



Roxbury Neighborhood Council

Research Results

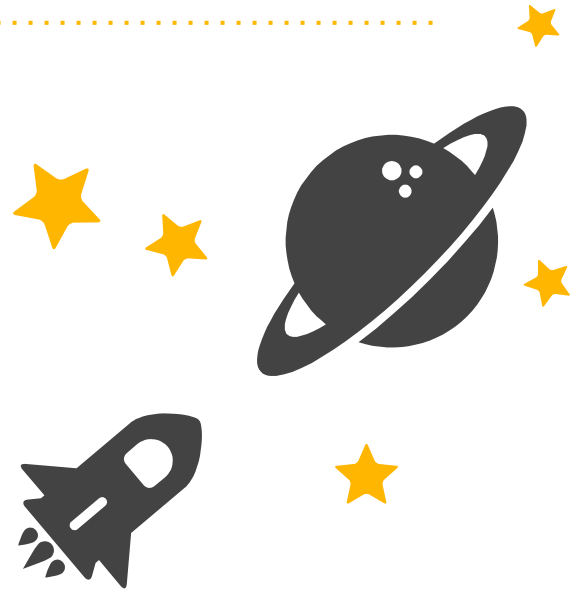
Quillan Anderson, Nasser Eledroos, Arya Guinney, Sharmila Kuthunur,
Aparna Sekhar



Agenda

1. Introduction
2. Research questions & project goals
3. Design - survey & focus group
4. Findings & analysis
5. Conclusion & recommendations

Roxbury Neighborhood Council (RNC)



Goal: "help disrupt the displacement of long-term Roxbury residents due to gentrification by recruiting, educating, and retaining more residents in community-led and City of Boston-led planning and oversight processes."



Key questions

Question 1

How do people in Roxbury already get news and information about proposed building and land development?

Question 2

How can RNC better communicate with residents in order to get more people to meetings/recruit for RNC?



Goals

Research Question 1

Identify how Roxbury residents are getting news, and what they already know about zoning & development

Research Question 2

Identify strong and relevant communication strategies to help with RNC member recruitment



Survey



Survey Design

- Participants must be at least 18 years old
- Survey takes 10 minutes to complete
- Questions regarding familiarity and involvement in Roxbury
- \$20 Amazon gift card
- Results confidential, data aggregated and anonymized

Survey Questions



In what ways do you typically get news about Roxbury? Select all that apply.

- TV news or newspaper
- Postal mail
- Flyers/community spaces
- Facebook
- Twitter
- Instagram
- Email
- Word of mouth
- Other

Survey Questions



In the last six months, how often have you heard about zoning issues in Roxbury, such as proposed building and land development?

- More than once a week
- Once a week
- A few times a month
- Once a month
- A few times a year
- I did not consume news related to this topic in the past six months

Survey Questions



How familiar are you with Roxbury as it relates to the following concepts? Please use the sliders to indicate your level of familiarity.

Not familiar at all	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
1	2	3	4	5

Residential history



Gentrification



Zoning



Survey Questions



Roxbury Neighborhood Council: A volunteer, resident-run organization recruiting, educating, and involving residents in planning and oversight processes.

Would you like to hear from the Roxbury Neighborhood Council about zoning issues local to you?

- Yes
- Maybe
- No

Survey Questions



What is the best way for the Roxbury Neighborhood Council to send you information about these issues? Select all that apply.

- Mail
- Email
- Facebook
- Twitter
- Instagram
- Other:



Focus Group

Focus Group Design



- Participants must be at least 18 years old
- Participants are currently active volunteers in the community
- Each participant receives \$20 Amazon gift card

Goals:

- How participants feel about upcoming building developments in the area and its consequent gentrification
- Learn of better ways to reach the community to increase awareness surrounding these topics

Focus Group Questions



- Could you tell us what is most important to you about being in a community organization?
- Current knowledge regarding zoning codes or Article 50, preferably specific to Roxbury
- What kind of information would you consider most helpful in knowing more about building and land development projects?
- What would you consider to be the barriers for effective communication when talking about in-depth subjects such as zoning laws, gentrification, Article 50, etc.?
- In your personal experience, are there outreach methods that work better at involving community members in local organizations?



