



Plan Facilitator Data Collection Guide

RAPID RECOVERY PLANS

Phase 1: Diagnostic

Introduction



Emmy Hahn

MA Downtown Initiative
Program Coordinator
Massachusetts Department of
Housing & Community
Development



Charles Sanderson

MA Downtown Initiative Assistant
Coordinator
Massachusetts Department of
Housing & Community
Development



Larisa Ortiz

Managing Director,
Public Non-Profit Group

streetsense.



Nur Asri

Senior Strategist,
Public Non-Profit Group

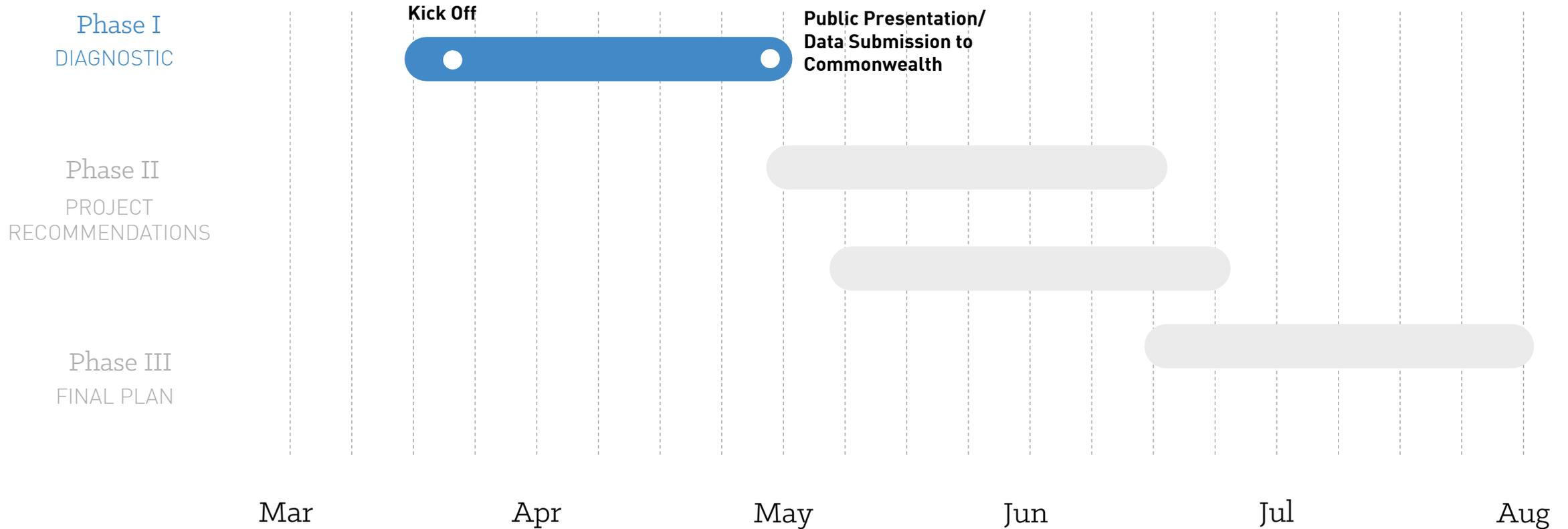
streetsense.

