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MEMORANDUM

DATE: December 09, 2022

TO: Councilor Deborah Crossley, Chair, Zoning & Planning Committee
Members of the Zoning & Planning Committee

FROM: Barney Heath, Director, Department of Planning and Development
Jennifer Caira, Deputy Director Department of Planning and Development
Zachery LeMel, Chief of Long Range Planning
Nevena Pilipovic-Wengler, Community Engagement Planner

RE: **#38-22 Discussion and review relative to the draft Zoning Ordinance regarding village centers**
ZONING & PLANNING COMMITTEE requesting review, discussion and possible ordinance amendments relative to Chapter 30 zoning ordinances pertaining to Mixed Use, business districts and village districts relative to the draft Zoning Ordinance. (formerly #88-20)

CC: City Council
Planning Board
Jonathan Yeo, Chief Operating Officer

For the ZAP meeting on November 14th, Staff shared [this memo](#) and [this presentation](#) of the results of engagement conducted for the proposed zoning framework for village centers. The report by the Stanford Crowdsourced Democracy Team [is available here](#). The following are responses to questions and requests raised by the Council.

1. In addition to graphics conveying the original responses, Stanford Crowdsourced Democracy Team also offered additional graphics based on ‘adjusted results.’ What did this method entail?

Stanford collected the demographics as reported by the Census Bureau as part of the American Community Survey 2021. They then identified 2-4 groups in each demographic axis that they wanted to adjust for (in this report that was age and home ownership) and calculated adjustment weights. This relies on the assumption that if the turnout from these demographic groups would have been increased/decreased by that weight, the support percentages within that group would not have changed.

2. Is it possible to see the actual results of the underrepresented groups, rather than the more hypothetical ‘adjusted’ results? For example, if we just focused on renters’ responses, how did they answer the parking question?

Stanford followed the logic that it was most desirable to understand what the population of Newton thought about these questions, rather than what specific demographic groups think. The adjusted figures do give directional understanding of what underrepresented groups think.

However, in response to the City's request, Stanford has produced a new version of the report with these tables added in the appendix. You can find it on <https://purl.stanford.edu/hx374sj6811>. Appendix A, beginning on page 3, includes graphs summarizing these isolated results for age and home ownership.

Please note that isolated demographic responses were not populated for the second question on the feedback tool (the Mapping question) because there was no significant difference between how different age groups, or homeowners vs renters, answered.

3. Why were results not adjusted for people of color, since those were underrepresented similarly as renters and younger people?

Stanford's adjustment approach relies on the assumption that the aggregated opinion of a group would not change if you increased its turnout. This assumption is no longer true for very small samples. Therefore, Stanford was unable to do this adjustment for race/ethnicity. Such an adjustment would require assumptions about which racial/ethnic groups would share similar opinions on this subject, and that is beyond what they can do. Stanford also states that in contrast, it is more straightforward to assume that the respondents 18-24 years old share similar beliefs to respondents 25-34 years old.

