%	432
TOTAL		2,174

Q7 How many people are in your household?

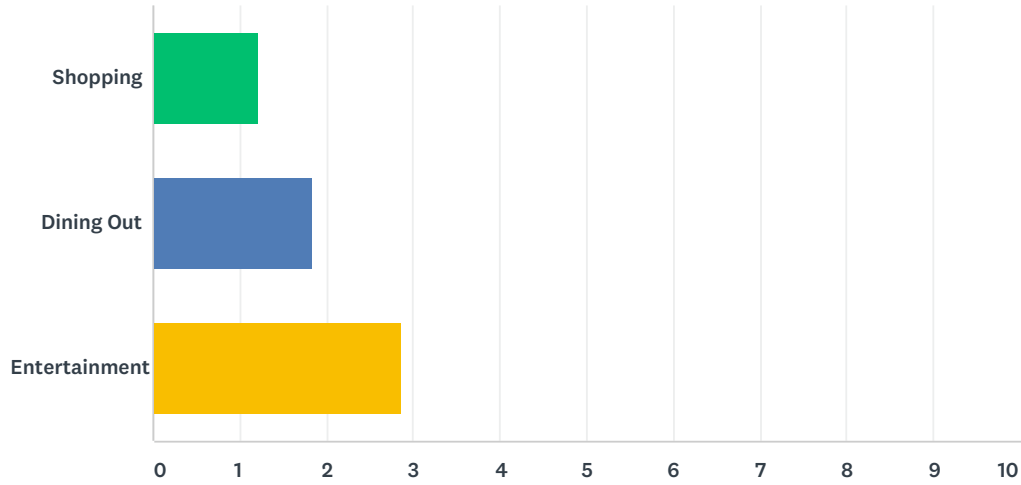
Answered: 2,177 Skipped: 6



ANSWER CHOICES	RESPONSES	
1	16.03%	349
2	34.08%	742
3-4	43.32%	943
5 or more	6.57%	143
TOTAL		2,177

Q8 How often does your household shop or go out in Arlington?

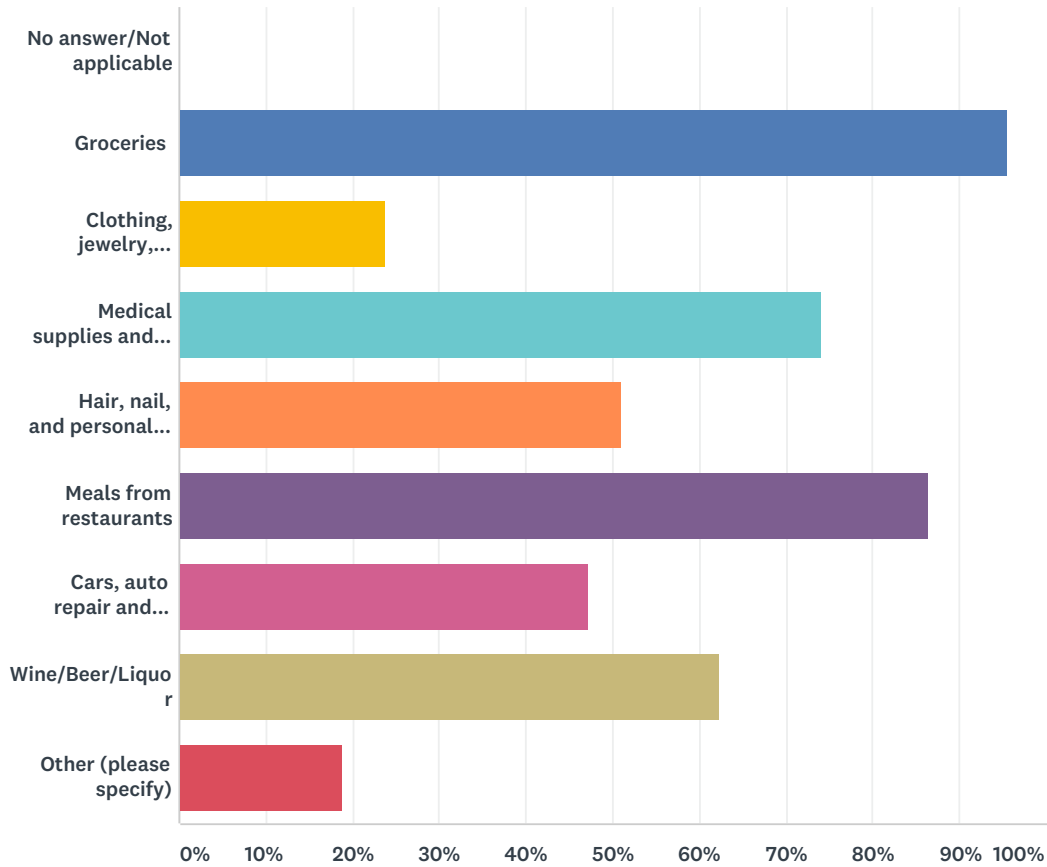
Answered: 2,137 Skipped: 46



	WEEKLY	MONTHLY	3-5 TIMES A YEAR	1-2 TIMES A YEAR	NEVER	TOTAL	WEIGHTED AVERAGE
Shopping	84.03% 1,773	12.37% 261	2.42% 51	0.71% 15	0.47% 10	2,110	1.21
Dining Out	38.41% 810	44.05% 929	13.28% 280	3.08% 65	1.19% 25	2,109	1.85
Entertainment	6.69% 140	33.41% 699	34.42% 720	18.36% 384	7.12% 149	2,092	2.86

Q9 What does your household buy when you SHOP in Arlington? (Check all that apply.)

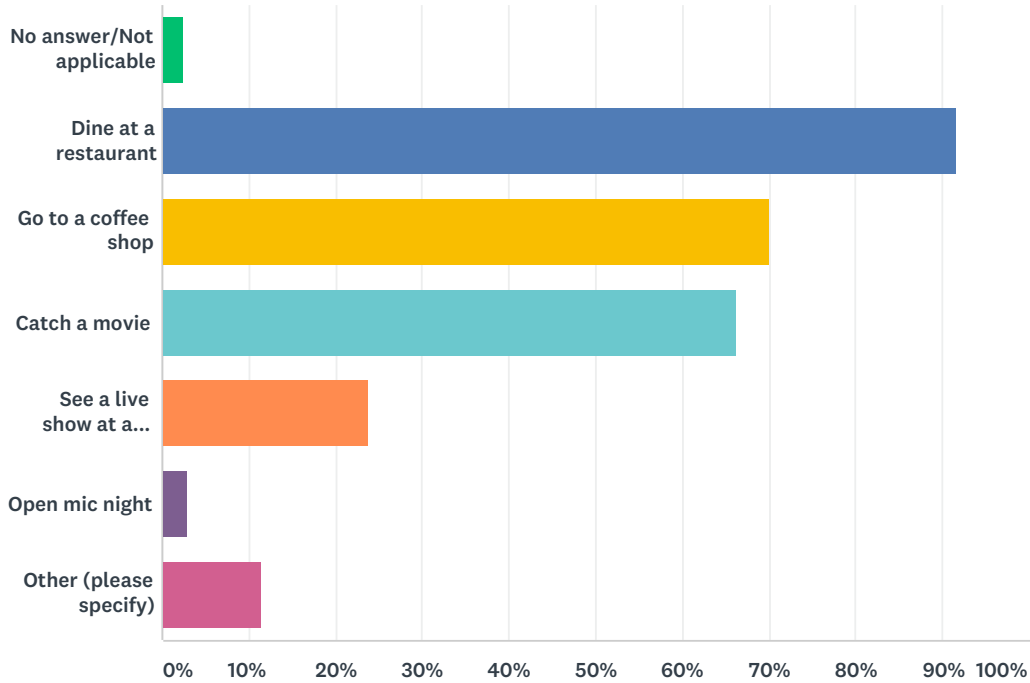
Answered: 2,139 Skipped: 44



ANSWER CHOICES	RESPONSES	
No answer/Not applicable	0.28%	6
Groceries	95.61%	2,045
Clothing, jewelry, accessories, etc.	23.94%	512
Medical supplies and services (e.g. pharmacy)	73.96%	1,582
Hair, nail, and personal care services	51.01%	1,091
Meals from restaurants	86.30%	1,846
Cars, auto repair and services	47.22%	1,010
Wine/Beer/Liquor	62.32%	1,333
Other (please specify)	18.89%	404
Total Respondents: 2,139		

Q10 What does your household do when you GO OUT in Arlington? (Check all that apply.)

