

City of Cambridge Community Development Department

Kendall Square Open Space Survey 2012

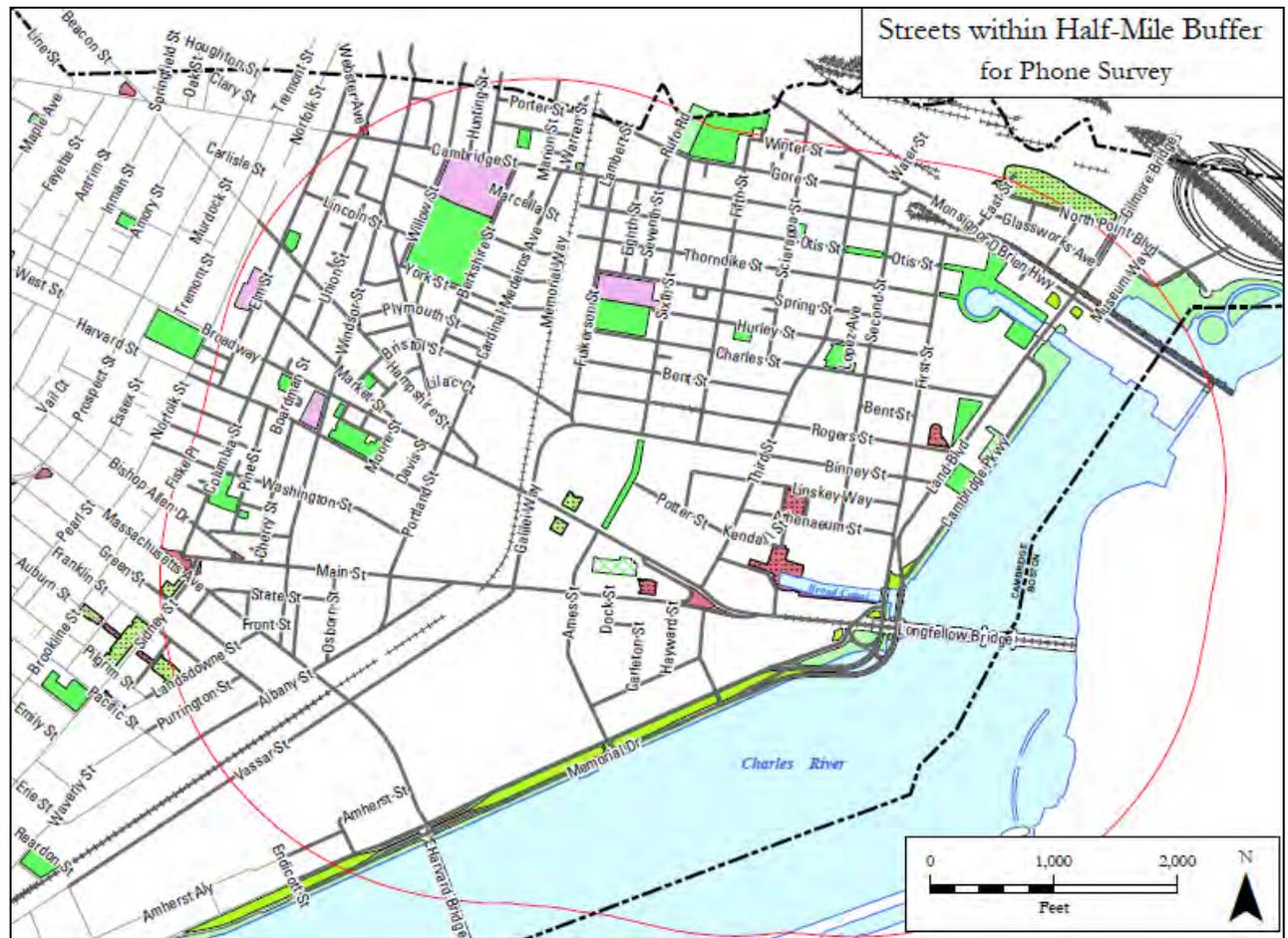
Eastern Cambridge Kendall Square Open Space Planning Committee
Committee Meeting
July 11, 2013

In 2012, the City hired Opinion Dynamics Corporation to conduct random telephone survey of residents in Kendall Square and East Cambridge

Random telephone survey of households within ½ mile of Kendall Square from July – August 2012

234 respondents

Margin of error of $\pm 6.4\%$ at 95% confidence level



General results

Enjoy open spaces that involve water

Favorite overall open space is the Charles River

Favorite open spaces in Kendall Square are the Broad Canal, and walkway between Broadway and Binney Street.

