

## 2018 Open Space Survey Results

### BACKGROUND

From June 12<sup>th</sup> to July 10<sup>th</sup>, 2018 CRA staff (Alex Levering and Alex Rogala) collected 102 survey responses to the open space survey through online submissions and in-person engagement at Galaxy Park, the 6<sup>th</sup> St. Walkway, Kendall Plaza, Grand Junction, 3<sup>rd</sup> and Binney, and the Roof Garden.

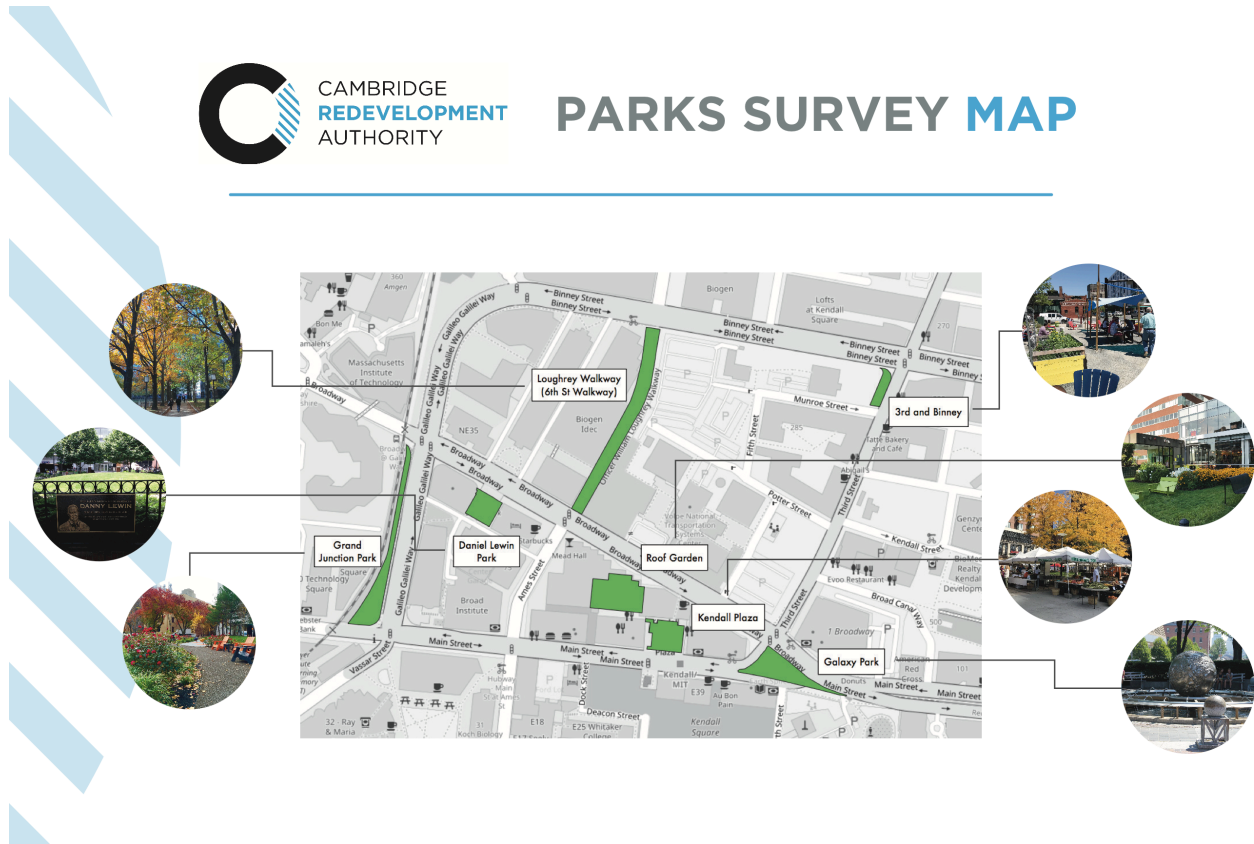
Online submissions were collected through a Google Form with all the same questions as the in-person surveys. CRA staff promoted links to the Google Form on social media, via email to Boston Properties and Akamai, and the homepage of the CRA website featured a pop-up banner directing users to take the survey.

In-person engagement took place about twice a week during the lunch hour. Staff would set up a table, display a 2'x 3' printed map (see below), and politely ask passerby to participate in the survey (see end of document). Staff completed in-person engagement at all of the open spaces inquired about, except for Danny Lewin Park.

