



December 2013

East Cambridge Customer Intercept Survey Summary Report

Cambridge Community Development
Department, Economic Development
Division

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Section 1

1.1 Purpose

The purpose of this Commercial Districts Customer Intercept Survey is to allow the Economic Development Division (EDD) to have a better understanding of what Cambridge residents and other East Cambridge users want in their commercial district. Understanding the different types of consumers in East Cambridge will allow us to better assist business owners seeking an East Cambridge location, help current businesses owners understand their local market, and help property owners recruit potential businesses to their buildings and vacant storefronts.

1.2 Methodology

Using the Intercept Survey (Please see Section 7 – Appendix A), the Economic Development Division had ten CDD staff and volunteers survey people in the East Cambridge area over six days (Monday through Friday and one Saturday) in September 2013. In addition to on-street surveying, three local businesses also distributed and promoted the survey. We received a total of 274 surveys from this effort. The goal of the survey is to get a better understanding of:

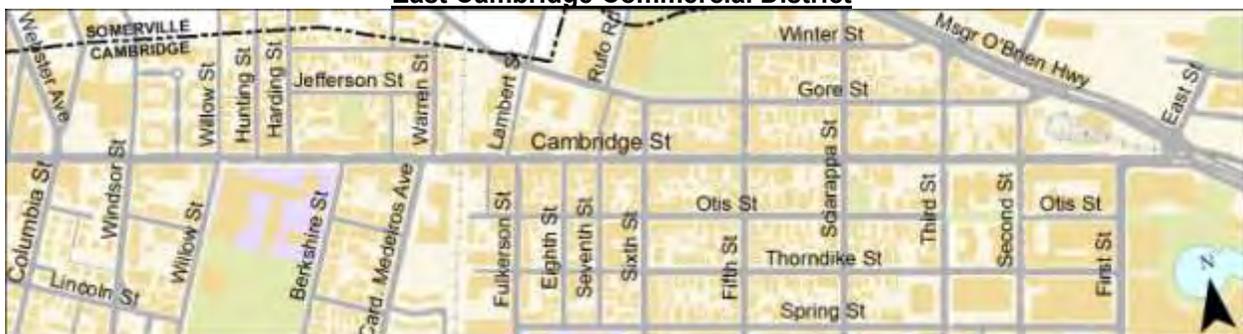
- Who comes to the district
- How long they stay
- How they get there
- Why they come
- Where they visit/shop
- What they buy
- What they like/dislike,
- What they want in the neighborhood to better meet their needs

The times of day the survey was conducted:

- AM Peak (7am-9am)
- Noon (12pm-2pm)
- PM Peak (4pm-6pm)
- Evening (5pm-7pm)

Surveyors were positioned at Cambridge Street at Columbia Street, Cambridge Street at King Open School, Cambridge Street at Seventh Street, Cambridge Street at Fifth Street, Cambridge Street at the Registry of Deeds and Cambridge Street at First Street (Lechmere Station).

East Cambridge Commercial District



1.3 Tabulations

There were 274 survey responses. Since not every respondent chose to answer each question, the tabulations for each question were based on the percentage of total respondents per question. For example: If 15 customers surveyed indicated that they were between 20-24 years old, 15 was then divided by the total number surveyed by age (213) and it was then determined that 7% of customers surveyed by age are between 20-24 years old. Therefore, each question is based on the number of customers that responded to that particular question.

In Section 3, the numbers of retail and service businesses are based on EDD's July 2013 ground floor inventory data of Cambridge Street, including the CambridgeSide Galleria. The definition of each type of business is based on their North American Industry Classification System (NAICS) Code, the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting and analyzing business data.

1.4 Key Findings and Observations

Respondents' Fast Facts

- 66% of respondents live in Cambridge, many from the surrounding neighborhoods
- 56% work in Cambridge, 4% are students in Cambridge
- 28% of respondents are between the ages of 25-34
- A plurality of people get to East Cambridge by walking (48%)
- 43% of people use East Cambridge businesses and services "every day/almost every day"
- 43% spend less than an hour (outside of work) in East Cambridge
- The primary reason respondents came to East Cambridge area was work (36%)
- 34% of respondents come to East Cambridge 1-2 times a month in the evening for dining and entertainment purposes
- 35% of respondents go to the CambridgeSide Galleria Mall 1-2 times a month
- Top two reasons why people don't shop more often in East Cambridge – Availability/Selection of Goods (34%) and (lack of) Special Events (18%).

Top Six Most Visited Businesses (by type):

- Inman Square businesses
- Work
- Sit Down Restaurants
- CambridgeSide Galleria
- Convenience Stores
- Daycare/School

Retail Findings

Top five current businesses that respondents rate as "good" by over 50% are:

- Barber/Hair Salon
- Dry Cleaning/Tailoring Services
- Specialty Food Stores
- Convenience Stores
- Specialty Retail Stores

Top ten businesses that respondents would like to see in East Cambridge but are not in the district now:

- Restaurant and Bars

- Grocery Stores
- Coffee Shop/Bakery
- Farmers Market/Fresh Produce Store
- Specialty Retail/Hobby Store
- Bookstore
- Apparel/Vintage Store
- Entertainment Venues
- Personal Services
- Specialty Food/Wine & Cheese Shop

Characteristics

Top characteristics that respondents rate as “good” by over 50% are:

- Access to Public Transportation
- Friendliness of Service in Shops
- Quality of Goods and Services
- Infrastructure
- Sense of Safety
- Business Hours
- Presence of Independent Businesses

Overall Findings and Observations

- Many people enjoy the neighborhood feel of East Cambridge and the local, independent businesses that make the area unique.
- Cambridge Street is an active transportation corridor in East Cambridge, and needs to become more welcoming to a variety of transportation modes.
- People are unaware of the offerings of the current businesses in East Cambridge.
- People are going to other surrounding neighborhoods because their needs are not being met in East Cambridge district.
- East Cambridge needs additional retail and services such as specialty food and retail shops to extend the stay of shoppers who currently stay for short periods of time.
- There is a large demand for more apparel options in the district.
- Open space, outdoor dining, and gathering places are an important part of the district's community and should be preserved and expanded.
- Though overall respondents viewed the infrastructure and streetscape in East Cambridge as good, many desired more bike infrastructure, special events, and storefront beautification to enliven the streetscape in the area.

Section 2

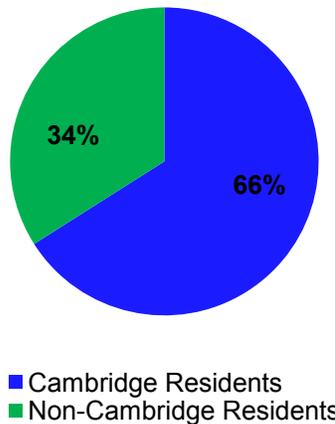
2.1 Respondent Demographics

Respondent demographics were collected on the following: residency by zip code, worker/students, gender, age, language/ethnicity and race. Cambridge respondents' age and race closely mirrored the immediate Cambridge neighborhoods surrounding East Cambridge (based on 2010 Census data).

Residency by Zip Code

Of the 262 respondents who were surveyed by zip code, 66% are from Cambridge and 34% were non-Cambridge residents. Of those surveyed by renting or owning a residence, 60% rent, and 40% own their own homes.

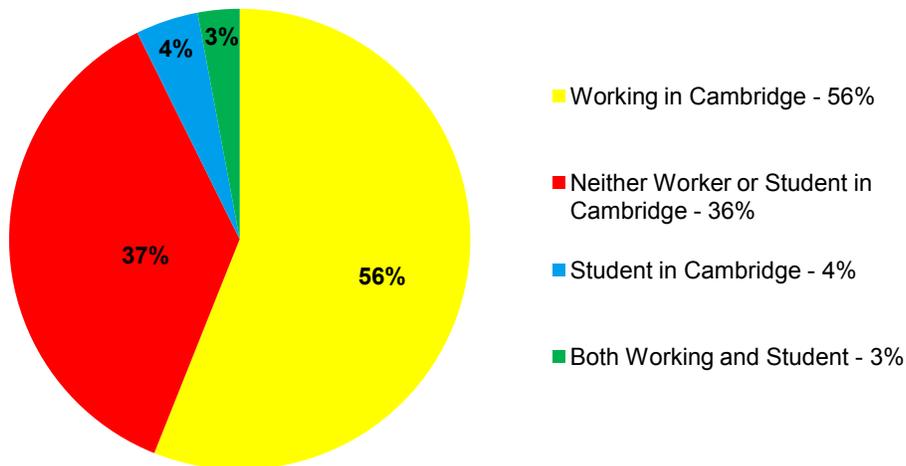
Chart 1: Respondents by Residency



Worker/Student Breakdown

All respondents (274) replied to the question of if they work, go to school or work and go to school in Cambridge. 56% work in Cambridge, 4% are students, 36% are neither a student nor work in Cambridge and 3% are both a student and work in Cambridge.

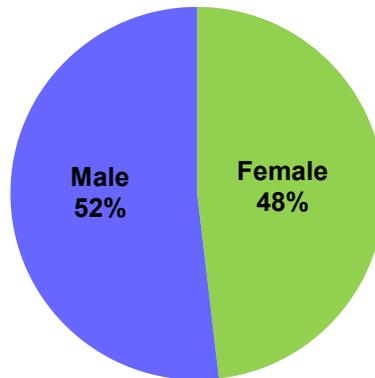
Chart 2: Respondents by Worker/Student



Gender

268 respondents replied to gender. Females made up 48% and males made up 52%.

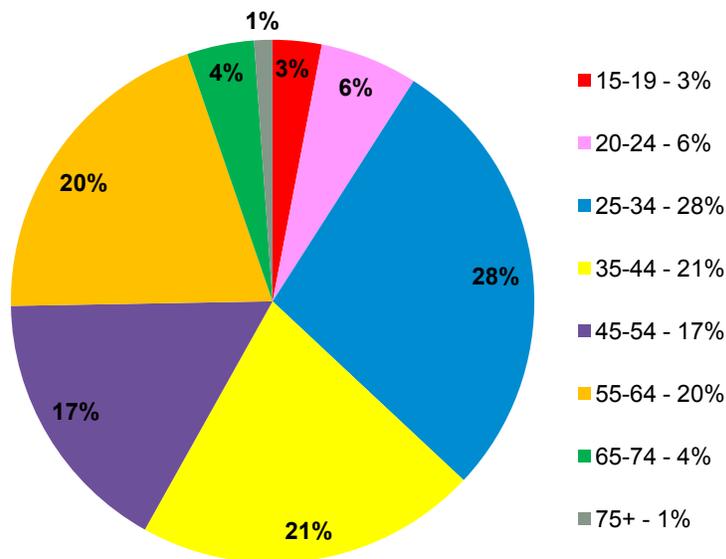
Chart 3: Respondents Surveyed by Gender



Age

265 responded to the question of age. Respondents' ages were varied, but the largest group of those surveyed is between the ages of 25-34 (28%). In comparison, the median age in Cambridge is 30.2 (2010 Census).

