

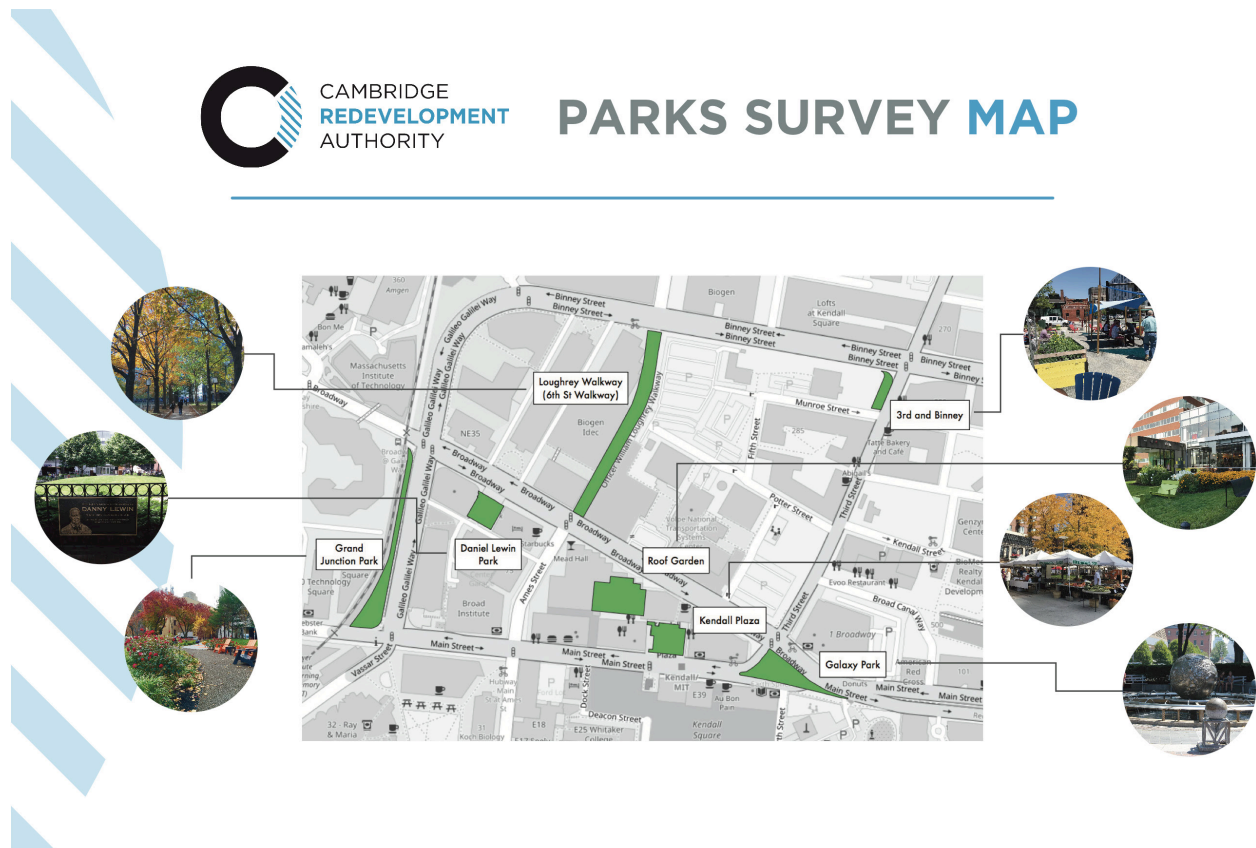
2018 Updated Open Space Survey Results

BACKGROUND

From June 12th to September 5th, 2018 CRA staff (Alex Levering and Alex Rogala) collected 186 survey responses to the open space survey. Responses were received online, and in-person at Galaxy Park, the 6th St. Walkway, Kendall Plaza, Grand Junction, 3rd and Binney, and the Roof Garden.

