



Lynnway Multimodal Corridor Project Public Engagement Summary

Summer - Fall 2025



Executive Summary

At a Glance

- Our Lynnway Multimodal Corridor Existing Conditions Engagement included public-facing events, business and community-based outreach, a print and social media campaign, and digital materials.
- Our online survey collected 1,645 responses, the vast majority of whom identified as drivers
- 150+ participated in our public events, which were hosted in **Lynn, Marblehead, and Nahant.**
- Drivers expressed a strong desire for improving traffic flow.
- One-third of Lynn residents who took the survey identified **pedestrian safety improvements** and **better connectivity to the Waterfront** as additional top design priorities.
- Bus riders, pedestrians, and cyclists reported safety concerns. These users were not well represented in the survey responses.
- There is support for **adding street trees, crosswalks, and improved access** along the Lynnway.

Goals of Existing Conditions Outreach

Inform people who live/work/travel in the corridor about the project

Understand the scope of the problems facing the Lynnway to offer relevant solutions

Invite community feedback to help the project team create a **safer, more connected, and more accessible** Lynnway



Key Metrics

Awareness of the Project

- 415+ print materials distributed via mail and at events
- 5 Public Events
- 9 email distributions to ~3550 subscribers
- 3 ad placements (3 on screens in stations, and 4 in newspapers)
- 6000+ impressions on social media via City of Lynn official accounts

Feedback on the Project

- 2,715 pieces of feedback collected
 - 1,645 survey responses (print and digital)
 - 30 comment forms
 - 40 roll plan map comments
 - 970 board/dot exercise interactions

Key Themes from Overall Feedback

Safety disparities by mode

Most drivers feel safe while most pedestrians and cyclists feel unsafe due to narrow sidewalks, insufficient crosswalks, and inadequate cycling infrastructure.

Traffic efficiency is the top priority

Improved traffic signals and flow are the top priority for a redesign of the Lynnway. Users are concerned that reducing travel lanes could increase congestion and commute times.

Balance connections with traffic flow

Lynnway users want safer, more frequent pedestrian crossings connecting businesses and the waterfront; strategic U-turn locations at major intersections; and street trees, as long as vehicle movement is maintained.

Contents of this Engagement Summary

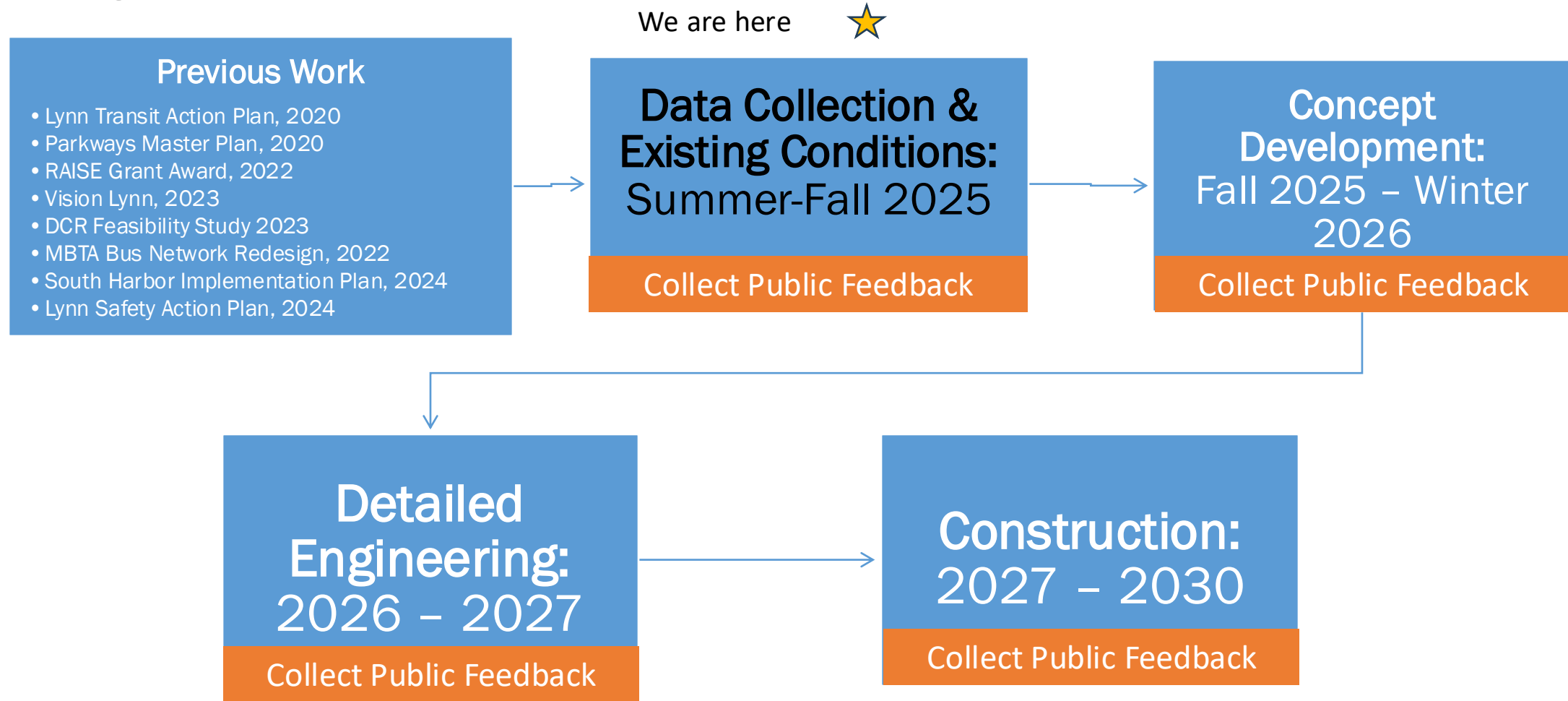
- Project Overview
- Outreach Methods
- What We Heard
- Next Steps

