

## 2016 ECPT Survey – Summary of Results

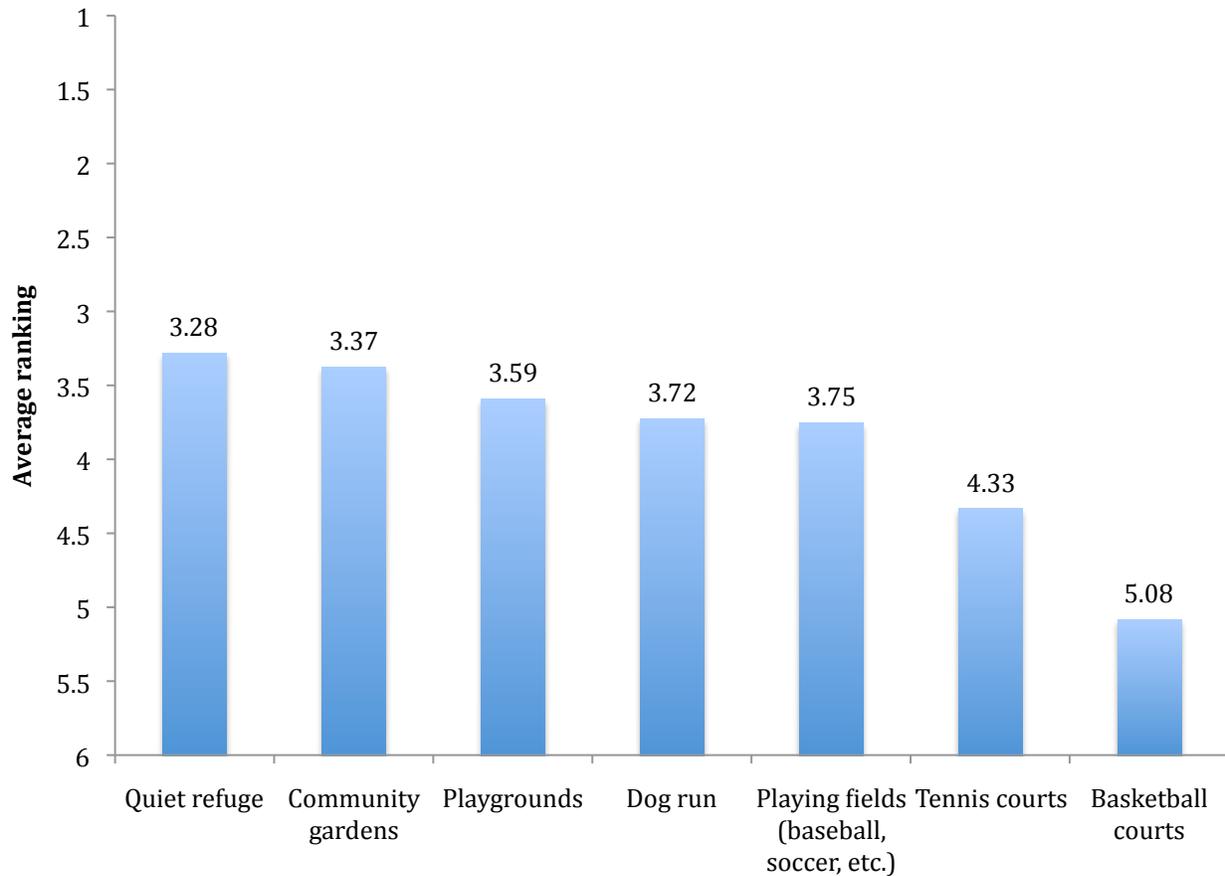
February 28, 2017

### Background

- On-line survey conducted in November 2016 with 190 Respondents
- Respondents restricted to East Cambridge residents (by address)
- Lower Number = Higher Ranking (i.e. more #1 votes)