Online submissions were collected through a Google Form and asked the same questions as the in-person surveys. CRA staff promoted the online survey on social media, via email to Boston Properties and Akamai, on the KSA's weekly newsletter, and ECPT's, ECBA's and 303 Third Square Residence's list-serves. The homepage of the CRA website also featured a pop-up banner directing users to take the survey.

In-person engagement took place about twice a week during the lunch hour from June 12th to July 10th. Staff would set up a table, display a 2'x 3' printed map (see below), and politely ask passersby 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.



SURVEY RESULTS

1. Respondent Characteristics

Total Number:	186
Average Age:	40
Response Format	
Online	109 (59%)
In-person	77 (41%)
Reason in KSQ*	
Lives in KSQ	37 (20%)
Works in KSQ	141 (76%)
Visitor	14 (8%)
Other	7 (6%)

*Note: The %'s add to more than 100 as respondents could select more than one answer

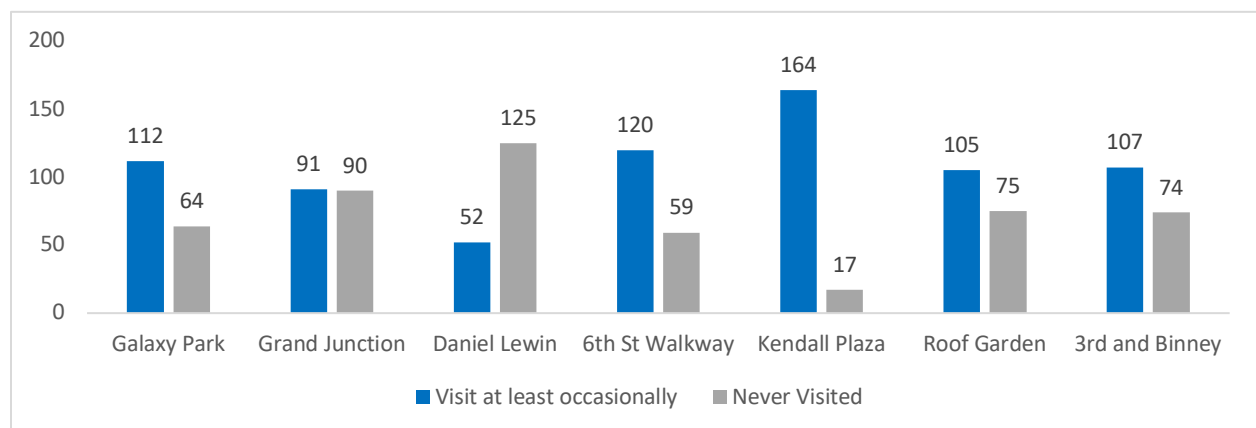
2. Frequency of Open Space Usage

37% indicated that they visit at least one of KSQ's open spaces daily

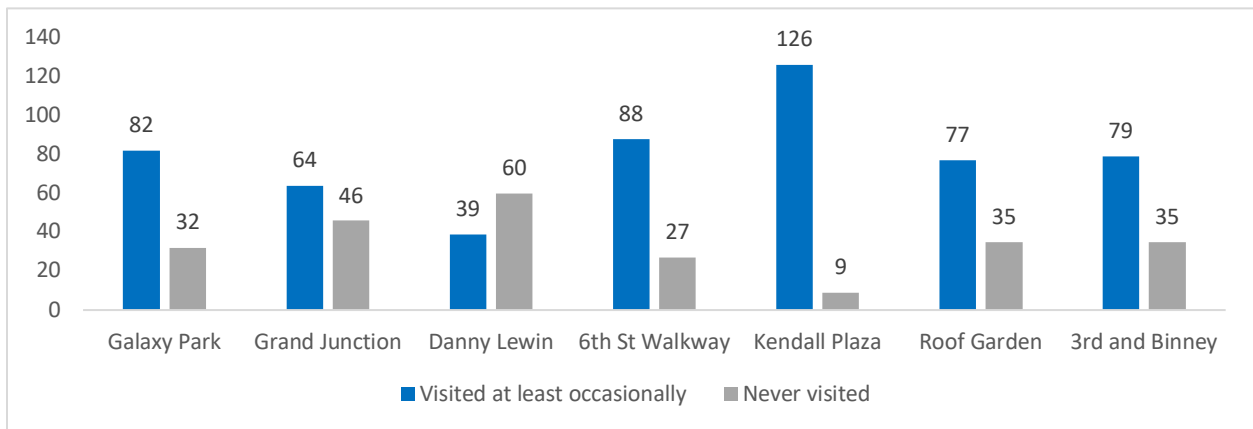
71% indicated that they visit at least one of KSQ's open spaces weekly