Project Overview

About the Lynnway Multimodal Improvement Project

- For decades, the Lynnway's design has prioritized the movement of motor vehicles, resulting in an area that is difficult and intimidating for pedestrians, cyclists, and bus riders to navigate
- The City of Lynn, MassDOT, MBTA, and DCR have all led recent planning efforts to envision a safer, more multimodal Lynnway
- The goal of the Lynnway Multimodal Corridor Project is to transform a historically car-centric roadway into a safer, dynamic connector for pedestrians, bicyclists, transit riders, and drivers.

Project Timeline



Outreach Methods

Outreach Methods – Overview

Public-facing
events

Business and
community-
based outreach

Media
campaign

Social media

Digital
materials

Online survey

Public-Facing Events

- Open House
 - Lynn History Museum @ Wednesday, June 11, from 5:30 PM to 7:30 PM
 - 34 Attendees, including 3 media outlets
- Pop Up
 - Market Basket @ Friday, June 6, from 1:00 to 3:00 PM
- Hybrid Public Meeting
 - North Shore Community College (NSCC) @ Wednesday, September 10, 2025.
 - 49 Attendees
- Open House
 - Nahant Town Hall Thursday, October 9, 2025 @ 5:30 to 7:30 PM
 - 28 Attendees
- Open House
 - Marblehead, Abbot Public Library @ Wednesday, September 17, 2025
 - 33 Attendees