Agenda



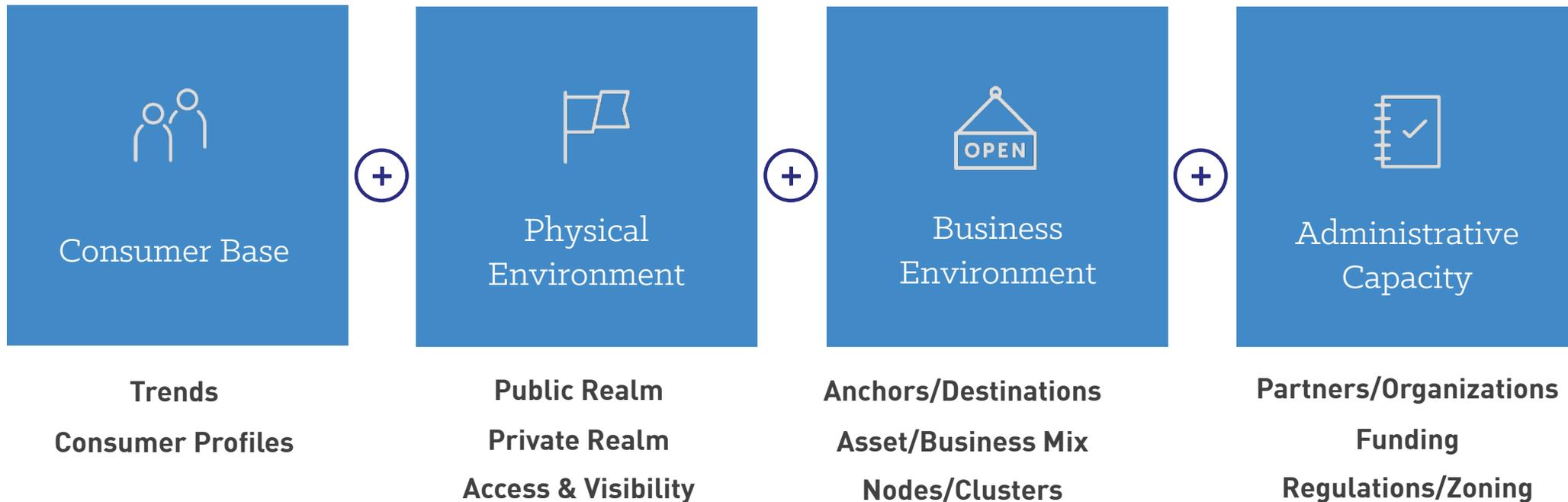
- 1 Collecting Baseline Data
- 2 Qualitative Assessment of Physical Environment (Guidelines)
- 3 Photo Inventory (Guidelines)
- 4 Recording/Submitting Data
- 5 Q&A

What is the timeline?



Refresh!

RRP Data Collection Framework

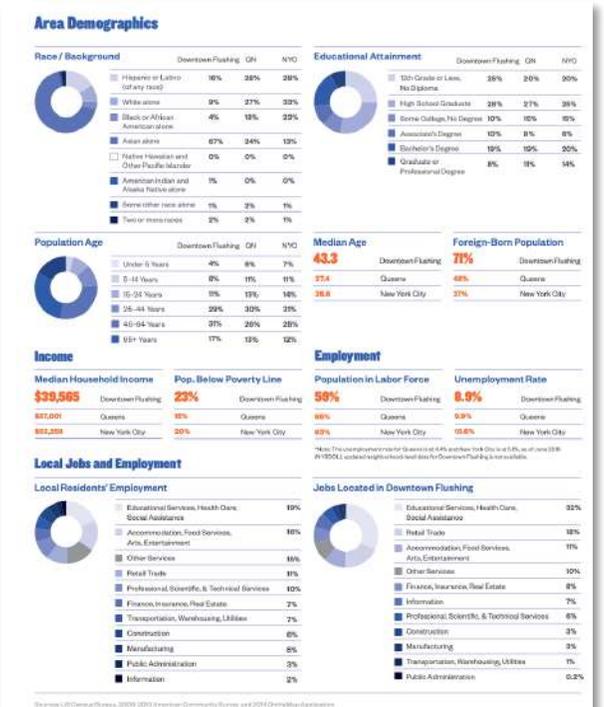
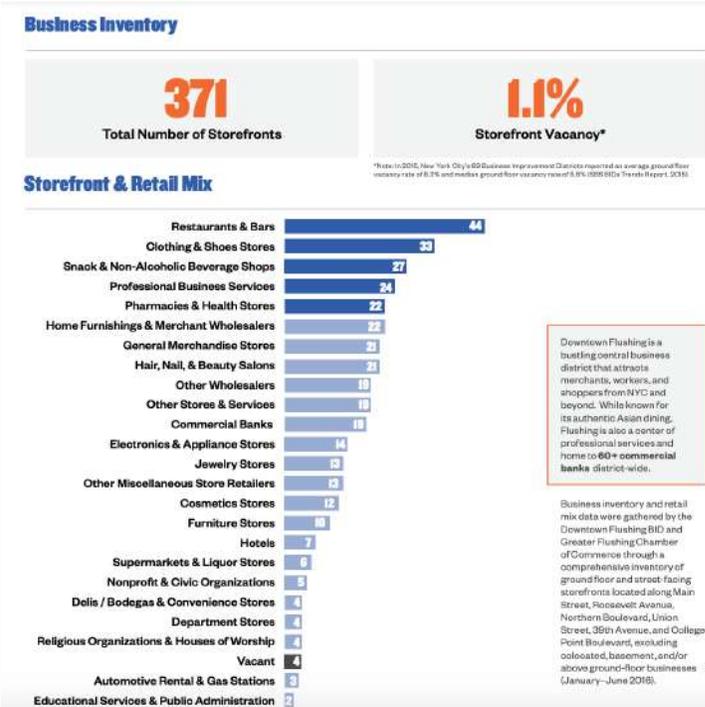


The framework is adapted from the award-winning Commercial DNA approach, as published by the Local Initiative Support Corporation (LISC) in "Preparing a Commercial District Diagnostic", authored by Larisa Ortiz (Managing Director, Streetsense) and funded in part by Citi Community Development.

