

Appendix G: Survey and Results

June 2016

In April 2016, Camoin prepared a survey instrument that was shared with individuals who are on the Newton-Needham Regional Chamber's electronic newsletter mailing list. Links to the survey were shared four times in various newsletter communications. Forty-six respondents shared their input through this process.

The survey's intent was to test the draft goals and strategies to see how well they were liked and accepted by the Chamber membership. This test was a proxy for potential acceptance by the broader Newton and Needham community.

For each of the goals and strategies, respondents were asked how much they liked the concept on a 0-10 scale where 0 = Don't like at all and 10=Like Very Much. In addition, respondents were asked how important they thought the concept was, also on a 0-10 scale, with 0=Not important at all and 10=Extremely important.

For each goal and concept, Camoin calculated the average score, and then combined the score for "like" and the score for "importance," weighting the first 60% and the second 40%. This methodology follows significant research into the testing of new ideas that describes a score of 7.0 or higher as an inflection point where word of mouth support for a concept is high enough to substantially increase the diffusion of an idea.

For the six goals, the results were overwhelmingly positive, and give us confidence to move to the next step. In the comments section, some concerns were raised that need to be addressed when developing the ideas and communicating them.



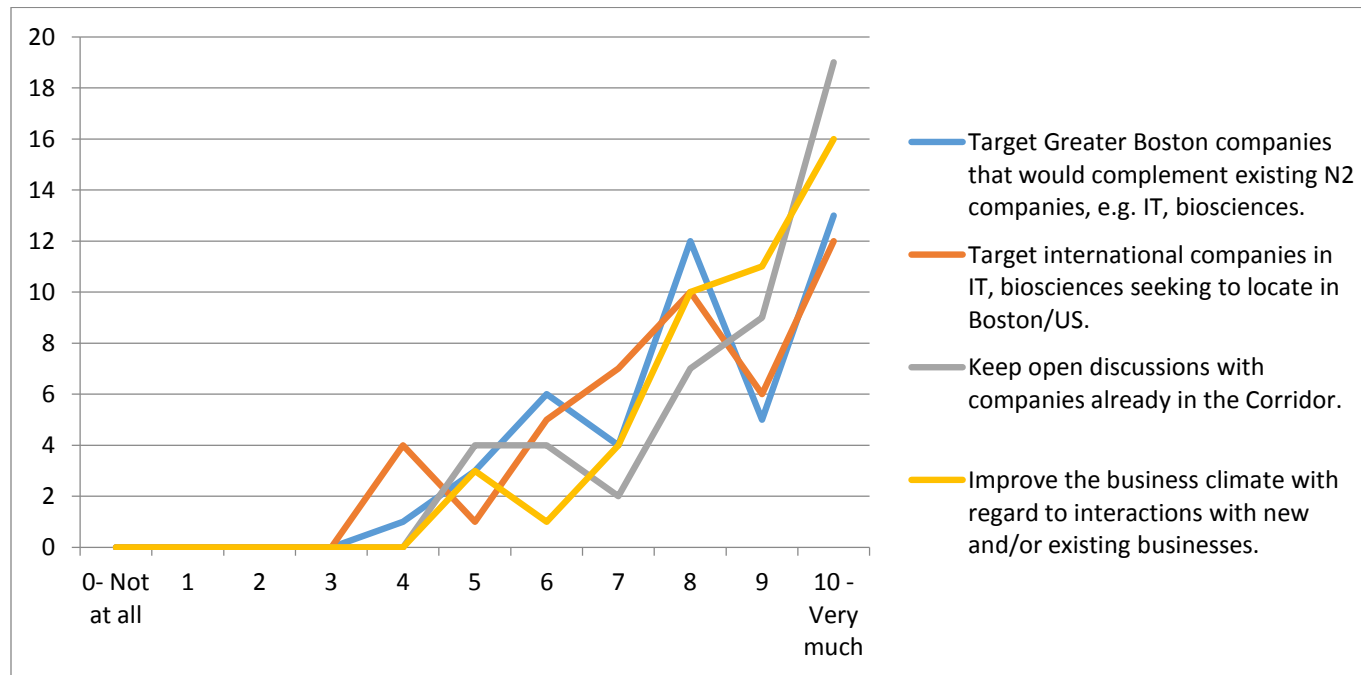
Goals	Like	Importance	60/40
Goal 1: Attract and retain innovative and growing companies	9.20	8.35	8.86
Goal 2: Encourage entrepreneurship	9.45	8.82	9.20
Goal 3: Attract or partner with research entity	8.77	8.07	8.79
Goal 4: Create a mixed use community	9.57	9.15	9.40
Goal 5: Forge an innovation identity	9.03	8.13	8.67
Goal 6: Build capacity to accomplish the vision	9.51	8.56	9.13

Camoin also analyzed the support for various draft strategies that support 5 of the 6 goals. For each strategy, Camoin plotted the average score on the “like” question. Almost all of the strategies also exceeded the 7.0 cutoff, and demonstrated support for the concepts, with results extremely skewed toward the right. These results are shown below.