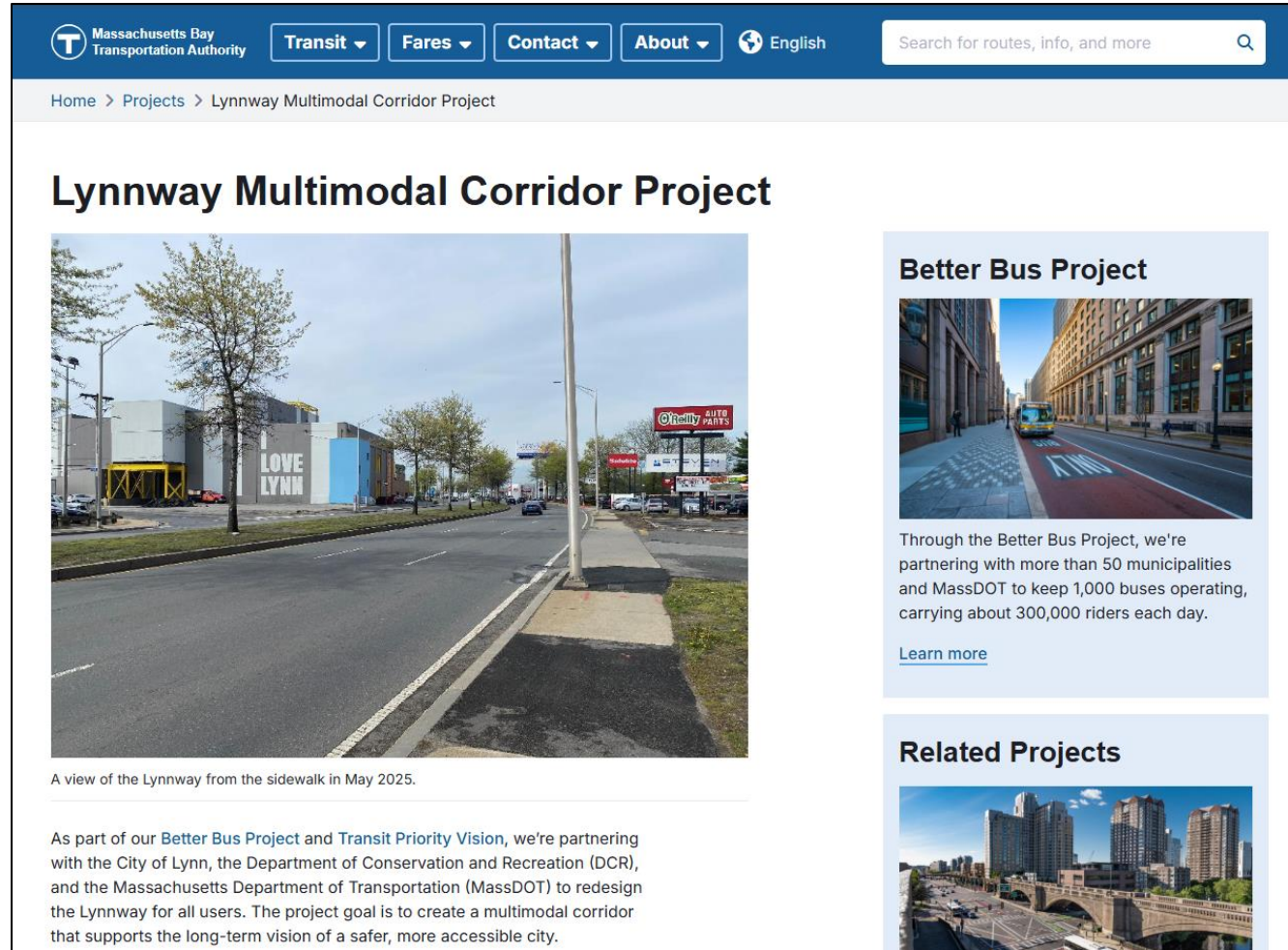


Business and CBO Outreach

- Roundtables
 - June 23, 2025: 5 participants representing 4 businesses or developers
 - June 26, 2025: 10 participants, representing 9 businesses, utilities, or developers
- Flyering
 - 110 flyers/factsheets distributed (57 in person, 48 digital)
 - 113 postcards distributed
- Emails
 - 3 e-blasts to 48 businesses and CBOs publicizing project information and soliciting feedback
- Mailers
 - 62 letters mailed to direct abutters in Lynn

Digital Materials

- Project Overview Video
- Website
- Email Blasts
- Photo Gallery
- Precedent Materials



The screenshot shows the website for the Lynnway Multimodal Corridor Project. The header includes the MBTA logo and navigation links for Transit, Fares, Contact, and About, along with an English language selector and a search bar. The breadcrumb trail reads: Home > Projects > Lynnway Multimodal Corridor Project. The main heading is "Lynnway Multimodal Corridor Project". Below it is a large photograph of the Lynnway street in May 2025, showing a modern building with "LOVE LYNN" signage and a "O'Reilly AUTO PARTS" sign. A caption below the photo reads: "A view of the Lynnway from the sidewalk in May 2025." The text below the photo states: "As part of our [Better Bus Project](#) and [Transit Priority Vision](#), we're partnering with the City of Lynn, the Department of Conservation and Recreation (DCR), and the Massachusetts Department of Transportation (MassDOT) to redesign the Lynnway for all users. The project goal is to create a multimodal corridor that supports the long-term vision of a safer, more accessible city." To the right, there is a section for "Better Bus Project" with a photo of a bus on a city street and text: "Through the Better Bus Project, we're partnering with more than 50 municipalities and MassDOT to keep 1,000 buses operating, carrying about 300,000 riders each day." Below this is a "Learn more" link. Further down is a "Related Projects" section with a photo of a city street scene.

Digital Engagement: Analytics



Websites

- MBTA Website: 6,655 visitors to the project page from 5/9/2025 to 10/14/2025
- Lynn ItemLive: 34,504 impressions and 27 clicks between 5/29/2025 and 6/5/2025



Social Media

MBTA-hosted social media posts:

- 21 X (Twitter) Posts with ~80,000 impressions
- 5 Facebook Posts with a potential reach of 102,000+ people
- 5 Instagram Post and 6 Stories with a potential reach of 43,000+ people
- 21 Threads Posts with a potential reach of 5,500+ people

Lynn-hosted social media posts:

- 2 Facebook & Instagram posts with 6,000+ views



Email Distribution

- 5 MBTA eblasts sent to ~350 subscribers promoting the events and the online survey
- 4 City of Lynn eblast sent to ~2000 subscribers
- Distribution to Lynn in Common subscriber list of ~1300

Multilingual Materials

- The Lynnway Project Team prioritized language access, offering project materials in 7 languages, including:
 - Arabic, Brazilian-Portuguese, English, Haitian Creole, Khmer, Russian, Spanish
- At the June Open House, Spanish, Russian, and Khmer interpreters were available.

История планирования Lynnway

Предыдущая работа

Администрация города Линн, MBTA и DCR недавно завершили разработку планов и исследований, в результате которых была выявлена важность более безопасного и более связанного коридора смешанных перевозок Lynnway.

ГЕНЕРАЛЬНЫЙ ПЛАН PARKWAYS (DCR, 2020)
Видение взаимосвязанной сети пешеходных и велосипедных дорожек, обеспечивающей доступ к местам отдыха и возможным транспортным возможностям.

РЕКОНСТРУКЦИЯ АВТОБУСНОЙ СЕТИ (MBTA, 2023)
Полное переосмысление автобусной сети MBTA для создания лучших условий для нынешних и будущих пассажиров автобусов.

ПЛАН РЕАЛИЗАЦИИ ПРОЕКТА SOUTH HAVEN (ГОРОД, ЛИНН, 2024 E.)
Описывает инвестиции в инфраструктуру, необходимые для поддержки будущего развития.

LYNN PLAN ДЕЙСТВИЙ ПО РАЗВИТИЮ ОБЩЕСТВЕННОГО ТРАНСПОРТА В ЛИННЕ (2020)
Определяет стратегии для предоставления более быстрых и надежных транспортных услуг в Линне.

VISION LYNN (2023)
Комплексный план города, определяющий будущее развитие и инвестиции в инфраструктуру.