## Open Space Use

### Q2. What type of open space use is most important or needed in East Cambridge? (Weighted average ranking)

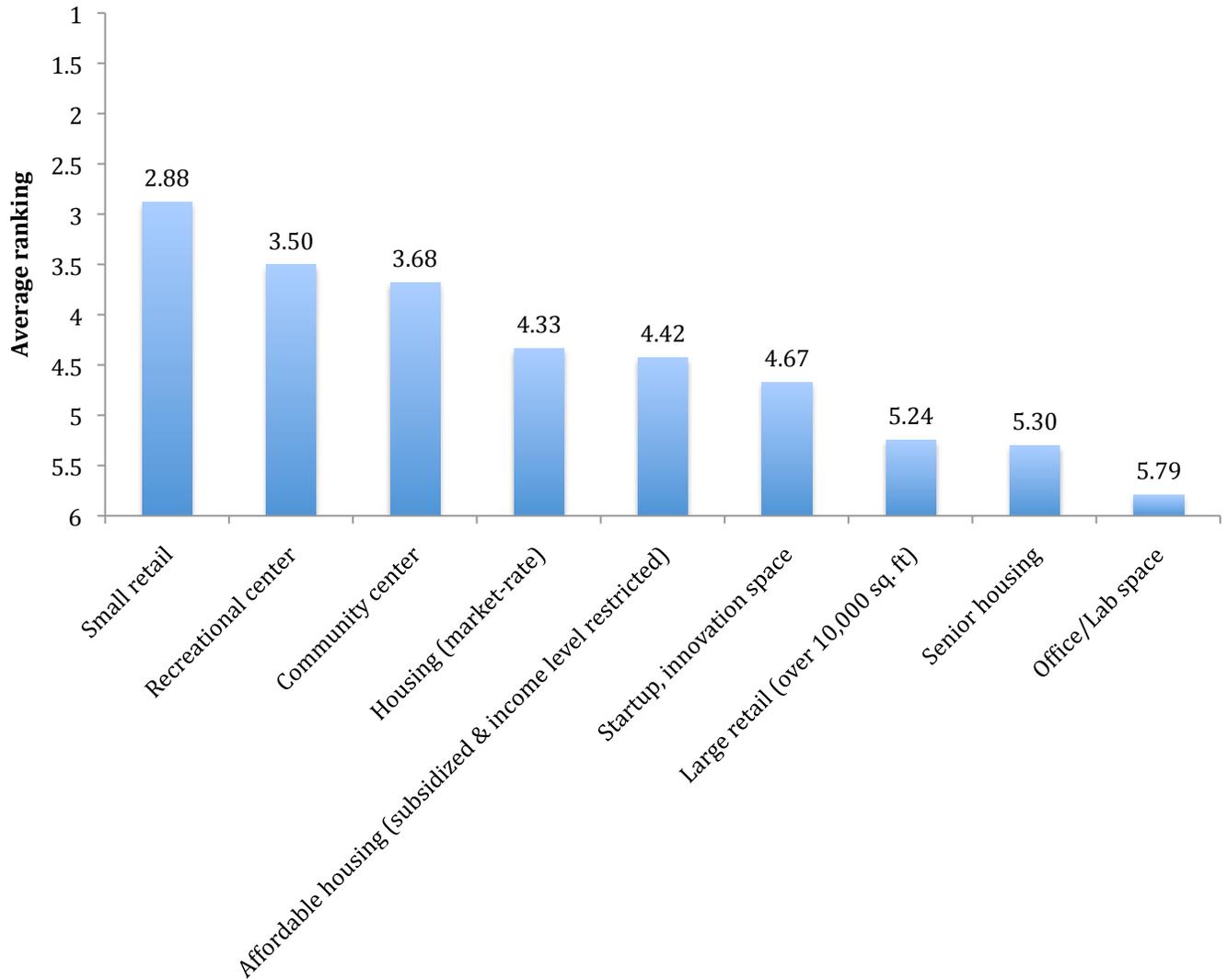


### **Key themes from comments:**

- Full-sized dog park, “not just a dog run” (6 comments)
- Space for outdoor performances and movies (4 comments)
- Bike paths, walking paths, and other pedestrian infrastructure (4 comments)
- Swimming pool (3 comments)
- Full-sized sports fields, appropriate for high school sports (2 comments)