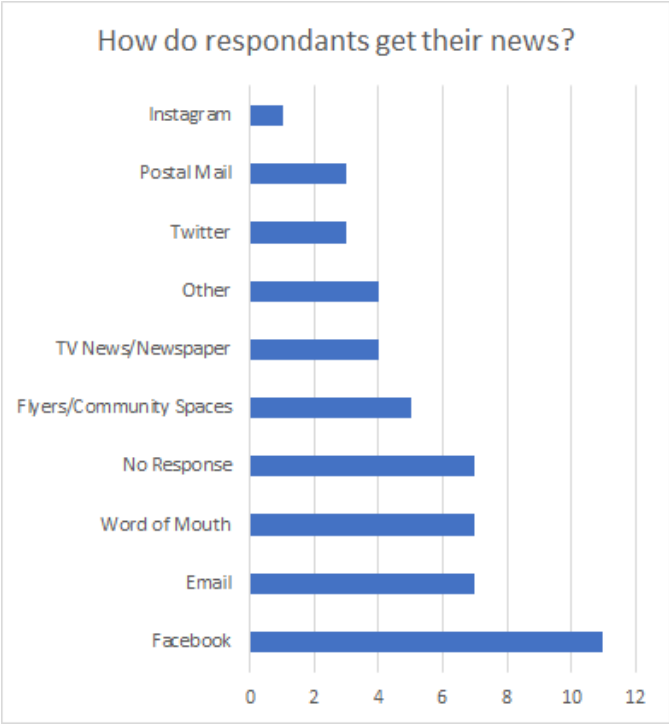
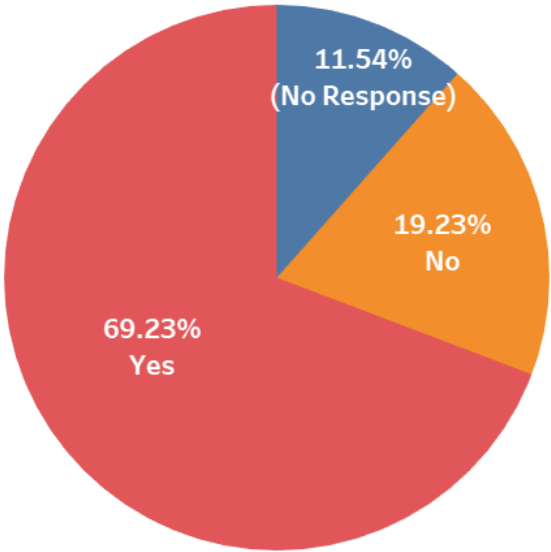
Analysis / Findings



Who Responded to the Survey?

Residents of Roxbury Consistuted Most Responses to the Survey

We wrote to more than 800 people and received 26 responses in a limited timeframe.