أكثر أمانيًا | dcr Massachusetts | T

• تحسينات الطرق من أجل سفر أكثر أمانيًا وراحة، تشمل على ما يلي:

- معايير المشاة
- تهدئة حركة المرور لتقليل السرعة
- بنية تحتية مخصصة للدراجات
- حافلات حافلة أسرع وأكثر موثوقية
- اتصالات بـ Blue Line، ومحطة العبارات، ومحطة السكك الحديدية للركاب، ووسط مدينة لين، والواجهة البحرية في لين
- بنية تحتية مطورة لإشارات المرور
- اتصال أفضل بالمساحات الخضراء الجديدة

• Ameyorasyon wout fè li pi an sekirite ak pi konfòtab pou moun yo vwayaje nan ak atravè Lynnway a, ki gen ladan:

- Pasaj pyeton
- Kalme trafik pou diminye vitès
- Enfrastrikti dedye pou bisiklèt

• Pakou nan bis ki pi rapid epi ou ka fè konfyans

• Koneksyon nan Blue Line, Ferry Terminal, Commuter Rail Station, downtown Lynn, ak kaskad Lynn nan

• Modènize enfrastrikti siyal sikilasyon

T | គម្រោងការប្រុងប្រយ័ត្នលើផ្លូវថ្មី

ចូលរួមជាមួយពួកយើងនៅក្នុងពិធីកិច្ចការណ៍ Open House

MBTA, City of Lynn, និង DCR កំពុងផ្តើរការដំបូងបំផុត ខ្ជិយច្បាប់ Lynnway មានសុវត្ថិភាព ងាយស្រួល ប្តីប្តីរាល់ និងមានគុណភាពខ្ពស់។ ចូលរួមជាមួយពួកយើងនៅក្នុងពិធីកិច្ចការណ៍ Open House នេះ

Visão Lynnway

Hoje, as altas velocidades, as calçadas estreitas e os cruzamentos sinalizados pouco espaçados da Lynnway fazem desta rodovia uma barreira a ser cruzada, limitando o acesso à orla.

Esse design torna esta rodovia particularmente intimidadora para pedestres e ciclistas, além de que se torna estressante e caótica para motoristas.

Com o foco no futuro, a Prefeitura desenvolveram uma visão para a região da orla. Tal visão inclui uma Lynnway com melhor acesso e conectividade à nova orla verde, além do potencial para uma nova rede de apoio novos empreendimentos.

T | Proyecto del Corredor Multimodal LYNNWAY | dcr Massachusetts

mbta.com/Lynnway

Please visit MBTA.com/Lynnway to view this information in Spanish, Khmer, Haitian Creole, or Portuguese. To request translation into other languages, please contact BetterBusProject@MBTA.com

Visite MBTA.com/Lynnway para ver esta información en español, jêmek, kriyol haitiano o português. Para solicitar a tradução a outros idiomas, comuníquese con BetterBusProject@MBTA.com

សូមចូលមើលទៅ MBTA.com/Lynnway ដើម្បីមើលព័ត៌មាន ប្រយោជន៍ក្នុងភាសាស្បែកខ្មែរ ភាសាហៃត្យាន ឬ ភាសាប៊ូតុយន។ ដើម្បីសុំការបកប្រែជូនភាសាដទៃទៀត សូមទាក់ទង BetterBusProject@MBTA.com

Tanqui vizite MBTA.com/Lynnway pou wè enfòmasyon sa yo an Panyòl, Kreyòl Ayisyen, oswa nan lòt lang, tanpri kontakte BetterBusProject@MBTA.com

Acesse MBTA.com/Lynnway para ver estas informações em espanhol, khmer, haitiano crioulo ou português. Para solicitar tradução para outros idiomas, entre em contato com BetterBusProject@MBTA.com

Como parte del Proyecto Better Bus y la Visión de Prioridad de Tránsito de la MBTA, nos estamos asociando con la Ciudad de Lynn, el Departamento de Conservación y Recreación (DCR) y el Departamento de Transporte de Massachusetts (MassDOT) en el Proyecto del Corredor Multimodal Lynnway. En los últimos años, la ciudad de Lynn ha liderado diversas iniciativas de planificación con la comunidad para establecer una visión integral del futuro de la ciudad. Los planes resultantes apuntan a la necesidad de rediseñar Lynnway.

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590 ផ្លូវអ៊ាលីស្តាន
Lynn, MA 01901

បញ្ជូនរបស់អ្នកទៅ
BetterBusProject@MBTA.com

Open House Roll Plan Activity Summary

- Open House attendees were presented an aerial map of the full project area and asked to leave comments or suggestions for improvements to locations along the Lynnway
- Attendees used Post-It notes to provide brief comments on specific locations
- Attendees also were provided dot stickers to provide color-coded feedback on amenities



Public Online Survey

The survey aimed to understand Lynnway users' current challenges and safety concerns as well as determine what factors they valued most in a future redesign.

Available in 7
Languages

11 Questions

1,650
Responses

Open from June
11 to October
14, 2025

What We Heard

Key Themes & Concerns from Open Houses

Existing signaling is insufficient for existing traffic and wayfinding needs.

Concerns that improvements for other modes will compromise **safety and traffic flow**.

It does not feel safe to be a cyclist and there are opportunities to improve existing infrastructure and create new paths of travel.