## Types of development

### Q3. What types of development are most important and needed in East Cambridge? (Weighted average ranking)

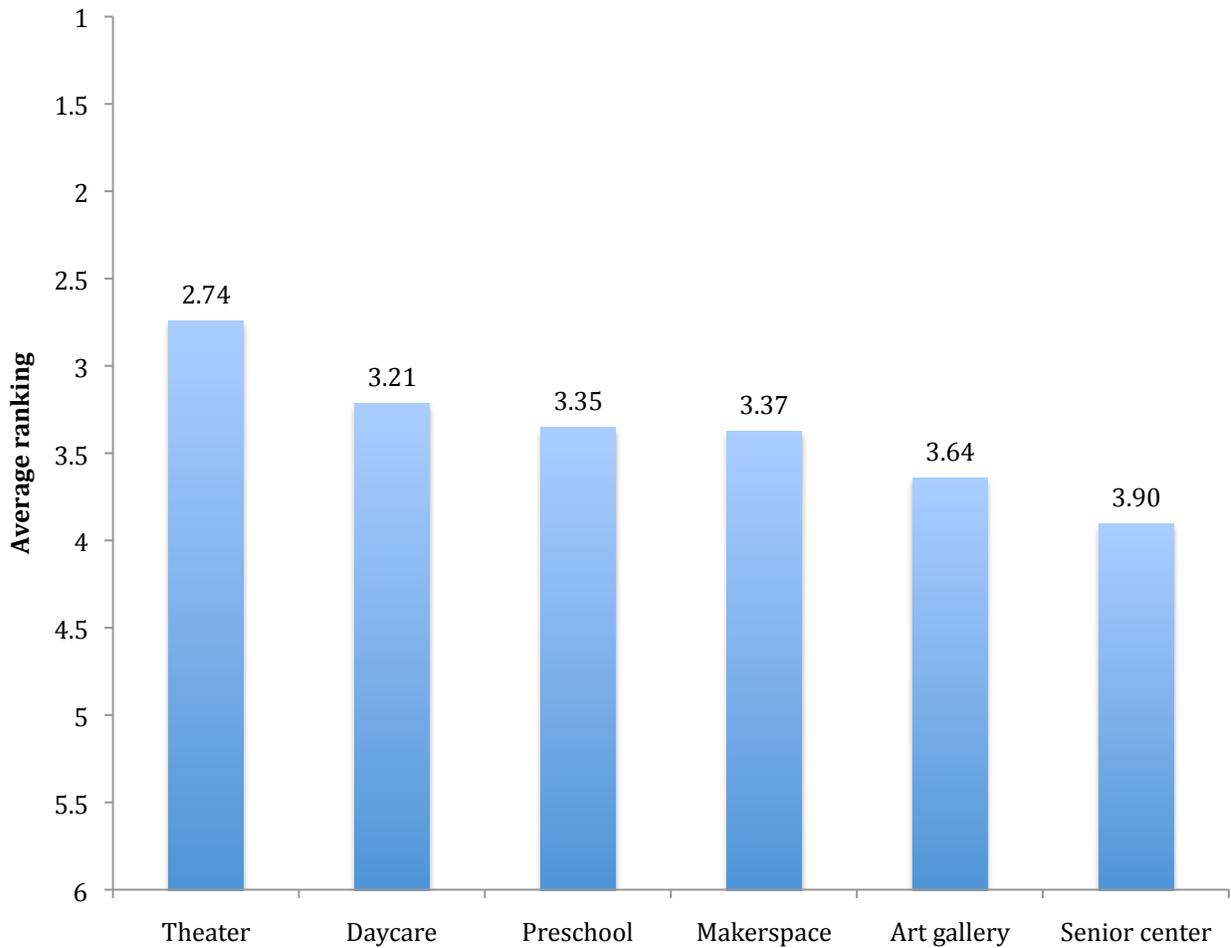


#### Key themes from comments:

- Supermarket, grocery store, farmers market, and/or pharmacy (10 comments)
- Cafés and restaurants (6 comments)
- Entertainment options, including concert halls and art studios (4 comments)

## Community center uses

**Q4. What types of community center uses would be most important or needed for East Cabridge? (Weighted average ranking)**