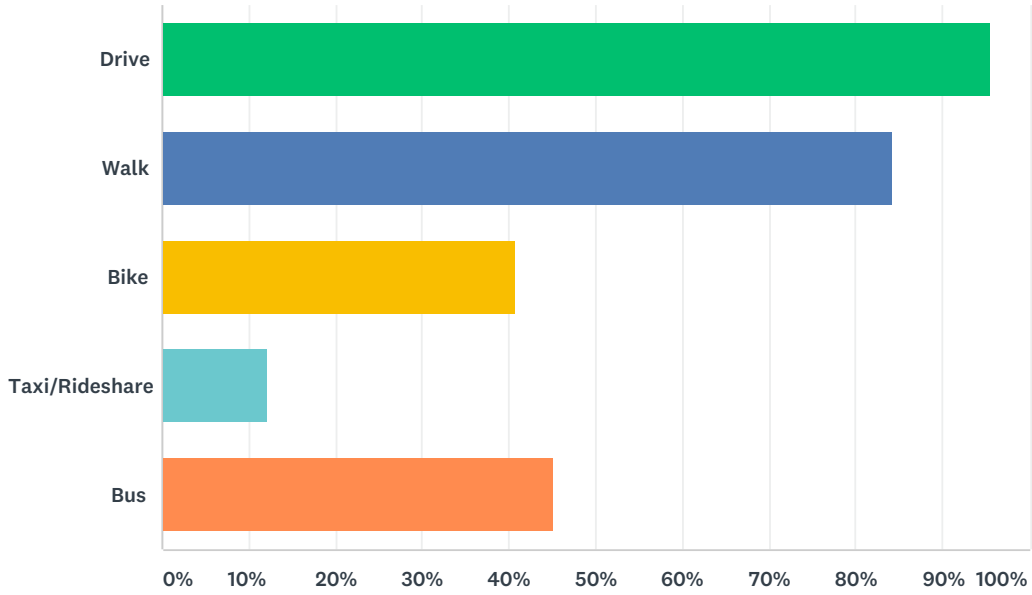
Answered: 2,136 Skipped: 47



ANSWER CHOICES	RESPONSES	
No answer/Not applicable	2.53%	54
Dine at a restaurant	91.71%	1,959
Go to a coffee shop	70.08%	1,497
Catch a movie	66.34%	1,417
See a live show at a theater or performing arts center	23.83%	509
Open mic night	2.86%	61
Other (please specify)	11.47%	245
Total Respondents: 2,136		

Q11 How does your household get around in Arlington? (Check all that apply.)

Answered: 2,138 Skipped: 45

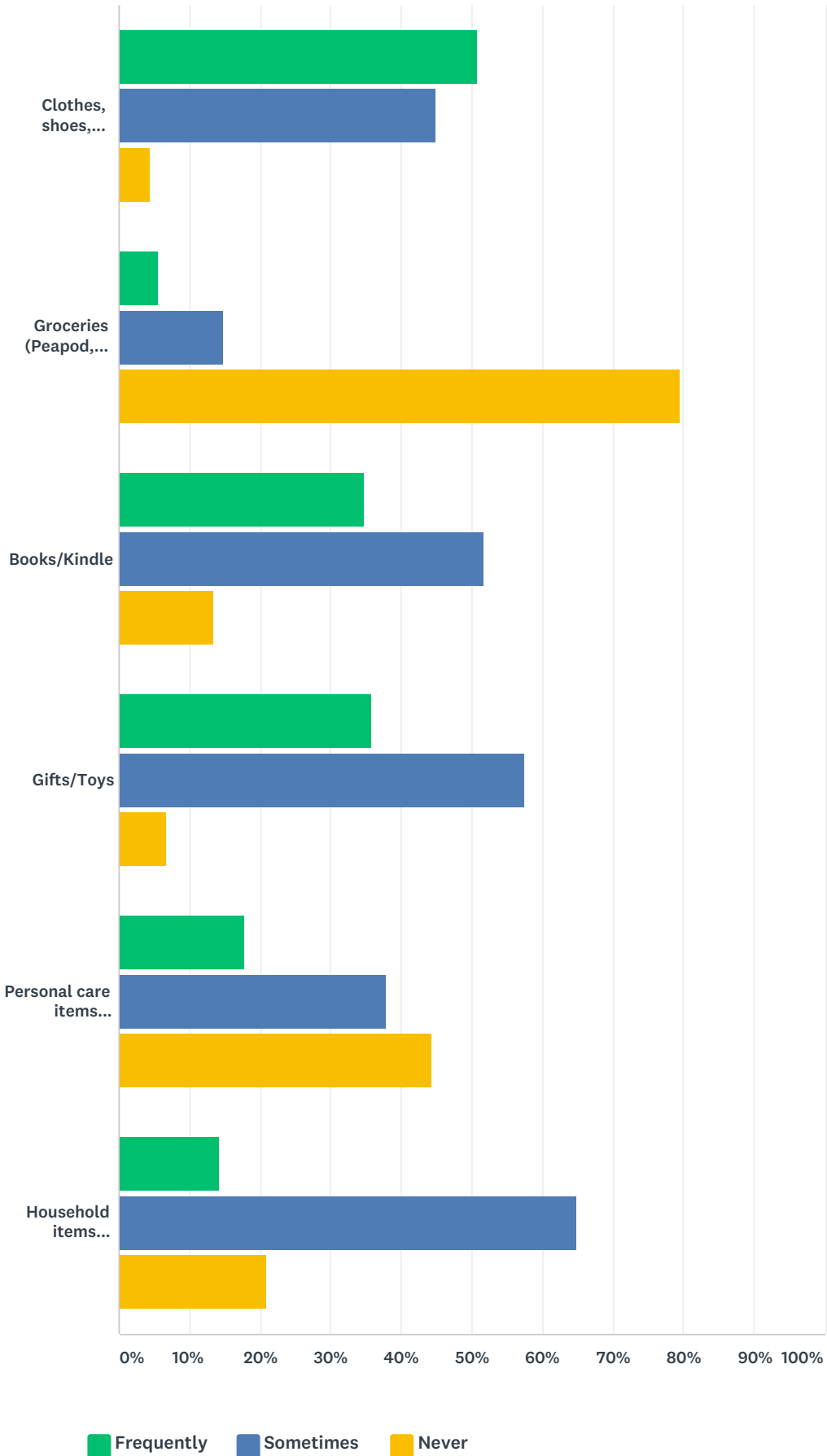


ANSWER CHOICES	RESPONSES	
Drive	95.56%	2,043
Walk	84.24%	1,801
Bike	40.79%	872
Taxi/Rideshare	12.21%	261
Bus	45.09%	964
Total Respondents: 2,138		

Q12 Does your household shop online?