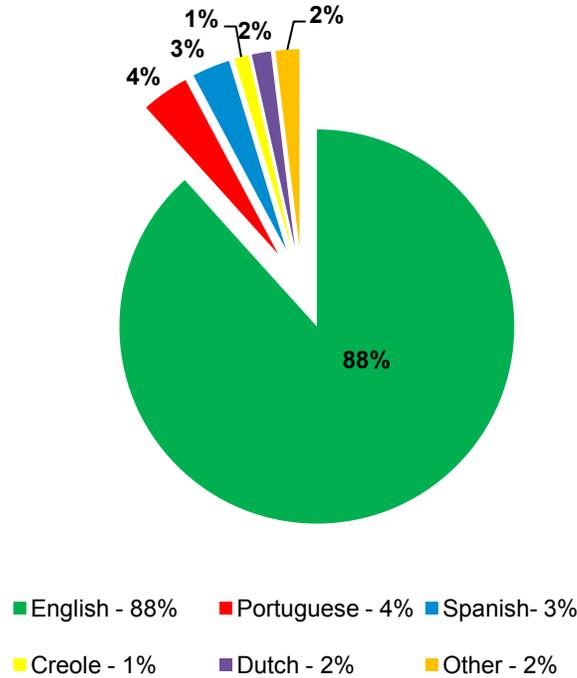
Chart 4: Respondents by Age



Language

257 people responded to the survey question on language. 88% of respondents speak English most often at home, 4% of the population speaks Portuguese and 8% speak another language.

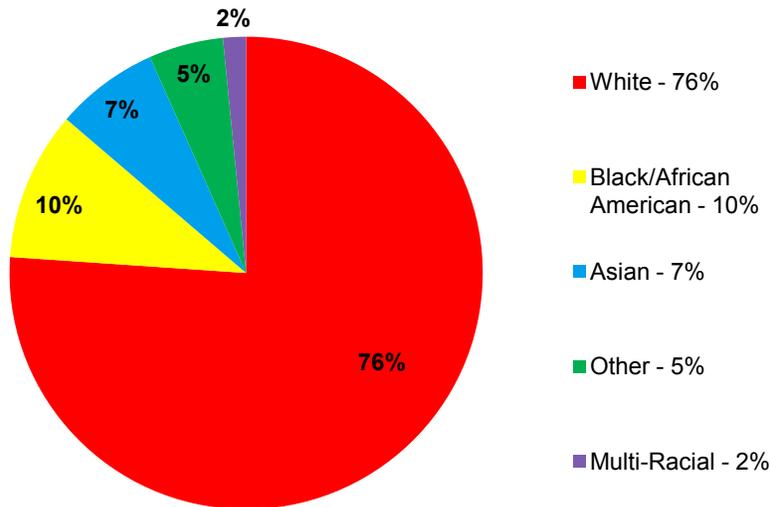
Chart 5: Respondents by Language Spoken at Home



Race/Ethnicity

255 people responded to the question on race. Whites make up 76% of those surveyed by race, while Black/African Americans 10%, Asians made up 7%, Other made up 5%, and Multi-Racial made up 2%. Of those that responded to the ethnicity question many were of Brazilian, Haitian, Italian, and Portuguese descent.

Chart 6: Respondents by Race

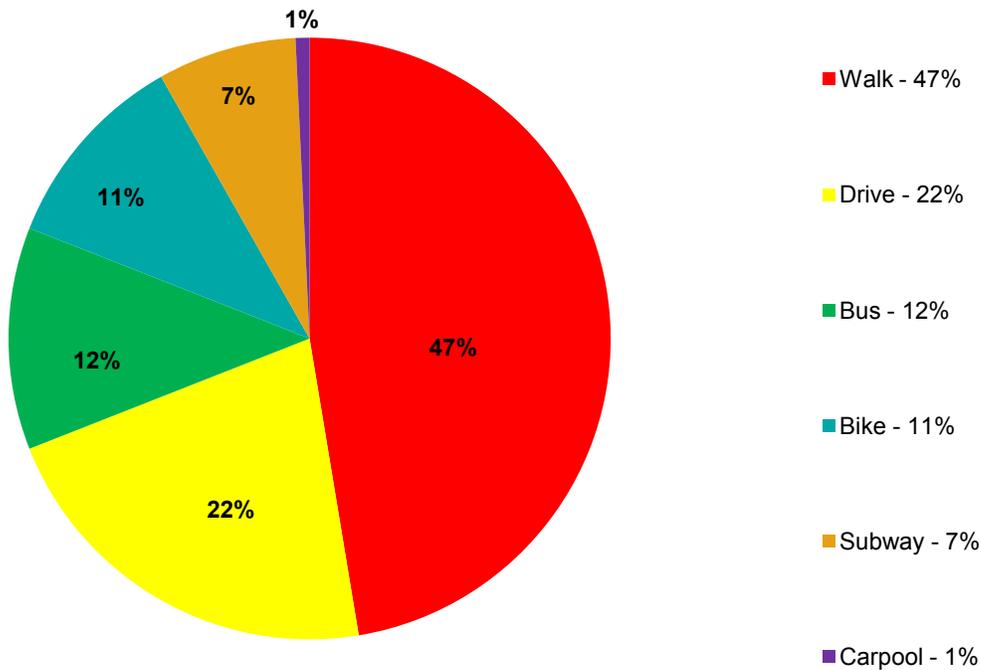


2.2 Transportation and Length of Stay

Mode of Transit

267 responded to mode of transit. 48% of respondents most often walk to East Cambridge and another 30% use some form of non-vehicular travel, including 12% who take the subway to the district.

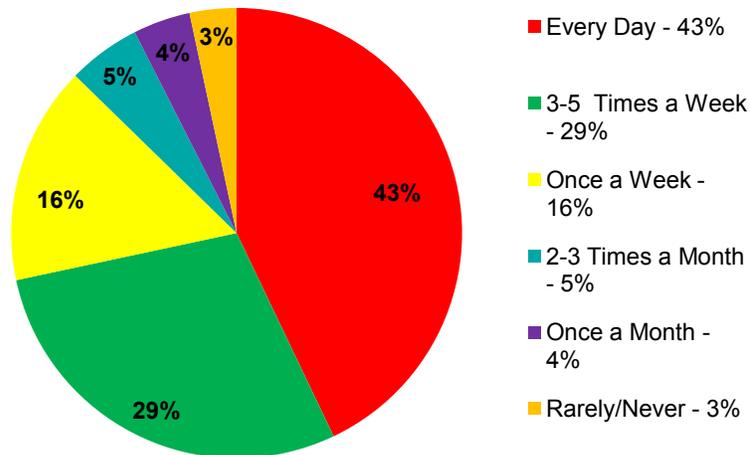
Chart 7: Mode of Transit



Frequency to the Square/Average Visits

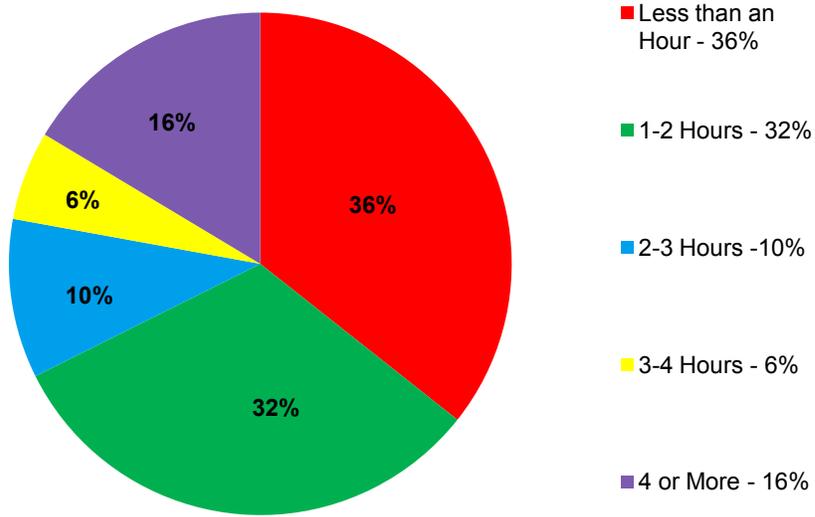
Respondents were asked how frequently they used the services and shops in East Cambridge and their average length of stay outside of work in the district. 268 responded to how often they use the services and shops in the square. 43% of respondents use the shops and services “every day or almost every day.”

Chart 8: How Often Do You Use the Services/Shops in the District?



244 responded to the question regarding their length of visit to the square. Thirty six percent (36%) of respondents' average non-work visits to East Cambridge are less than one hour. This suggests that customers are running errands and doing short-term activities. This is supported by many of the businesses along Cambridge Street closing at 6:00 p.m. on weekdays. This is supported by respondents' answers to the primary reason for coming to East Cambridge. As Section 3 shows, the majority of respondents' primary reason for coming to East Cambridge is work or that they live in the neighborhood.

Chart 9: How Long is Your Average Visit to the Square?



Section 3

In this section we will review the respondents' visiting purposes, types of businesses visited, businesses desired and ratings of current businesses that are in East Cambridge.

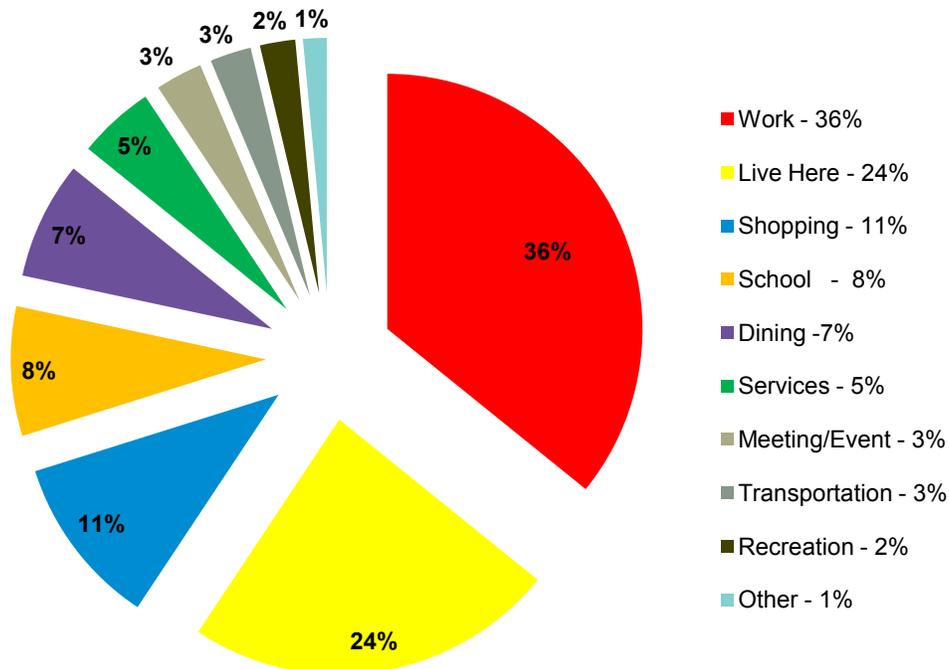
3.1 Primary Purpose for Being in East Cambridge

Respondents were asked what their primary purpose for being in the district was for that day and time. There were given the choice of the following options:

- Shopping
- Dining
- Recreation (Gym, Walking)
- Event/Meeting
- Work
- Post Office
- Services (e.g. Lawyer, Day Care)
- Transportation
- School
- Live Here
- Other

268 respondents answered this question. The results of the respondents' answers can be seen in Chart 10. Work was the most common reply (36%).