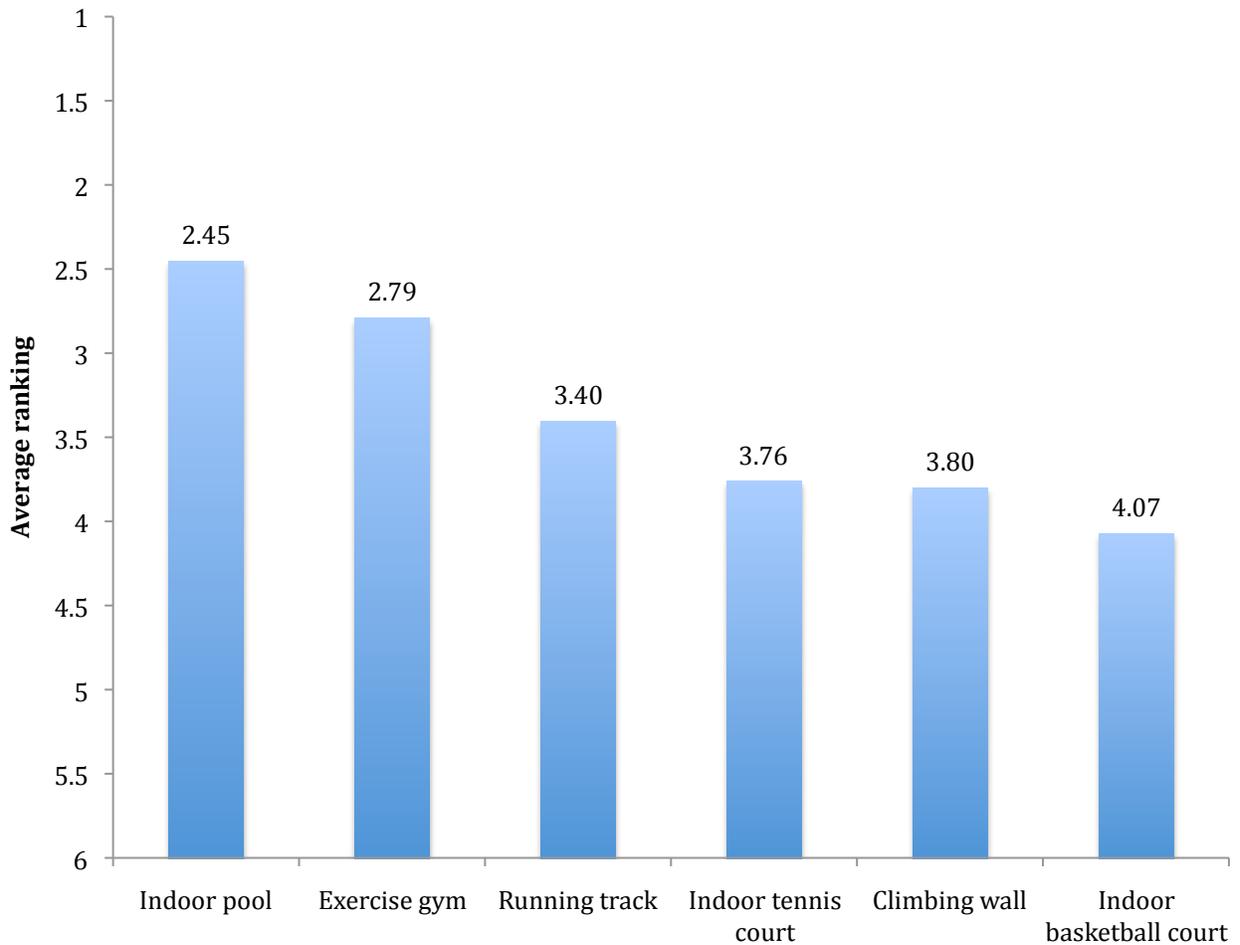


### Key themes from comments:

- Unprogrammed space, especially classrooms and meeting and event space (12 comments)
- Space for teaching, practicing, or performing arts, including music, dance, visual arts, and writing (7 comments)
- Space for yoga and other communal exercise – e.g., tai chi and karate (5 comments)
- When specific user groups were mentioned, the most common were kids and teens (6 comments) and local community groups (5 comments)