Results were compiled into a 2-page summary and disseminated via the CRA website, CRA social media, and e-mails to Boston Properties and the Kendall Square Association.



### PARKS SURVEY MAP



## SURVEY RESULTS

### *Respondent Demographics*

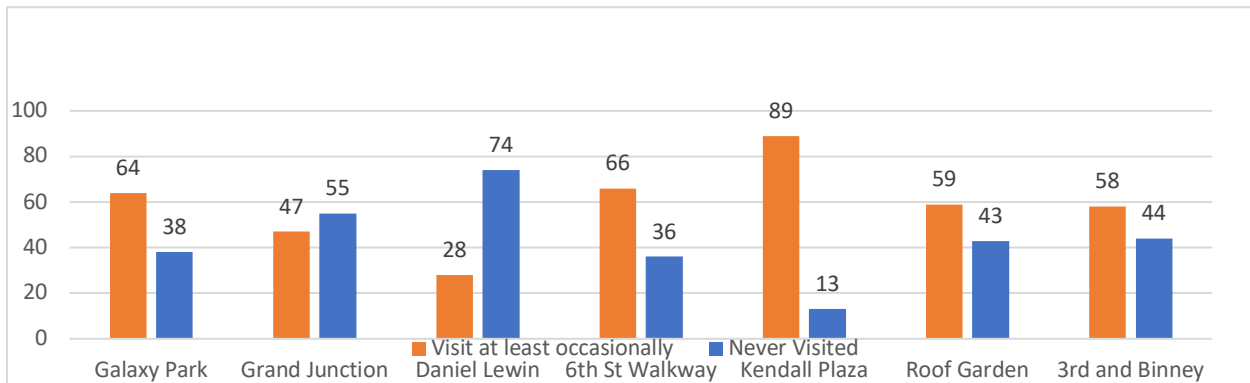
|              |     |       |
|--------------|-----|-------|
| Total Number | 102 |       |
| Online       | 25  | (25%) |
| In person    | 77  | (75%) |
| Average Age: | 38  |       |
| Lives in KSQ | 11  | (11%) |
| Works in KSQ | 83  | (81%) |
| Visitor      | 9   | (9%)  |

Note that percentages do not add up to 100% as not all respondents provided an answer

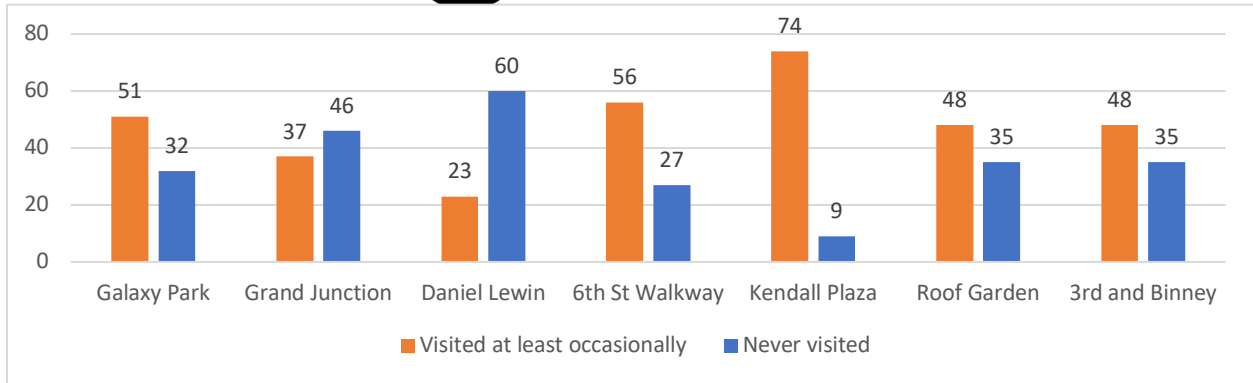
### *Frequency of Open Space Usage*

**42%** of respondents indicated that they visit at least one of KSQ's open spaces **daily**  
**51%** of respondents indicated that they visit at least one of KSQ's open spaces **weekly**  
**93%** of respondents indicated that they visit at least one of KSQ's open spaces **occasionally**