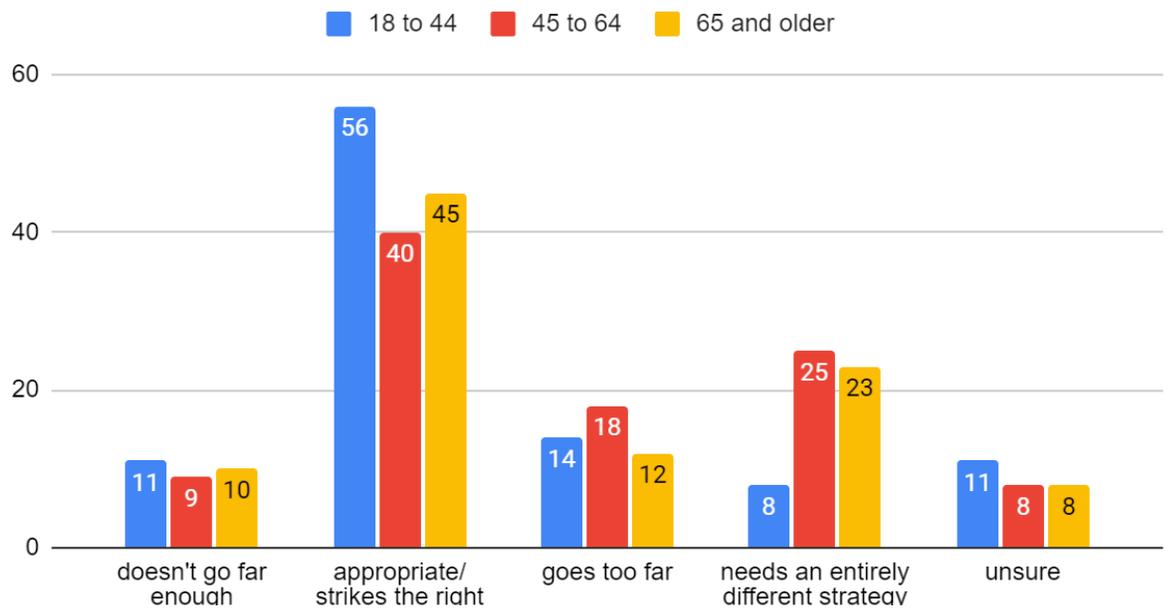
APPENDIX A - Responses of Isolated Demographics

All the graphs below represent the percentage of responses.

[A] Scale question: Currently Newton essentially has the same zoning districts for all of its village centers. Do you think there should be a variety of zoning districts for the variety of village centers?

