

CAMBRIDGE

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# COMMUNITY

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ASSESSMENT

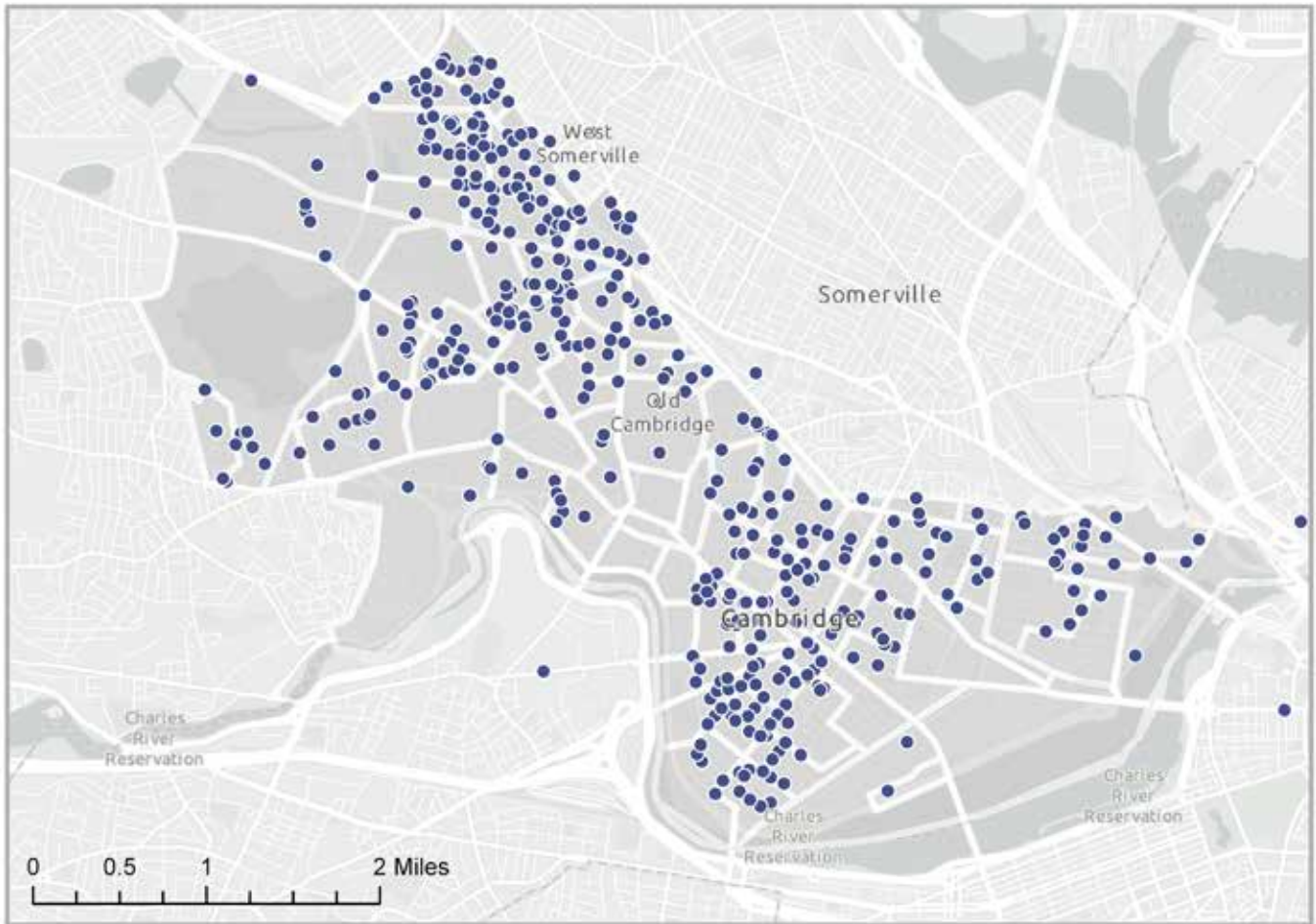


Prepared by  
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and Northeastern University