Answered: 2,137 Skipped: 46

Annual Town Survey 2018



■ Frequently
 ■ Sometimes
 ■ Never

	FREQUENTLY	SOMETIMES	NEVER	TOTAL
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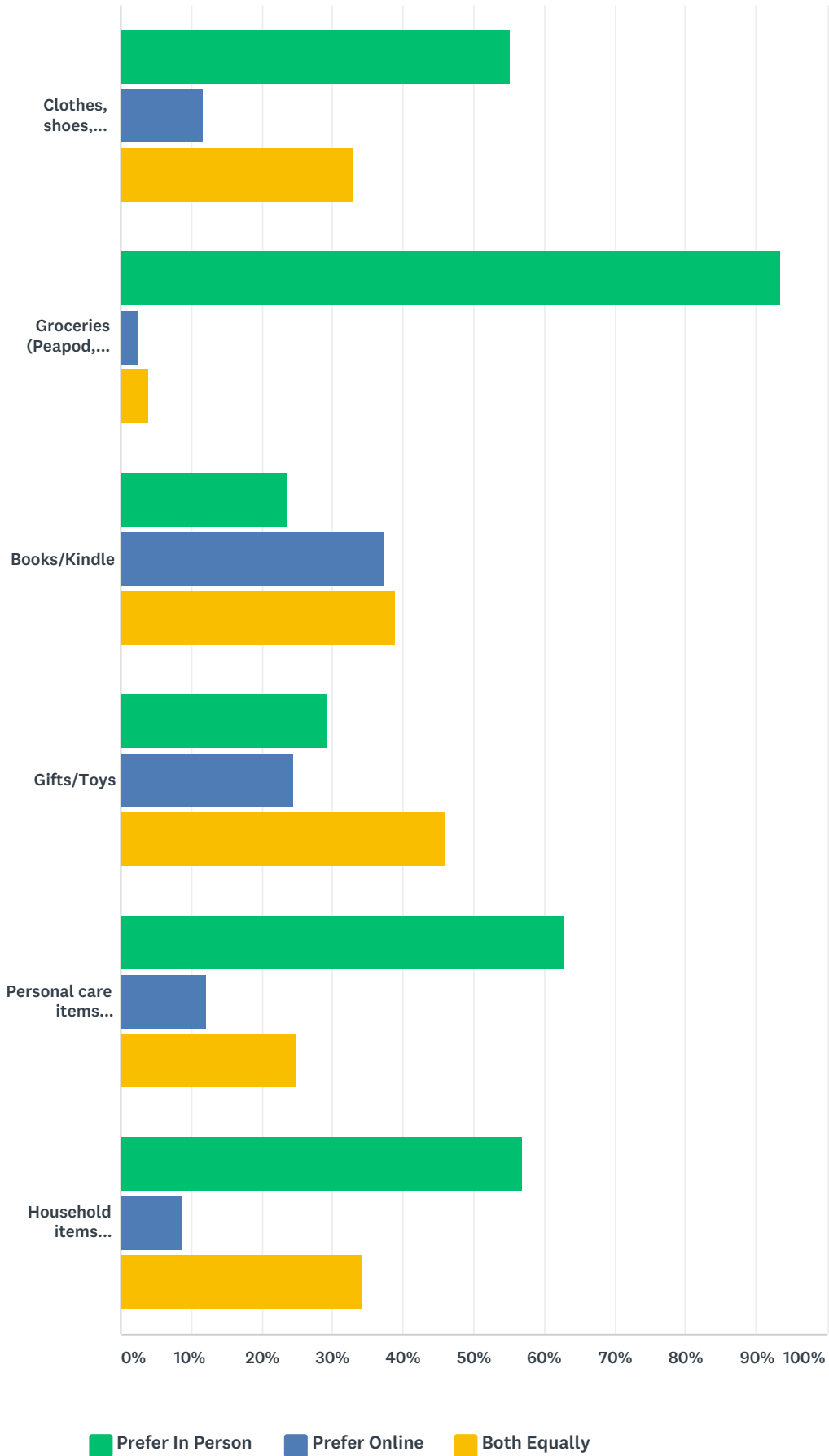
Annual Town Survey 2018

Clothes, shoes, accessories	50.75% 1,076	44.91% 952	4.34% 92	2,120
Groceries (Peapod, AmazonFresh, Instacart)	5.65% 117	14.78% 306	79.58% 1,648	2,071
Books/Kindle	34.80% 726	51.73% 1,079	13.47% 281	2,086
Gifts/Toys	35.85% 740	57.51% 1,187	6.64% 137	2,064
Personal care items (toothpaste, paper products, diapers)	17.88% 373	37.82% 789	44.30% 924	2,086
Household items (furniture, hardware, appliances)	14.31% 299	64.83% 1,355	20.86% 436	2,090

Q13 Are there things your household prefers to shop for in person or online?

Answered: 2,129 Skipped: 54

Annual Town Survey 2018



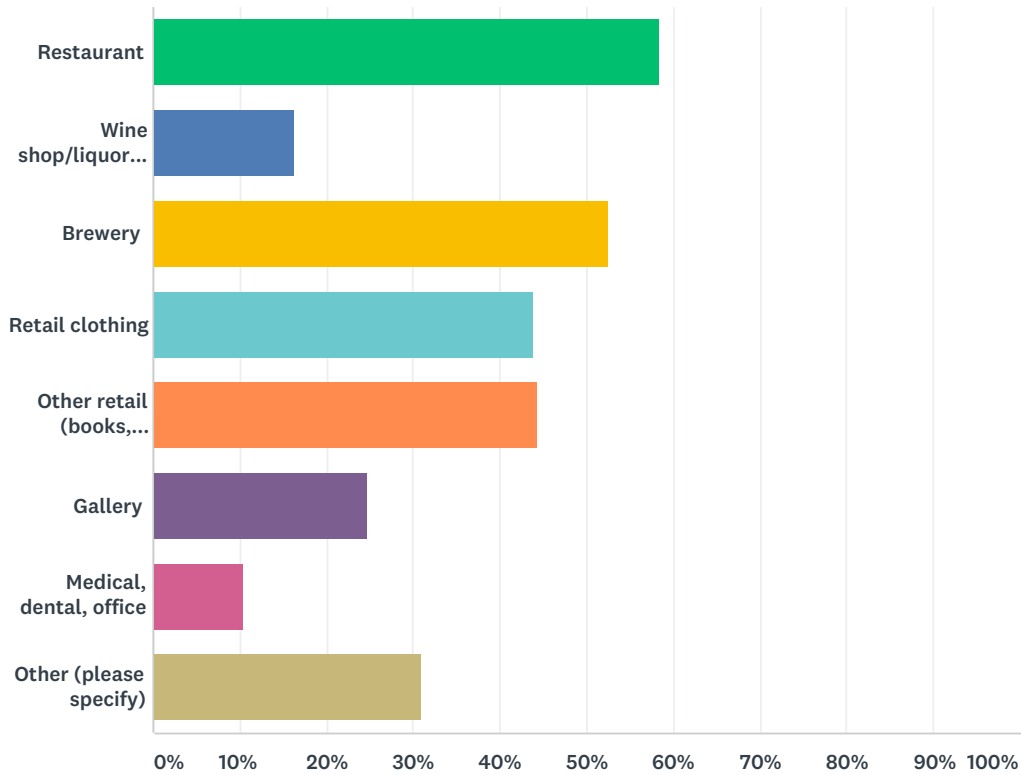
	PREFER IN PERSON	PREFER ONLINE	BOTH EQUALLY	TOTAL
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Annual Town Survey 2018

Clothes, shoes, accessories	55.24% 1,165	11.62% 245	33.14% 699	2,109
Groceries (Peapod, AmazonFresh, Instacart)	93.51% 1,975	2.41% 51	4.07% 86	2,112
Books/Kindle	23.72% 483	37.38% 761	38.90% 792	2,036
Gifts/Toys	29.39% 594	24.49% 495	46.12% 932	2,021
Personal care items (toothpaste, paper products, diapers)	62.81% 1,312	12.21% 255	24.99% 522	2,089
Household items (furniture, hardware, appliances)	56.95% 1,192	8.74% 183	34.30% 718	2,093

Q14 What types of businesses would your household like to see more of in Arlington? (Check all that apply.)