## Recreational uses

**Q5. What types of recreational uses would be most important or needed in East Cambridge? (Weighted average ranking)**

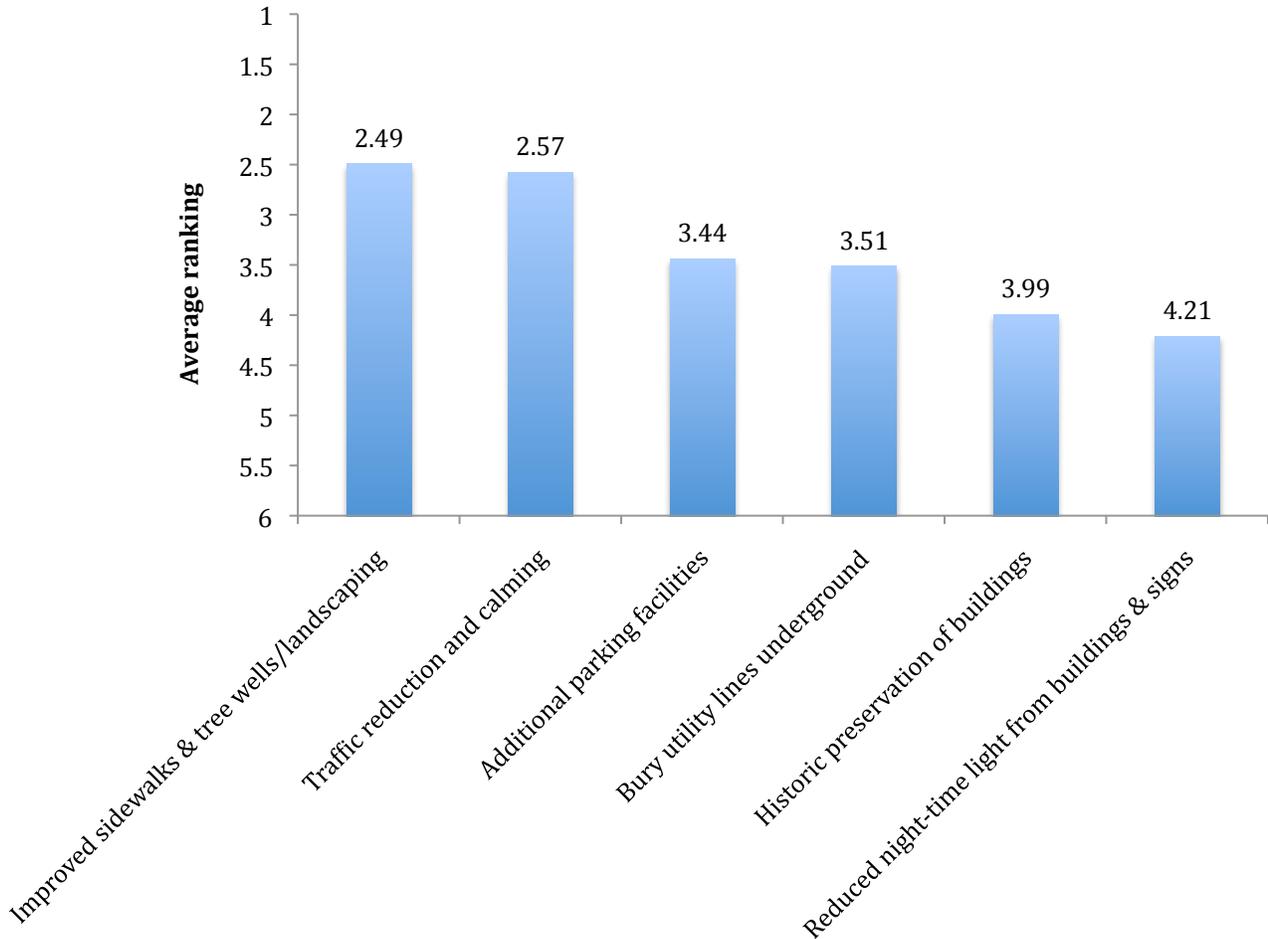


**Key themes from comments:**

- Indoor play space for kids (5 comments)
- High school/full-sized sports fields (4 comments)
- Indoor exercise classes, including yoga, Pilates, zumba, martial arts, or dance (3 comments)

## Additional neighborhood enhancements

**Q6: Thinking about additional enhancements to the neighborhood, which of the following would be important to East Cambridge? (Weighted average ranking)**

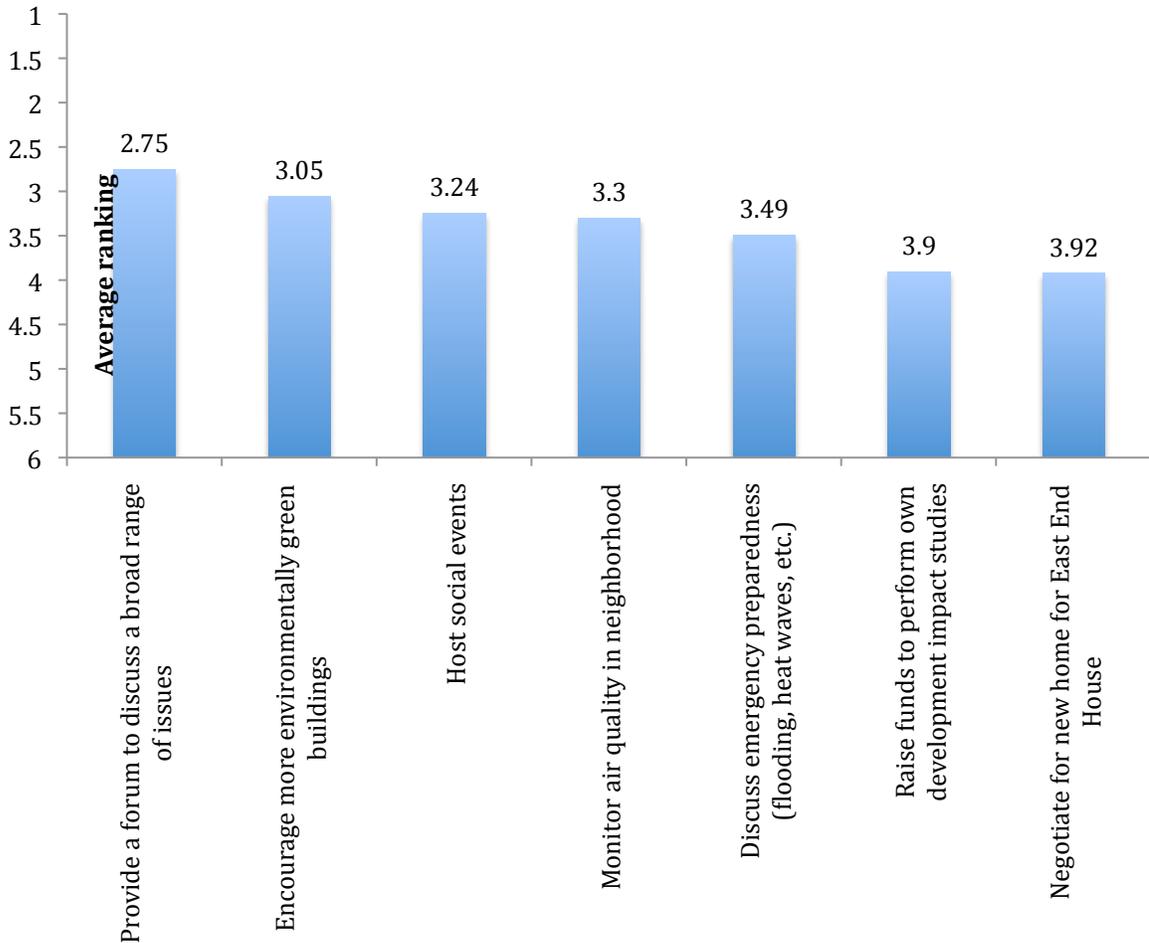


**Key themes from comments:**

- Bike, pedestrian, and public transit safety and infrastructure (11 comments)
- Cleanliness, including street cleaning, littering enforcement, and snow removal (5 comments)
- Noise reduction (3 comments)