# CAMBRIDGE COMMUNITY SURVEY



• Survey Respondents

# ATTRIBUTES OF SURVEY RESPONDENTS

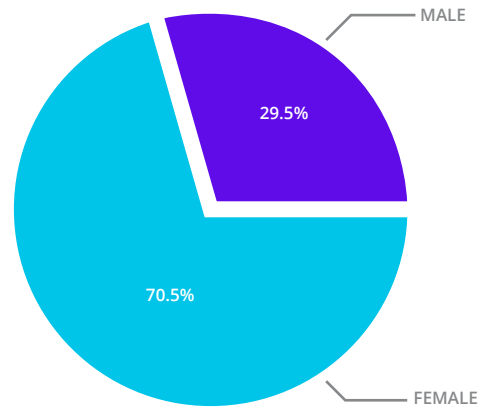
# OF RESPONDENTS



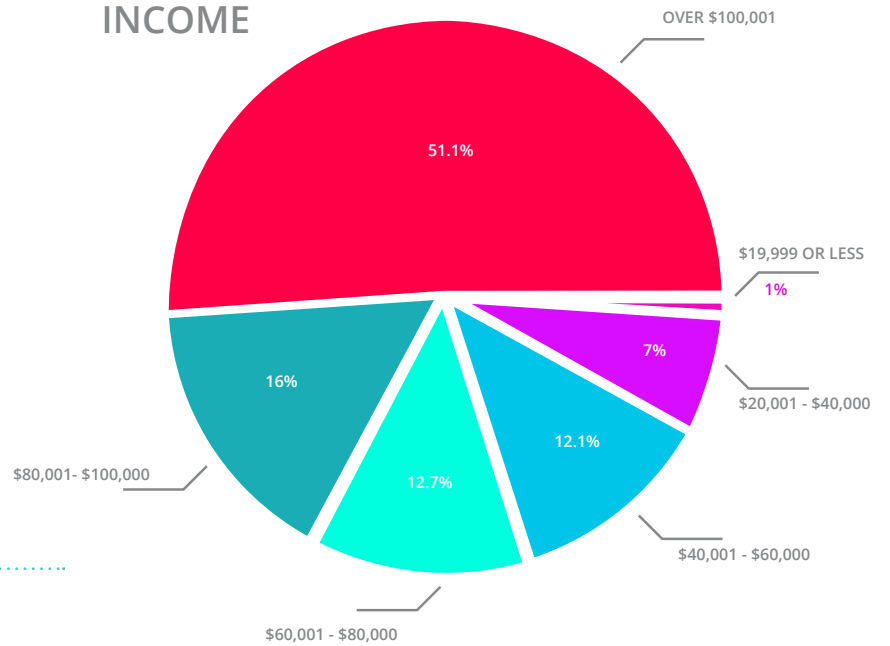
MEDIAN AGE



GENDER



INCOME



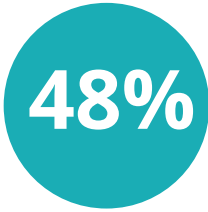
## RACE OR ETHNICITY \*



\*Visual does not include individuals who responded "Prefer not to say"