Resources

RRP Data Collection Framework

NYC Commercial District Needs Assessment



The framework has been adopted for use in several communities across the country. The above resources should only serve as inspiration for your analyses. <https://www1.nyc.gov/site/sbs/neighborhoods/commercial-district-needs-assessments.page>

Using The Guide

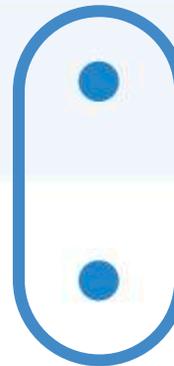
Indicator

Required

Average Annual Daily Vehicular Traffic
(2019 or earlier) - Primary Street

Average Annual Daily Vehicular Traffic
(2019 or earlier) - Secondary Street

Average Annual Daily Vehicular Traffic
(2020 or more recent) - Primary Street



Must be reported back to the Commonwealth unless unavailable or non-applicable to the community.

Using The Guide

Please use any other available data sources, these are only meant to offer guidance. However, keep track of all data sources use as they are required in reporting.

Type of Data	Recommended Data Sources	Other Potential Data Sources
Quantitative (Whole number)	Paid Proprietary Data Platforms including ESRI Business Analyst Online, PolicyMap, Social Explorer, Claritas	Municipality-level: US Census
Quantitative (Whole number)	Paid Proprietary Data Platforms including ESRI Business Analyst Online, PolicyMap, Social Explorer, Claritas	Municipality-level: US Census
Quantitative (Decimal)	Paid Proprietary Data Platforms including ESRI Business Analyst Online, PolicyMap, Social Explorer, Claritas	Municipality-level: US Census
Quantitative (Decimal)	Paid Proprietary Data Platforms including ESRI Business Analyst Online, PolicyMap, Social Explorer, Claritas	Municipality-level: US Census

Using The Guide



If using alternative data sources, please be comprehensive in reporting. For example:

Site Visit

* Please source the preceding data. If data is not available, please submit as 'N/A'

Field observation during site visit (Conducted MM/DD/YY). Name of PF Consultant.

Stakeholder Interview

* Please source the preceding data. If data is not available, please submit as 'N/A'

Stakeholder (Name, if allowed) feedback provided during interview/focus group (Conducted MM/DD/YY)

Using The Guide

Type of Data

Quantitative
(Whole number)

Pay attention to data type guidelines – fields set up on submission forms will require adherence to requested data type.

Qualitative
(A,B,C or Fail)

Quantitative
(PSF)
(Decimal)

Quantitative
(PSF)
(Decimal)

Section 1:

