MBTA COMMUNITIES PUBLIC INPUT SURVEY

QUALITATIVE RESULTS

Presented for:

Boxborough 3A Advisory Group

Qualitative vs Quantitative Data

Quantitative

Quantitative data is typically numerical and can be measured or counted. Quantitative survey questions will usually ask you to simply vote on or select an option, allowing easier assignment to a preference.

Example question: "Which of these is your favorite?"

Qualitative

Qualitative data describes qualities or characteristics, or often times themes or trends. answers are often non-numerical and can be used to categorize or describe attributes, experiences, or perceptions. Some qualitative data can be converted, or "coded" to quantitative form, but not all.

Example question: "Explain why you like this option:"

How can we use qualitative data?

We can use qualitative data to better determine **preferences** in **style** and **lot type**.

We can use qualitative data to better understand priorities for **location** and **intensity**.

We can use qualitative data to better understand **concerns** and **misconceptions** participants may have.

Visual Preference

Preferred Options

Toll Brothers Concept

This image is prepared as a conceptual design for a local development project. Homes are **tightly grouped** or even **attached**, showing **little setback between buildings**. **Front setback** is emphasized, as well as the **courtyard amenity** and **walkability**. **Natural plantings** serve as barriers or to break up built space.

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61 Stow Road

This building, located in Boxborough, is a vacant multi tenant commercial building. Historic structure is **set-back** from the street side and emphasizes **plantings in the front**. Parking is accessible from a drive in the front, **but cannot be seen** in the photo. **Separate entrances** are provided to each tenant. Structure is set into the **natural environment**.

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Paddock Estates

This is Boxborough's most dense development, featuring multiunit apartment buildings. The image shows the **courtyard amenities**. These include **community spaces** and **plantings**. Buildings are taller and more dense, but are **separated from each other**. Buildings are framed further from the camera, establishing an artificial **front setback**.
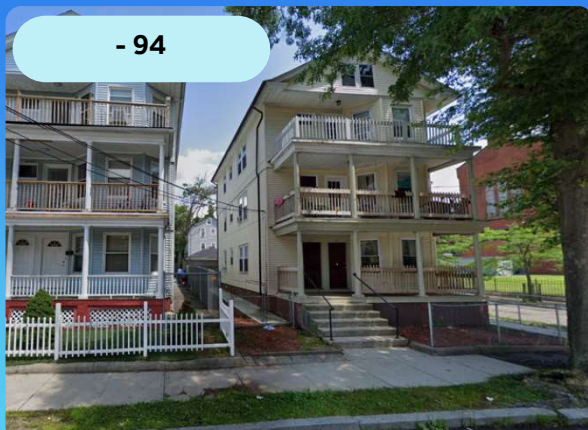
28
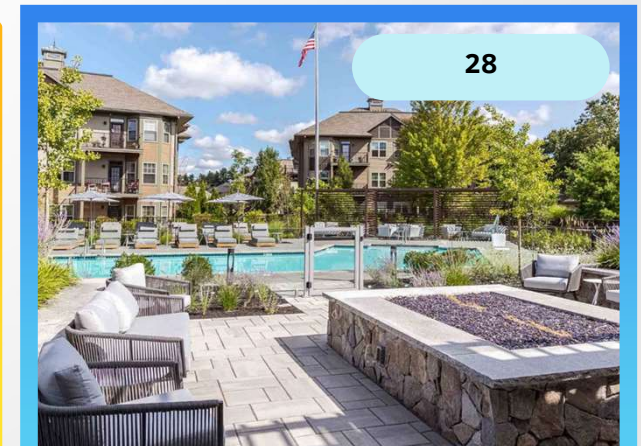
Visual Preference

Least Preferred

Tripple Decker

This image is of a generic triple-decker, adjacent to another triple-decker. The structure is built to the **sidewalks edge**, with **minimum separation** between structures. Buildings **occupy the vast majority** of the lot, and feature no natural plantings.

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Brick Mixed Use Building

This building as located **along the sidewalk**, and features three stories of mixed use space. **Parking** is immediately seen **along the main right of way**, with plantings only used to shield the main entrance. **Large separation** from the nearest building. **No amenities**, despite available space.

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Brick Appartments

These apartment buildings are **separated** by large paved surfaces, with **parking provided in open areas**. Visible lot is **mostly paved**, with **no front yard setback** of paved surfaces and the street's edge. Plantings immediately surround the building, but are **not a predominant feature**. **No community resources or areas.**

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Questions and answers:

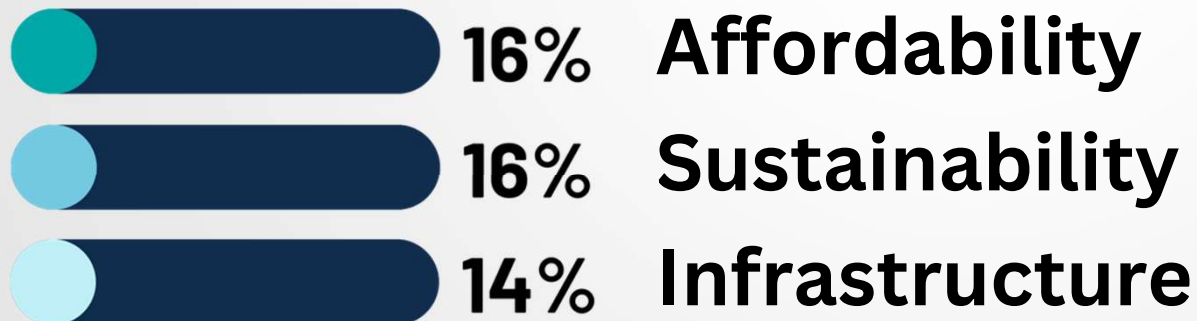We asked participants "Why do you choose to live in Boxborough?" and received 88 responses