Answered: 2,002 Skipped: 181



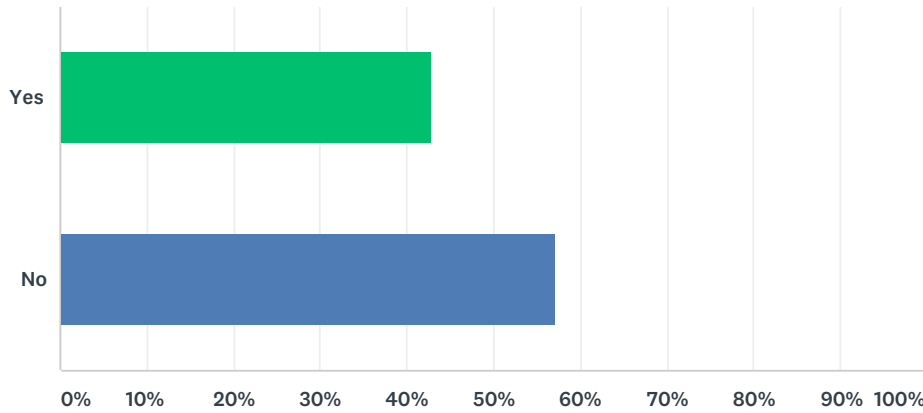
ANSWER CHOICES	RESPONSES	
Restaurant	58.39%	1,169
Wine shop/liquor store	16.28%	326
Brewery	52.50%	1,051
Retail clothing	44.01%	881
Other retail (books, jewelry)	44.41%	889
Gallery	24.73%	495
Medical, dental, office	10.44%	209
Other (please specify)	30.92%	619
Total Respondents: 2,002		

Q15 Are there changes that might increase your household's interest or ability to shop or go out in town?



Q16 Before taking this survey, was your household aware of laws in place to protect trees in Arlington?

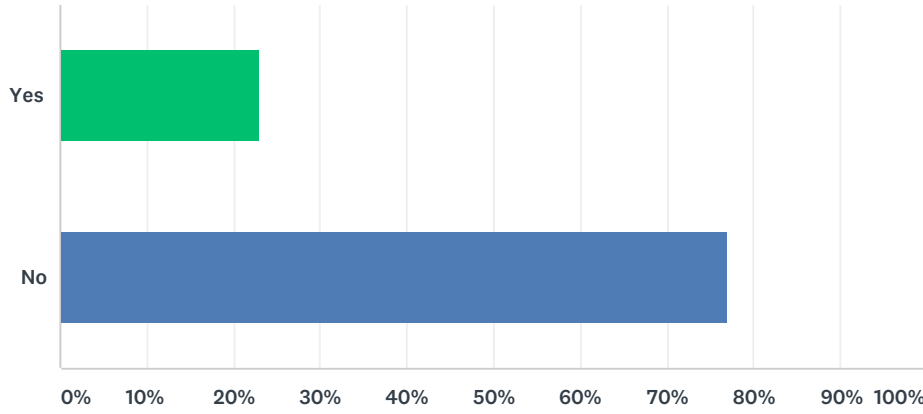
Answered: 2,101 Skipped: 82



ANSWER CHOICES	RESPONSES	
Yes	42.88%	901
No	57.12%	1,200
TOTAL		2,101

Q17 Was your household aware of the new Tree Preservation Bylaw passed by Town Meeting in 2016?

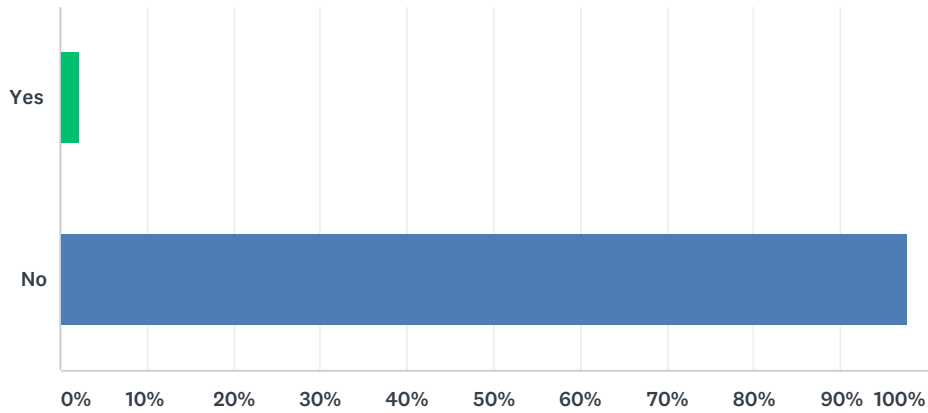
Answered: 2,102 Skipped: 81



ANSWER CHOICES	RESPONSES	
Yes	23.07%	485
No	76.93%	1,617
TOTAL		2,102

Q18 Have you or your contractor gone through the process under the Tree Preservation Bylaw to evaluate trees prior to construction?

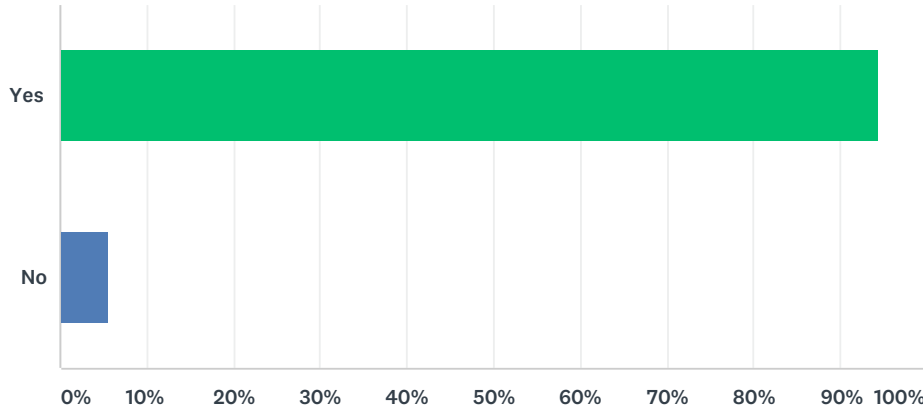
Answered: 1,954 Skipped: 229



ANSWER CHOICES	RESPONSES	
Yes	2.35%	46
No	97.65%	1,908
TOTAL		1,954

Q19 Are you in favor of the Town developing a multi-year plan for planting and watering aimed at expanding Arlington's tree canopy?

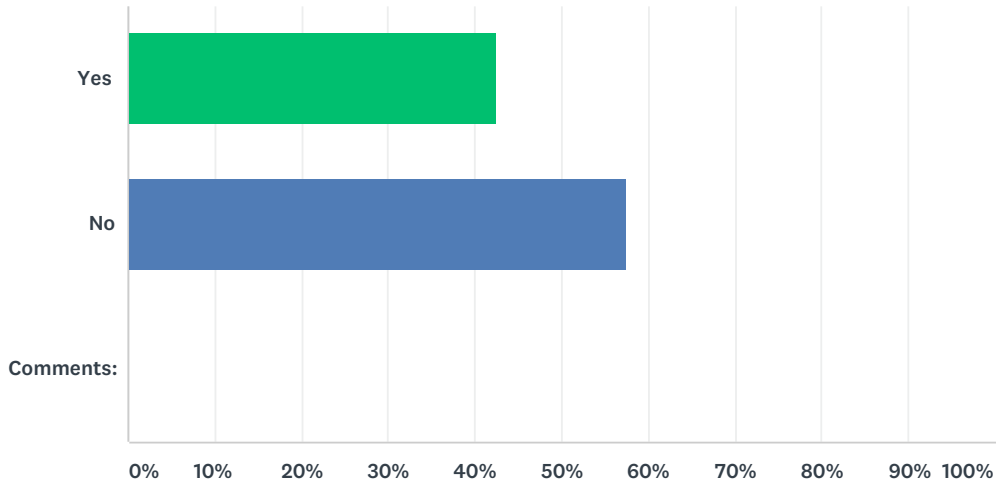
Answered: 2,085 Skipped: 98



ANSWER CHOICES	RESPONSES	
Yes	94.29%	1,966
No	5.71%	119
TOTAL		2,085

Q20 Trees planted on private property also help to expand the Town’s tree canopy and have a higher success rate than street trees, which face additional challenges from road salts and compacted soil. Has your household considered planting a new tree in your yard?