COLLECTING BASELINE DATA

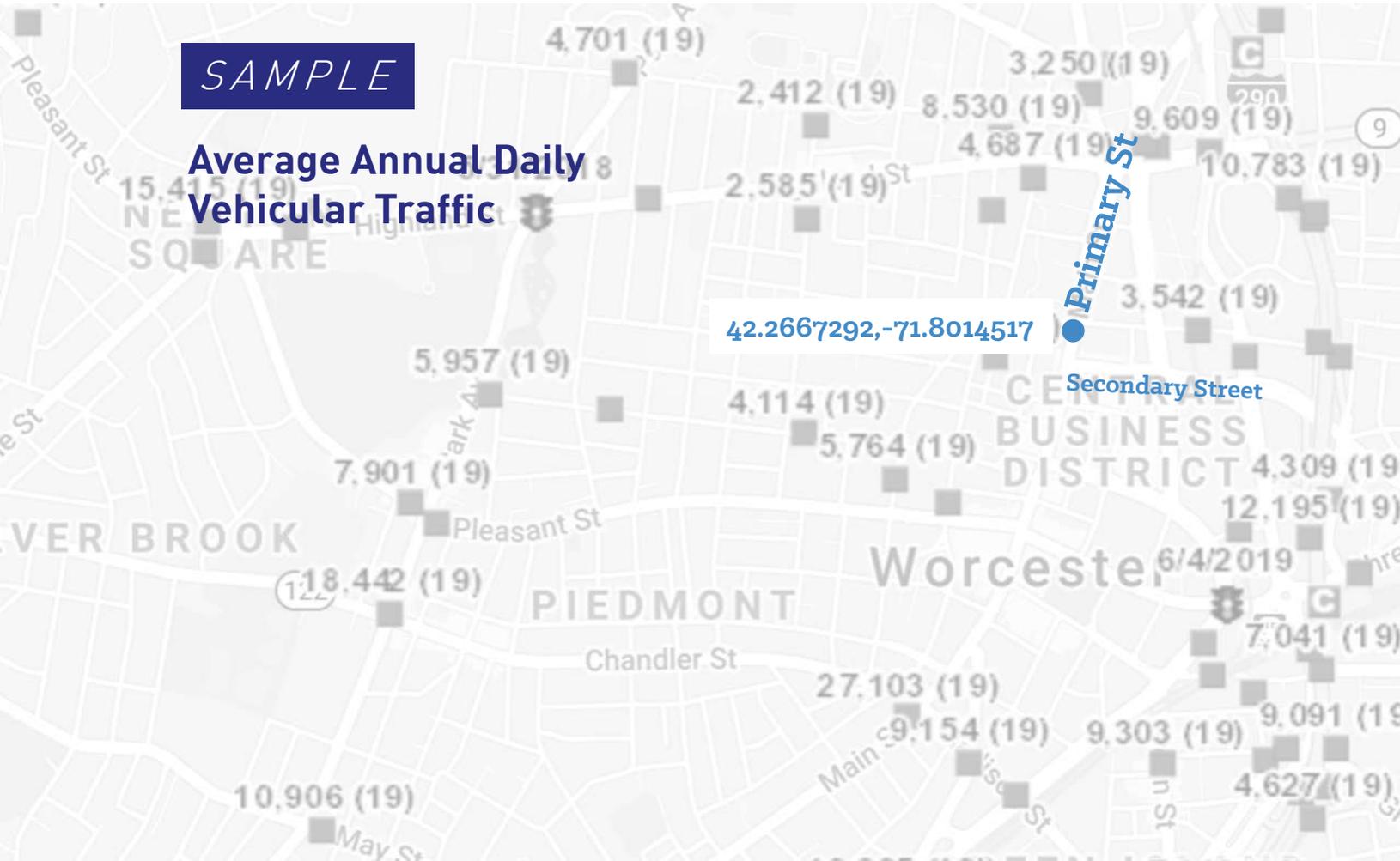
Required Physical Environment

[Access]



SAMPLE

**Average Annual Daily
Vehicular Traffic**



1 Define a 'Primary Street' and 'Secondary Street' for the study area

Typically streets with greatest concentration of business activity, vehicular/ pedestrian traffic

2 Identify (Longitude, Latitude) coordinates at point of measurement

Recommended source: Mass DOT Traffic Volume and Classification (2019)