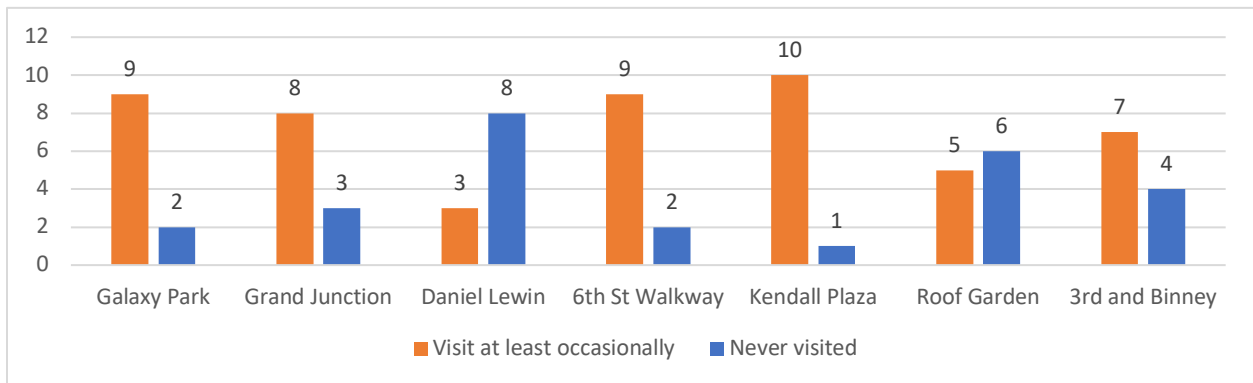
Respondents indicated that they visit **five of the seven** KSQ open spaces **at least occasionally**. Only **Grand Junction** and **Daniel Lewin Park** received a majority of "Never" responses.



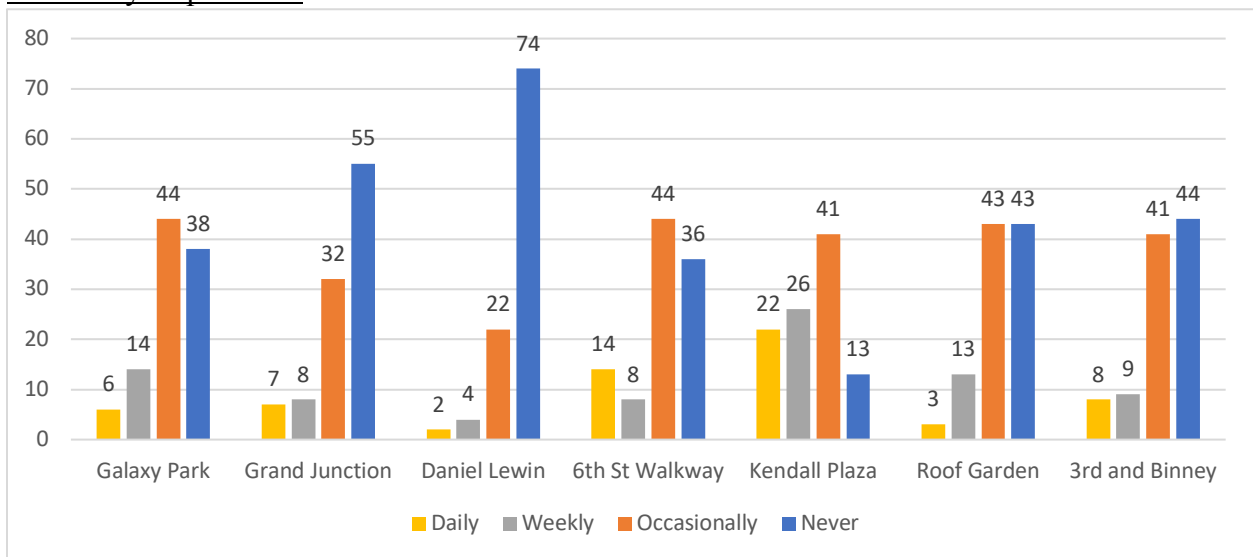
People who work in KSQ (n=83) visit most open spaces at least occasionally, with the exception of **Grand Junction** and **Daniel Lewin Park**.



People who live in KSO (n=11) visit most open spaces at least occasionally, with the exception of Daniel Lewin Park and the Roof Garden.