99% indicated that they visit at least one of KSQ's open spaces occasionally

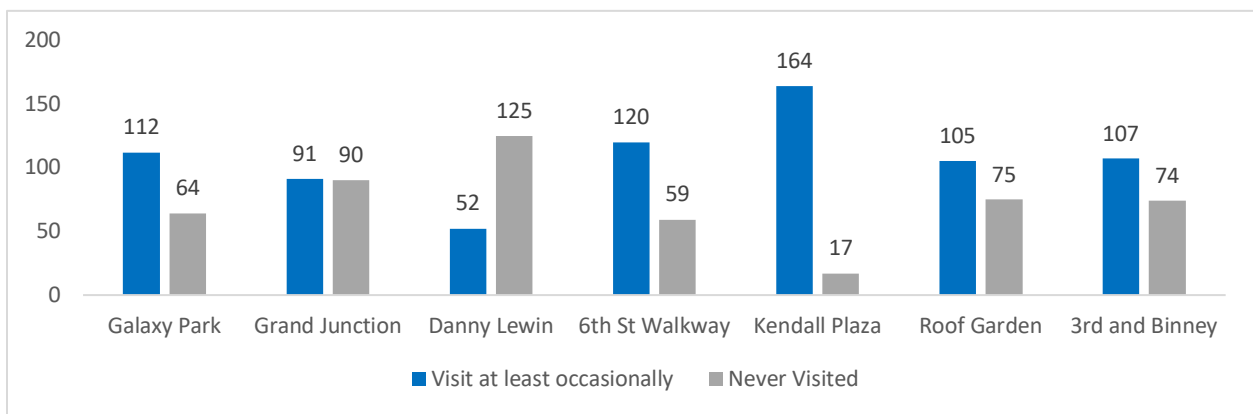
Respondents indicated that they visit six of the seven KSQ open spaces at least occasionally. Only Daniel Lewin Park received a majority of "Never" responses.



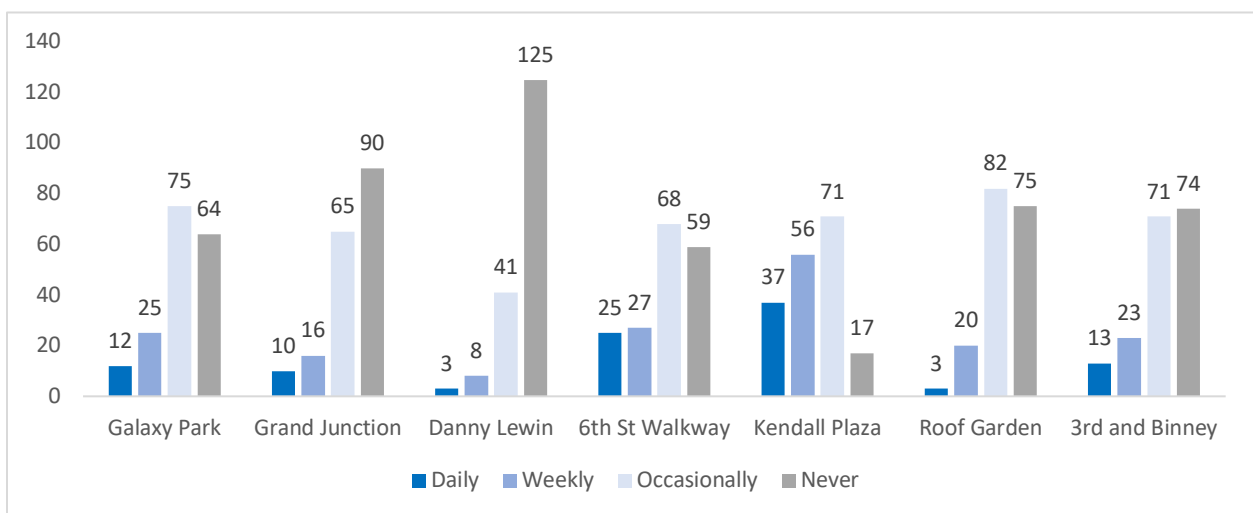
People who work in KSQ (n=141) visit most open spaces at least occasionally, with the exception of Danny Lewin Park.