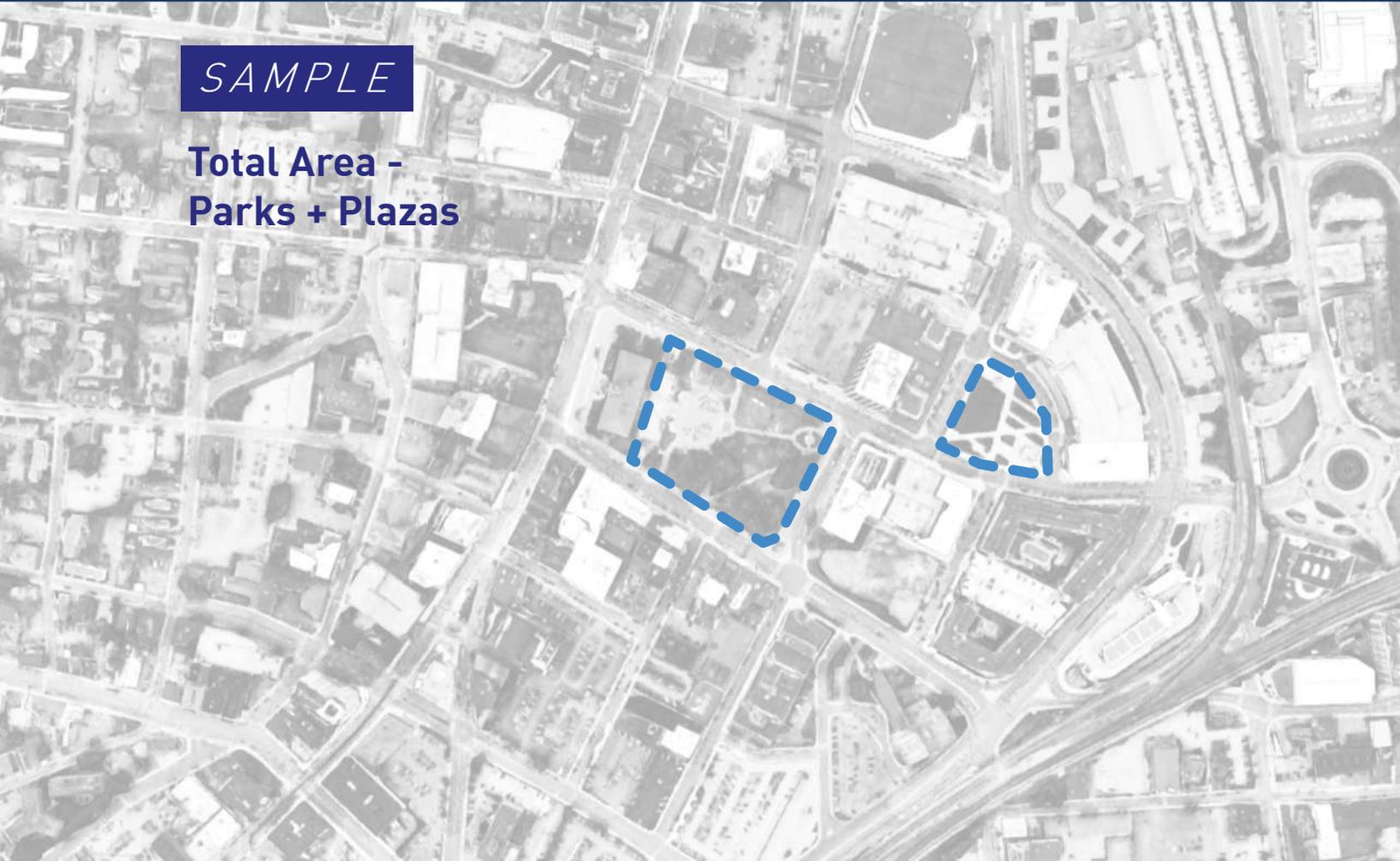
Required Physical Environment

(Public Realm)



SAMPLE

**Total Area -
Parks + Plazas**



Parks and plazas

Permanent spaces that are available for use year-round by the public – typically owned/ managed/ programmed by local Parks department (and/or other public and quasi-public entity).

Not including temporary street closures.