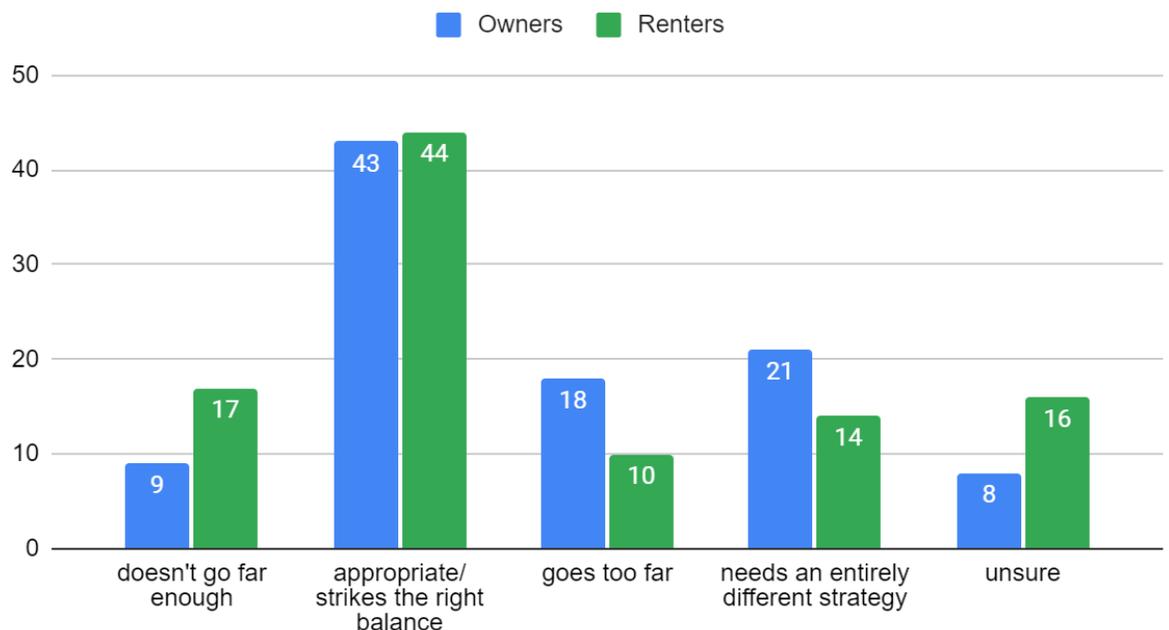
Age

Scale question_ by age



Home ownership

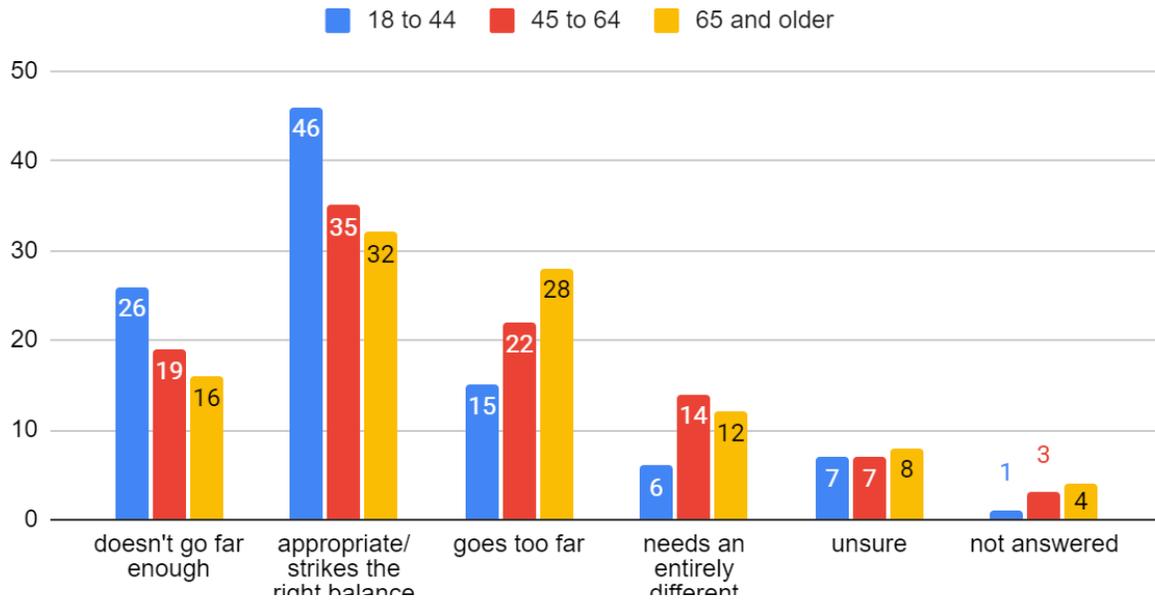
Owners and Renters



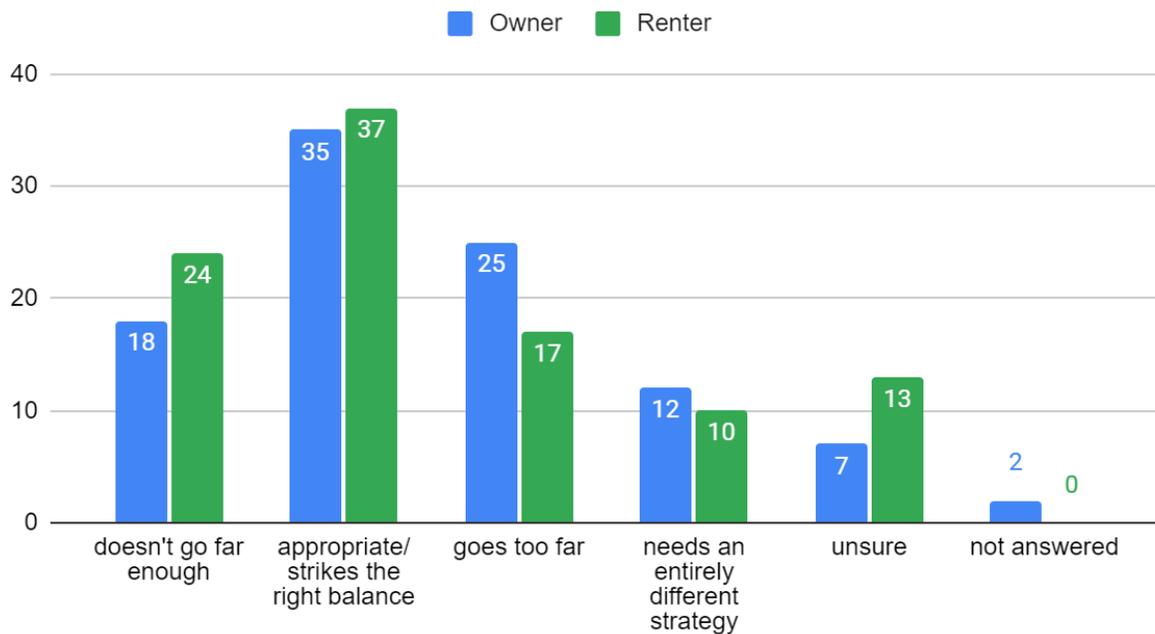
[B] Parking question: Do you agree with the proposal to reduce the parking requirements for new buildings in the village centers?