People who live in KSQ (n=37) visit every open space at least occasionally

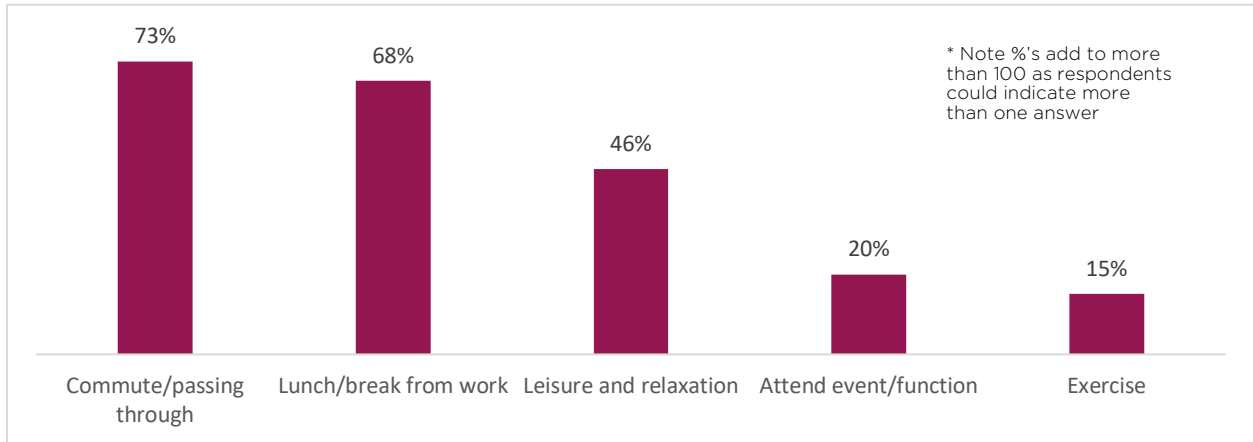


All survey respondents:

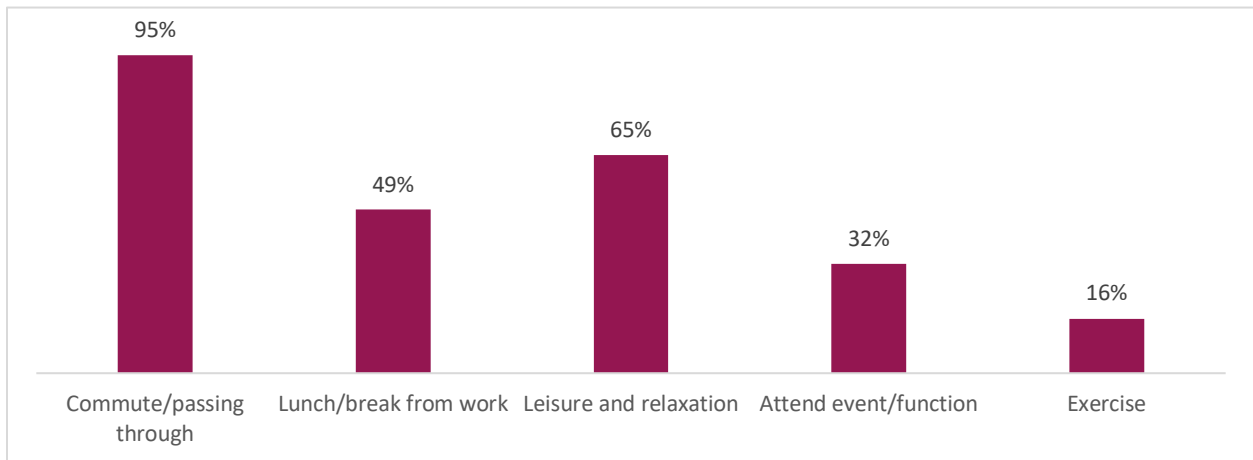


3. Reasons for visiting KSQ open space

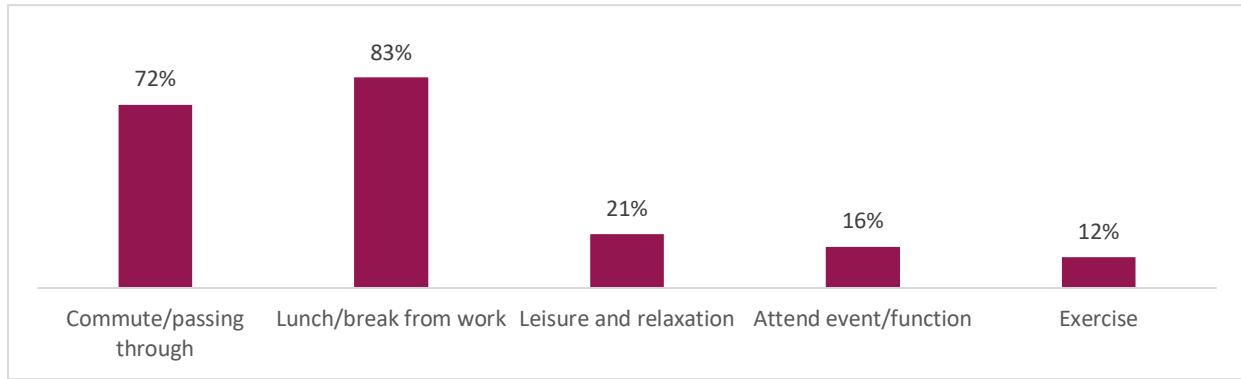
Out of all respondents, Commute/passing through and Lunch/break from Work were the most common reason for visiting KSQ open space.



Residents (n=37) nearly all residents indicated they use KSQ open spaces to Commuting/pass through the area. A greater share of residents also use KSQ open spaces for Leisure and relaxation and to Attend an event/function compared to non-residents.