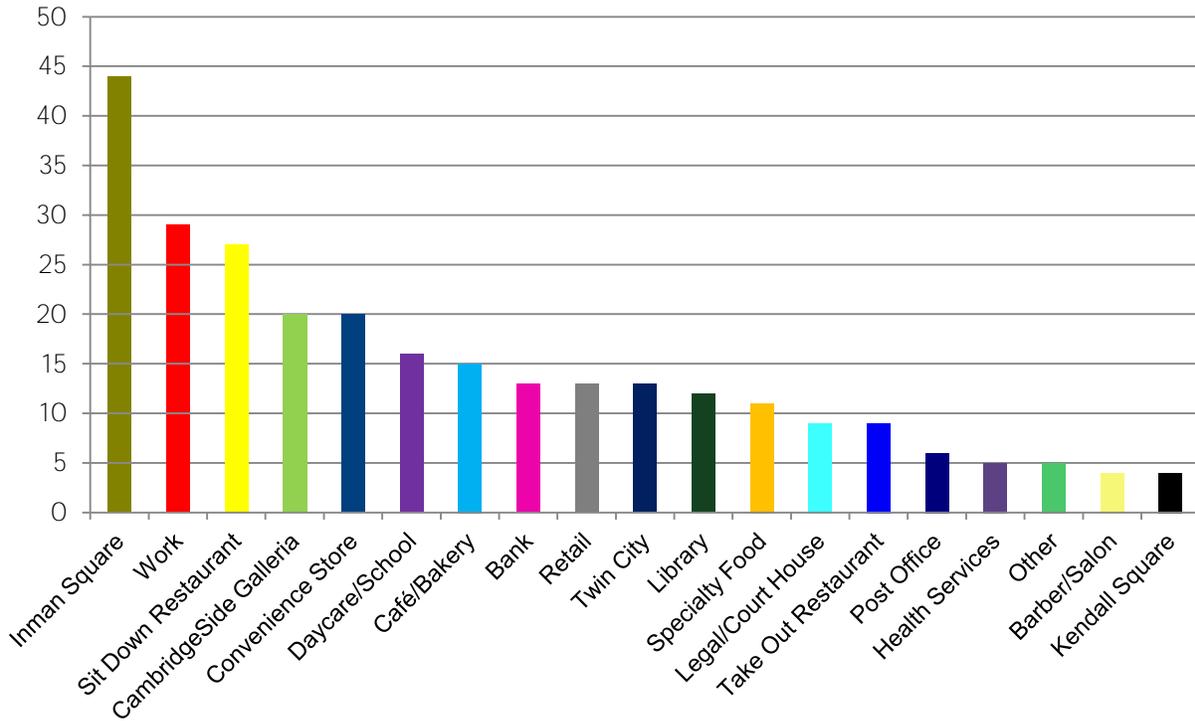
Chart 10: Primary Purpose for Being in East Cambridge



3.2 Current Businesses Visited

Respondents were asked to name which particular businesses they were visiting on the day they were surveyed. 275 responses were given to this question (people were able to indicate multiple businesses). The responses were then grouped into business type. Chart 11 shows the most visited businesses by type or location.

Chart 11: Most Visited Businesses by Type



Similar to primary purpose, most often customers are in the area for dining or shopping. The most interesting finding is that many people surveyed use nearby major shopping centers (Twin City Plaza, CambridgeSide Galleria) and commercial districts (Inman Square). The types of businesses that people visited in these other shopping areas: coffee shops, retail boutiques, take out restaurants, pharmacies and grocery stores.

Section 3.3 Business and Services Ratings

A portion of the survey was dedicated to asking respondents to rate how well 15 current retail/service based businesses in East Cambridge met their needs. The types of businesses are as follows:

- Barber/Hairdresser
- Bars
- Coffee Shops/Bakeries
- Convenience Stores
- Apparel/Clothing
- Restaurants (take out)
- Restaurants (sit down)
- Dry Cleaning/Tailoring
- Fitness Centers/Gyms
- Florist
- Theater/Entertainment

- Pharmacy
- Grocery Store
- Specialty Food
- Specialty Stores

In addition to rating the current businesses, respondents were asked if they felt there should be more of each type of business in East Cambridge by answering yes if they would like to see more, or no for no more. The top three types of current businesses that respondents would like to see more of in East Cambridge:

- Apparel
- Specialty Stores
- Sit Down Restaurants

In the rest of this section we will break down the rating of each type of business based on respondents' feedback. Clubs/bars, CambridgeSide Galleria, coffee shops and restaurants will be discussed in Section 5: Dining and Entertainment.

Barber/Hair Salons

There are approximately fifteen salons¹ in East Cambridge and 156 responded to rating the barber/salons. 62% of respondents rated this service as "good" in the square. 85% of respondents that answered if they wanted more/no more hair salons indicated that there should be no more hair salons in East Cambridge.

Chart 12: Rating of Existing Salons

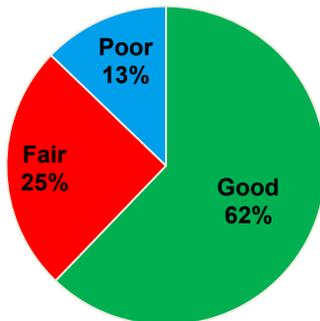
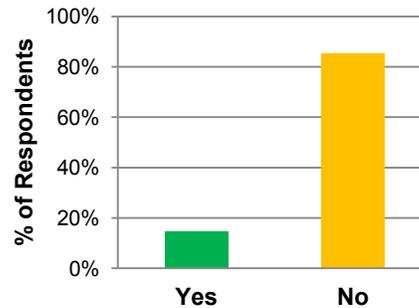


Chart 13: New/More Barber/Hair Salon



Convenience Stores

There is currently four convenience stores in East Cambridge and 146 responded to rating the current convenience stores. 62% of respondents rated the stores as "good." 62% of those who answered wanting more/no more convenience stores in the square indicated that they there is no need for more convenience stores.

¹ Please see Section 1.3 for tabulations regarding how each business type was defined and counted.

Chart 14: Rating of Existing Convenience Stores

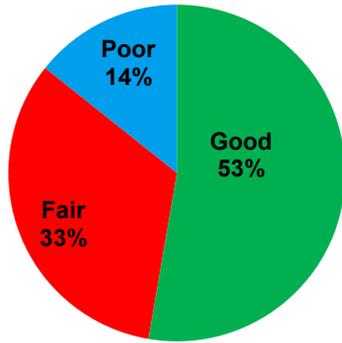
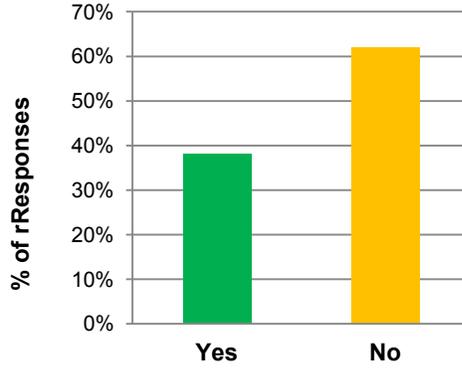


Chart 15: New/More Convenience Stores



Apparel

There are twenty two (22) apparel clothing stores in East Cambridge, with the majority of them being located in the CambridgeSide Galleria Mall. 185 responded to rating apparel/clothing stores. 25% of respondents rated apparel as “good” and 45% rated it as “poor.” 52% of respondents answered they wanted more apparel stores in the district.

Chart 16: Rating of Existing Apparel Stores

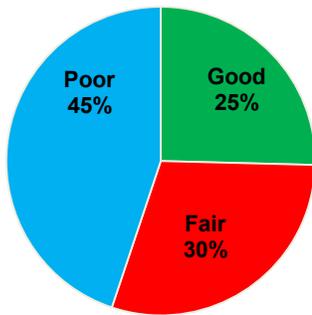
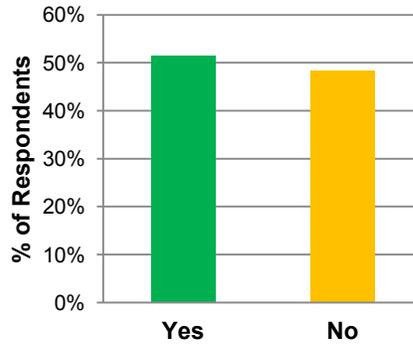


Chart 17: New/More Apparel Stores



Dry Cleaning/Tailoring

There are four dry cleaning establishments in East Cambridge and 160 responded to rating this service. 56% of respondents rated them as “good.” 80% of respondents that answered wanting more/no more indicated that they do not want more dry cleaning/tailoring services in the square.

Chart 18: Rating of Existing Dry Cleaning/Tailoring

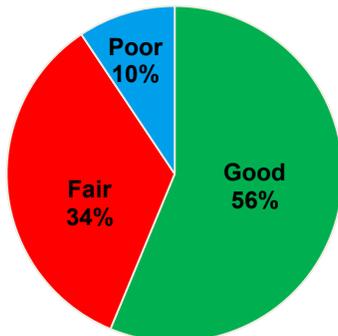
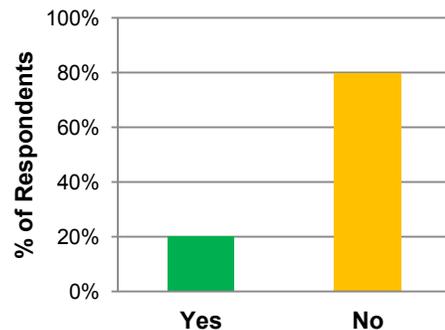


Chart 19: New/More Dry Cleaning/Tailoring



Fitness Centers

There are no fitness center/gyms in the major corridor of East Cambridge, but in the surrounding districts (Twin City, Kendall and Inman Squares) there are fitness services (yoga studios) and gyms. 158 responded to rating the district's current fitness centers. 27% of respondents rated the current gyms as "good" and 39% rated them as "fair." 63% of respondents do not want more fitness centers.

