

Fact Sheet
Allston-Brighton Community Survey/Needs Assessment

Purpose: Purpose: The objective of the survey is to broaden participation by Allston-Brighton community residents in comprehensive planning for community benefits associated with Harvard's Institutional Master Plan, which is currently being refined. Allston-Brighton residents participating in the survey provided their thoughts about community needs and future projects and improvements in which they would like to see Harvard participate.

These survey results are one source of information that will inform the City of Boston, the Harvard Allston Task Force and Harvard University's work to develop a comprehensive master plan of community benefits associated with Harvard University's Institutional Master Plan. Other sources of information include discussions and feedback from task force meetings, input from the BRA and other City of Boston departments, Harvard input and comment letters submitted to the BRA.

Partners: City of Boston/Boston Redevelopment Authority, Harvard University, Survey/Needs Assessment Committee, Copernicus Marketing Consulting, Waltham, MA.

Survey/Needs Assessment Committee - The Survey/ Needs Assessment Committee comprised community residents and representatives from the City of Boston and Harvard University. The committee guided the project and the work of the consultant and reviewed work at every stage throughout the process.

Survey/Needs Assessment Committee:

Mary-Helen Black, *Project Manager for Neighborhood Planning, Harvard University*

Keith Collar, *Executive Director of Research, Innovation and Outreach, Harvard Graduate School of Education, Harvard University,*

Ellin Flood-Murphy, *Allston resident,*

Michael Hanlon, *Member, Harvard Allston Task Force,*

Linda Kowalcky, *Deputy Director of Economic Development, Boston Redevelopment Authority and Mayor Menino's Liaison to Higher Education,*

Kevin McCluskey, *Senior Director of Community Affairs-Boston, Harvard University,*

Kathy Morancy, *Third Grade Teacher and Member of the Governing Board, Gardner Pilot Academy,*

Rita Vaidya, *Allston resident,*

Anand Vaishnav, *Chief of Staff to the Superintendent of Boston Public Schools,*

Brent Whelan, *Allston resident and member of Harvard Allston Task Force.*

Process and Participation: All adult residents of Allston-Brighton interested in completing the survey were invited to participate. Surveys could be completed online, by telephone or in-person at the public library, community center, senior center and other locations. Outreach by a mailing to every Allston-Brighton household, flyers, advertisements and public meetings, including outreach in English, Spanish, Portuguese, Chinese and Russian encouraged participation.

A total of **2715 eligible surveys** were completed with all types of demographic groups included. U.S. Census information was used to balance the final sample and ensure it correctly represents all Allston-Brighton residents.

Topics: Survey respondents considered 79 specific needs in the areas of Education; Health; Housing; Transportation and Public Realm.

Community answers to each question were used to identify:

- Perceived Top Tier Community Needs (these are needs that scored the highest on the “importance” question). Other needs were categorized as Second Tier Needs or Third Tier Needs depending on the importance score they received.
- Perceived Top Tier Priorities for Harvard to Address (these are needs that scored the highest on the “prioritization” question). Other areas were categorized as Second Tier Priorities or Third Tier Priorities depending on the prioritization score they received.

Next Steps: Survey data will complement the other forms of input being gathered in the development of a Community Benefits Master Plan. Other forms of input include

- community suggestions/ideas offered at Task Force meetings
- Task Force input
- BRA and other city of Boston input/expertise (Boston Public Schools, Boston Transportation Department and other departments)
- Harvard input/expertise
- Comment letters submitted to BRA

During the winter of 2008-2009 discussion on a Community Benefits Master Plan will continue.