



CAMBRIDGE HISTORICAL COMMISSION

831 Massachusetts Avenue, 2nd Fl., Cambridge, Massachusetts 02139
Telephone: 617 349 4683 Fax: 617 349 3116 TTY: 617 349 6112
E-mail: histcomm@cambridgema.gov
URL: <http://www.cambridgema.gov/Historic>

January 14, 2022

To: East Cambridge NCD Study Committee

From: Charles Sullivan, Executive Director
Eric Hill, Survey Director

Re: Neighborhood Opinion Poll

Based on comments from committee members and the public, we now propose to contact property owners through the Assessor's list and residents through the Election Commission's annual census. We agree that Every Door Direct, which would reach a substantial number of residents outside the study area, is not an appropriate tool for our purposes. We recognize the need to be inclusive, and this approach will allow us to hear from property owners as well as from tenants who have responded to the census.

1) Postcard poll to property owners:

A first-class mailing to all property owners within the study boundary using Assessing Department data. The mailing would include a one-page letter (with wording to be approved by the study committee) giving an overview of the recommendations with links to enable review of the full report online. The included prepaid postcard would be returnable to the Cambridge Historical Commission. Cards will have security features to reduce the possibility of tampering.

2) Mailing to Residents in Study Area:

This first-class mailing would be sent to all residents of the study area who are listed in the Election Commission's database, which includes all residents who have returned the annual census whether or not they are registered to vote. While this poll could be conducted virtually through SurveyMonkey, a prepaid return card would be more accessible to respondents.

While there is no way to avoid duplication among these two lists, the poll returns will be tabulated and analyzed separately

The recommendation and polling methods will be discussed at the January 19, 2022 ECNCD Study Committee meeting.

Attachment: Draft cover letter
Draft poll questions