Chart 20: Rating of Existing Fitness Centers

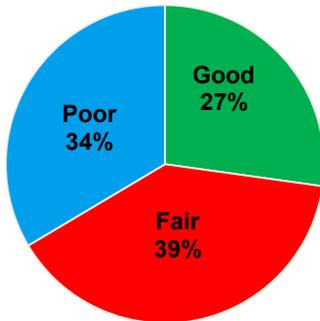
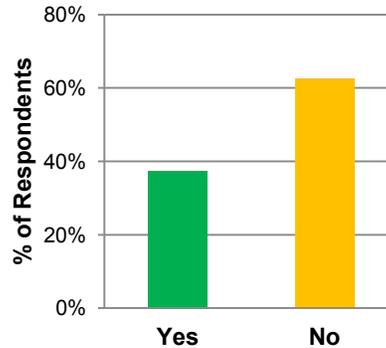


Chart 21: New/More Fitness Centers



Florists

There are three florists in the East Cambridge district. 160 responded to florists. 47% of respondents felt that the florists are "good" and of those who answered if there should be more/no more markets, 80% did not feel that there needed to be more florists in East Cambridge.

Chart 22: Rating of Existing Florists

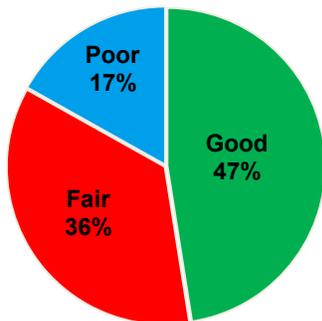
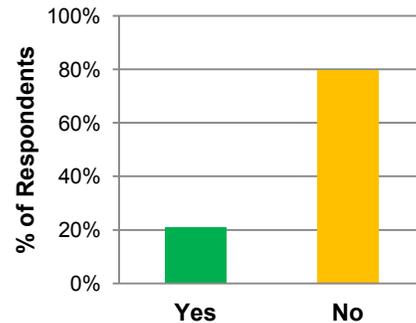


Chart 23: New/More Florists



Pharmacy

There are two pharmacies in the East Cambridge district. 177 responded to rating pharmacy. 50% of respondents felt that the pharmacy is "good" and of those who answered if there should be more/no more markets, 68% did not feel that there needed to be more.

Chart 24: Rating of Existing Pharmacy

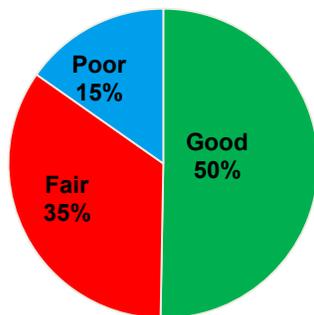
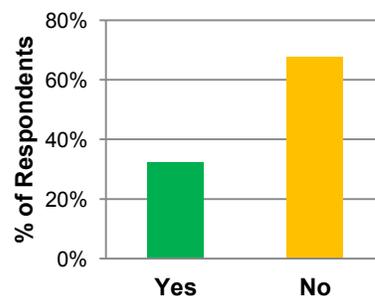


Chart 25: New/More Pharmacy



Grocery Stores

Though there are a variety of small market stores in East Cambridge that sell grocery goods, there is not large grocer in the survey area. 186 responded to rating current grocery stores in the district and of those who responded, 33% felt that grocery stores are “good” in the district. 44% of those answering wanting more/no more specialty stores responded that they would like to see more grocery stores in the square. Of those who wanted more grocery stores in the district, they wanted affordable and/or more organic, natural foods options.

Chart 26: Rating of Existing Grocery Stores

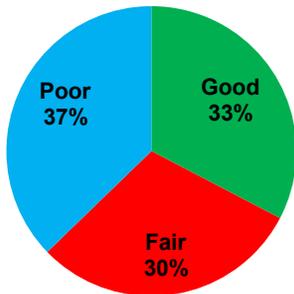
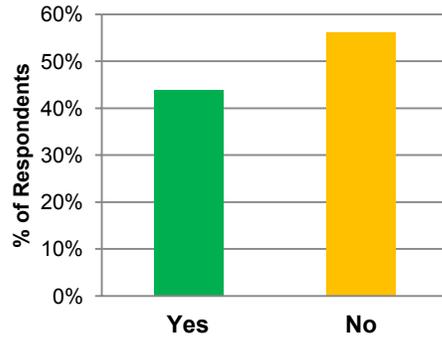


Chart 27: New/More Grocery Stores



Specialty Food Stores

There are three specialty food stores in the East Cambridge neighborhood. 176 responded to rating current specialty food stores in the district. Of those who responded, 53% felt that presences of specialty food services are “good” in the area. 48% of those answering more/no more specialty food responded that they would like to see more specialty food in the area.

Chart 28: Rating of Existing Specialty Food

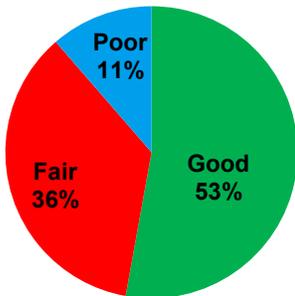
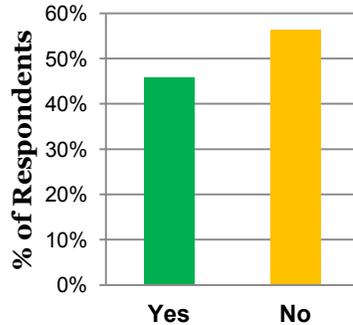


Chart 29: New/More Specialty Food



Specialty Stores

There are fourteen specialty retail stores in East Cambridge, from small art galleries, jewelers and beauty products. 159 responded to rating current specialty stores in the area. Of those who responded, 52% felt that presences of specialty retailers are “good” in the district. 60% of those answering more/no more specialty stores responded that they would like to see more specialty retailers in the square, indicating that there is an increasing demand for specialty goods in East Cambridge.

Chart 30: Rating of Existing Specialty Stores

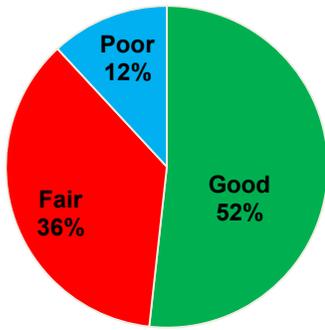
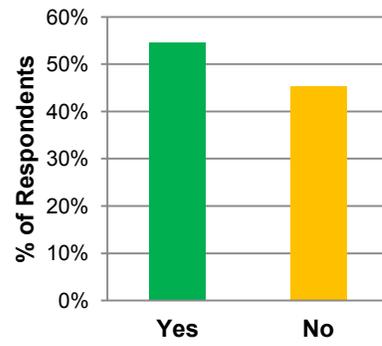


Chart 31: New/More Specialty Store



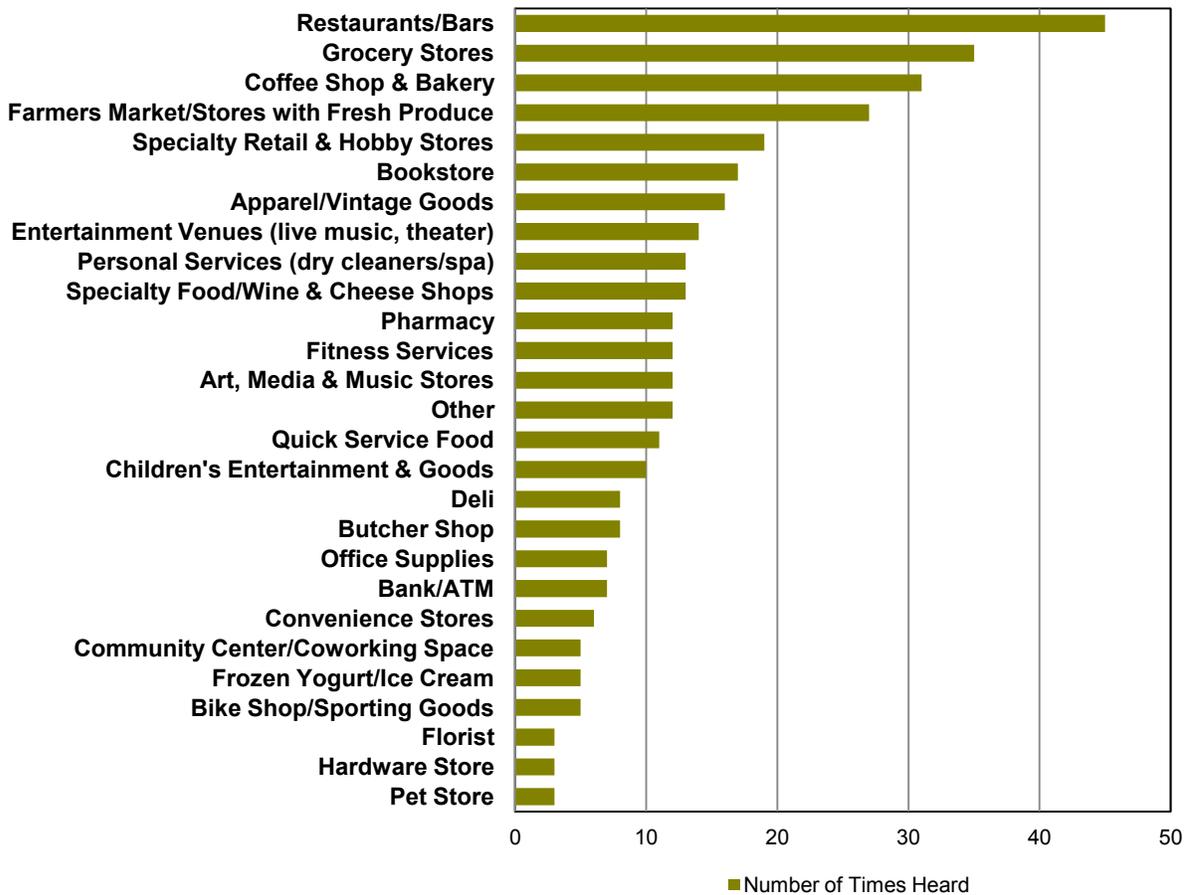
3.4 Businesses Desired

In addition to rating the current mix of retail and services businesses, respondents were asked an open-ended question of what types of businesses they would like to see in East Cambridge that are not there now. Respondents were asked to give a maximum of three businesses types and we received 359 responses.