__ Residential parking

Parking [Residential] __ by age

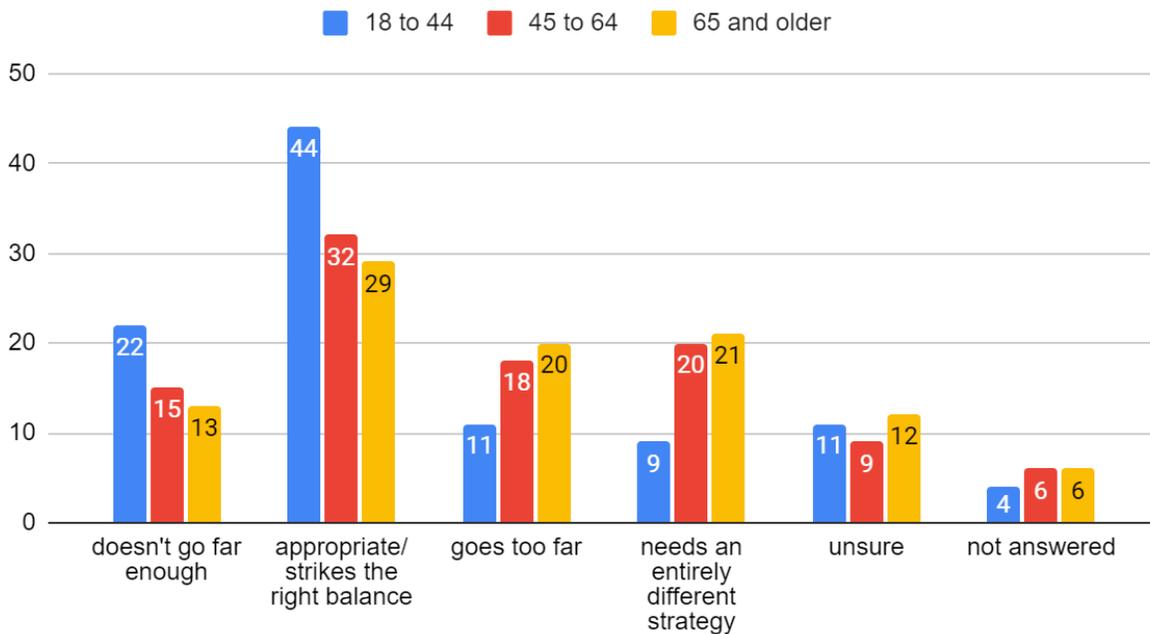


Parking [Residential] __ Home ownership

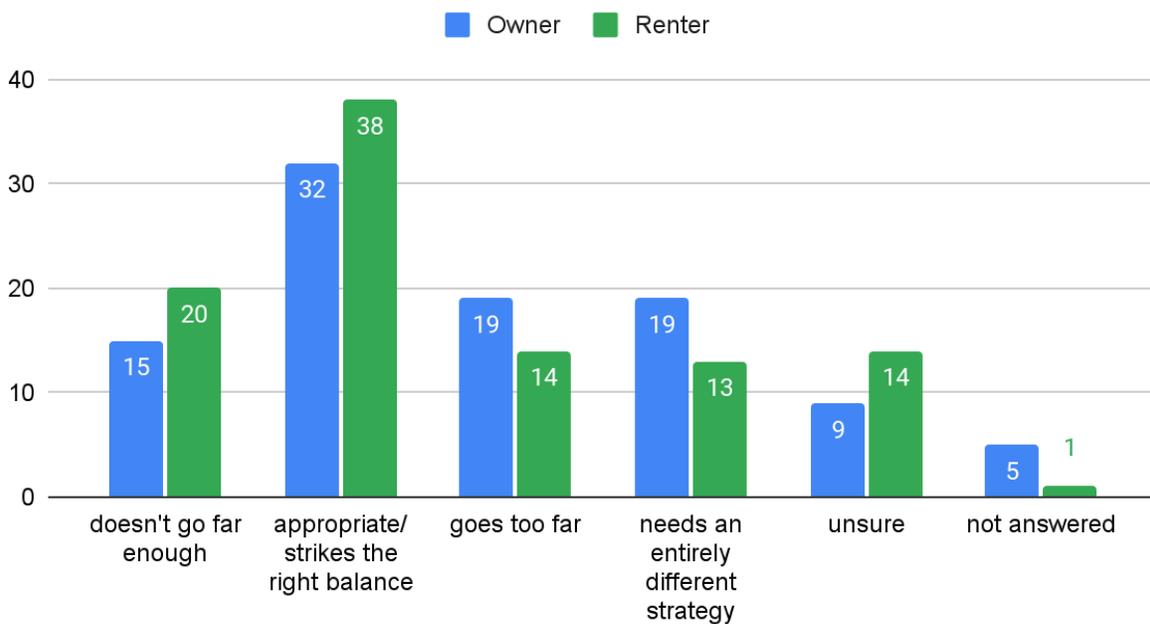


__ Commercial parking

Parking [Commercial] _ Response by age