# CAMBRIDGE COMMUNITY LIFE

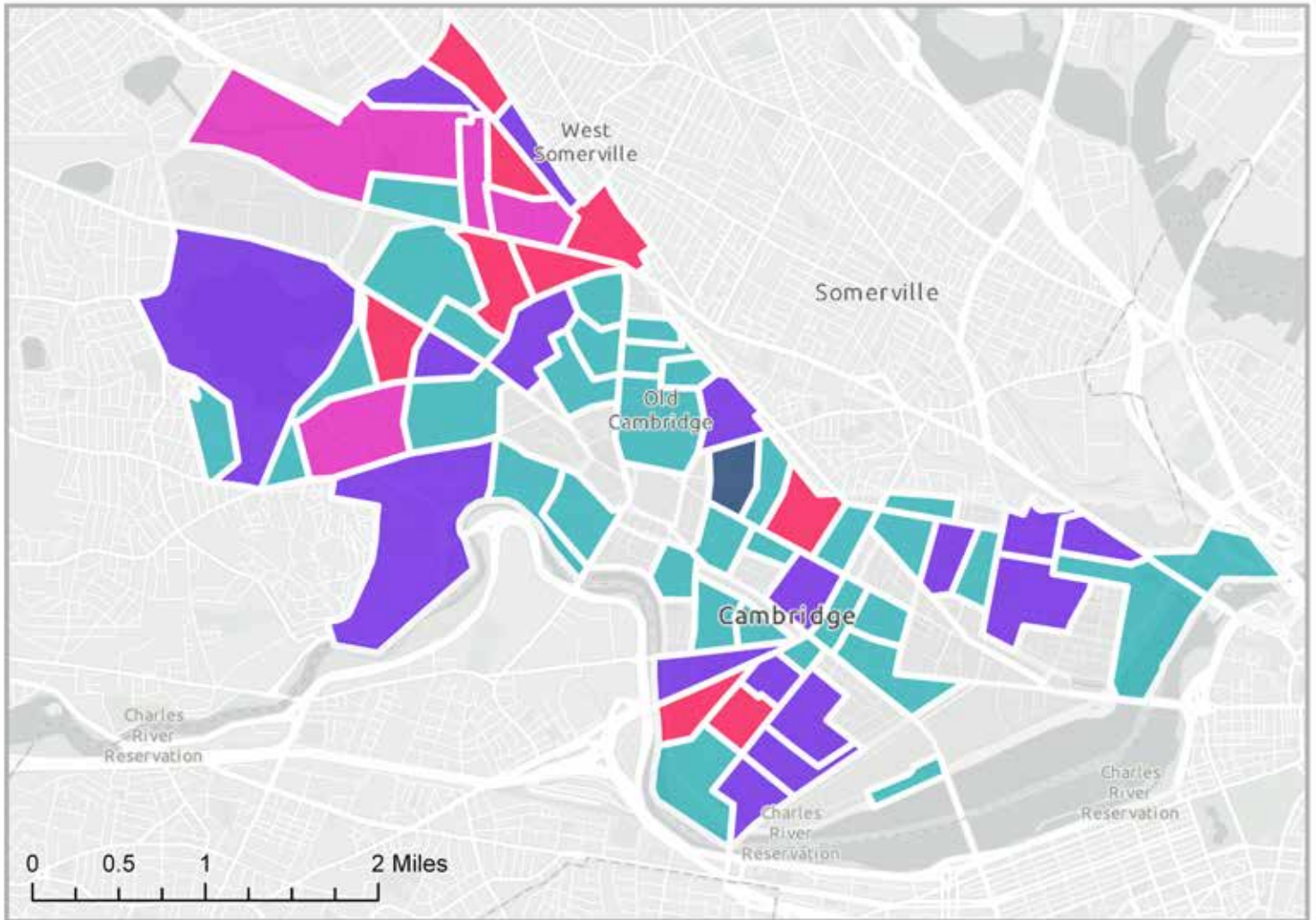
The percentage of Cambridge residents who have attended a block party.



The percentage of Cambridge residents who have hosted a block party.