Desire for **safer, more frequent, pedestrian crossings** that connect businesses and public space without compromising traffic flow.

It does not feel safe to be a **cyclist** and there are opportunities to improve existing infrastructure and create new paths of travel.

Users find the number and width of travel lanes difficult for commuting as is. Reducing the number of lanes could **increase congestion and commute time**.

Considering the **voices and needs of businesses** along the Lynnway is critical to making a successful project.

Key Themes from Survey

80% of users taking some form of motorized transportation (personal or shared vehicle) **felt safe** traveling on the Lynnway, whereas 70% those who took active modes (i.e., walk/bike) **felt unsafe**.

Top barriers to walking, biking, or taking transit included:

- Logistics requiring use of a vehicle
- Concerns about personal safety
- Narrow sidewalk widths next to fast, loud traffic walking along the Lynnway
- Lack of pedestrian crosswalks across the Lynnway

Most respondents (52.5%) identified **more efficient traffic signals and traffic flow** as their top priority design improvement.

A desire for street trees was consistent across the entirety of the Lynnway.

The highest demand locations for **crosswalks** along the Lynnway were between Hanson St and Harding St and between Commercial St and Shepard St/Marine Blvd.

Key **U-turn** locations identified were at major intersections (Hanson St, Commercial St, and Market St).

Key Themes from Business Feedback

The Lynnway has long been an auto-dependent corridor, but has become increasingly inconvenient for truck traffic and loading needs

Lack of pedestrian amenities, insufficient transit, and fast/unsafe speeds makes the Lynnway unappealing for retail

Pedestrian safety needs to be prioritized to fuel further waterfront development

Public art and landscaping at key points will make the area more investable

Congestion along the Lynnway presents concerns to the existing business community and may impact future development

Summary of Feedback: Survey



June 17, 2025

Take the Lynnway Survey!

The [Lynnway Multimodal Corridor Project](#) will transform a historically car-centric roadway into a safer, dynamic connector for pedestrians, bicyclists, transit riders, and drivers.

This project is connected to several ongoing initiatives, including:

- [The Better Bus Project](#)
- [Bus Network Redesign](#)
- [Transit Priority Vision](#)
- New waterfront park and ferry terminal investments

With more than 3,000 daily bus riders along the Lynnway and key connections to nearby routes serving over 8,500 riders daily, these upgrades will improve travel time and reliability for over 70,000 riders each week.

DCR, The City of Lynn and MassDOT want to hear from you on your experience traveling along the Lynnway. Community feedback will help them design a safer, more accessible corridor.

This survey is available in the following languages:

- English
- Arabic | العربية
- Haitian Creole | Kreyòl Ayisyen
- Portuguese | Português
- Russian | Русский
- Spanish | Español

[Complete the survey](#)