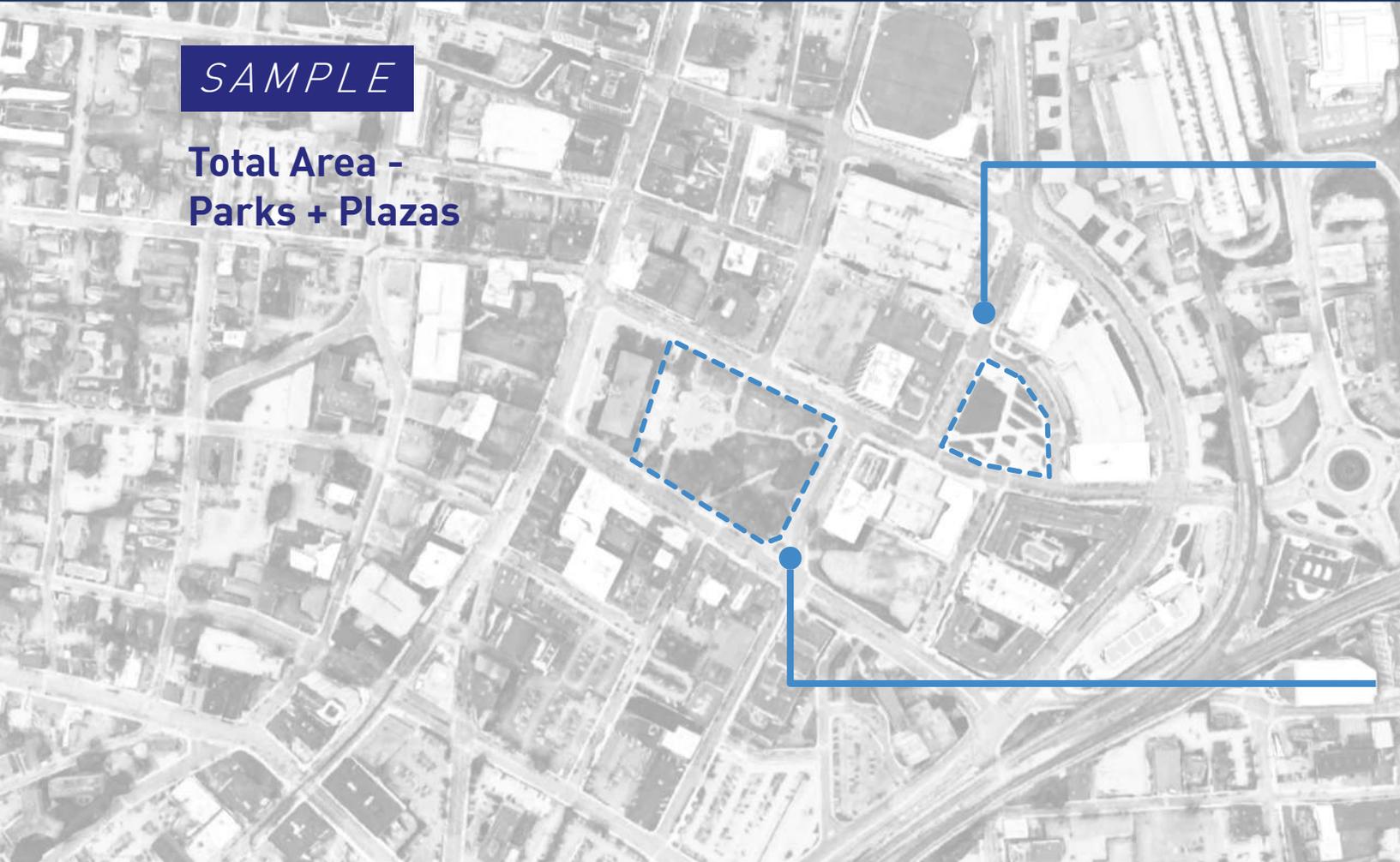
Recommended source: Town/County Open Space GIS Map; Aerial Survey; Site Survey

Required Physical Environment

(Public Realm)

SAMPLE

Total Area -
Parks + Plazas



Required Physical Environment

(Private Realm)

SAMPLE

Recommended source: CoStar; Site Visit; Aerial Survey (Google Maps)

**Total No. of
Ground Floor
Storefronts**



Storefront



Storefront

Required Business Environment

(Tenant Mix & Vacancy)

SAMPLE

Recommended source: Site Visit

Total No. of Vacant Storefronts

Vacant storefronts are not currently occupied by a tenant.

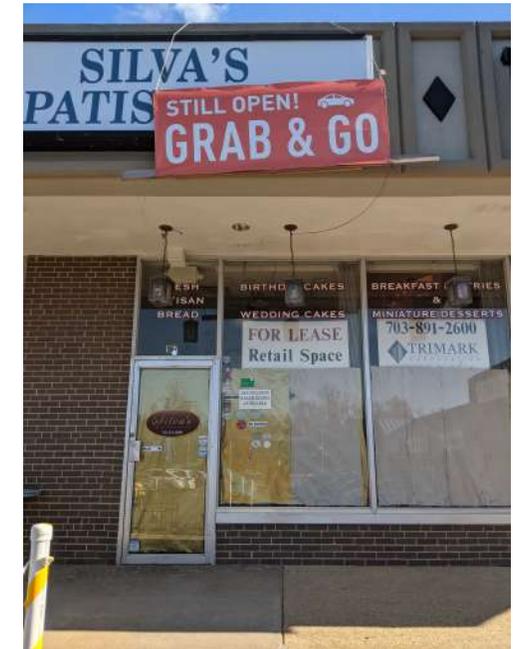
This includes spaces that are actively being leased, not including space that has been leased and may be undergoing renovation/ fit-out.