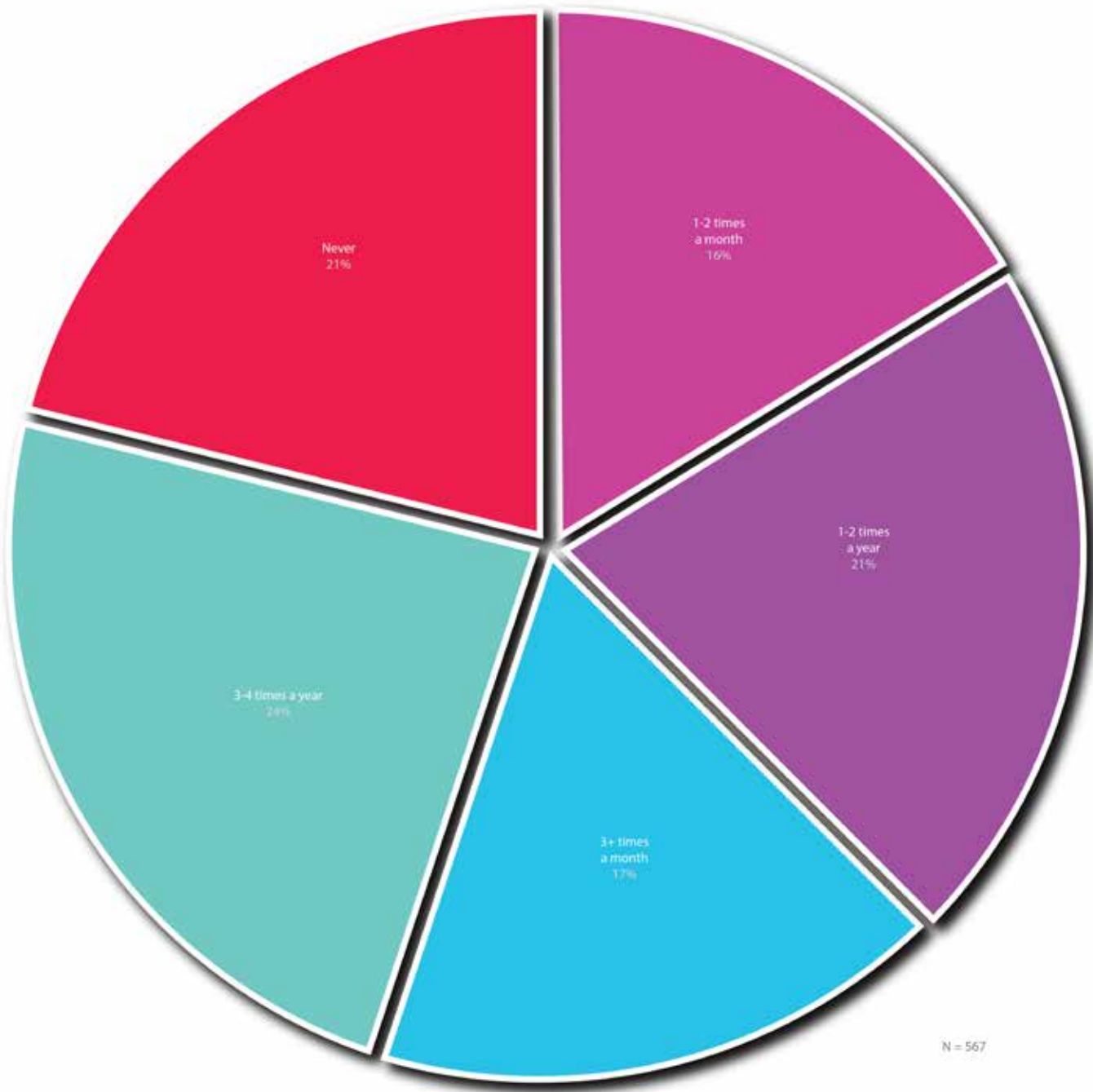


NUMBER OF RESIDENTS WHO HAVE ATTENDED A BLOCK PARTY, BY CENSUS BLOCK GROUP



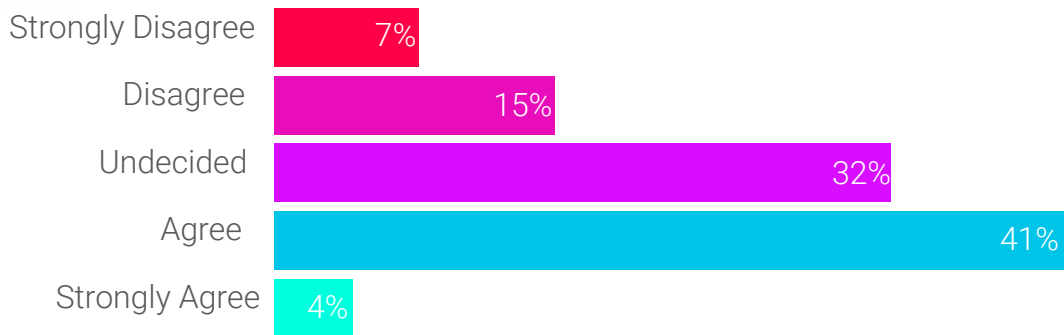


# HOW MANY TIMES A WEEK DO YOU GO TO YOUR NEIGHBORS' HOMES OR HAVE THEM OVER TO YOURS?

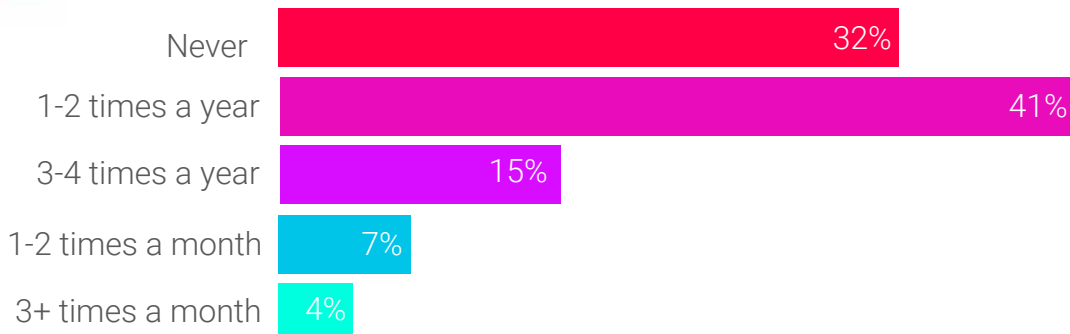




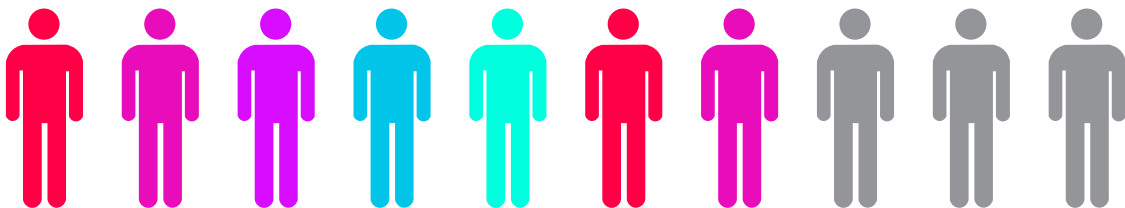