Respondent Zip Codes

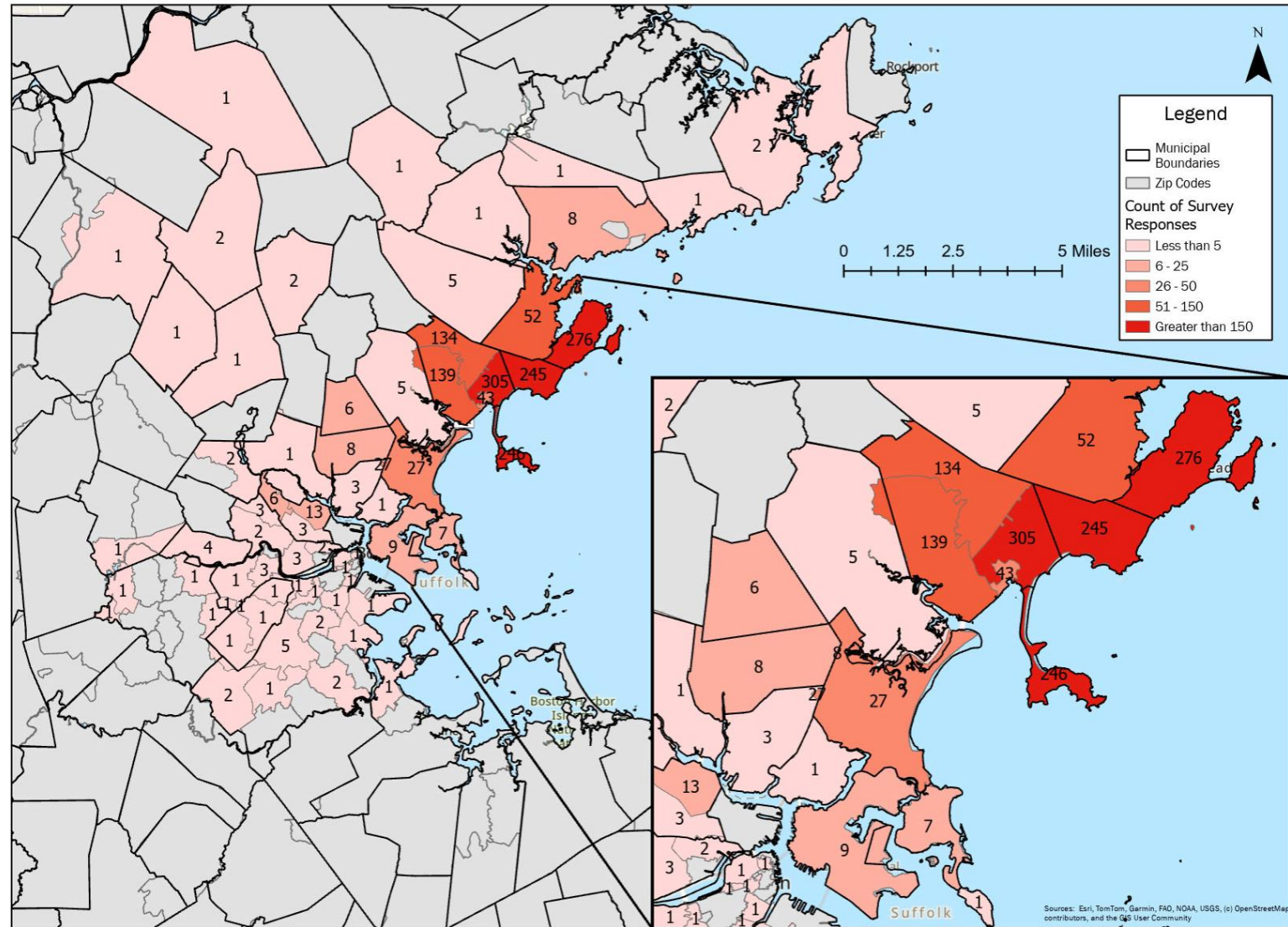
Total Responses: **1,645**

The top three zip codes represented were:

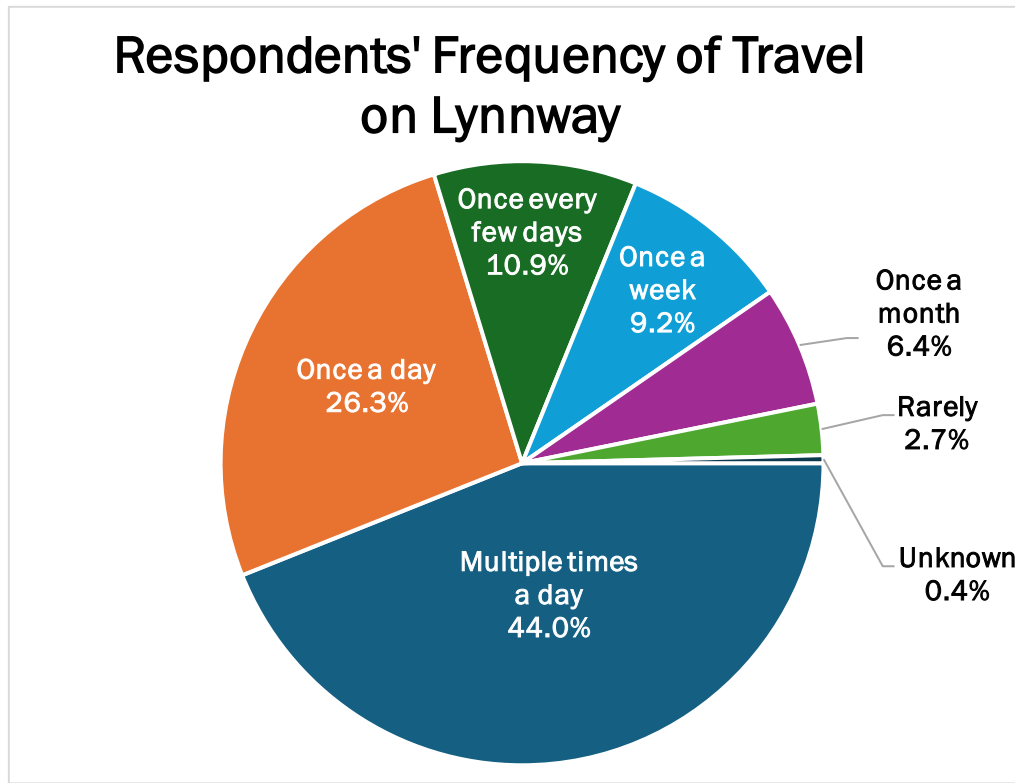
1. 01902 (Lynn): 305
2. 01945 (Marblehead): 276
3. 01908 (Nahant): 246

The top three municipalities represented were:

1. Lynn: 641
2. Marblehead: 276
3. Nahant: 246



How often do you travel along the Lynnway? And by what modes?



- 96% of respondents use a personal motor vehicle, at least part of the time
- 38% of respondents walked, at least part of the time
- 32% of respondents used transit, at least part of the time

* Survey participants were allowed to select more than one option, so total percentages exceed 100%

How safe and comfortable do you feel traveling along the Lynnway (by mode)?