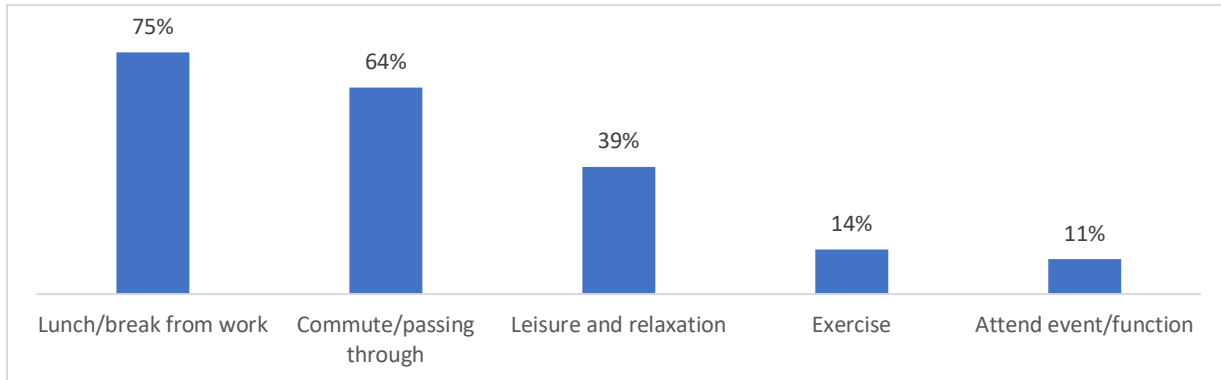


All survey respondents:

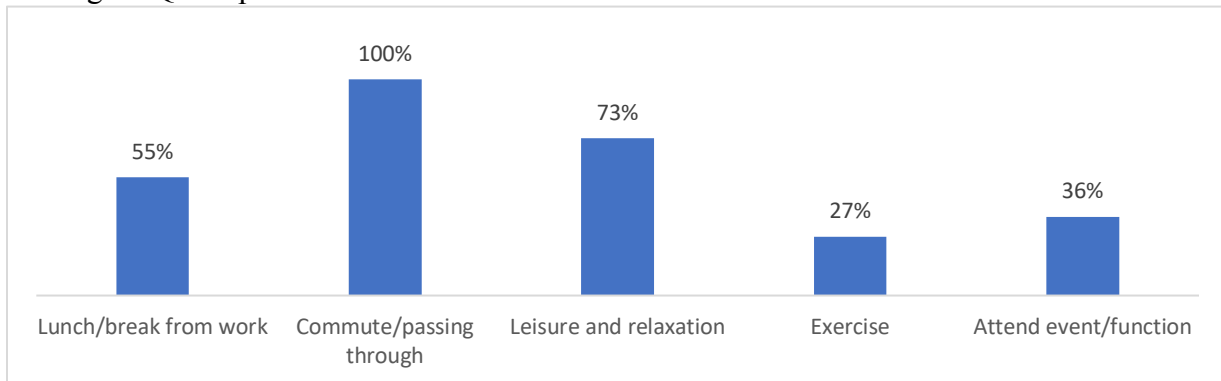


## Reasons for visiting KSQ open space

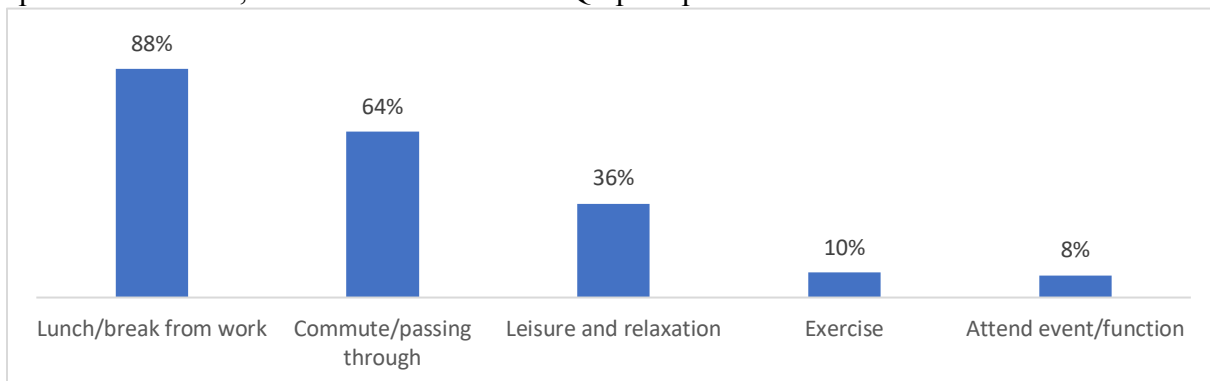
**Lunch/break from work** was the **most common** reason for visiting KSQ open space, while **attend event/function** was the **least common** reason.