"In my community, my voice has an impact on the decisions that affect my neighborhood."



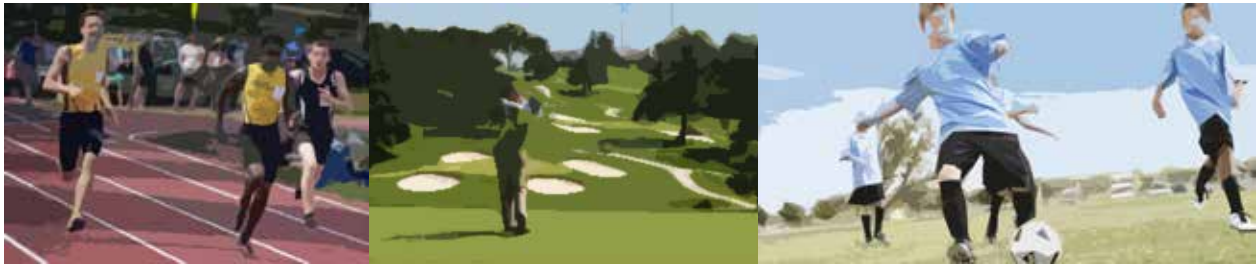
How often have members of your community come together to solve local problems?



Have you helped a neighbor in the past month?  
Seven in ten neighbors answered "Yes."