The top ten desired businesses given were:

- Restaurant/Bars (outdoor dining, ethnic, family friendly)
- Grocery Stores
- Coffee Shops/Bakeries
- Farmers Market/Stores with Fresh Produce Options
- Specialty Retail & Hobby Stores
- Bookstore
- Apparel/Vintage Stores
- Entertainment Venues (theaters, live music, arts complex)
- Personal Services & Specialty Food (tied)

Chart 32: Businesses Desired in East Cambridge



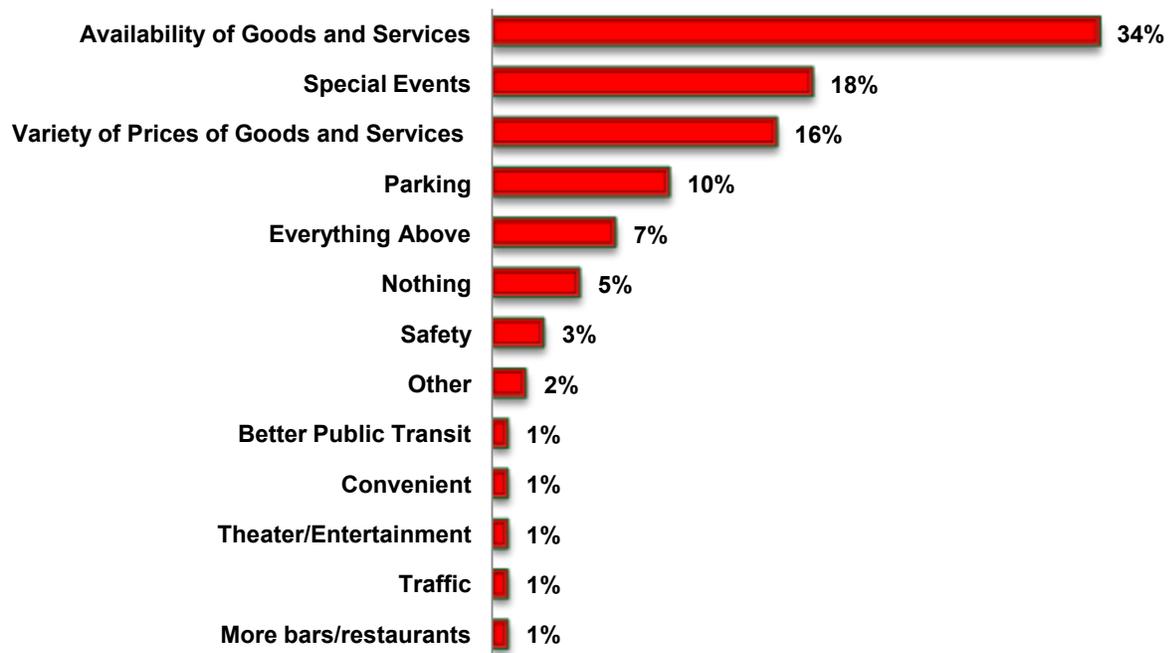
Section 4

Section 4.1: Characteristics of the Square

In order to better understand how customers feel about characteristics of East Cambridge, surveyors asked respondents 15 questions regarding different characteristics and their importance.

Respondents were asked “What would make you visit/shop more often in East Cambridge?” with the following choices as answers: availability/selection of goods, variety of prices of goods, parking, safety, special events or other. 234 respondents answered this question. The top two responses were “Availability/Selection of Goods” (34%) and “Special Events” (18%).

Chart 33: “What Would Make You Visit/Shop More Often In East Cambridge?”



“Other” responses included yoga studio and better business hours.

Characteristics Ratings

Respondents were asked to rate 12 traits of East Cambridge. The rating scale was “good, fair and poor.” Surveyors also asked respondents to rate the importance of each characteristic when deciding where to shop. That rating scale was “very, somewhat and not very important.” The characteristics that were asked were:

- Access to Convenient Parking
- Access to Public Transportation
- Variety/Range of Goods and Services
- Quality/Prices of Goods and Services
- Friendliness of Services in Shops
- Attractiveness of Storefronts
- Cleanliness of Area
- Infrastructure (sidewalks, bike racks, lighting)
- Sense of Safety
- Business Hours
- Presence of Independent Businesses

- Cultural Attractions
- Outdoor and Nightlife Activity

Characteristics that the majority of respondents rated “good” (defined by a score of 50% of more) are:

- Access to Public Transportation
- Friendliness of Service in Shops
- Quality of Goods and Services
- Infrastructure
- Sense of Safety
- Business Hours
- Presence of Independent Businesses

Cultural Attractions, Outdoor and Nightlife Activity will be discussed in Section 5: Dining and Entertainment.

Access to Public Transportation

194 responded to rating public transportation. 73% of respondents feel that access to public transit is “good” in East Cambridge. When asked how important access to public transit is when deciding where to shop, 66% stated that public transit is “very important” to them when deciding where to visit or shop.

Chart 34: Access to Public Transit Rating

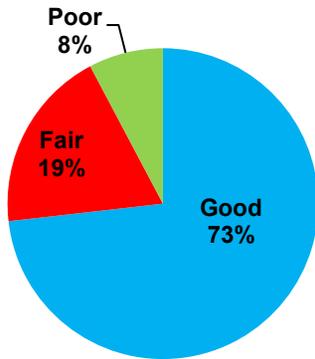
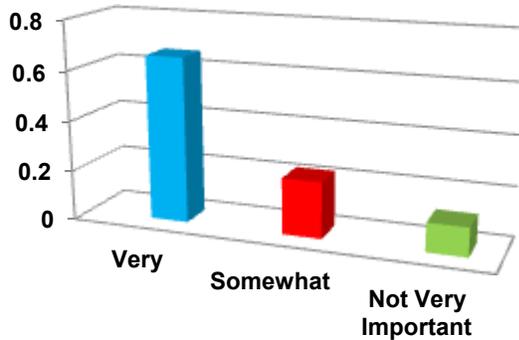


Chart 35: Access to Public Transit Importance



Access to Convenient Parking

181 respondents rated parking. 27% of respondents feel that access to convenient parking is “good” in East Cambridge and 48% stated that it is “fair.” When asked how important parking is when deciding where to shop, 48% of respondents answered that it is “very important” when deciding where to shop. As mentioned in Section 2, 22% of those surveyed drive to East Cambridge.

Chart 36: Access to Parking Rating

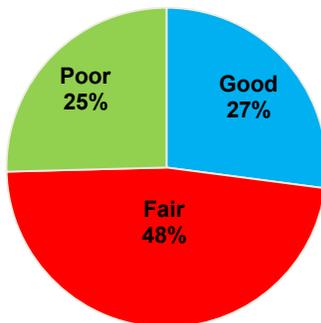
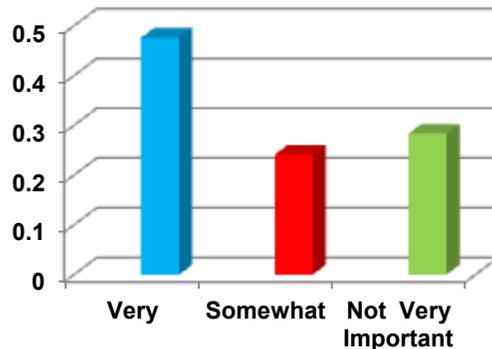


Chart 37: Access to Parking Importance



Variety/Range in Goods and Services

191 rated the variety of goods and services in East Cambridge. 39% of respondents felt that the variety in goods and services are “good” in the district. When asked how important variety of goods is, 39% of respondents answered that the range in goods and services is “very important” to them when deciding where to visit or shop.

Chart 38: Variety & Range of Goods Rating

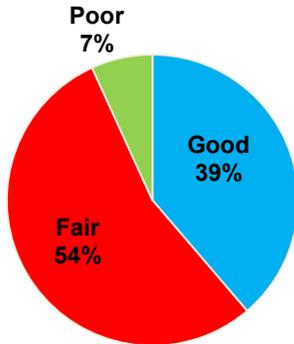
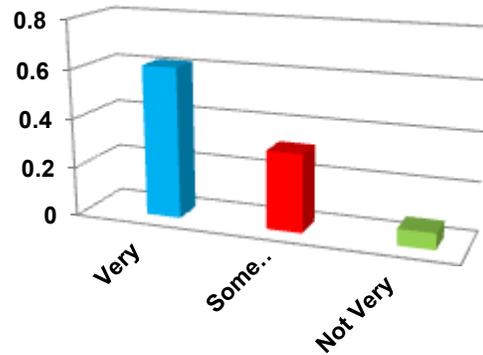


Chart 39: Variety of Goods and Services Importance



Quality & Price of Goods and Services

192 people responded to rating quality and price of goods and services. 42% of respondents feel that the quality of goods and services are “good” in East Cambridge. When asked how important quality is, 70% of respondents who answered that the quality and price of goods and services is “very important” to them when deciding where to visit or shop.

Chart 40: Quality & Price of Goods Rating

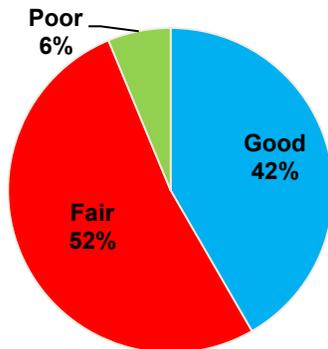
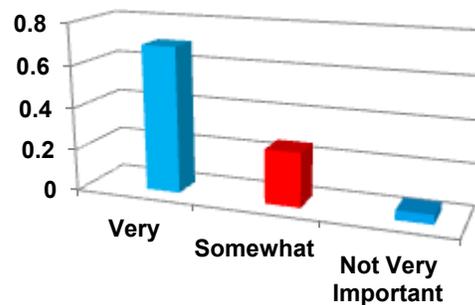


Chart 41: Quality & Price of Goods Importance



Friendliness of Service in Shops

192 respondents rated friendliness of service and 77% of feel that friendliness of service in shops is “good” in East Cambridge. When asked how important friendliness of service is, 76% of respondents that friendly service is “very important” to them when deciding where to visit or shop.

Chart 42: Friendliness of Service Rating

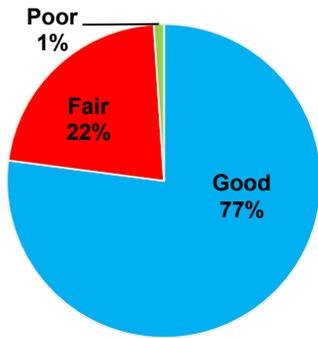
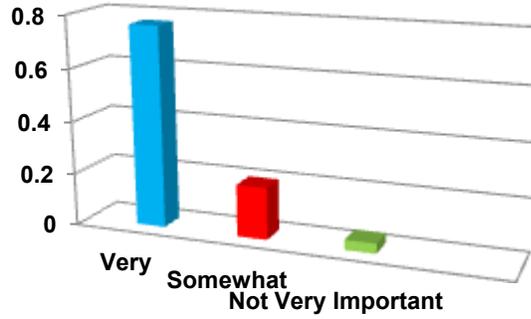


Chart 43: Friendliness of Service Importance



Attractiveness & Cleanliness of Storefronts and the Neighborhood

195 rated attractiveness and cleanliness of storefronts and neighborhood. 38% of those respondents feel that the attractiveness of storefronts is “good” in East Cambridge and 43% believe they are “fair.” When asked how important attractiveness of storefronts is, 65% of respondents answered it was “very important” to them when deciding where to visit or shop.