## Additional ECPT services

**Q7. What additional services or topics could the ECPT focus on as part of its mission? Prioritize with #1 being highest. (Weighted average ranking)**

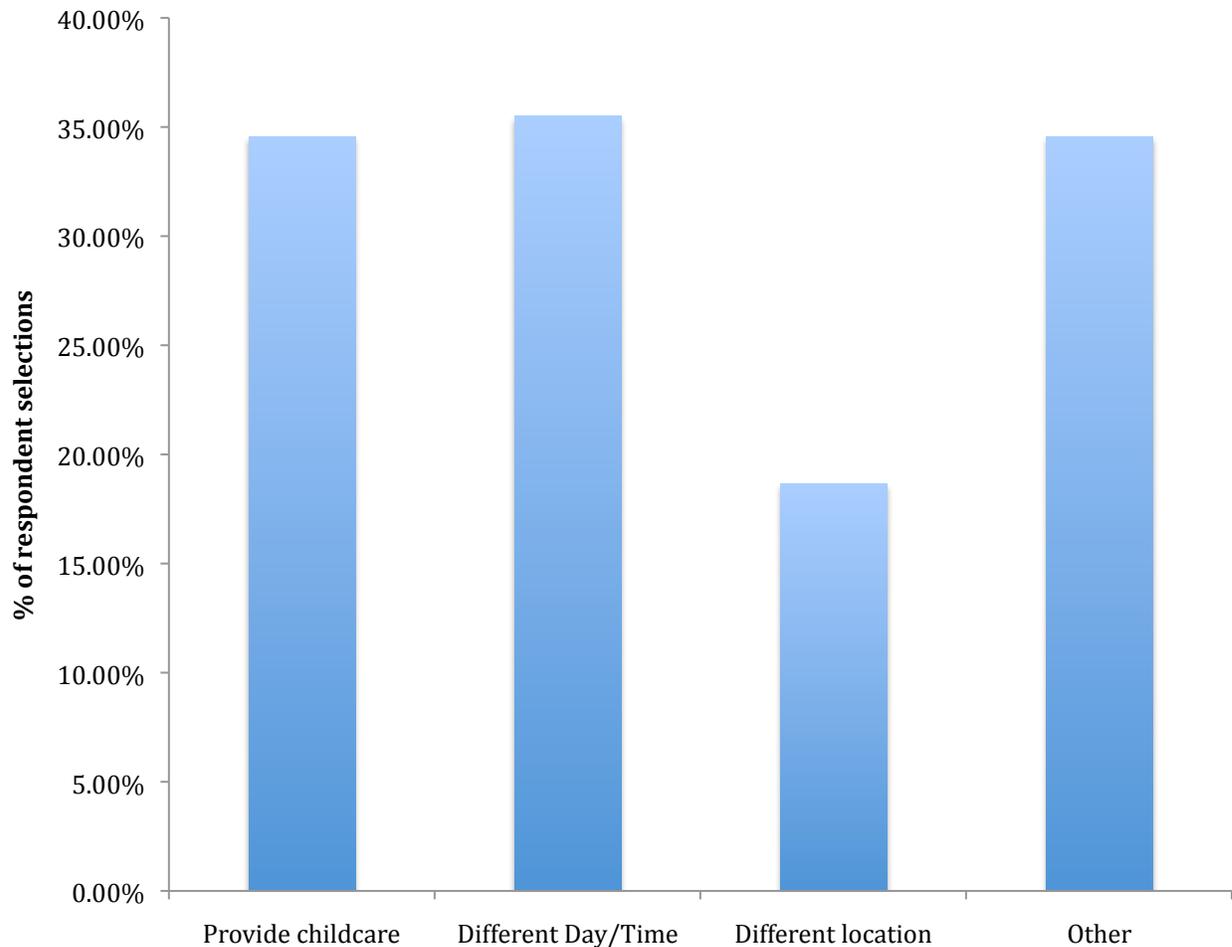


**Key themes from comments:**

- Noise reduction and noise pollution monitoring (4 comments)
- Crime reduction or crime tracking (2 comments)
- Community building (2 comments)

## ECPT attendance

**Q8. What changes could be made to ECPT meetings to encourage broader attendance? (% of respondents who selected a change)**