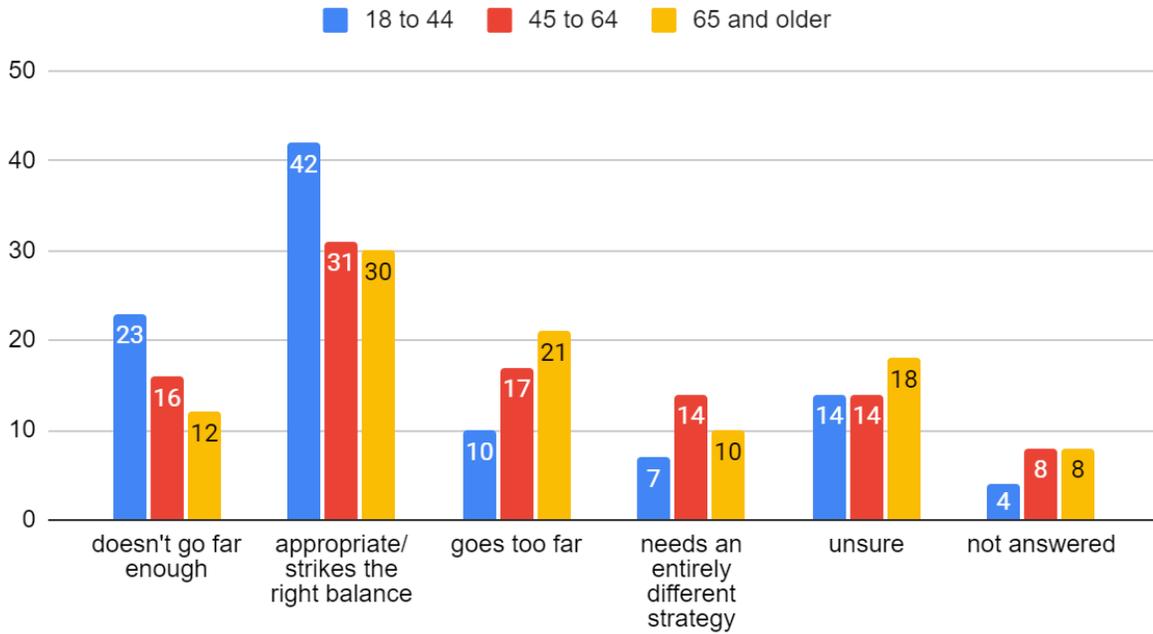


Parking [Commercial]_ Response by Home Ownership



__ Office parking

Parking [Office] _ Response by Age



Parking [Office] _ Response by Home Ownership