Chart 44: Attractiveness/Cleanliness Rating

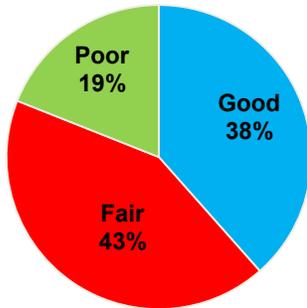
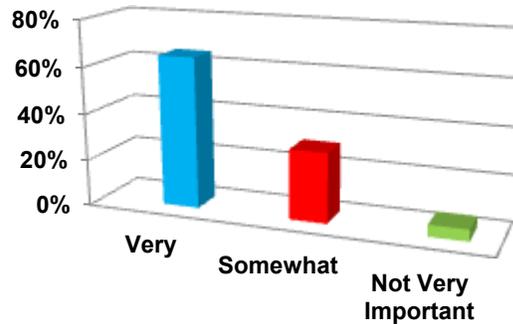


Chart 45: Attractiveness/Cleanliness Importance



Infrastructure

194 respondents rated infrastructure and 54% feel that the infrastructure around East Cambridge is “good.” When asked how important infrastructure is, 64% answered that infrastructure is “very important” to them when deciding where to visit or shop.

Chart 46: Infrastructure Rating

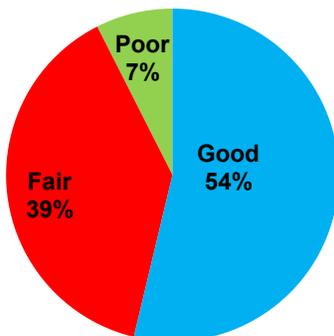
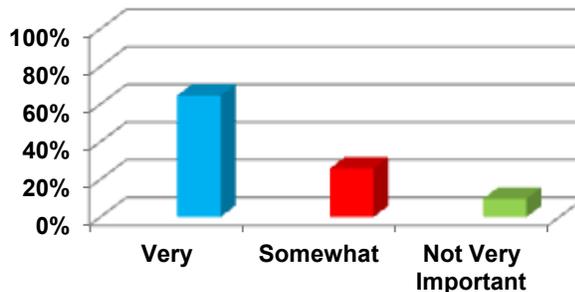


Chart 47: Infrastructure Importance



Sense of Safety

202 rated safety and 62% of respondents feel that safety around East Cambridge is “good.” When asked how important safety is, 81% answered that it is “very important” to them when deciding where to visit or shop.

Chart 48: Sense of Safety Rating

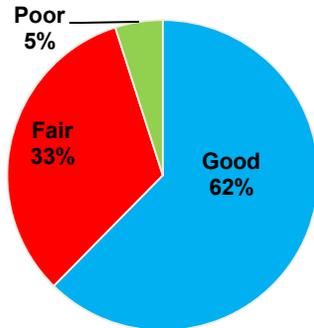
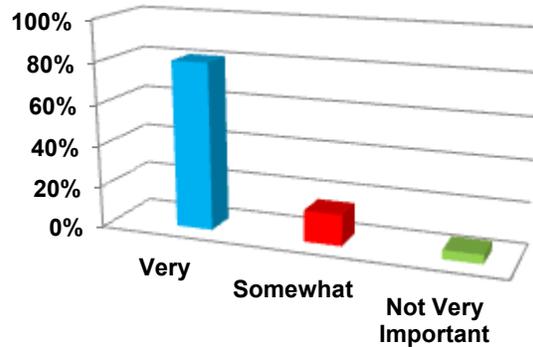


Chart 49: Sense of Safety Importance



Business Hours

188 respondents rated business hours and 58% feel that business hours in East Cambridge are “good.” When asked how important business hours are, 54% answered that they are “very important” to them when deciding where to visit or shop.

Chart 50: Business Hours Rating

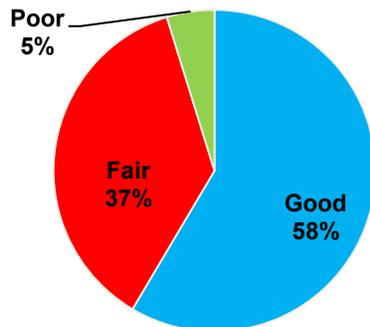
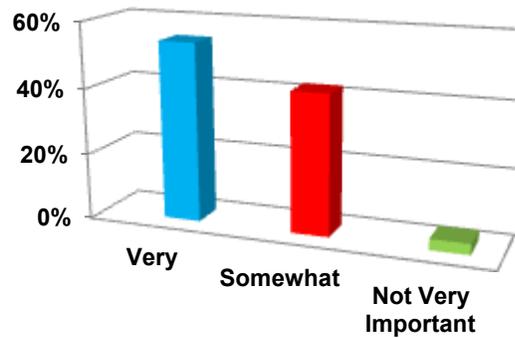


Chart 51: Business Hours Importance



Presence of Independent Businesses

183 rated independent businesses and 69% of respondents feel that the presence of independent businesses in East Cambridge is “good.” When asked how important the presence of independent businesses is, 65% of respondents answered that it is “very important” to them when deciding where to visit or shop.

Chart 52: Independent Businesses Rating

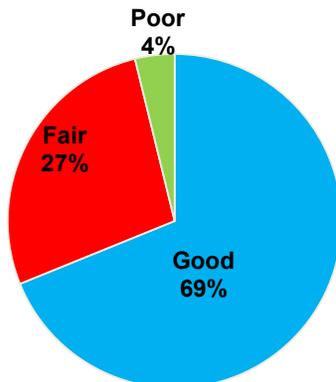
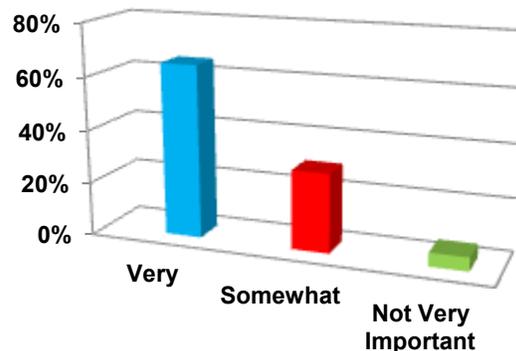


Chart 53: Independent Businesses Importance



Section 5

Section 5.1: Dining and Entertainment

Respondents were asked seven different questions related to dining and entertainment in East Cambridge. Three questions were related to rating current bars, coffee shops, theaters, and restaurants using the same standard of “good, fair or poor” in Section 4. One question concerned the frequency of the visits to East Cambridge for dining and entertainment purposes in the evening, and two questions were asked rating cultural attractions and outdoor and nightlife activity in the district. Lastly, there was one question asked on the frequency that respondents go to the CambridgeSide Galleria Mall. The mall has a variety of restaurants, fast food and retail shops.

Bars

There are four club/bars² in East Cambridge, not including the cultural clubs and organizations that are also located in the neighborhood. 181 respondents rated the presence of clubs/bars in the district. 56% of respondents rated clubs/bars as “good” in the Square. 72% of respondents that answered more/no more bars indicated that they do not want to see more bars in East Cambridge.

Chart 54: Rating of Existing Bars

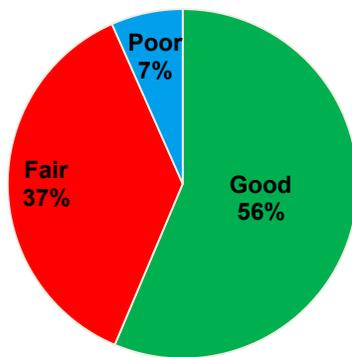
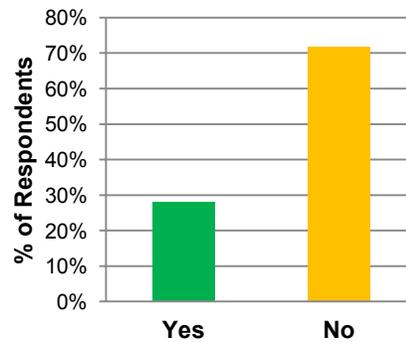


Chart 55: New/More Bars



Coffee Shops/Bakeries

There are five coffee shops/bakeries in the East Cambridge district and 202 respondents rated them. 64% of respondents rated the current Coffee Shops as “good” in the district and 47% of respondents that answered that they would like to see more coffee shops in the neighborhood.

² A club/bar is defined as a venue that is open later night, and advertises itself as primarily a live music or sports venue. For example, in East Cambridge Courtside would be considered a Club/Bar because it offers DJs and Karaoke Nights.

Chart 56: Rating of Existing Coffee Shops

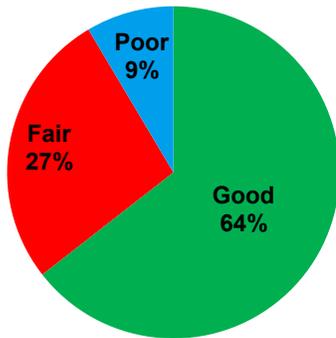
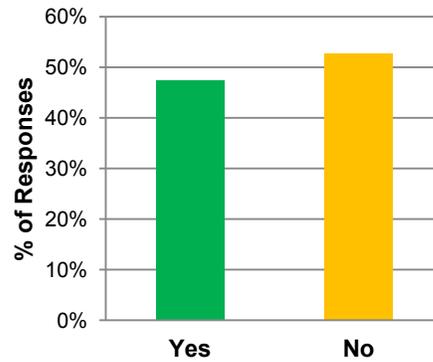


Chart 57: New/More Coffee Shops



Restaurants – Take Out

As of July 2013, there are 33 quick service/cafés in East Cambridge. This includes the food court at the CambridgeSide Galleria. 207 respondents rated them. 71% of respondents think that the take out establishments are “good” and 61% of respondents that answered more/no more felt that there does not need to be more take out.

Chart 58: Rating of Existing Take Out Restaurants

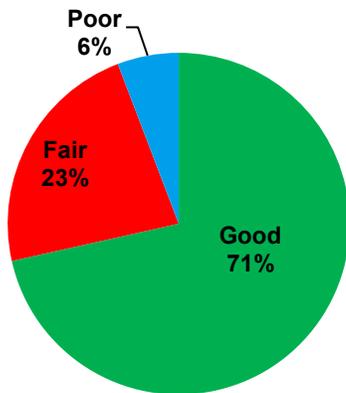
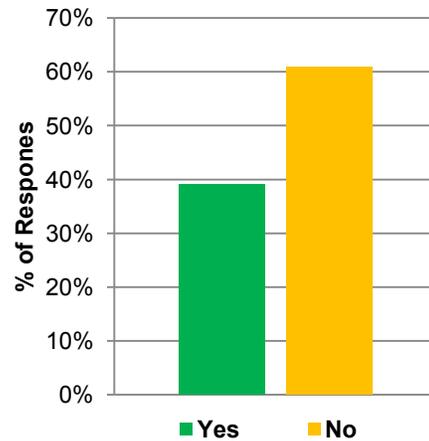


Chart 59: New/More Take Out Restaurants



Restaurants – Sit Down

There are ten sit down restaurants in East Cambridge and 204 respondents rated them. 63% of respondents think that the sit down restaurants are “good.” 52% of respondents surveyed on wanting more/no more restaurants felt that there could be more sit down restaurants in the area.