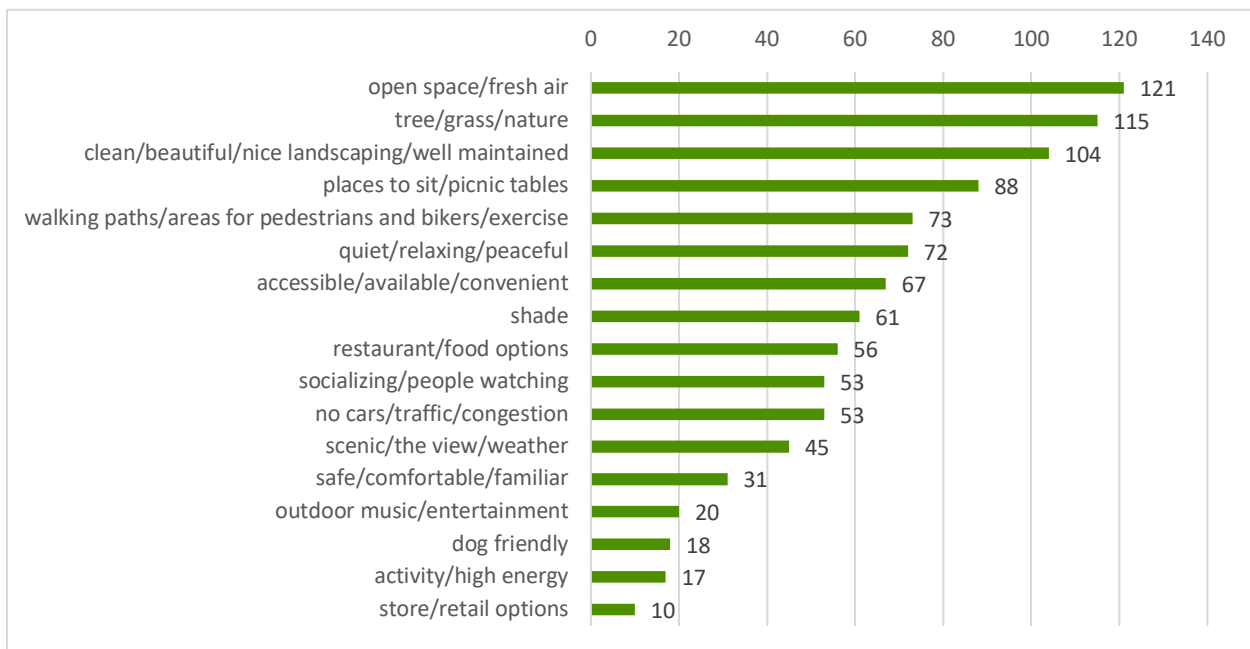
For people who work in KSQ (n=141), Lunch/break from work was the most popular reasons for visiting KSQ open space. Roughly one in 10 respondents indicated that they use KSQ open space for exercise, and few visit KSQ open space to attend an event/function.



4. What makes KSQ open space most appealing

Respondents were responsive to KSQ’s open space design features and accessibility, and indicated they value open spaces for their greenery, landscaping, and as assets that provide a respite from the Kendall environment.

These results also suggest that there is opportunity for developing and/or raising awareness of the programming that takes place in KSQ open spaces.



5. What people would like to see in the future

The table below aggregates the open-ended responses from Question 5. “What would you like to see from KSQ Parks in the future?”, into categories. The top suggestions were to implement more programming, create greener open spaces, and to add more seating options and other park amenities.

Programming (outdoor fitness classes, beer garden, bike tune ups, more food trucks (8), music (8), farmers markets (3))	26
Better Seating & Tables	25
More trees/mature trees, plants and/or flowers, grass	23
Shade	16
Park amenities (climbing wall, trash receptacles, public restrooms, interactive kiosks, public chargers, pianos, public grills, configurable table meeting space, exercise equipment, chess tables, water features (4))	15
Transportation Features (bike racks, more blue bikes, protected bike lanes (6), better pedestrian/bike/auto coordination)	12
More Open Spaces	11
Better park connectivity	10
Seclusion from congestion and noise	8
Resident oriented open spaces / kids friendly	6
Larger park / field space for athletics	5
Better maintenance/cleanliness	5
More art / space individuality	5
Ground floor activation through retail and restaurants	4
Better lighting / safer	4
Dog friendly	3
Better design	3
Sun	3

Detailed responses:

Activation and integration

Appeal to all people not just workers

Beer garden

Better landscape/ hardscape design

Better lighting

Bold public art

Continued development and expansion.

CRA pls stop setting up food trucks on 3rd st; hurts local biz and is not needed most days

Easier event permit application process.

easily accessible pedestrian-safe & clean places to sit w/consistent shade options

Electric scooters

Enclosed parks for children - green spaces are always great, but they'd be even better if kids could run around with a little more safeguarding from the busy traffic a few feet away

Expansion of Grand Junction to Binney

Extend Grand Junction park across Broadway

Free bike tune-up sessions

Full grand junction bike path! From the river all the way to Somerville.

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!

high quality landscape design, program activities, excellent maintenance and cleanliness

I would like the future green space area for Volpe be located along the 6th Street walkway, so as to build upon it and expand it. It works far better as a calm, natural environment in my opinion than the area at the corner of 3rd and Broadway, which will be too open and exposed.