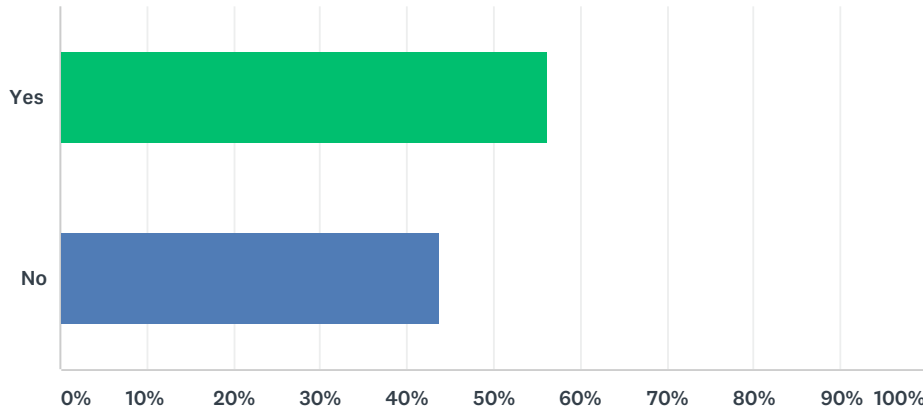
Answered: 2,080 Skipped: 103



ANSWER CHOICES	RESPONSES	
Yes	42.50%	884
No	57.50%	1,196
Comments:	0.00%	0
TOTAL		2,080

Q21 The Town has a program that partially subsidizes the cost of trees planted on private property within 15 feet of a public way (measured from either the street or sidewalk). Would your household be willing to plant and maintain a tree if the Town pays some of your expenses?

Answered: 2,017 Skipped: 166



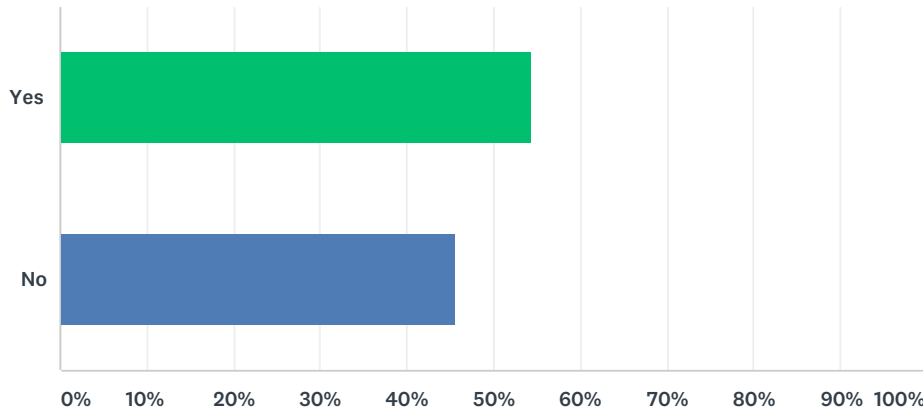
ANSWER CHOICES	RESPONSES	
Yes	56.27%	1,135
No	43.73%	882
TOTAL		2,017

Q22 Additional Comments:

Location Great Idea Public Way Path Front Yard
Place to Plant Trees on Our Property East Arlington
Rent Number of Trees Space Yard is Too Small
Town Not Applicable Plant Trees Solar
Street
Tree Neighbors Room Condo Association
Live Type of Tree New Trees Summer Renter Utility Lines
Tree Canopy Land

Q23 Is your household aware that the Town's Tree Department relies on residents to help water new street trees?

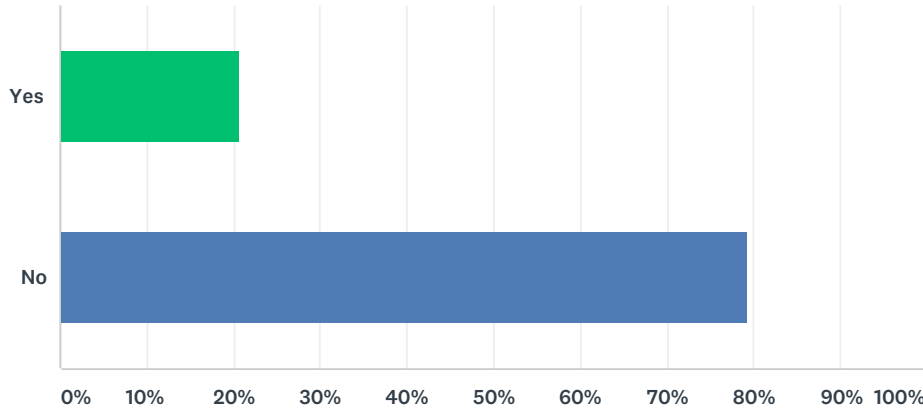
Answered: 2,088 Skipped: 95



ANSWER CHOICES	RESPONSES	
Yes	54.45%	1,137
No	45.55%	951
TOTAL		2,088

Q24 Does your household water new trees near your residence?

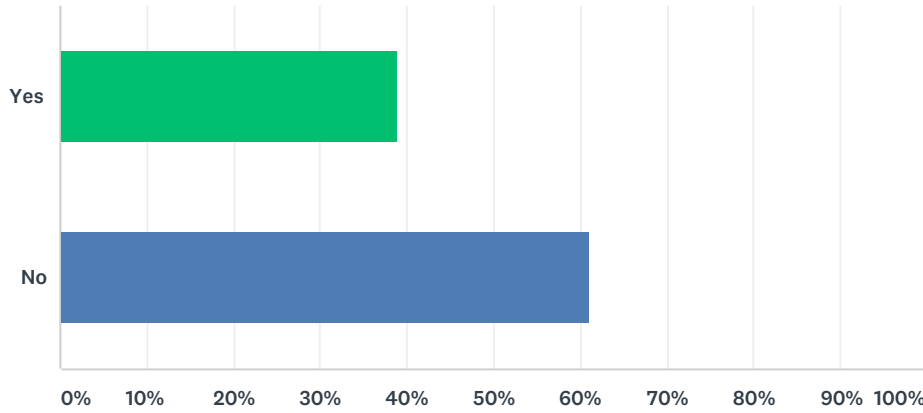
Answered: 2,013 Skipped: 170



ANSWER CHOICES	RESPONSES	
Yes	20.67%	416
No	79.33%	1,597
TOTAL		2,013

Q25 Requests for new street trees can be made through the Town’s Request/Answer tool online. Before reading this question, was your household aware of this option?

Answered: 2,081 Skipped: 102



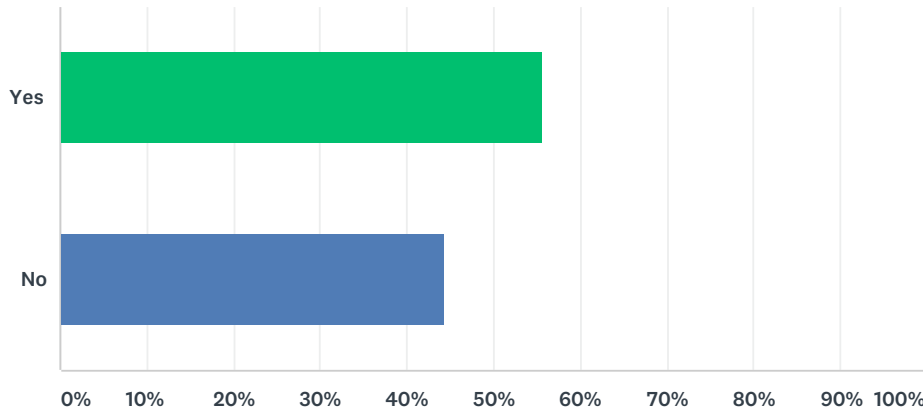
ANSWER CHOICES	RESPONSES	
Yes	38.92%	810
No	61.08%	1,271
TOTAL		2,081

Q26 Additional Comments:

Adopt a Tree Live in a Large Diseased Tree Access Owners
Rent Question Tree Inventory Request Not Applicable
Town Hose Street Trees Aware
New Trees Given Planted Mass Ave
Tree in Front Efforts Arlington Wish
Public Trees Outside Idea Happy to Help Water

Q27 Would members of your household be willing to be trained to identify the EAB?