Chart 60: Rating of Existing Sit Down Restaurants

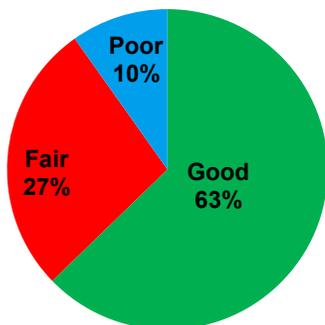
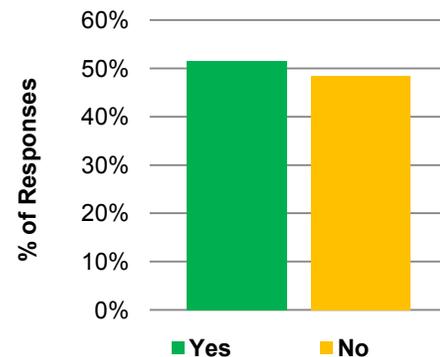


Chart 61: New/More Sit Down Restaurants



Theater, Arts and Entertainment Venues

There is one multicultural center in East Cambridge and in nearby Kendall Square, there is a movie theater. 172 respondents rated theaters and entertainment venues in East Cambridge. 22% of respondents think that the theater/entertainment venues are “good” and 44% of respondents believe that entertainment venues are “poor” in East Cambridge. 60% of respondents surveyed on wanting more/no more restaurants felt that there could be more art venues in the district.

Chart 62: Entertainment Venues

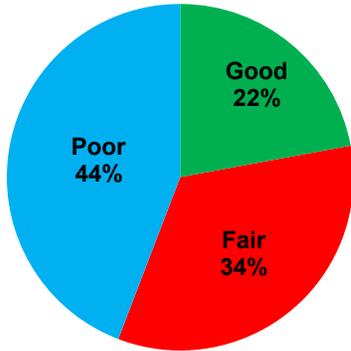
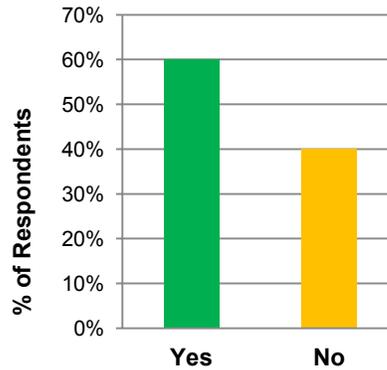


Chart 63: New/More Entertainment Venues



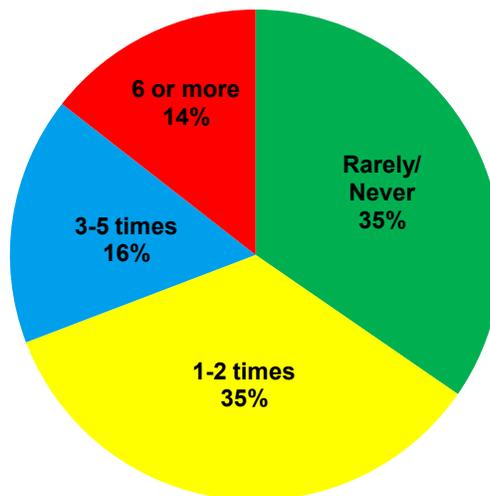
Trips to CambridgeSide Galleria

CambridgeSide Galleria is a regional mall located at the end of the East Cambridge neighborhood. It has a variety of national apparel stores, restaurants and mobile/electronic stores. Two questions in the East Cambridge Intercept Survey – one about how often (per month) the respondent shops at the Galleria and two, if respondents visit neighborhood businesses when shopping at the Galleria. Only 87 responded yes to question two and many of the businesses mentioned were specialty stores and local restaurants and cafes.

Frequency of Trips to CambridgeSide Galleria

263 people responded to the question of how often a month they visit/shop at the CambridgeSide Galleria mall. 70% of respondents visit the Galleria Mall rarely to 1-2 times a month.

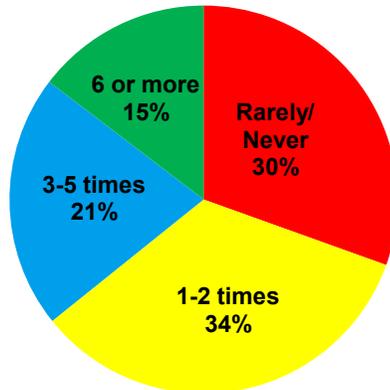
Chart 64: Frequency of Trips to CambridgeSide Galleria



Frequency of Evening Dining and Entertainment Trips to East Cambridge

246 responded to the question of how often during the month they frequent East Cambridge for dining or entertainment in the evening. 34% of respondents said that they come to East Cambridge 1-2 times a month for dining/entertainment in the evening.

Chart 65: Customers Monthly Evening Dining & Entertainment Frequency in East Cambridge



Cultural Attractions

182 respondents rated cultural attractions in East Cambridge. 32% of these respondents feel that the current cultural attractions in East Cambridge are “good” and 45% felt that they are “fair.” When asked how important cultural attractions are, 49% of respondents that answered that cultural attractions are “very important” to them when deciding where to visit or shop.

Chart 66: Cultural Attractions Rating

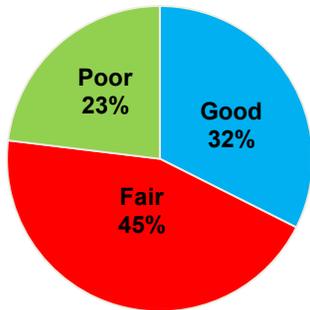
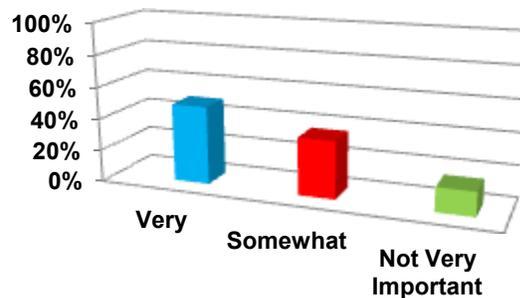


Chart 67: Cultural Attractions Importance



Outdoor and Nightlife Activity

186 respondents rated outdoor and nightlife activity and of these respondents, 32% feel that the current outdoor and nightlife activity in East Cambridge is “good” and 49% felt that they are “fair.” When asked how important outdoor and nightlife activity is, 49% answered that it is “very important” to them when deciding where to visit or shop.

Chart 68: Outdoor and Nightlife Rating

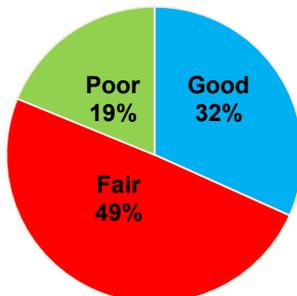
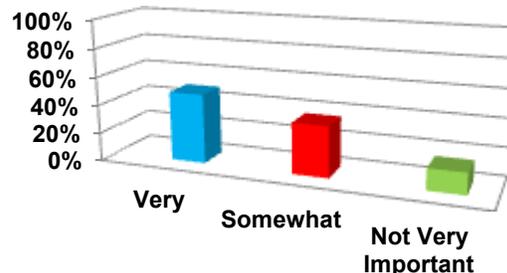


Chart 69: Outdoor and Nightlife Importance



Section 6

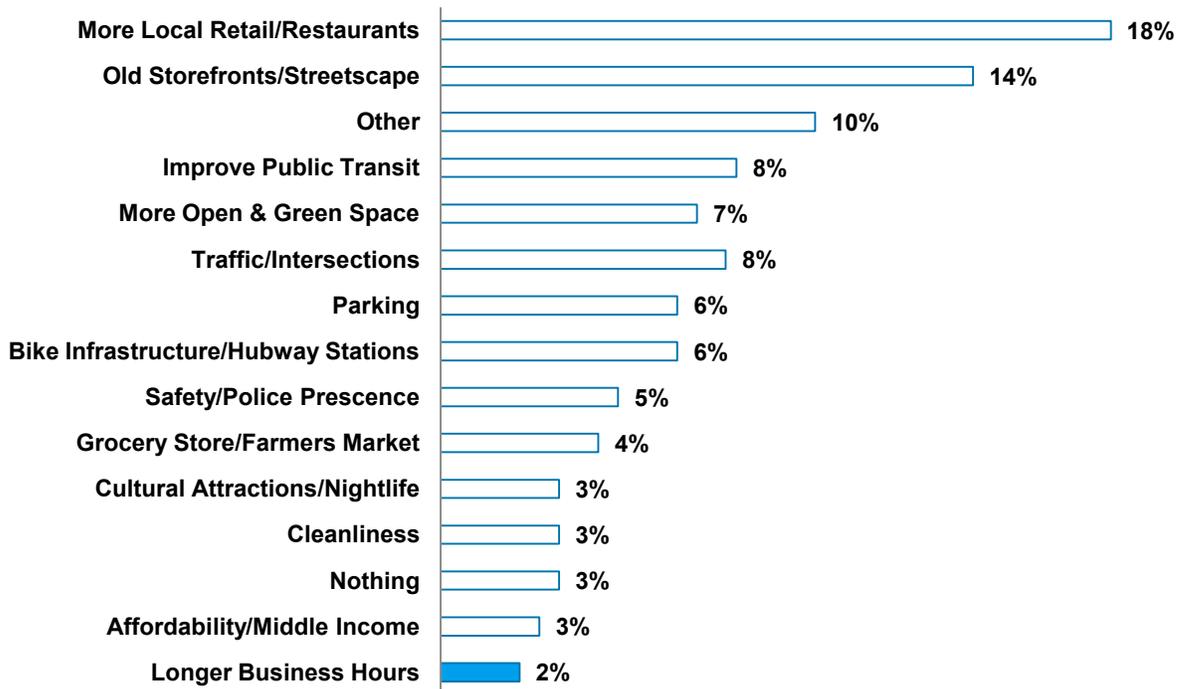
Section 6.1: Vision Responses

Respondents were given the opportunity to answer two open-ended questions at the end of the survey. The first question was “What would you change, keep or eliminate in the district?” We allowed respondents to comment separately on each portion of the question. Since the answers to this question varied, we grouped the responses based on subject matter to see what similarities respondents felt should change, keep or eliminate in East Cambridge. The findings are below.

Change

188 people responded to the question concerning “change.” The top responses this question were “more local retail and restaurant establishments” (18%), “older storefronts and streetscape” (14%) and “other,” (10%) which is a variety of one time mentioned comments, such as “homelessness issue” and “less nail salons.” Many responses show that people want more street level activity, such as active retail storefronts, additional bike infrastructure, more open space and community events, and safer traffic intersections.