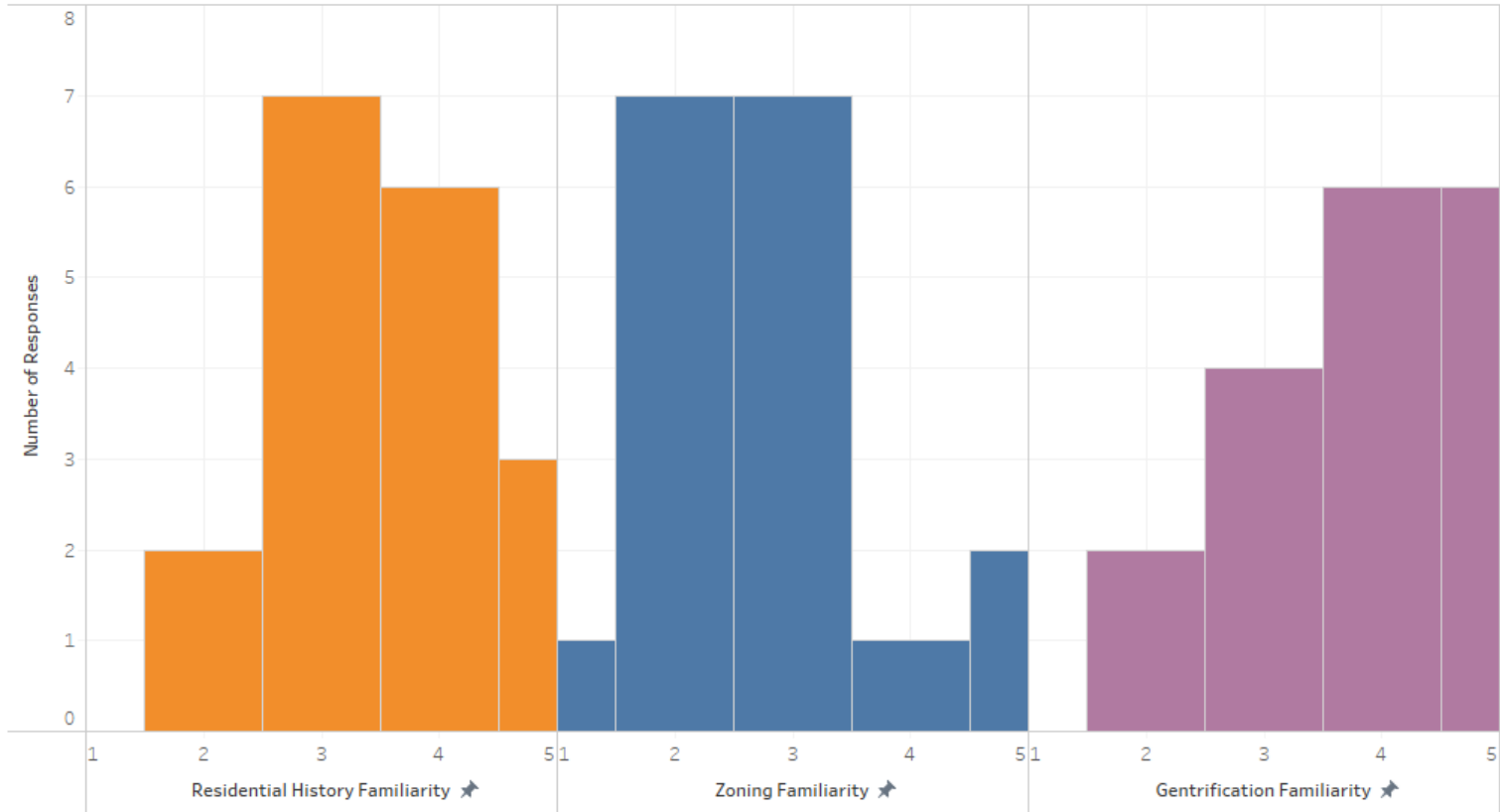
What do they know about

A third of individuals did not respond to whether they had consumed news about building and land development projects in Roxbury?

How often have you heard about zoning issues in Roxbury?	Number of responses	Percentage of Total
No Response	8	31%
A few times a month	7	27%
Did Not Consume News in Last Six Months	4	15%
A few times a year	3	12%
Once a month	3	12%
More than once a week	1	4%