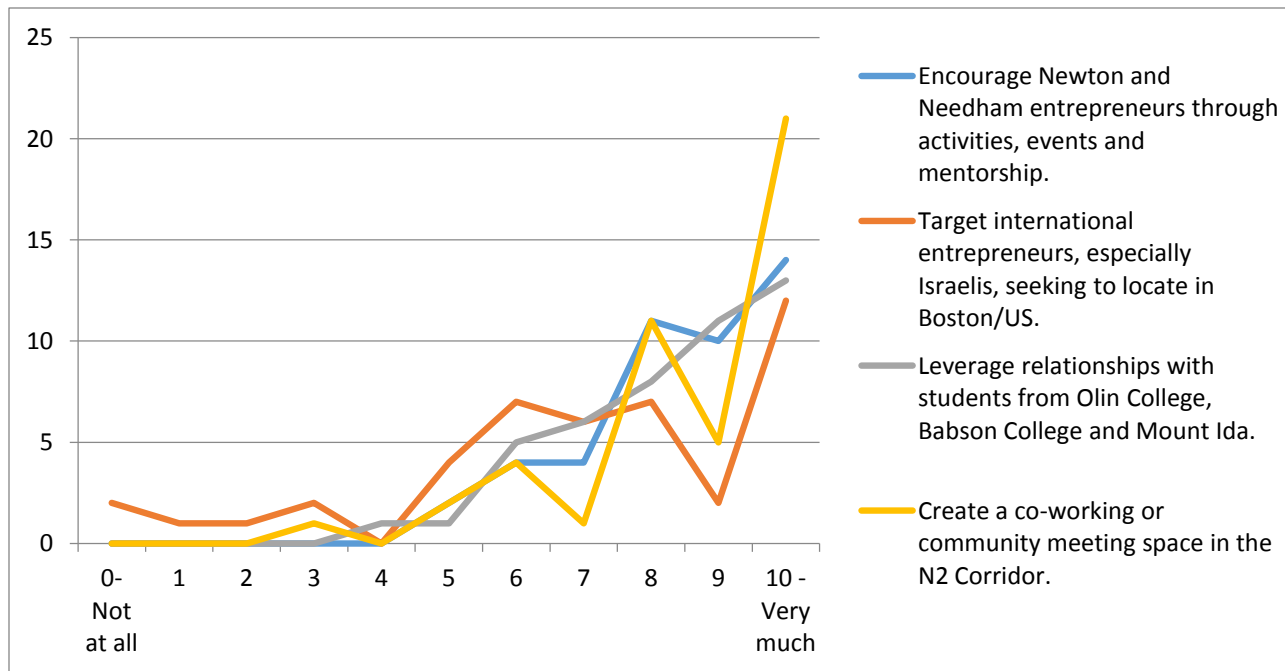
Goal 1: Attract and retain innovative and growing companies in IT/life sciences to the N² Corridor.

Goal 1 Strategies	Like	Importance	60/40
Target Greater Boston companies	8.05	7.63	7.88
Target international companies	7.87	7.67	7.79
Keep open discussions with existing companies	8.56	7.77	8.24
Improve the business climate	8.62	7.98	8.36



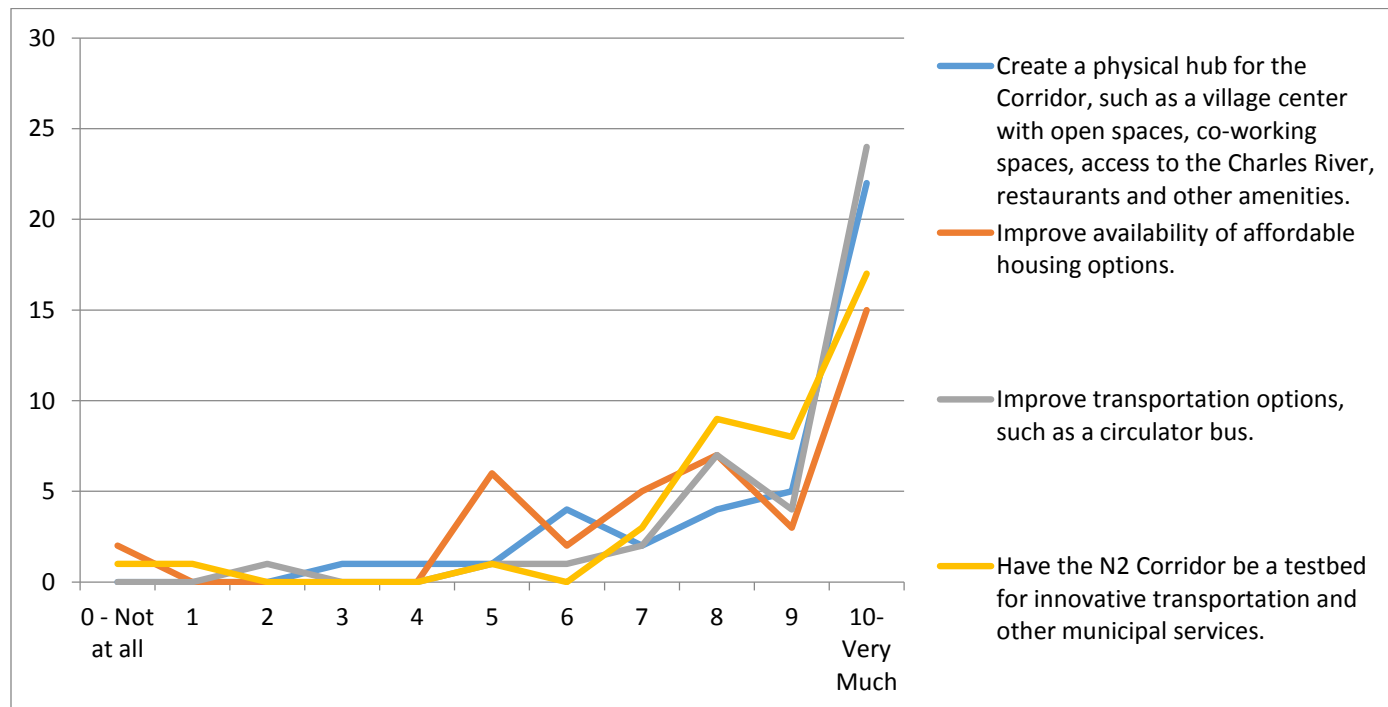
Goal 2: Encourage entrepreneurship within the N² Corridor.