Not Vacant



Not Vacant



Vacant

Section 2:

**QUALITATIVE
ASSESSMENT
(PHYSICAL
ENVIRONMENT)**

Required Physical Environment



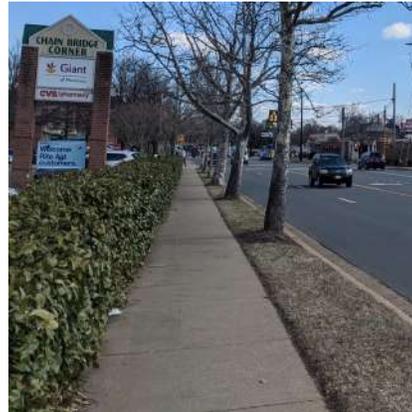
RRP grades on the Physical Environment are required to be submitted to the Commonwealth.

It is expected that Plan Facilitators will determine RRP grades based on deep-dive insights from site visits & observations, additional analyses, and feedback from the community and businesses.

Required Physical Environment

(Public Realm)

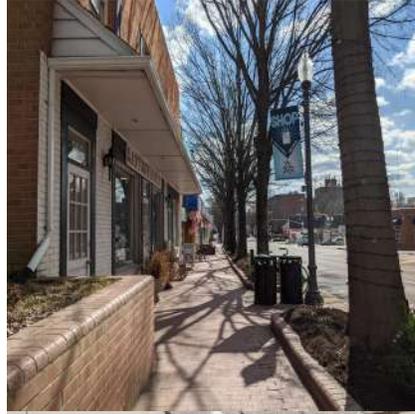
Sidewalks



Required Physical Environment

(Public Realm)

Street Amenities – Street Trees, benches



A



Fail/NA

Required Physical Environment

(Public Realm)

Street Lighting



A



Fail/NA

Required Physical Environment

(Public Realm)

Wayfinding/Signage



A



Fail/NA

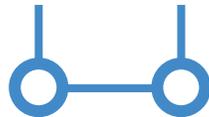
Required Physical Environment

(Public Realm)

Roadbeds and Crosswalks



A



Fail/NA

Required Physical Environment

(Private Realm)

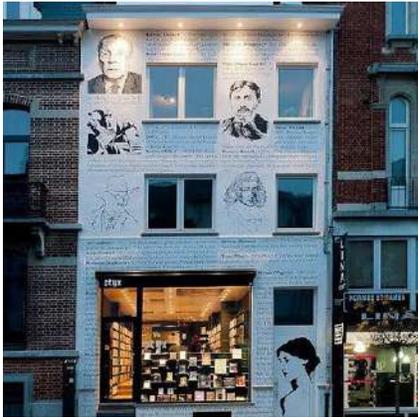
Storefront Window



Required Physical Environment

(Private Realm)

Storefront Lighting



A



Fail/NA

Required Physical Environment

(Private Realm)

Storefront Signage



A



Fail/NA

Required Physical Environment

(Private Realm)

Outdoor Display



A



Fail/NA

Required Physical Environment

(Private Realm)

Storefront Awning



Required Physical Environment

(Private Realm)

Façade



Section 3:

**PHOTO
INVENTORY
GUIDELINES**

Take Photos

SAMPLE

REMINDER:

Each community must submit three photos as part of data submission. These photos may be used in program collateral and/or press material.

Please include photo credit in submission.



Photo 1: Public Realm

Take Photos

SAMPLE



Photo 2: Private Realm

SAMPLE



Photo 3: Stakeholder Engagement

Section 4:

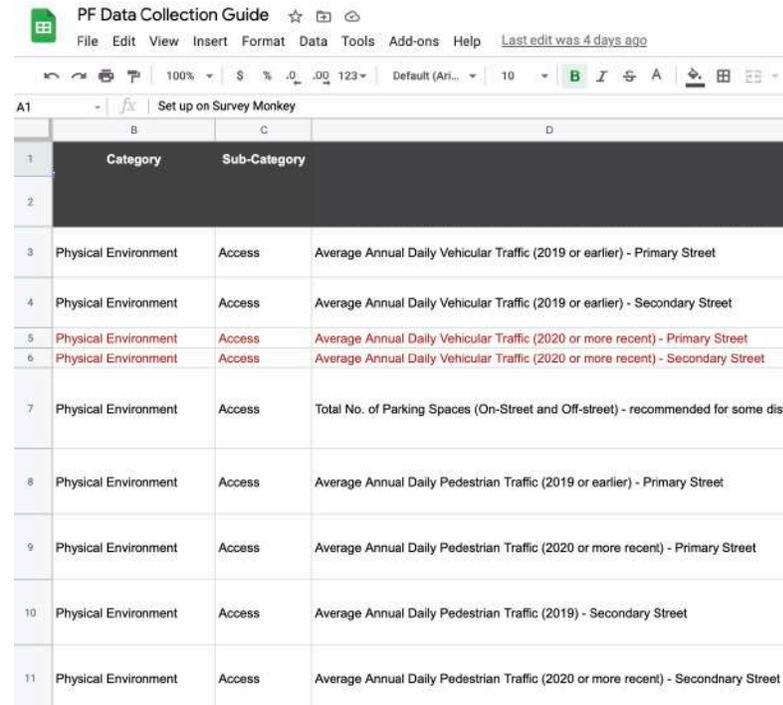
RECORDING + SUBMITTING DATA

Suggestion

Keep Records

Use a Google/Excel Spreadsheet to create a master list of data points being collected – especially if several team members are splitting the task.

REMINDER: each community is only allowed ONE data form submission so have the master data list handy before starting submission to the Commonwealth.



	B	C	D
1	Category	Sub-Category	
3	Physical Environment	Access	Average Annual Daily Vehicular Traffic (2019 or earlier) - Primary Street
4	Physical Environment	Access	Average Annual Daily Vehicular Traffic (2019 or earlier) - Secondary Street
5	Physical Environment	Access	Average Annual Daily Vehicular Traffic (2020 or more recent) - Primary Street
6	Physical Environment	Access	Average Annual Daily Vehicular Traffic (2020 or more recent) - Secondary Street
7	Physical Environment	Access	Total No. of Parking Spaces (On-Street and Off-street) - recommended for some dist
8	Physical Environment	Access	Average Annual Daily Pedestrian Traffic (2019 or earlier) - Primary Street
9	Physical Environment	Access	Average Annual Daily Pedestrian Traffic (2020 or more recent) - Primary Street
10	Physical Environment	Access	Average Annual Daily Pedestrian Traffic (2019) - Secondary Street
11	Physical Environment	Access	Average Annual Daily Pedestrian Traffic (2020 or more recent) - Secondary Street



Rapid Recovery Plan - Phase 1 Diagnostic: Data Submission

Instructions to Plan Facilitators

Only one submission per community will be accepted.

Before starting, please ensure that you have easy access to all baseline data as required for submission by the RRP Program. This task may take approximately one hour to complete.

* Please select the community for which this data was collected.

* Plan Facilitator

Name

Company

Email Address

Phone Number

1 / 12

Next

Submitting Data



Rapid Recovery Plan - Phase 1 Diagnostic: Data Submission

Ⓞ PAGE TITLE

Physical Environment - Access

Required

*** Average Annual Daily Vehicular Traffic - Primary Street within Study Area (2019 or earlier)**

Please submit highest recorded value for the street. If data is not available, please submit value as '0'.

* Please source the preceding data.
If data is not available, please submit as 'N/A'

Mass DOT Traffic Volume (2019)

Other

If other sources were used, please specify.

'Required' pages have been set aside for each category of data collected.

Fields must be filled in order to proceed with data submission.

Submitting Data



Rapid Recovery Plan - Phase 1 Diagnostic: Data Submission

Ⓞ PAGE TITLE

Physical Environment - Public Realm

Not Required

Please skip this page if no data was collected.

Feel free to skip over if this data was not collected/not relevant to your community!

Total Open/Public Space Area (SF)

Please include total square footage for permanent parks and plazas ONLY

Please source the preceding data.

Submitting Data



* Population by Educational Attainment (Current/2021 estimates) - Study Area

If data is not available, please submit value as '0'.

Less than High School

* Please source the preceding data for the Study Area.

If data is not available, please submit as 'N/A'

- US Census
- ESRI Business Analyst Online
- Claritas
- Social Explorer
- PolicyMap
- Other

If other sources were used, please specify.

Last name, First/Middle Initial. (Date published). Title of source. URL

You will be prompted to source every data point submitted. Select 'Other' if you have used a data source that was not in the recommended list.

Submitting Data



Rapid Recovery Plan - Phase 1 Diagnostic: Data Submission

© PAGE TITLE

**Thank you for completing the data submission.
Please confirm the accuracy of data before hitting 'Submit'.**

 NEW QUESTION 

or Copy and paste questions

12 / 12

Prev

Submit

**Go back and double-check
before hitting Submit!**

Please submit your
questions through
Q&A function

**QUESTION +
ANSWER**

Thank
You