80%

vs

70%

of motorized travelers
felt safe

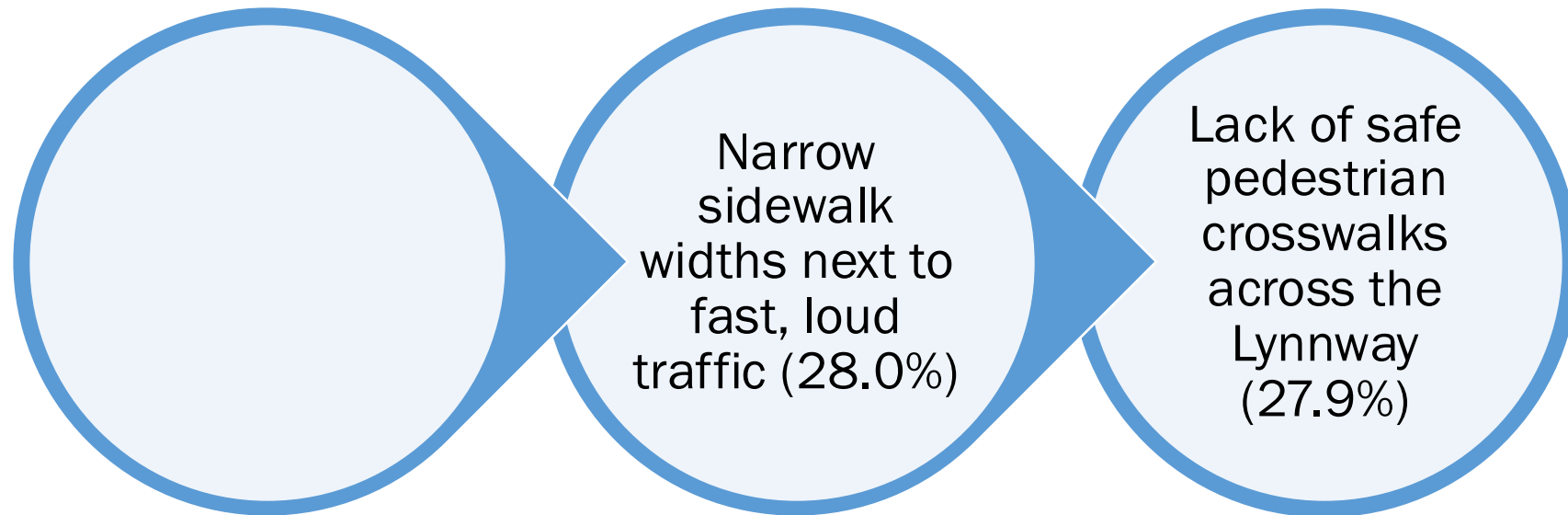
of non-motorized travelers
felt unsafe



Which intersections along the Lynnway feel particularly unsafe?



What is the biggest barrier that prevents you from walking, bicycling, or taking transit on the Lynnway more often?



Other barriers that prevent respondents from walking, bicycling, or taking transit on the Lynnway more often:

Preference to drive or
needing car for work

Poor behaviors of other
drivers

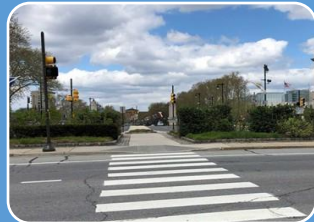
Far destinations beyond the
Lynnway

What are your top design priorities for the Lynnway?



More reliable traffic flow (70%)

More efficient traffic signals, fewer delays from buses stopped in travel lanes, improved access to/from businesses



A calmer, safer, and more connected pedestrian experience (28%)

Wider sidewalks, signalized crossings, complete sidewalk networks



Better connectivity to the waterfront (27%)

Crossings from the opposite side of the Lynnway, bike and pedestrian connections from the Lynnway to the waterfront

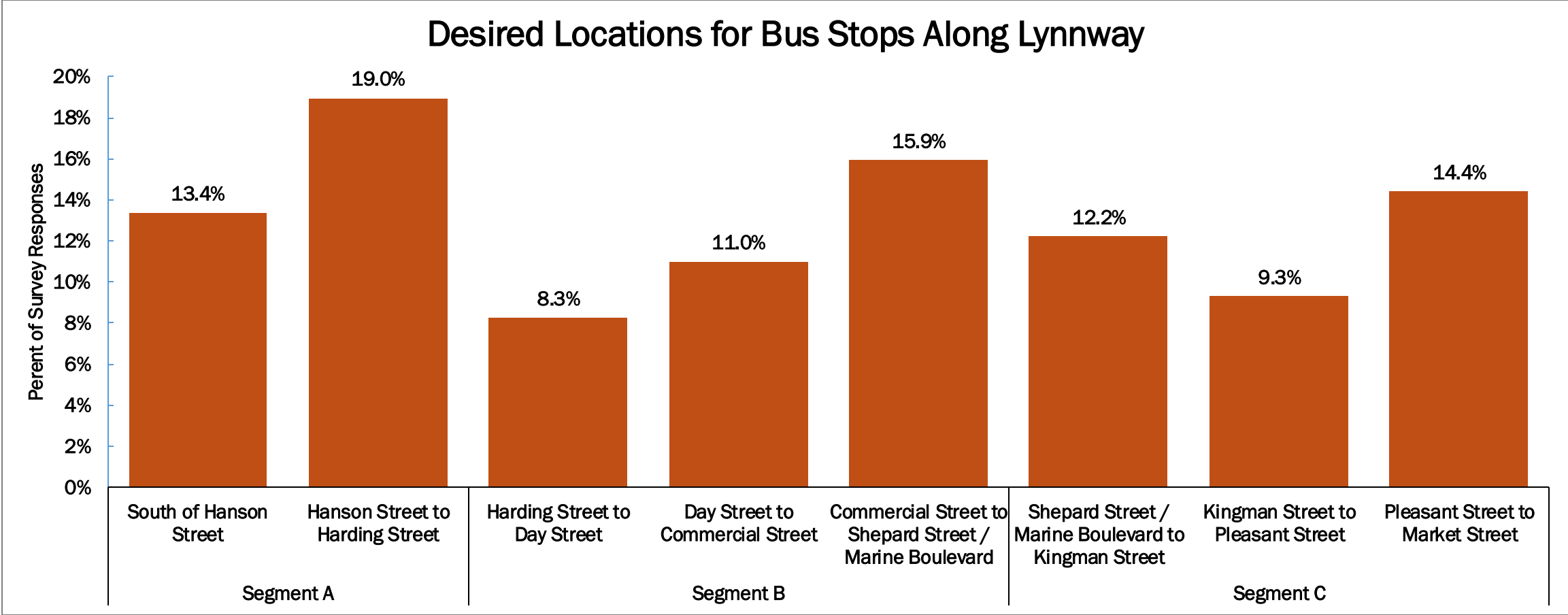
Where would you benefit from the opportunity to perform a U-Turn on the Lynnway?