"I, or a member in my family, take advantage of the following recreation activities and/or facilities offered by Cambridge Department of Human Services."



youth soccer 82



tomorrows stars summer athletic programs 12



babe ruth baseball 22



cambridge girls softball 10



cambridge youth athletics baseball 14



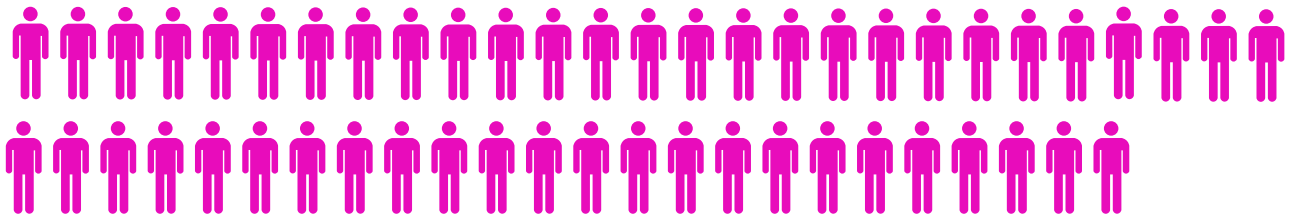
cambridge youth athletics little league 34



"I, or a member in my family, take advantage of the following recreation activities and/or facilities offered by Cambridge Department of Human Services."



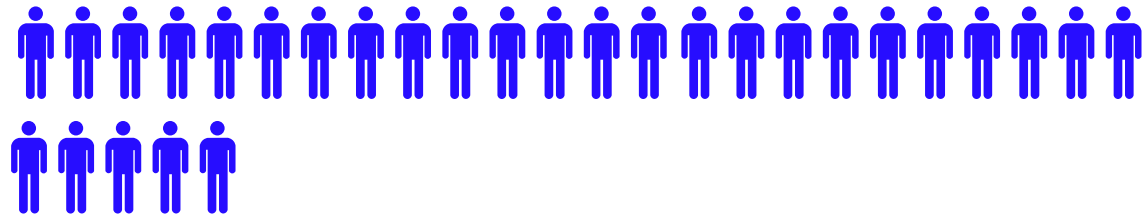
gold star pool 53



summer basketball leagues 9



the thomas p. o'neill jr. golf course 29



cambridge youth athletics little league 34



cambridge jets track team 4



adult softball leagues 3



Note: 88 survey respondents were not aware of these activities and 284 responded "None of the Above"





"I use the Cambridge War Memorial Recreation Center, for ... "

six lane lap pool 98



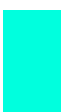
weight room 14



gymnasium 18



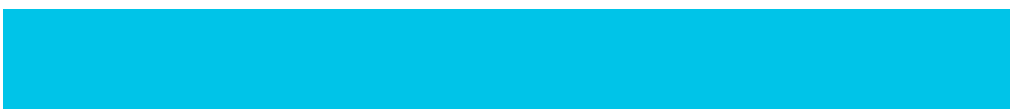
basketball, volleyball or tennis courts 13