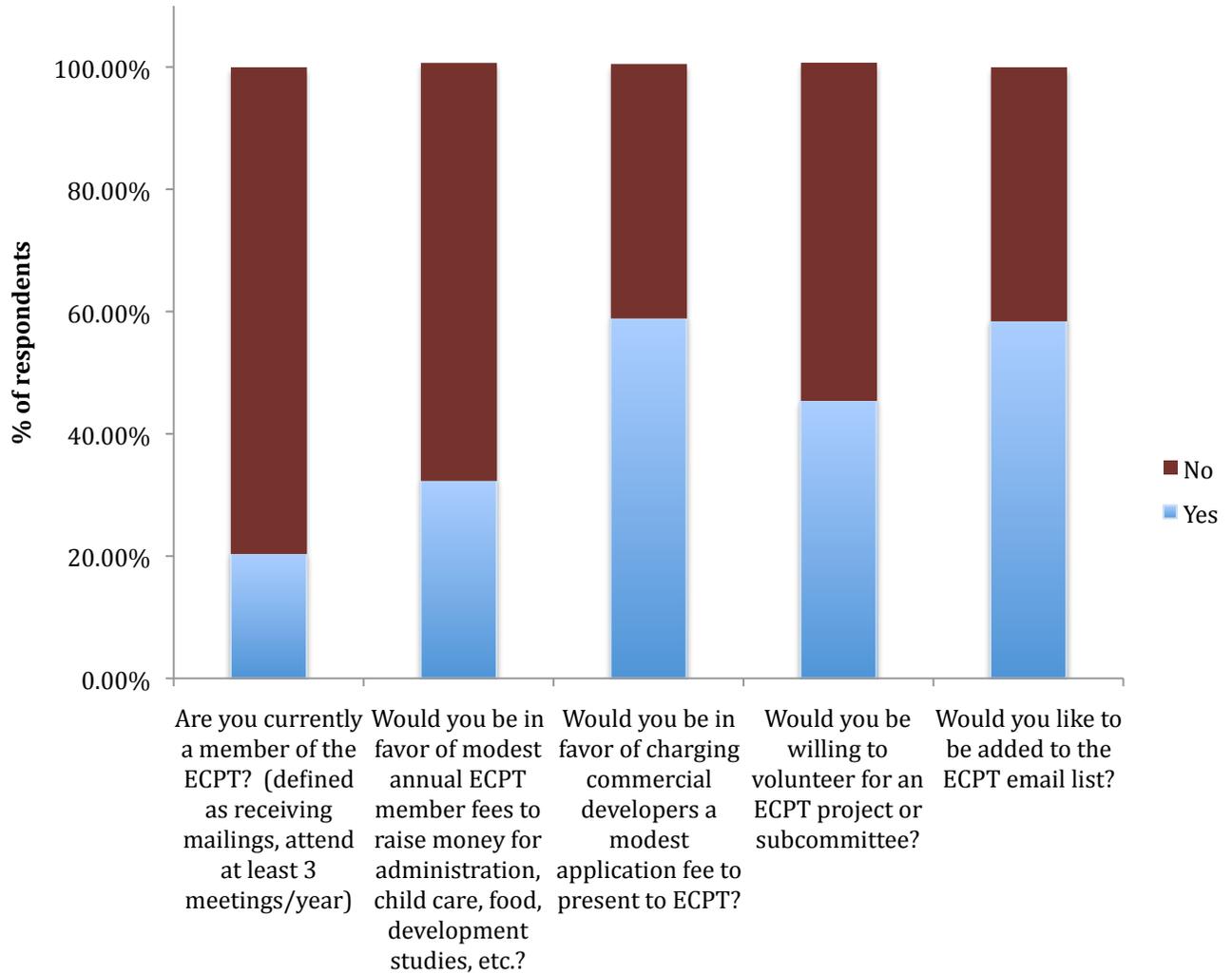
### Key themes from comments:

- Increased ECPT publicity (25 comments)
- Improved meeting dynamics, particularly meeting timeliness and group dynamics in discussions (16 comments)
- Improved accessibility of meeting info –through newsletters/other snail mail, televised meetings, and/or providing new members with background information (7 comments)
- Rotating meeting time/holding meetings at occasional non-standard times (4 comments)

- Meeting reminders – either more frequent, earlier, or through alternative mechanisms (3 comments)

## ECPT funding, participation, and mailings

### Q9. Please indicate yes or no:



### Key themes from comments:

- Emphasized opposition to fees, either for members or developers (9 comments)
- Donation box/volunteer donations (3 comments)
- Fund raising sales or events (2 comments)

## **Survey Part 1**

### **ECPT Community Priorities: Real Estate Development & Amenity Use Types – based upon results of the November 2016 ECPT Survey February 28, 2017**

**Priorities List** below summarizes top vote and/or comment receiving items in each survey category. Low vote-getting items are not shown. (See survey data for more detail on scoring.)