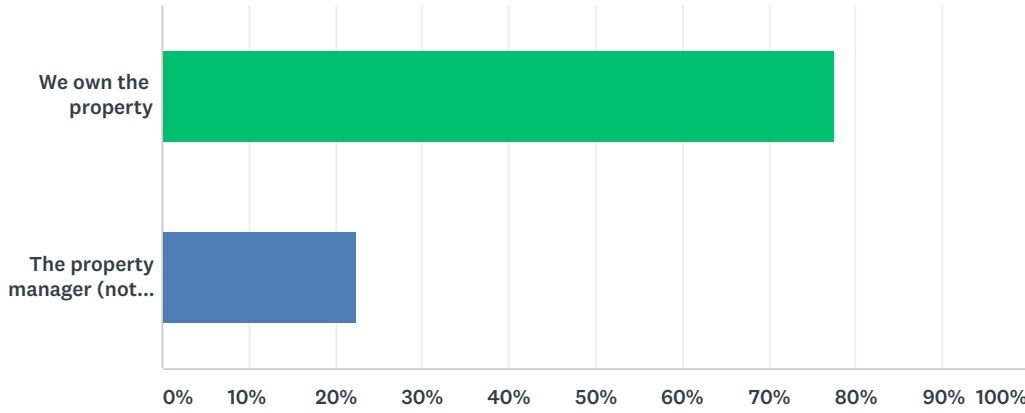
Answered: 2,030 Skipped: 153



ANSWER CHOICES	RESPONSES	
Yes	55.67%	1,130
No	44.33%	900
TOTAL		2,030

Q28 Who is responsible for trees where you live?

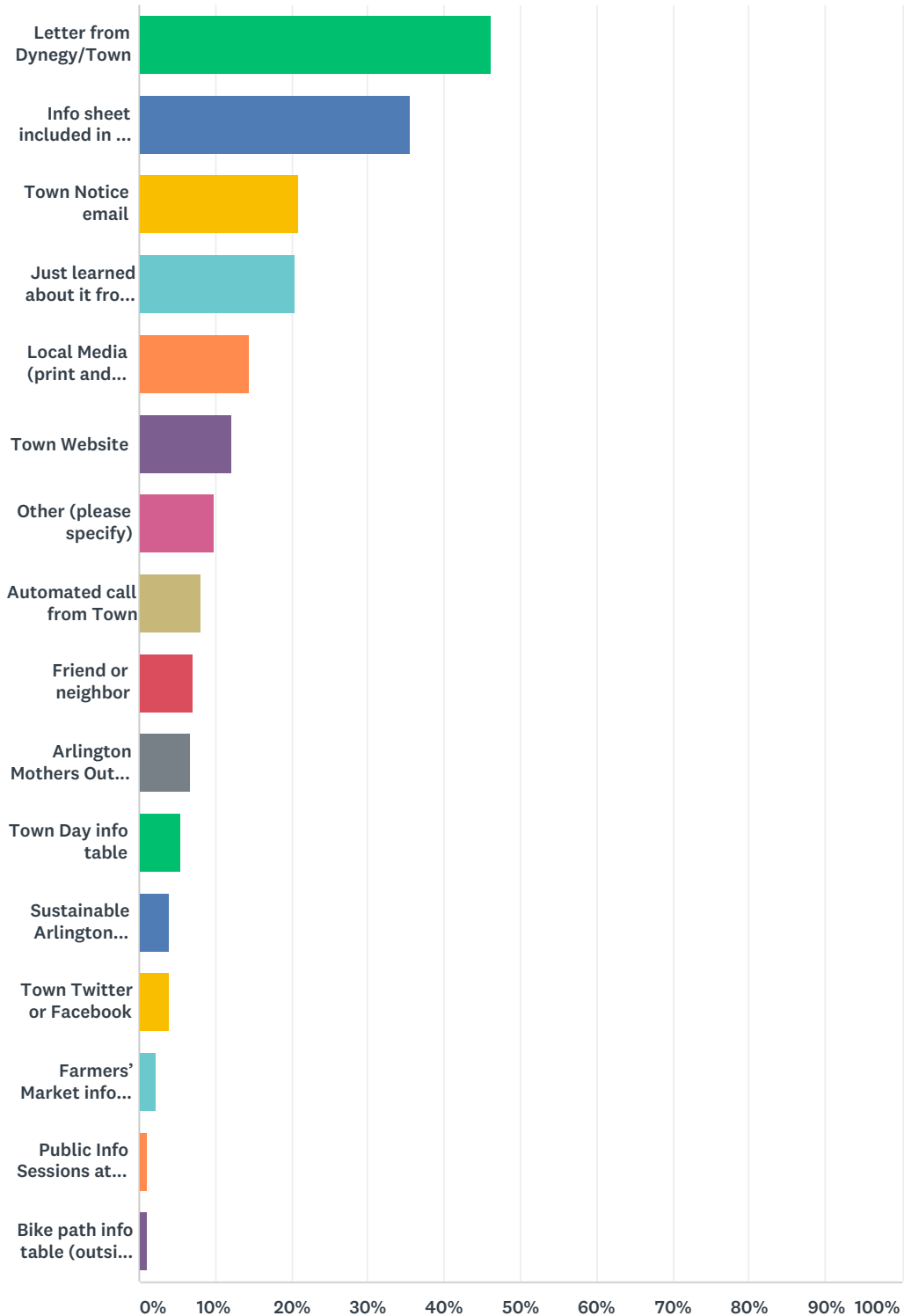
Answered: 2,081 Skipped: 102



ANSWER CHOICES	RESPONSES	
We own the property	77.56%	1,614
The property manager (not our household)	22.44%	467
TOTAL		2,081

Q29 Information about the new town-wide electricity program was presented in a number of different ways. How did your household learn about this program? (Check all that apply.)

Answered: 2,033 Skipped: 150

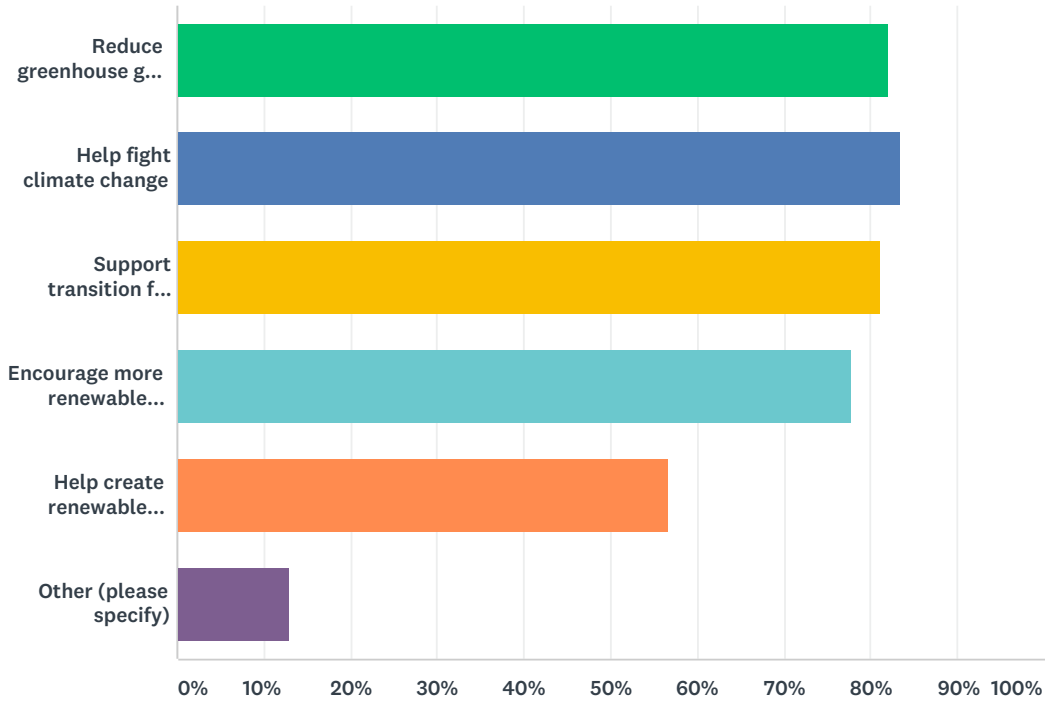


Annual Town Survey 2018

ANSWER CHOICES	RESPONSES	
Letter from Dynegy/Town	46.34%	942
Info sheet included in a town bill	35.46%	721
Town Notice email	20.95%	426
Just learned about it from this survey	20.46%	416
Local Media (print and digital)	14.51%	295
Town Website	12.20%	248
Other (please specify)	9.84%	200
Automated call from Town	8.07%	164
Friend or neighbor	7.18%	146
Arlington Mothers Out Front (website or email)	6.79%	138
Town Day info table	5.36%	109
Sustainable Arlington (website or email)	4.03%	82
Town Twitter or Facebook	3.94%	80
Farmers' Market info table	2.36%	48
Public Info Sessions at Senior Center	1.08%	22
Bike path info table (outside Kickstand Café)	1.08%	22
Total Respondents: 2,033		

Q31 Arlington's CCA gives your household the choice of opting up to 50% or 100% local renewable electricity. If you chose to opt up to either level, what were your reasons? (Check all that apply.)