All residents (n=11) indicated that they visit open spaces for **commuting/passing through**. A greater share of residents noted that **attend and event/function** or **exercise** were reasons for visiting KSQ compared to non-residents.

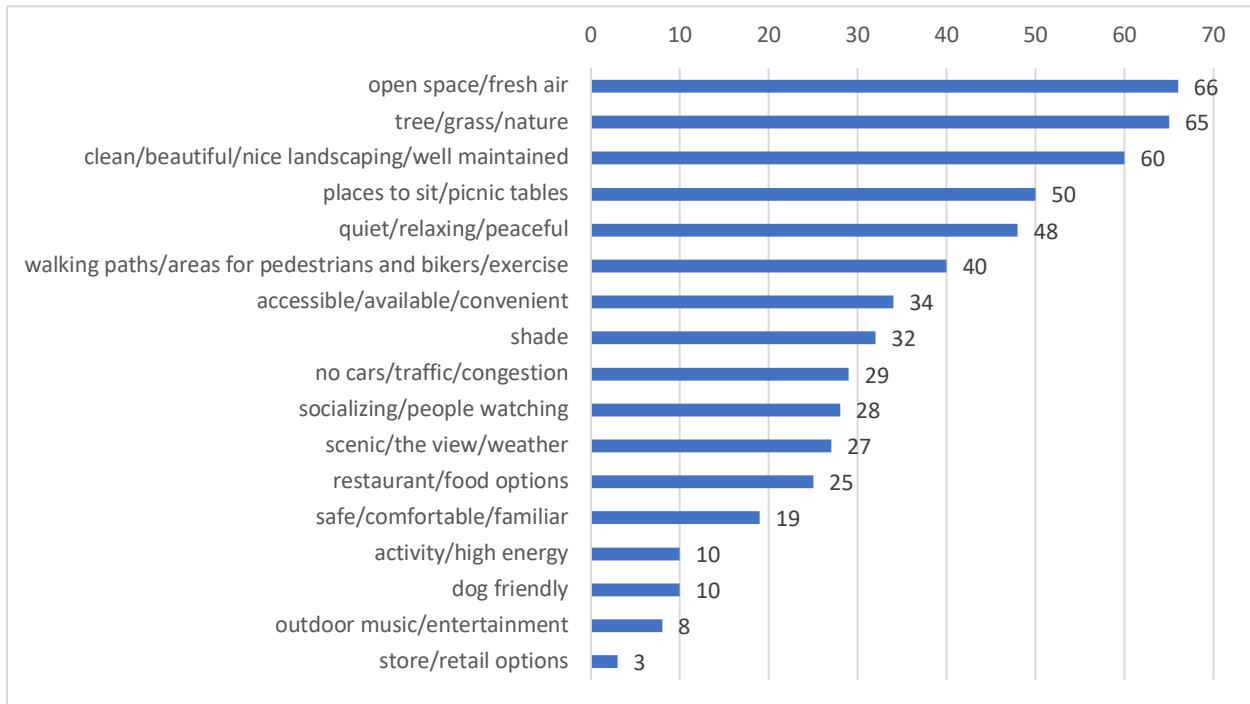


For people who work in KSQ (n=83), **lunch/break from work** is the most popular reasons for visiting KSQ open space. Only **one out of 10** respondents indicated that they use KSQ open space for **exercise**, and **even fewer** visit KSQ open space to **attend an event/function**.



## *What makes KSQ open space most appealing*

Respondents were more responsive to the design features and availability of open spaces. This suggests that people currently **value KSQ open spaces for their greenery and landscaping**, and that they are **an asset for escaping the hectic office environment**. This also suggests that there is significant **opportunity for developing and/or raising awareness of the programming and activity** that takes place in and around KSQ open spaces.