Where would you benefit from an additional crosswalk along the Lynnway?

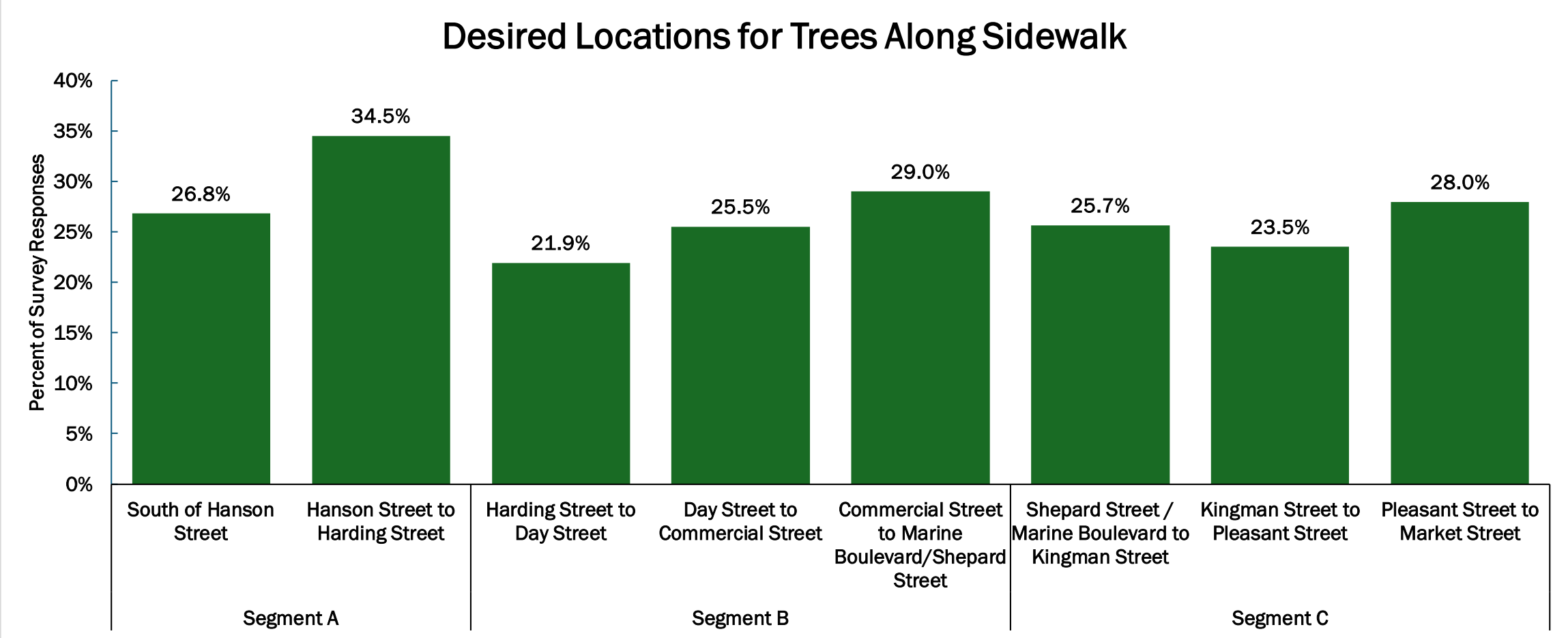


Where would you like to see bus stops (one serving each direction) along the Lynnway?



• Survey participants were allowed to select more than one option, so total percentages exceed 100%

Where would you like to see more trees along the sidewalk?



• Survey participants were allowed to select more than one option, so total percentages exceed 100%

Next Steps

Next Steps

- The MBTA, City of Lynn, and DCR project team are considering this feedback as preliminary design concepts are being developed in Fall 2025/Winter 2026 and will be ready to share with the public in Spring 2026.
- The design will continue to evolve through stakeholder coordination, technical review, and community engagement.
- The MBTA, City of Lynn, and DCR project team will continue to develop, adapt, and iterate their outreach methods to ensure they are able to effectively reach as many community members who live, work, and travel through the project area.