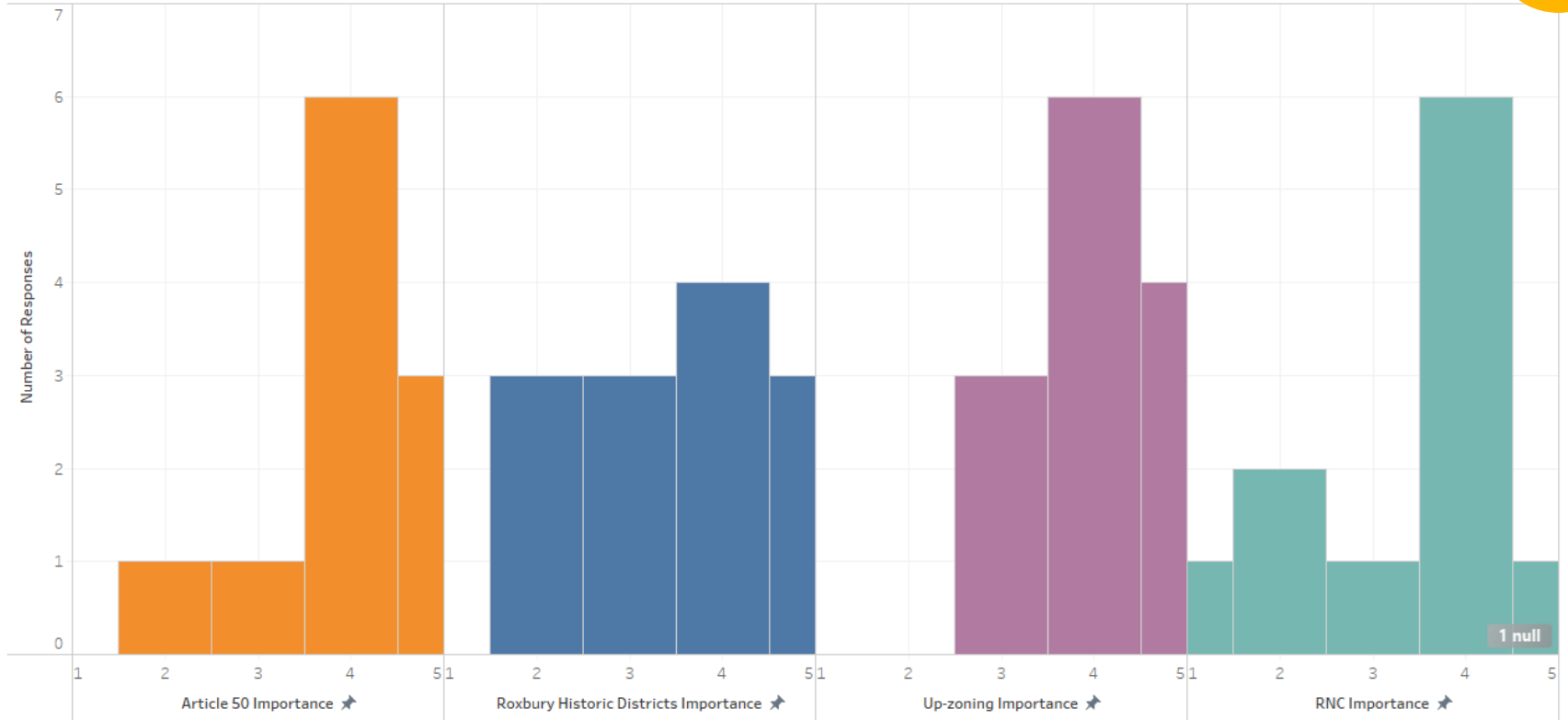
We asked them to rate, on a scale of 1 to 5: how familiar are the following concepts?

Most respondents are familiar with gentrification and some degree of residential history, less so with zoning.



We asked them to rate, on a scale of 1 to 5: how **important** are the following concepts?

Respondants gave less importance to Roxbury Historic Districts.





From 1 to 5, how do they want to stay informed?

People prefer regular digital communication, through Facebook or an Email Newsletter. Postal Mail was not far behind.

How would they choose to be informed of zoning issues?	Average (Between 1 and 5)
Follow a Facebook Page	3.7
Subscribe to an Email Newsletter	3.5
Join a Postal Mailing List	3.0
Join a Community Group	2.9
Attend a Public Meeting	2.8
Follow a Twitter Account	2.6
Follow an Instagram Account	2.3



How would they want to actively participate?

In addition to preferring digital communication, most individuals would choose to participate virtually, but the small sample size makes unclear how large the disparity between virtual and in-person participation really is - especially since 8 people did not respond.

How would they choose to participate?	Number of Responses
Virtual - Camera On	12
Virtual - Camera Off	10
In-person	9
No Response	8



Conclusion & Recommendations

Recommendations RQ1



- RNC should budget and enhance efforts to reach residents through Facebook, email and word of mouth.
- The knowledge they emanate should contain a brief rundown of the residential history and gentrification and more focus towards the zoning issues .
- A revamp of their approach through social media; especially Facebook is required.

Recommendations RQ2



- Email is the most popular form of communication the residents prefer, followed by Facebook, this has to be used judiciously.
- Many residents were not keen on Instagram and twitter.
- Residents are okay with periodic virtual meetings with the camera on, followed by camera option off - an opportunity RNC can capitalise on.
- A communication plan involving email, facebook and virtual meetings is recommended.

Conclusion



- More detailed recommendations can be made with the focus group analysis and interpretation.
- We will keep the survey ongoing and encourage more residents to complete it.
- RNC hopes to have every resident informed and voicing their opinion about the ongoing changes in their neighborhood.