#### **Open Space Uses**

- Quiet refuge green spaces
- Community gardens
- Playgrounds
- Dog park
- Full-sized sports field(s)
- Space for outdoor performances and movies

#### **Property Use Types**

- Grocery store/supermarket/farmer's market/pharmacy
- Recreation and/or community center
- Small retail, especially cafes and restaurants
- Entertainment options, especially performance space for theater, music, and dance

#### **Community Center Uses**

- Performance Space
- Multi-use community space (e.g., rooms that could be rented out or used by a variety of different groups, including classrooms and meeting and event space)
- Space for teaching, practicing, or performing arts, including dance, theater, music, visual arts, and/or writing
- Space for yoga and other communal exercise classes

#### **Recreational Center Uses**

- Indoor swimming pool
- Exercise gym
- Indoor play space for kids
- High school level full-sized sports fields/facilities
- Indoor exercise classes

#### **Other Neighborhood Amenities**

- Improved sidewalks and tree wells/landscaping
- Traffic reduction and calming
- Improved bike and pedestrian infrastructure
- Improved street cleaning/litter reduction/snow removal
- Noise reduction

## **Survey Part 2**

### **ECPT Community Priorities: ECPT Services and Internal Operations– based upon results of the November 2016 ECPT Survey February 8, 2017**

**Priorities List** below summarizes top vote and/or comment receiving items in each survey category. Low vote-getting items are not shown. (See survey data for more detail on scoring.)

#### **Additional ECPT Services Requested**

- Provide Forum to address issues beyond real estate development projects
- Encourage more environmentally green buildings
- Host social events and/or community activities
- Noise reduction and noise pollution monitoring

#### **Improving ECPT Meeting Attendance, Operations**

- More publicity, publicity, publicity! (Many residents are unaware of ECPT)
- Improved meeting dynamics (less negativism and incivility, less domination by few voices, more inclusiveness of various opinions, better time management, better consensus building)
- Provide childcare to encourage attendance by residents with children
- Improved accessibility of meeting info (e.g., newsletters, website, TV/internet broadcasting)
- Holding meetings at occasional non-standard times and places
- Expand/improve meeting reminders

#### **ECPT Funding**

- Majority No re: membership fees
- Majority Yes re: application/presentation fee from commercial developers (but many noted potential conflict of interest and legal issues)
- Make use of a donation box/volunteer donations
- Hold fund raising sales or events
- Seek City support

East Cambridge  
ECPT  
Planning Team

*A Neighborhood Organization for the Betterment of East Cambridge*

February 28, 2017

Dear Stakeholder,

In order to better understand and represent the East Cambridge community's needs and development priorities, the East Cambridge Planning Team (ECPT) surveyed East Cambridge residents about their preferences regarding open space use, types of commercial development, community and recreational center amenities, additional neighborhood enhancements and several ECPT operations issues. The survey was conducted in November 2016, and was administered online via Survey Monkey. We collected 190 responses from all three Ward 1 precincts, along with the parts of Ward 2 that are included in East Cambridge, defined as East of the railroad tracks (to the Charles River), and North of Broadway to the Cambridge border.

In this survey, respondents were asked to rank which use types or amenities they would like to see within a certain category of land use (e.g., open space) from a list of possible choices, plus a Comment section for each question. Following the collection of survey data, an average ranking was calculated by the survey tool for each response. When interpreting the data, realize that a lower score means that more respondents ranked that item a #1 priority, and therefore a *lower* average score in this data represents a *higher* priority.

Additionally, survey participants were given space to comment on their preferences or describe priorities not covered in the ranked list. Trends in these comments were identified and included in the Survey Summary (attached). [As a note, the first question in the survey asked for a respondents' name and address, to verify that they were residents of East Cambridge; to preserve respondents' privacy, answers to Question #1 are omitted in the Summary.]

From these data we were able to identify a general ECPT community Priorities List (also attached). Obviously, no survey (or list) is definitive, and this data should be understood in context. That said, at multiple ECPT meetings where the data was discussed, the general membership in attendance agreed that the survey results seemed accurate and also consistent with historically expressed priorities. It has been a longstanding desire of the ECPT to gain feedback from a broader group of residents than just those who can attend ECPT evening meetings, and this survey, with 190 respondents is a successful and good faith effort to do so.

Briefly, respondents highlighted the need for a wide variety of park space, including quiet refuges, dog parks, and sports fields; supermarkets and grocery stores; small retail, particularly cafes and restaurants; an indoor swimming pool and exercise gym; and a community center with spaces that can accommodate a flexible range of programming, from performance spaces to yoga classes. Additional concerns included infrastructure development for bike and pedestrian safety and traffic reduction.

We hope that this survey and summary reports help guide City and developer efforts to address neighborhood needs. For more information, please reach out to the ECPT at [eclanningteam@gmail.com](mailto:eclanningteam@gmail.com).

Sincerely,



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