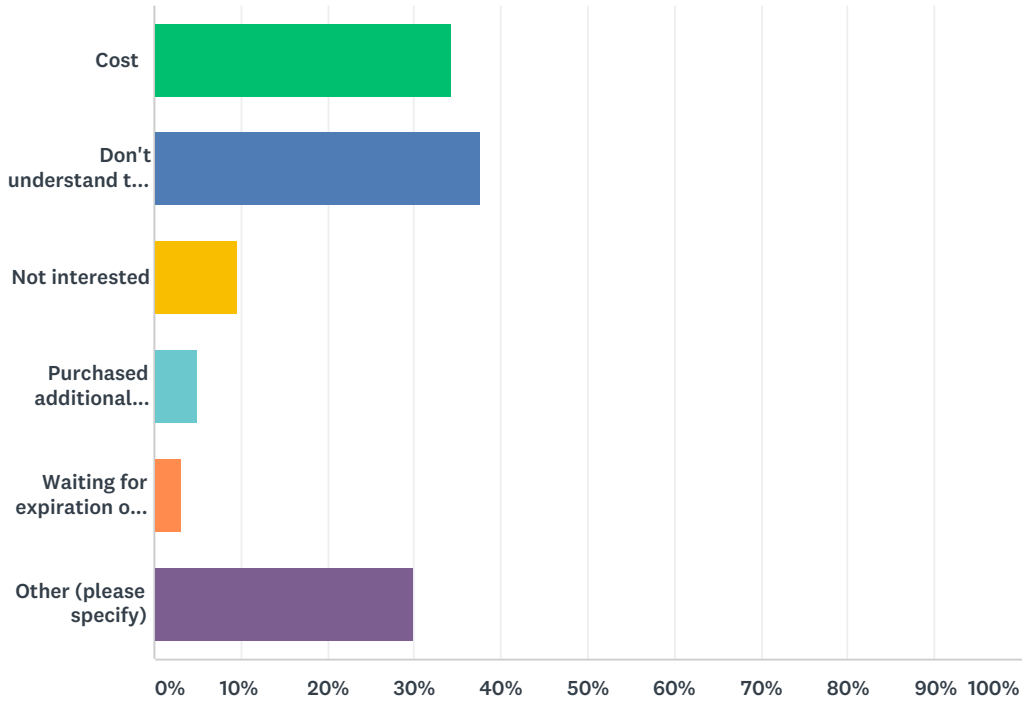
Answered: 711 Skipped: 1,472



ANSWER CHOICES	RESPONSES	
Reduce greenhouse gas emissions/cut my carbon footprint	82.00%	583
Help fight climate change	83.54%	594
Support transition from fossil fuels to renewable energy	81.15%	577
Encourage more renewable energy generation facilities in Massachusetts	77.92%	554
Help create renewable energy jobs in Massachusetts	56.68%	403
Other (please specify)	12.94%	92
Total Respondents: 711		

Q32 If your household has not opted up to a higher level of renewable energy through the Town's program, what were the reasons? (Check all that apply.)

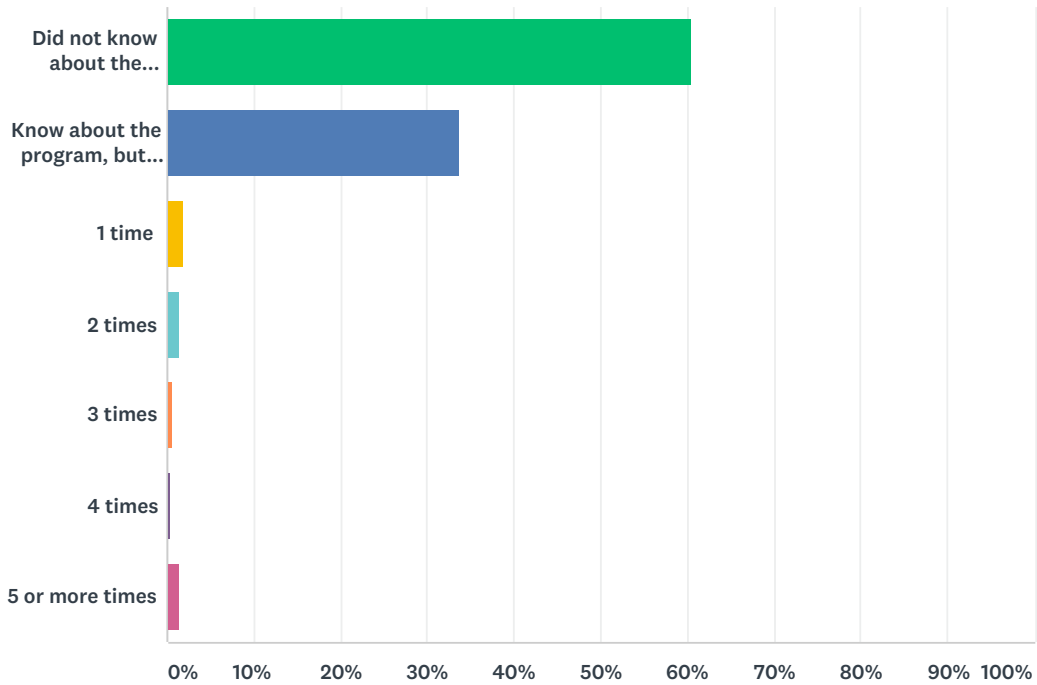
Answered: 1,296 Skipped: 887



ANSWER CHOICES	RESPONSES	
Cost	34.34%	445
Don't understand the program	37.58%	487
Not interested	9.65%	125
Purchased additional renewable energy through another program	4.94%	64
Waiting for expiration of current contract to switch to the Town's program	3.24%	42
Other (please specify)	29.86%	387
Total Respondents: 1,296		

Q34 Since the Library of Things began in 2017, how many times has anyone in your household checked out an item?