I'd love to see 1) follow-through on plans to build Rogers Park and the Alexandria triangle park at Land Blvd. and Binney 2) Maximization of open space in the Volpe redevelopment 3) Consideration of ways to improve access to DCR land and walkways along the Charles River 4) Let's stop pretending the Roof Garden is actual public space that contributes to quality of life in Kendall. It's invisible and inaccessible, and it shrinks any time a developer wants to grab some of the air space. 5) Is the Daniel Lewin "park" actually a park? I've never set foot there because its design makes it look like part of Biogen's property.

I'm still waiting for a full sized sports field for the children who live here.

I'm surprised that the open spaces I most frequent are not even on this list. The icerink/outdoor table spaces off Athenaeum and the barely-maintained field of grass between 3rd and 2nd streets.

Maintenance

Many (but not all) feel like throwaway spaces -- "oh we aren't putting cars here so let's put a park here." Especially Galaxy Park. In the future, let's prioritize open space prior to transit/commercial and see where it takes us.



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

More "blurred" relationships with adjacent buildings (eg, flow into lobbies or indoor spaces)

More benches and maybe umbrellas

MORE Blue Bikes and Docks! :)

More Blue Bikes asap

More differentiation in the character and function of the individual parks to better complement each other as a system

more farmers markets or food trucks

More foliage or separation from vehicle traffic

MORE FOOD TRUCKS!

more food trucks!

More green spaces. The rooftop garden is great. It would wonderful to have a space like that on the ground level.

More greenery and better connected.

More large trees for shade; More parks across the area

more like technology square area with shade and chairs

More live music

More of them

More of them. More trees, especially on 3rd and Binney.

more open space and green space.

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

More places to sit and have lunch! I LOVE the Roof garden--can we do more like this?

More reasons to be there! More benches, a library branch, cafes open on the weekend, and directions to the other parks.

more seating / more tables

more seating / tables

More seating and shaded areas

More seating options, cheap/simple food and drink options

More shade and seating

More shade, more interactive kiosks, more surprises, more seating variety

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

more shaded seating

More shaded seating, configurable for meetings, etc.

More tables on the rooftop garden.

More trees or other nature

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

More trees, more flowers, more respite from the much too much of Kendall Square

MORE TREES, PLEASE! And protected bike lanes throughout the area.

More trees. Quiet, except for Binney Park. Like to watch people play sports there. Don't like watching the dogs do their business (not at good sight for the gateway to Kendall Square).

Music and food trucks!

Music, various diverse events.

Non-metal tables with chairs for lunch

Not to turn into something as horrific as Carl Baron Plaza in Central.

Open space areas for residents and families in the neighborhood

Public grills or ability to cook on your own small grill. I don't have anyplace to grill at my condo since we don't have a backyard and grilling on decks is illegal. The only place in Cambridge, as far as I know, where it's legal to grill is Danehy Park. And that's on the other side of the city.

public restrooms

safe routes for bicycle commuting

safe, good lighting, music

Something really spectacular and memorable in each park. Sculpture, fountain, climbing wall, huge tree etc

Spaces where dogs are NOT allowed. Nearby food vending (food trucks included) are good combination; -- grab a treat and sit in a nice park

splash pads

The area is overdue for a larger park - the parks we have are great, but mostly 'pocket parks' of opportunity when an odd scrap of real estate presents itself. I'll take those over nothing, but would like to see a field-sized park in the vicinity.

trees and shade

Trees, seating, water features. Roof garden is a joke.

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!

Water features

water features if possible. SHADE and places to sit.

weekend farmers markets and music events. all the fun stuff is geared for the weekday workers, not residents who work outside of the area

work out stations and permanent game equipment like chess tables, etc.



(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 th St Walkway)	Never	Occasionally	Weekly	Daily
Kendall Plaza	Never	Occasionally	Weekly	Daily
Roof Garden	Never	Occasionally	Weekly	Daily
3 rd 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

