



REDGATE



Memo

To: Alderman Ballantyne, Representative Barber, Senator Jehlen

From: Somerville Community Corporation, RedGate Residential, Preservation of Affordable Housing, Somerville Housing Authority

Date: February 1, 2018

Subject: Clarendon Hill Redevelopment Resident Survey

The development team (SCC, POAH, Gate, SHA) completed a survey process that included a broad representation of Clarendon Hill residents in order to accurately gauge the level of support amongst the residents, and to provide useful information that will help determine the best path forward. The survey successfully reached approximately seventy-five (75%) of occupied households (196) and we believe accurately reflects the sentiments of the majority of the residents. Please see below for more information on the survey process.

The highlights from the survey include:

- 182 doors were knocked, 36 of which had no answer. Of those who answered their doors (146), 20 households elected not to participate in the survey. Of the remaining, all 126 of the households indicated that they were aware of the redevelopment plan.
- Of these 126 households who elected to participate in the survey, the majority of tenants support the redevelopment plan without qualifications (98 households, or 78%).
- Only 9 households (or 7% of those aware) opposed the project;
- The balance, 19 households, declined to say one way or another how they felt about the redevelopment.
- The residents support at a 11:1 margin (support:oppose).

The survey process:

Over 5 days from January 24 to January 28, the 3rd party survey consultants (Five Corners) were able to speak with almost 75% of the site by going door-to-door with a team of translators. The process successfully engaged a representative sample of the site, and was necessitated due to the fact that the earlier CRU effort only engaged 40-50 individuals.

The survey questions included level of awareness of the redevelopment, level of support, and reasons for either support or opposition. The consultants provided residents with written, translated materials (prepared by the development team and the legal representation for the tenant organization) that provided comprehensive explanations of all of the details of the redevelopment, to the extent that any resident asked questions or was unaware of any aspect of the redevelopment. The consultants used a

script to ensure that the survey was standardized, and emphasized that all responses were anonymous and would in no way affect the individual providing the responses. The script was as follows:

Hi, my name is _____. I work for Five Corners Strategies, a public opinion and surveying company. I have been hired as a neutral third party by the development team comprised of Somerville Community Corporation (SCC), Preservation of Affordable Housing (POAH), and the Somerville Housing Authority to gather resident feedback about the proposed redevelopment at Clarendon Hill.

We want to make sure you feel that your voice is being heard by the development team, and hope you will feel comfortable sharing your support for or concerns about the project, since your participation is critical if the project is to go forward. If there is not sufficient resident support, the project will not go forward.

Your responses will be confidential and will not be shared with the Somerville Housing Authority except for as anonymized data.

Although there was a vote several weeks ago, there was not enough turnout for the results to be used, so we are going door to door to collect as much input as we can. The questions should not take more than 2 or 3 minutes.

Before we start, I also have some information that may be helpful to remind you of the details of the project [FAQ sheet].