## *What people would like to see in the future*

Respondents who provided suggestions for future improvement largely asked for **more open green spaces, more programming, and a wider variety of seating options**.

|  |    |
|--|----|
| More open spaces with current strengths                | 20 |
| Programming  | 12 |
| Seating  | 10 |
| Transportation features                                | 5  |
| Seclusion from congestion and noise                    | 3  |
| Dog-friendly   | 2  |
| Ground-floor activation through retail and restaurants | 1  |
| Sports   | 1  |
| Maintenance  | 1  |
| Resident-oriented open spaces                          | 1  |



Detailed responses:

additional places to sit and relax

animals + tree/nature

Appeal to all people not just workers

better pedestrian/auto coordination

bike path

cleanliness if possible

defense and increase of public open spaces during development; help with managing relationship between bikes and pedestrians

Expansion of Grand Junction to Binney

Extend Grand Junction park across Broadway

farther from traffic and noise

Flowers!

Garbage and recycling facilities. Bicycle racks. More "pick up after your dog" signs. More playgrounds and kid stuff. More weird public art to sit on. Things are looking great!

Grand Junction Park is an improvement on what was before - but it's still exposed to street and cars and needs more trees

Green, shade, seating

I'm happy

Interconnection via bikeways, signage

large park with trees but I know that it won't happen

line up the sprinklers so they don't spray the sidewalk

love activations like farmers markets/cafes, etc

mature trees, nice places to sit and protection from car noise

maybe you could do a better job of advertising the roof deck. Could you do events up there?

more dogs

more events

more food trucks

more food trucks in different locations

more landscaping, trees and grass; more scenic areas with places to sit and picnic tables

more like technology square area with shade and chairs

more music - jazz, piano to play, mini instruments, orchestra, string instruments

more off-leash dog parks

More open spaces, like the field near 3rd and Binney, instead of little slivers of grass.

more parks :)

more parks; finish binney park and grand junction park

more places to sit

more plants!

more restaurants

more seating / tables

more seating areas in the sun

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more seating in shade

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more seating options

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More seating options, cheap/simple food and drink options

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more seating, more grassy areas

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more shade!

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More shade. Food trucks (many restaurants are too upscale)

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more shaded seating

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more trees and gardens

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more trees, especially near busy intersections as with Grand Junction Park. A bike lane in grand junction park / on the grand junction path.

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Music and food trucks!

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Music, various diverse events.

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music, various diverse events.

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outdoor fitness classes

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Plentiful seating options; sun + shade options

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Public exercise/gim and public chargers

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raise consciousnesses of roof garden; one of the hidden gems of cambridge

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softball fields

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to be honest I don't know

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Um, more of them? There aren't many that are large enough to really feel separated from the locality. Creating something out of the Volpe site like Post Office Square could be interesting - that has a sufficiently large footprint that when you are at the fountain or the middle of the lawn you feel like you have distanced yourself from the city. I have been to the rooftop park at the BPX/Google building once and that has the effect; perhaps more of those spaces could make Kendall Square really interesting and be supported by developers more than ground-level space being consigned to this important use. Imagine a dozen rooftop parks and being "known" for that!



**(1) About you:**

*Age:*

- Resident of Kendall Square
- Work in the area

*Gender:*

- Visitor
- Other

**(2) How often do you use the following parks?**

|   |       |              |        |       |
|---|-------|--------------|--------|-------|
| Galaxy Park                                   | Never | Occasionally | Weekly | Daily |
| Grand Junction Park                           | Never | Occasionally | Weekly | Daily |
| Daniel Lewin Park                             | Never | Occasionally | Weekly | Daily |
| Loughrey Walkway (6 <sup>th</sup> St Walkway) | Never | Occasionally | Weekly | Daily |
| Kendall Plaza                                 | Never | Occasionally | Weekly | Daily |
| Roof Garden                                   | Never | Occasionally | Weekly | Daily |
| 3 <sup>rd</sup> and Binney                    | Never | Occasionally | Weekly | Daily |

**(3) What are your reasons for visiting a Kendall Square park?**

- Commute/passing through
- Lunch/break from work
- Exercise
- Leisure and relaxation
- Attend event/function
- Other:

**(4) Check the five bullets that make Kendall Square parks most appealing to you**

- Open space/fresh air
- Clean/beautiful/nice landscaping/well maintained
- Tree/grass/nature
- Quiet/relaxing peaceful
- Accessible/available/convenient
- Activity/high energy
- Walking paths/areas for pedestrians and bikers/exercise
- Socializing/people watching
- Scenic/the view/weather
- Dog friendly
- Safe/comfortable/familiar
- Places to sit/picnic tables
- No cars/traffic/congestion
- Restaurant/food options
- Store/retail options
- Shade
- Outdoor music/entertainment
- Other:

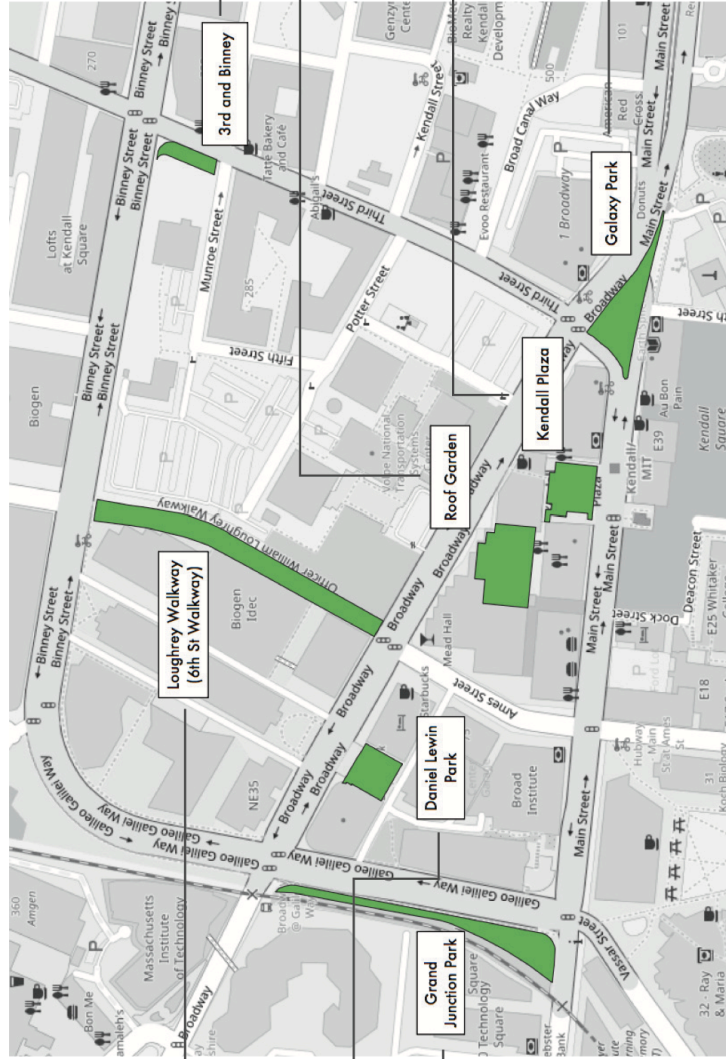
**(5) What would you like to see from Kendall Square Parks in the future?**





CAMBRIDGE  
REDEVELOPMENT  
AUTHORITY

# PARKS SURVEY MAP

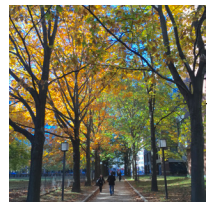


# 2018 Kendall Square Open Space Survey Results

## WHO RESPONDED?

|           |            |              |           |
|-----------|------------|--------------|-----------|
| Responses | <b>102</b> | Average Age  | <b>38</b> |
| Online    | <b>25</b>  | Lives in KSQ | <b>11</b> |
| In Person | <b>77</b>  | Works in KSQ | <b>83</b> |
|           |            | Visitors     | <b>9</b>  |

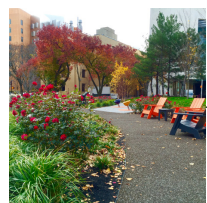
## WHICH KSQ OPEN SPACES WERE COVERED?