Top reason for liking Kendall Square open spaces is restaurant and food options available nearby



What is your favorite public or private outdoor space in the Kendall Square area?

Walkway/Canal between Binney St and Broadway	9%
Rooftop Garden	9
Cambridge Center	8
Charles River waterfront/Cambridge parkway	7
One Kendall Square	7
Restaurant/retail choices (general)	6
Galleria/Canal Park/East Cambridge	5
MIT/Killian Court/Memorial Drive	4
Skating Rink	4
Canoe, kayak, boat facilities	3
Longfellow Bridge	3
Area Four	3
North Point Park	1
Kendall Square Movie Theatre	1
Farmer's Market	1
All of it (no specific place)	1
(Don't know)	39

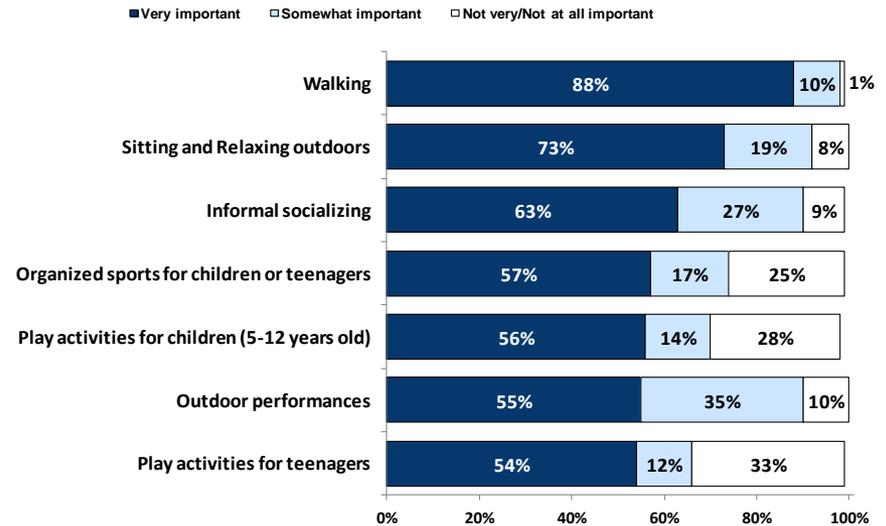
How open space is used

Most important open space activities:

- Walking
- Sitting
- Socializing



I'm going to read you a list of some typical outdoor activities. For each one, please tell me whether the activity is very important, somewhat important, not very important, or not at all important to you.



Most desired additional activities for Kendall Square:

- Outdoor performances
- Sitting and relaxing
- Walking
- Informal socializing
- Outdoor dining

58% of respondents use open space in Kendall Square three times a month or less



More likely to use open space in Kendall Square if more:

- Green spaces, trees and shade
- Community, social, outdoor activities and events

What would make you more likely to visit outdoor spaces in Kendall Square more frequently?



More parks/trees/shade/green spaces	26%
More community/social/outdoor activities and events	14
More beautiful/clean/aesthetic/less polluted	12
More pedestrian and biker friendly	8
Better/more restaurants	7
Less traffic/congestion/cars	6
Accessibility (general)	6
More benches/places to sit	6
More music/concerts/theaters	6
Less offices/corporate buildings/feels industrial	5
More options for outdoor eating	5
More recreational facilities/sports	5
Feel more safe/comfortable	5
More quiet and relaxing places/environment	5
More kid/family friendly areas	4
More water facilities/amenities/access to the River	4
More shopping/retail stores	4
More dog friendly areas	4
More free time	2
More parking/more accessible by car	2
Better weather	2
Better public transportation	1
(Nothing)	3
(Other)	3
(Don't know)	10

Web survey

Featured the same questions and had 82 self selected responses

Results generally consistent with telephone survey

Web survey respondents more likely to be in households with members aged 25-44

Web survey respondents more likely to be living in households with toddlers (under 5 years old)

Most important and most desired activities in both surveys were informal activities such as sitting, walking, outdoor dining, performances and entertainment, and community events