Goal 2 Strategies	Like	Importance	60/40
Encourage NN entrepreneurs	8.44	7.87	8.21
Target international entrepreneurs	6.98	6.62	6.84
Leverage students	8.31	7.98	8.18
Co-working space	8.60	8.18	8.43



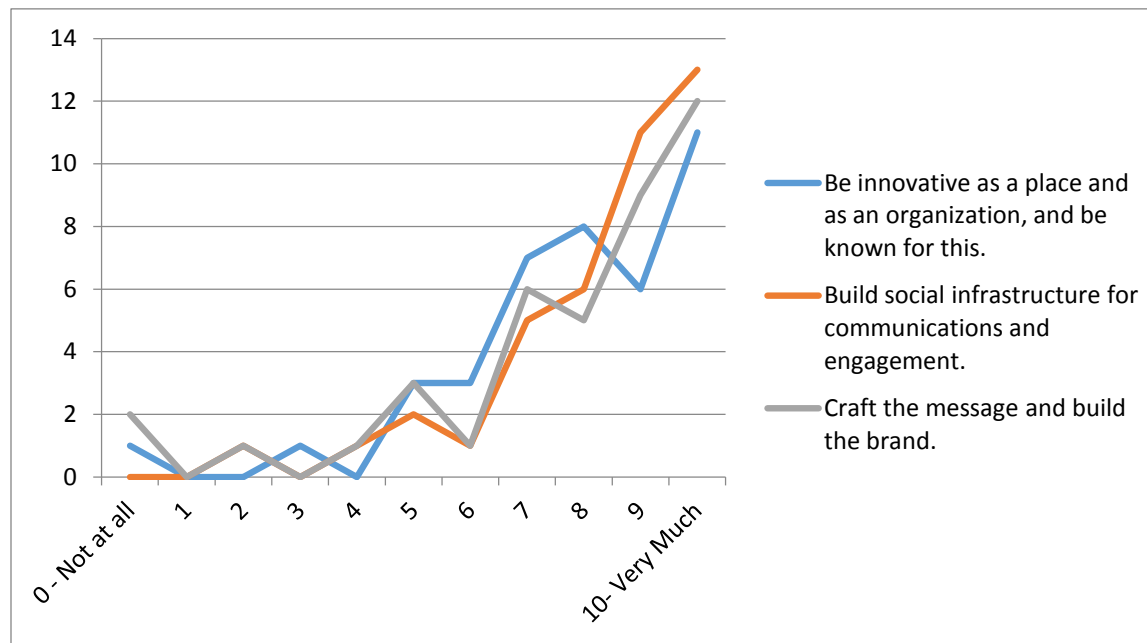
Goal 4: Create a mixed use community with infrastructure and amenities.

Goal 4 Strategies	Like	Importance	60/40
Create a physical hub for the Corridor	8.68	8.35	8.55
Improve availability of affordable housing options	7.75	6.60	7.29
Improve transportation options	8.98	7.97	8.57
Have the Corridor be a testbed	8.53	7.85	8.26



Goal 5: Forge an innovation identity

Goal 5 Strategies	Like	Importance	60/40
Be innovative as a place and as an organization	7.83	7.30	7.62
Build social infrastructure for communications and engagement.	8.35	7.88	8.16
Craft the message and build the brand.	7.75	7.38	7.60



Goal 6: Build capacity to accomplish the vision and the goals.

Goal 6 Strategies	Like	Importance	60/40
Develop the internal capacity of an N ² organization	7.46	7.05	7.30
Develop collaborative partnerships with stakeholders	8.08	7.74	7.94
Hire a Chief Innovation Officer	6.79	6.10	6.51