Loughrey Walkway



Daniel Lewin Park



Grand Junction Park



Roof Garden



Kendall Plaza



Galaxy Park



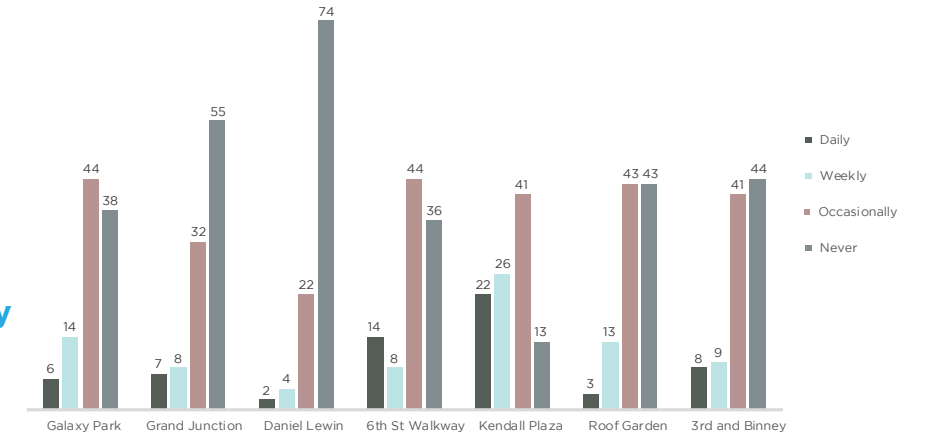
3rd and Binney

## HOW OFTEN DO PEOPLE USE KSQ OPEN SPACES?

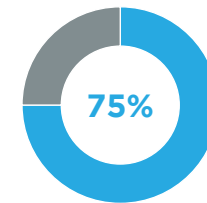
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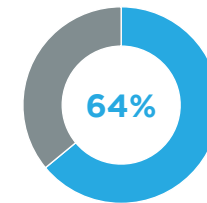
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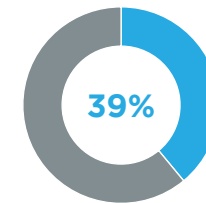
## WHY DO PEOPLE VISIT KSQ OPEN SPACE?



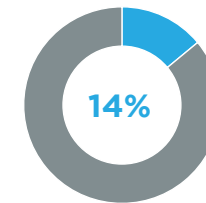
Lunch/break from work



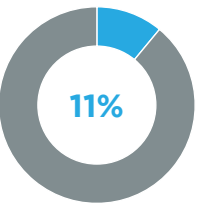
Commute/passing through



Leisure and relaxation

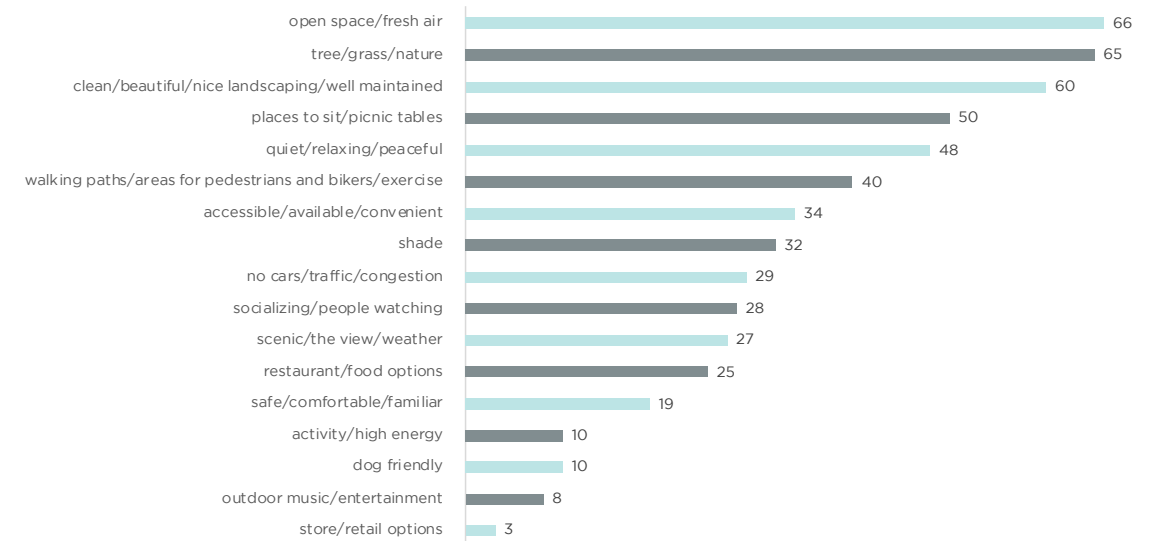


Exercise



Attend an event/function

## WHAT MAKES KSQ OPEN SPACE MOST APPEALING?



## WHAT DO PEOPLE WANT TO SEE IN THE FUTURE?



More green spaces



More programming



More seating



More transportation amenities