Answered: 2,043 Skipped: 140

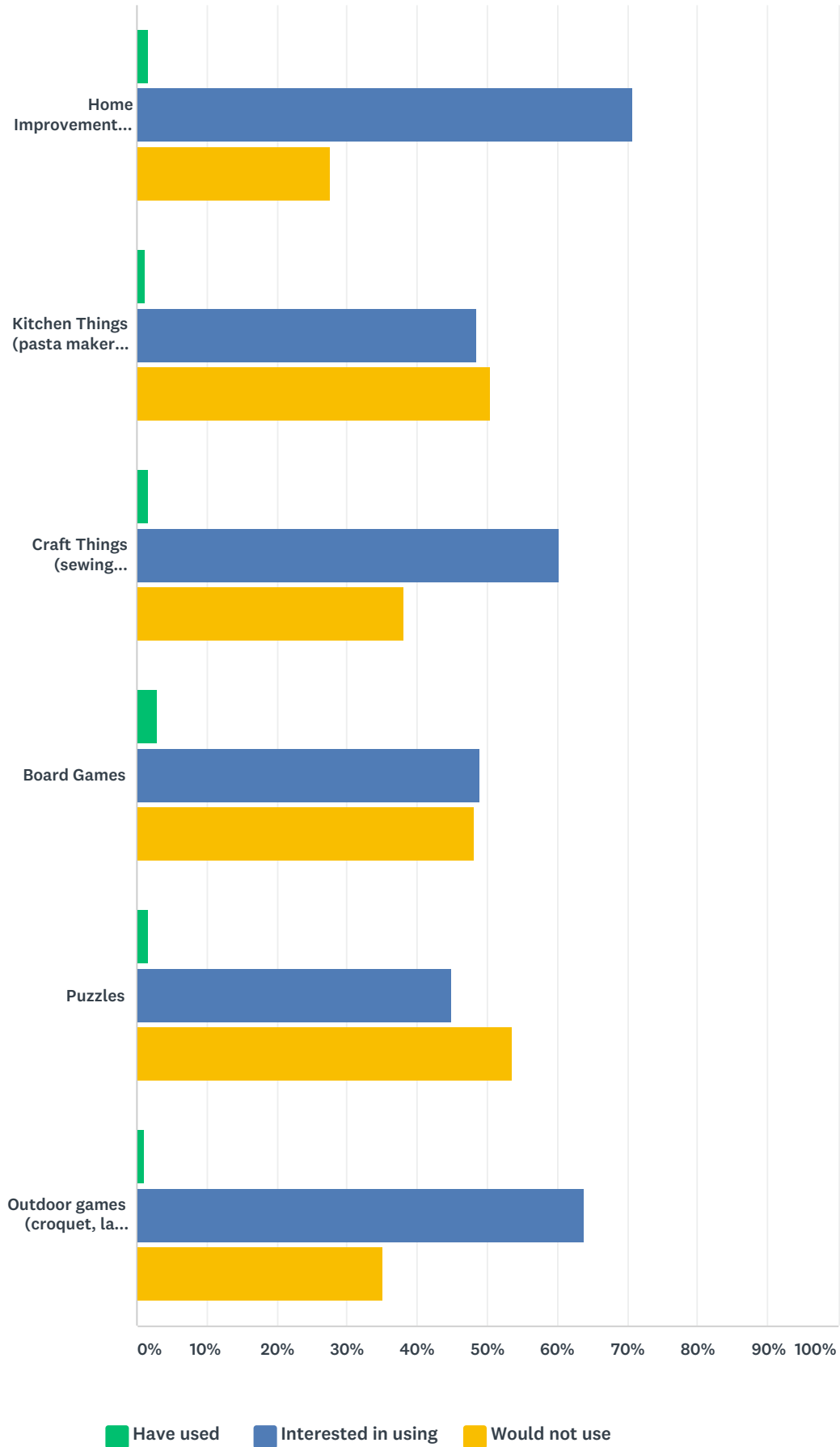


ANSWER CHOICES	RESPONSES	
Did not know about the Library of Things	60.50%	1,236
Know about the program, but haven't used it	33.77%	690
1 time	1.91%	39
2 times	1.42%	29
3 times	0.64%	13
4 times	0.39%	8
5 or more times	1.37%	28
TOTAL		2,043

Q35 The Library of Things includes over 60 items that can be borrowed, relating to home improvement, food preparation, crafts, and games. Which of the following has your household used?

Answered: 1,812 Skipped: 371

Annual Town Survey 2018



Annual Town Survey 2018

	HAVE USED	INTERESTED IN USING	WOULD NOT USE	TOTAL
Home Improvement Things (infrared camera, water flow meter)	1.62% 28	70.72% 1,222	27.66% 478	1,728
Kitchen Things (pasta maker, dehydrator, blender, specialty cake pans)	1.16% 20	48.52% 838	50.32% 869	1,727
Craft Things (sewing machine, super spirograph, digital microscope)	1.76% 30	60.22% 1,028	38.02% 649	1,707
Board Games	2.97% 50	48.87% 822	48.16% 810	1,682
Puzzles	1.64% 27	44.91% 741	53.45% 882	1,650
Outdoor games (croquet, lawn darts, outdoor projection screen)	0.99% 17	63.86% 1,092	35.15% 601	1,710

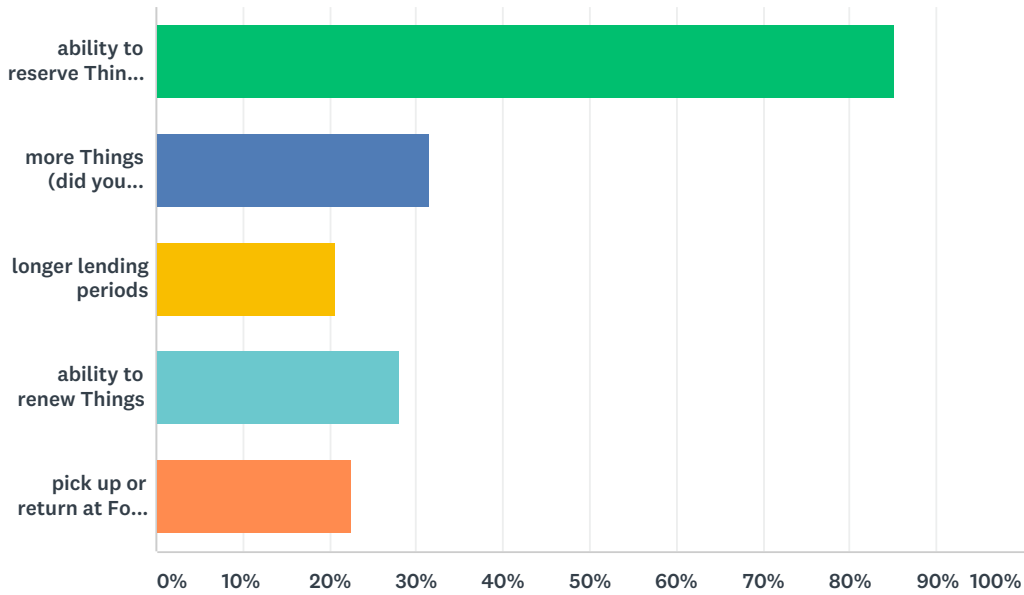
Q36 If you could suggest one Thing for the collection, what would it be?

A word cloud of suggested items for a collection. The words are arranged in a roughly circular pattern, with 'Tools' and 'Equipment' being the largest and most central. Other prominent words include 'Machine', 'Saw', 'Tables', 'Games', 'Washer', 'Video', 'Printer', and 'Scanner'. Smaller words include 'Home Improvement', 'Library', 'Camera', 'Projector', 'Snow Blower', 'Photo', 'Digital Converter', 'Badminton Set', 'Musical Instruments', 'Vacuum Cleaner', 'Leaf Blower', 'Bread Maker', 'Tall Ladder', 'Electric Drill', 'Carpet Cleaner', 'Stud Finder', 'Power', 'Washer', 'Shop Vac', '3D', and 'Vacuum Cleaner'.

Home Improvement Leaf Blower Library Bread Maker
Camera Tall Ladder Items Electric Drill Projector
Carpet Cleaner Machine Snow Blower Saw
Stud Finder Tools Photo Equipment
Badminton Set Tables Digital Converter Games
Power
Musical Instruments Video Vacuum Cleaner Washer
Shop Vac 3D Printer Scanner

Q37 What would encourage you to use the Library of Things? (Check all that apply.)

Answered: 1,437 Skipped: 746



ANSWER CHOICES	RESPONSES	
ability to reserve Things ahead of time with your library card	85.18%	1,224
more Things (did you suggest something in question 36?)	31.52%	453
longer lending periods	20.67%	297
ability to renew Things	28.04%	403
pick up or return at Fox branch	22.55%	324
Total Respondents: 1,437		

Q38 Please share any comments or questions you have about Vision 2020 or the survey. Some details about Vision 2020's work are below, along with the opportunity to volunteer.

Bike Lanes Green Space Bike Path Reliable Glad Bus
Interested Options Learn Difficult Parking
Empty Storefronts Arlington Mass Ave Town
Vision
Wonderful Survey Feedback 2020 Format
Trees Longer Paper Hard Work Volunteer
Doing this Important Work Transportation Good Work