classrooms 6



none of the above 248



i was unaware of these services 189



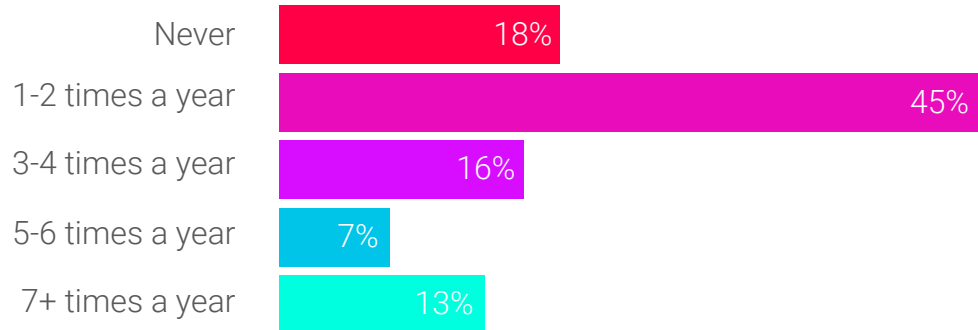
# COMMUNITY CONSCIOUSNESS

## IN CAMBRIDGE

	STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
Most people can be trusted.	1%	6%	17%	63%	12%
My community feels like home.	2%	4%	11%	56%	25%
These days people need to look after themselves and not overly worry about others.	32%	49%	10%	6%	1%
Personally assisting people in crisis is very important to me.	2%	4%	18%	50%	25%
My neighbors will take advantage of me.	34%	47%	12%	3%	1%
I trust my neighbors.	1%	4%	20%	54%	19%
I trust my local government officials.	3%	54%	27%	54%	7%
I trust my local law enforcement officials.	2%	7%	23%	56%	10%
I have influence over making my community better place to live.	4%	9%	29%	48%	8%
If something came up and I needed to go out, I could ask a neighbor for help in watching kids, etc.	7%	12%	17%	45%	16%

# CAMBRIDGE CIVIC ENGAGEMENT

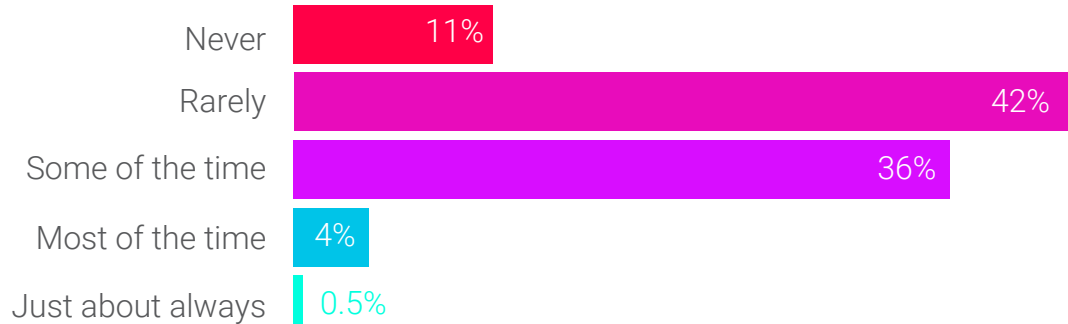
How often have you contacted elected representatives about issues of concern to you?



Did you vote in the most recent election?



How much of the time do you think you can trust the government in Washington to do what is right?



# CAMBRIDGE ONLINE ACTIVITY

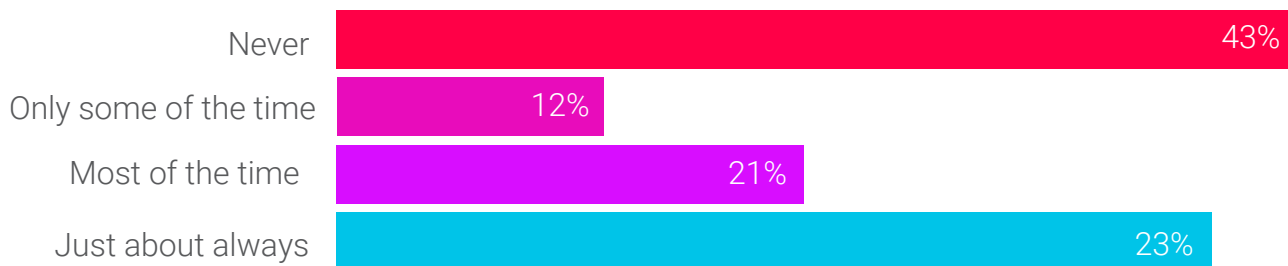


“Commonwealth Connect allows residents to comment on, and vote to fix problems submitted by their neighbors. Citizens can even create their own “watch areas” to receive notifications about all issues reported in their community, enabling them to follow the progress of all service requests---not just the ones they report.”\*

## “I use Commonwealth Connect.”



## If you've used Commonwealth Connect, how often are your requests for city services addressed?



\*<https://www.cambridgema.gov/news/2016/01/cambridgeannouncesnewcitizenreportingplatform>  
Photo credit: <http://www.cambridgema.gov/CommonwealthConnect>