Here are some of the most common responses:

38% **Schools**

25% **Rural Character**

24% **Community**
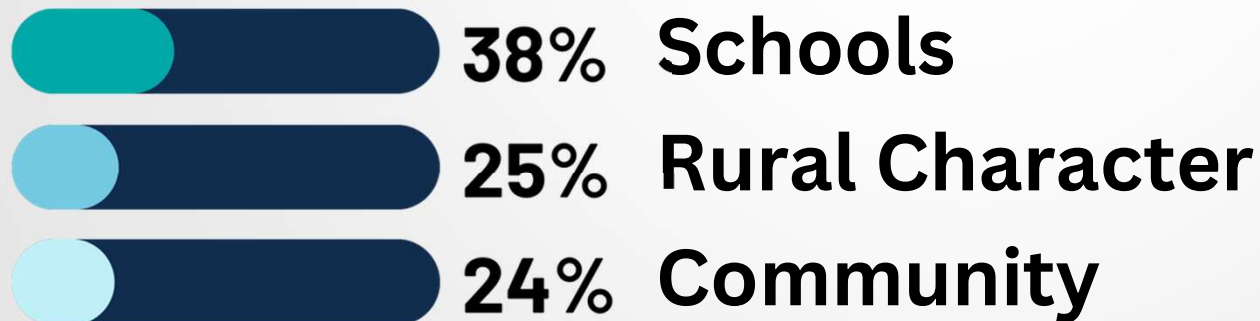
Questions and answers:

We asked participants "Do you have additional priorities or housing issues that should be added?" and received 50 responses
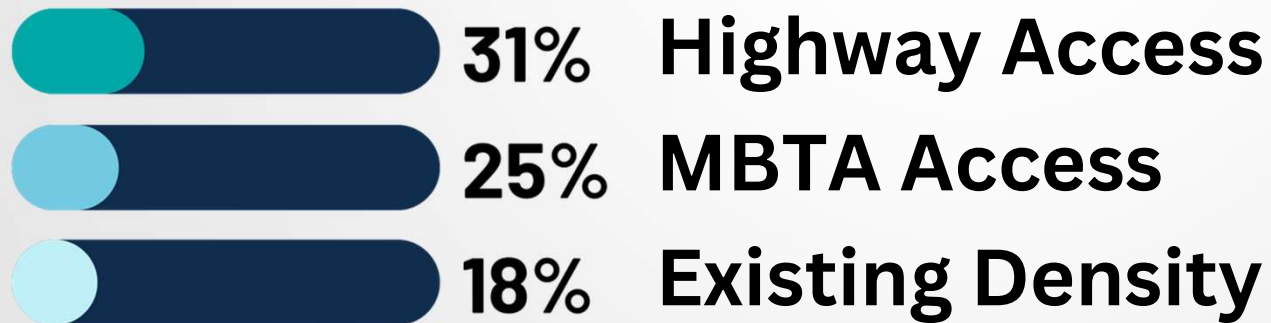
Here are some of the most common responses:

16% **Affordability**

16% **Sustainability**

14% **Infrastructure**
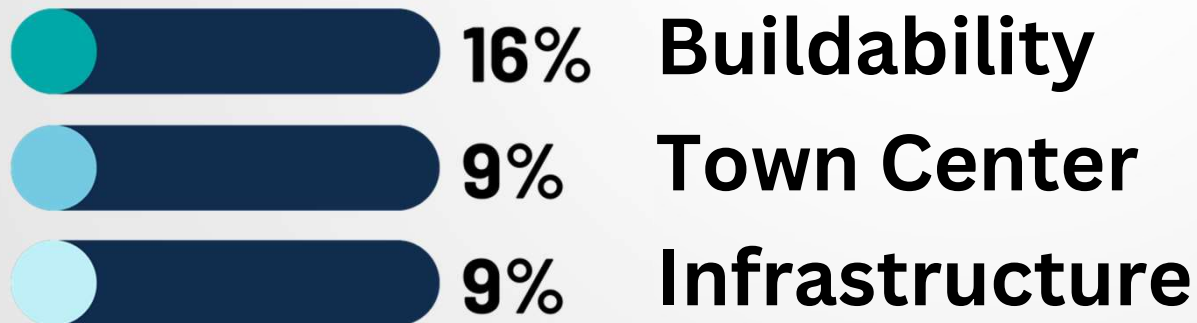
Questions and answers:

We asked participants "Why did you choose these two regions?", to accompany a mapping question, and received 77 responses.

Here are some of the most common responses:

31% **Highway Access**

25% **MBTA Access**

18% **Existing Density**

Questions and answers:

In response to this question, the following themes also emerged:

16% Buildability

9% Town Center

9% Infrastructure

Questions and answers:

We asked participants "Is there a specific area of Town you think this district should be located in?", to accompany a mapping question, and received 61 responses.
Here are some of the most common responses:

20% **Littleton MBTA**

18% **Near 495 Access**

13% **Center of Town**