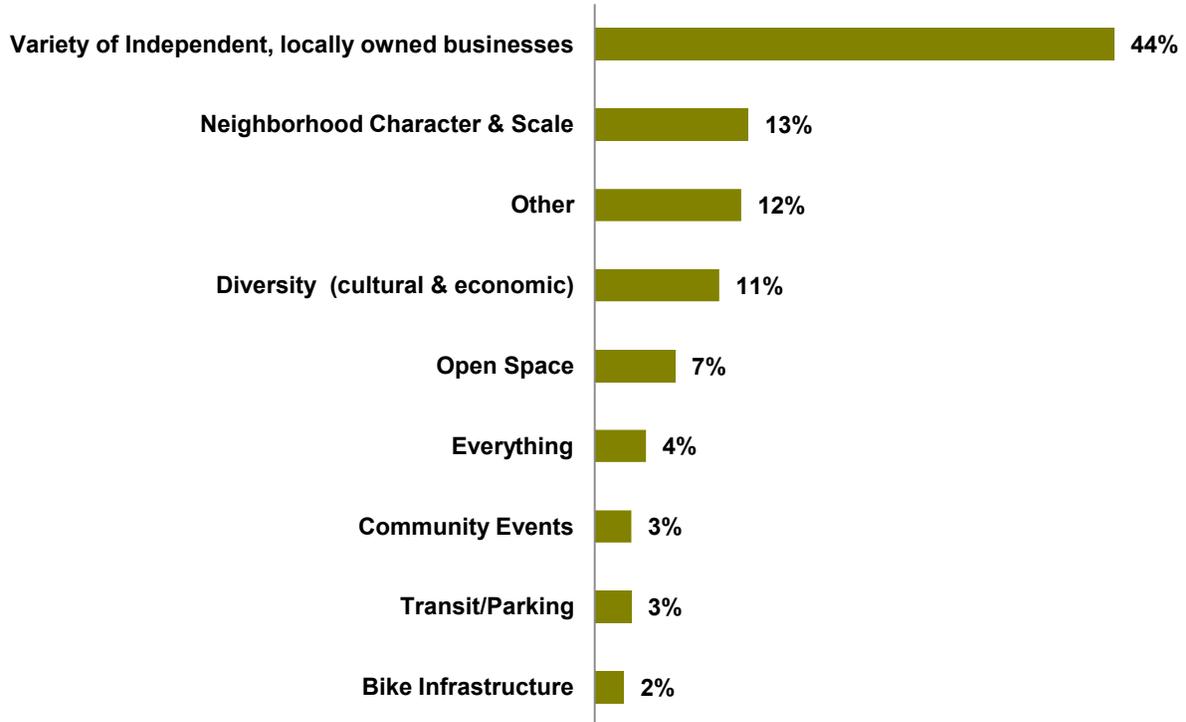
Chart 70: What Would You Change in East Cambridge?



Keep

161 people responded to the question about what to “keep” in East Cambridge. The top responses to keep were the “variety of independent, locally owned businesses” (44%) and the second was “neighborhood character and scale” (13%). People very much appreciate the diversity of people, the scale of the street and local businesses of the district.

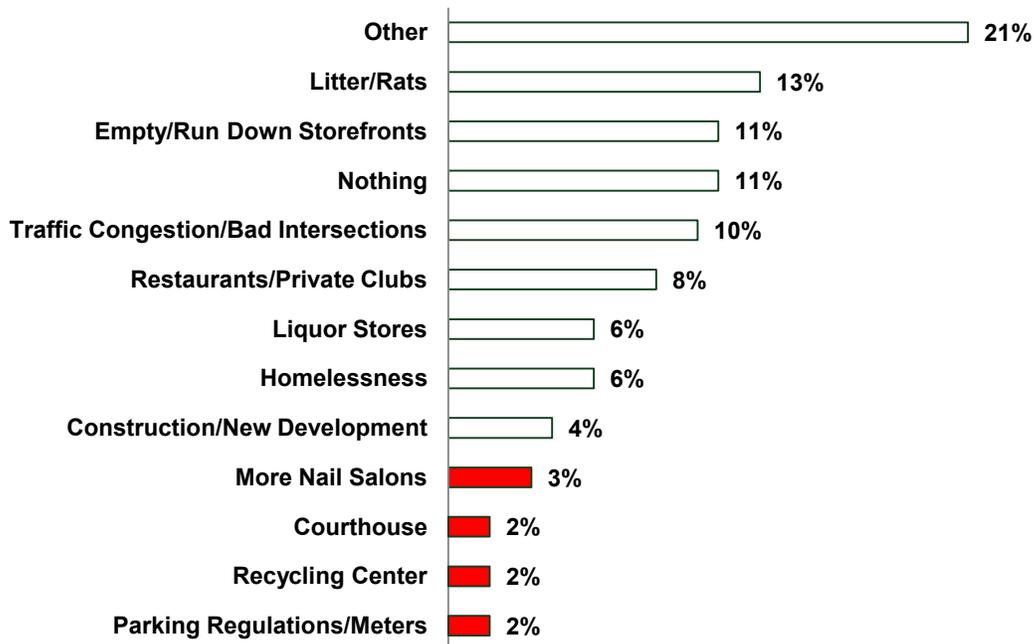
Chart 71: What Would You Keep in East Cambridge?



Eliminate

120 people responded to the question regarding what to “eliminate” in East Cambridge. The top responses to eliminate were “Other” (21%) and “litter/rats” (13%). The answers in the “other” category were variety of one time answers such as “crime,” “expensive rents,” and “chain banks.”

Chart 72: What Would You Eliminate in East Cambridge



One Word

In the last question of the survey, we asked respondents to describe East Cambridge in one word. We received 200 responses to this question and respondents gave over 30 different common replies. The top 20 words/phrases are below.

Describe East Cambridge in One Word (Responses)³

- Culturally Diverse/Diverse
- Great/Awesome/Excellent
- Pleasant/Nice/Wonderful
- Eclectic/Unique
- Comfortable/Friendly/Cozy/Welcoming
- Family Neighborhood/Community/Local
- Changing/In Transition/Potential
- Up and Coming
- Vibrant/Busy/Exciting/Lively
- Convenient
- Love it/Loveable/Lovely
- A bit dreary/dated/run down/tired looking
- Good/Good atmosphere
- Developing/Improving/Growing
- Fine/Descent
- Good Place to Live
- Old Fashioned/Traditional/Old School
- Relaxing/Mello
- Dope/Sweet
- Funky

³ Responses are ranked from most often to least often heard by surveyors.

Section 7

Appendix

- East Cambridge Survey (Appendix A)
- East Cambridge Survey Respondents by Zip Code (Appendix B)

CUSTOMER SURVEY

The City of Cambridge is sponsoring this survey in order to get information that will help us create a business district that better meets your needs. Thank you for your participation!

Surveyor Initials: _____

Location Number: _____

Date: _____ TIME OF DAY: ____ AM Peak (7am-9am) ____ NOON ____ PM Peak (4pm-6pm) ____ Evening

1. What is your primary purpose for being in East Cambridge today? (Check only 1)

____ Shopping ____ Dining ____ Recreation (Gym, Hang out) ____ Event/Meeting ____ Work

____ Post Office ____ Services (e.g. lawyer, daycare) ____ Transportation ____ School

Other: _____

2. What particular businesses or offices are you visiting today? (list each)

3. Please tell me three types of businesses you would like to see that are not here now.

4. How often do you use services or shops in East Cambridge Check only one)?

____ Every day/almost every day ____ 3-5 times per week ____ About once a week ____ 2-3 times per month

____ About once a month ____ Rarely/Never

5. How long is your average visit (outside of work) to East Cambridge?

____ Less than an hour ____ 1-2 hours ____ 2-3 hours ____ 3-4 hours ____ 4 or more

6. How do you most frequently get to the East Cambridge? (Check only 1).

____ Bike ____ Walk ____ Bus ____ Subway ____ Drive ____ Carpool ____ Hubway

7. Please rate how well the current businesses in East Cambridge meet your needs.

| Service/Product | Rate how well existing businesses meet your needs. | | | Do you feel there should be new/more of this in the district? | |
|---|--|--------------------------|--------------------------|---|--------------------------|
| | Good | Fair | Poor | Yes | No |
| Barber/Hairdresser | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Bars | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Coffee Shops/Bakeries | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Convenience Stores | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Apparel/Clothing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Restaurants (Take out) (ex: Arams 2) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Restaurants (Sit Down) (ex. East Side, Muqueca) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Dry Cleaning/Tailoring | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fitness Centers/Gyms | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Florist | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Theater/Entertainment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pharmacy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Specialty Food (ex. Mayflower) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Specialty Stores | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8. Approximately how many times a month do you come to East Cambridge for dining/entertainment purposes in the evening? ____ Never ____ 1-2 ____ 3-5 ____ 5 or more

9. How many times a month do you go to the Galleria?

____ Never ____ 1-2 ____ 3-5 ____ 5 or more

9A. If one or more, do you visit also neighborhood businesses when you go to the Galleria?

____ YES ____ NO _____ (space is they named a particular business)

10. What would make you visit/shop more often in East Cambridge? (Check only 1)

____ Special Events ____ Variety in Price of Goods/Services ____ Availability/Selection of Goods/Services

____ Parking ____ Safety Other _____

11. Please give your opinion on the following characteristics of East Cambridge.

| Service/Product | Rate this characteristic of East Cambridge | | | How Important is that characteristic to you when decided where to visit/shop? | | |
|--|--|--------------------------|--------------------------|---|--------------------------|--------------------------|
| | Good | Fair | Poor | Very | Somewhat | Not Very Important |
| Access to convenient parking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Access to public transportation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety/Range of Goods and Services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality/Prices of goods and services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Friendliness of service in shops | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Attractiveness/Cleanliness of storefronts/area | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Infrastructure (sidewalks, bike racks, lighting) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sense of Safety | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Business Hours | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Presence of Independent Businesses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cultural Attractions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor and Nightlife Activity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

CUSTOMER PROFILE

- What is your zip code? _____
 a. If Cambridge zip, what neighborhood? _____
- a. Do you work in Cambridge? ___ Yes ___ No
 b. Do you go to school in Cambridge? ___ Yes ___ No
 If yes, where: _____
- Gender? ___ Male ___ Female
- What is your age range?
 ___ 15 -19 ___ 20-24 ___ 25-34 ___ 35-44 ___ 45-54 ___ 55-59
 ___ 60-64 ___ 65- 74 ___ 75-84 ___ 85 +
- What do you speak most often at home?
 ___ English ___ Spanish Other _____
- Do you: ___ Rent or ___ Own your own residence?
- What is your ethnic background?
 ___ Hispanic ___ Non-Hispanic **If Non-Hispanic:** ___ Ethiopian ___ Haitian ___ Brazilian ___ Indian
 Other: _____
- What is your race?
 ___ White ___ Black or African American ___ American Indian or Alaska Native
 ___ Asian ___ Native Hawaiian/Other Pacific Islander ___ Other

VISION

In one word, how would you describe East Cambridge?

What would you change, keep or eliminate in the district?

Change: _____

Keep: _____

Eliminate: _____

East Cambridge Survey Respondents by Zip Code of Residence