# SOCIAL MEDIA: FACEBOOK AND CAMBRIDGE

	STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE	I DON'T USE FACEBOOK
I use Facebook to stay in touch with my neighbors.	31%	20%	6%	13%	2%	25%
I use Facebook to stay in touch with my family and friends.	10%	5%	3%	30%	26%	22%
I use Facebook to stay in touch with my professional contacts.	28%	21%	21%	15%	5%	23%
I use Facebook to buy and sell.	50%	12%	3%	6%	6%	23%
I use Facebook to plan and/or respond to community events.	23%	9%	10%	23%	23%	23%
I use Facebook to monitor Crime and Safety alerts.	40%	16%	6%	8%	8%	24%
I use Facebook to post and/or respond to 'Lost and Found' postings.	47%	18%	4%	4%	1%	23%
I go to Facebook first when I have a question about community events.	38%	16%	7%	9%	3%	23%
I use Facebook for information, but rarely post.	21%	14%	9%	21%	8%	23%
I use Facebook to send private messages to friends or neighbors.	20%	11%	7%	23%	11%	23%
After using Facebook, I know my neighbors more.	34%	18%	9%	8%	3%	23%
After using Facebook, I trust my neighbors more.	34%	15%	17%	5%	1%	23%
After using Facebook, I am more aware of community events.	25%	10%	8%	21%	7%	23%
I attend more community events because of Facebook.	29%	15%	9%	15%	5%	23%
Facebook makes me feel more connected.	19%	8%	13%	22%	10%	22%





# SOCIAL MEDIA: NEXTDOOR AND CAMBRIDGE

STRONGLY DISAGREE

DISAGREE

UNDECIDED

AGREE

STRONGLY AGREE

I DON'T USE NEXTDOOR

I use Nextdoor to stay in touch with my neighbors.	17%	9%	9%	16%	3%	41%
I use Nextdoor to stay in touch with my family and friends.	33%	14%	3%	2%	1%	38%
I use Nextdoor to stay in touch with my professional contacts.	36%	13%	2%	1%	-%	38%
I use Nextdoor to buy and sell.	25%	9%	8%	10%	1%	38%
I use Nextdoor to plan and/or respond to community events.	16%	8%	7%	19%	3%	37%
I use Nextdoor to monitor Crime and Safety alerts.	15%	5%	6%	20%	7%	37%
I use Nextdoor to post and/or respond to 'Lost and Found' postings.	20%	8%	7%	16%	3%	37%
I go to Nextdoor first when I have a question about community events.	19%	10%	11%	9%	4%	37%
I use Nextdoor for information, but rarely post.	13%	7%	5%	20%	9%	37%
I use Nextdoor to send private messages to friends or neighbors.	27%	15%	4%	6%	1%	37%
After using Nextdoor , I know my neighbors more.	18%	8%	11%	13%	3%	38%
After using Nextdoor , I trust my neighbors more.	18%	10%	17%	7%	2%	37%
After using Nextdoor , I am more aware or community events.	14%	5%	7%	21%	7%	36%
I attend more community events because of Nextdoor .	17%	12%	11%	10%	3%	37%
Nextdoor makes me feel more connected.	13%	5%	10%	20%	5%	37%

# INVESTING INTO

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# SOCIAL INFRASTRUCTURE

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## FOR THE FUTURE

## TIME BANKING

designed to make social service recipients into “coproducers” of the services they receive, by also providing services that others need

generates social capital by integrating socially isolated groups into broader networks

(Collom, 2005, 2008b; Seyfang, 2002).

## COMMUNITY CURRENCY PROGRAMS

community currency is a local “money” that is only useable within a neighborhood or town

a town rewards civic volunteers with credits to barter with other citizens, use at participating stores, or pay for town services

designed to stimulate generalized trust by rewarding civic engagement and encouraging social interaction

(see Richey 2007)

## COMMUNITY WORKSHOPS

systematic interventions promoting management and leadership development have been effective in

improving some aspects of social capital, in particular the cognitive attitudes of trust in the communities

interventions were also linked to higher levels of civic participation in governance processes

(see Brune and Bossert 2009)



For further questions, please email:  
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Research funded by the Cambridge Mayor's Special Advisory Committee  
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