Neighborhood Name

Survey Results & Next Steps
Council Vote - January 2020 ANC Meeting

"There is a strong consensus in the neighborhood council in support of a name change, to be discussed in forums over the coming months with an opportunity to educate neighbors about the relevant issues, with the objective to come up with a recommended name from the neighborhood.”
"That the City Manager be and hereby is requested to direct the appropriate City staff to work with the residents of the Agassiz neighborhood in furthering this important neighborhood conversation and in helping make a determination as to how to arrive at an appropriate, official name change for this neighborhood"
Tensions

There have been numerous tensions, which may continue after a name is chosen. (non-exhaustive list)

- For some residents, changing the name has been a “long-time coming,” for others the current name holds meaning
- Desire to uplift Maria L. Baldwin, especially during this cultural moment
- Desire to honor Louis Agassiz’s scientific legacy
- Acknowledgement and redress of the harms resulting from racism and white supremacy developed and espoused by Louis Agassiz
- Coordination, education, outreach, and timing - during a pandemic
- Concern about the neutrality of the community center team, particularly with the community center also renaming / what constitutes bias?
Our Process - Why a Digital Library and Survey?

- Education and community engagement: digital “context” library, inviting submissions from community members, some of whom submitted multiple times and suggested multiple names.
- Supported a broader range of interaction: collecting name suggestions; communicating with neighborhood institutions; and developing a digital survey that permits continued discussion, (as opposed to a decisive vote), and satisfies the logistical and accessibility challenge of not being able to meet indoors together during the pandemic.
Our Process - Timeline

**Jan-Feb 2021**
- Outreach
  - Contact universities, AMCAD, & religious institutions; residents submit names until Feb 22

**March 2021**
- Survey
  - Collect survey responses until March 18
  - Process survey results

**April 2021**
- Report Back
  - Discuss survey results at ANC
  - What else do we need to consider?

**Next**
- Next Steps
  - Recommendation to Cambridge City Council?
Survey Results
Should we rename the Agassiz Neighborhood?
447 total survey responses

- Yes: 88.4%
- No: 7.2%
- Unsure: 4.5%
Survey Results

What should be the new name of the Agassiz Neighborhood?

385 offered a preference (or multiple) for a new name. Of those, three options received more than 10%:

Preferred neighborhood names:

- Maria L. Baldwin
- Baldwin Neighborhood
- Maria Baldwin Neighborhood
Survey Results
Selected demographic breakdown

Residence:
● Of those living in neighborhood, 81.82% want to rename
● Of those living outside the neighborhood, 97.03% want to rename

Race/ethnicity:
● of BIPOC-identifying people, 95.37% wanted to rename
● of white-identifying people, 90.72% wanted to rename
Survey Results
Selected demographic breakdown

Gender identity:
- 69.8% of respondents identified as female or a girl
- 4.21% of respondents identified as genderqueer or nonbinary
- 25.5% of respondents identified as male or a boy

Age:
- The largest group of respondents were age 18-24 - 33.5%
- Ages 65+ made up 16.42% of the respondents
- People age 45-54 made up 9.56% of the respondents
Reactions & Next Steps

● Planning team members - 10 min
● General reactions - 10-20 min
● Discussion of next steps - remaining time
  ○ If recommending a name, which version?
Thank You from the Planning Team

Community partners: Maya Counter & Kate Frank

ABC Staff: Jess Leach, Maria LaPage, Phoebe Sinclair

CDD Team: Iram Farooq & Daniel Wolf