TO: Richard C. Rossi, City Manager
FROM: Lee Gianetti, Director of Communication and Community Relations
DATE: October 13, 2015
RE: Response to Policy Order 0-23, from August 10, 2105

From Thursday, September 10, 2015, through Tuesday, September 15, 2015, the City conducted a non-binding vote for the renaming of Area IV. Residents had the opportunity to vote via SMS (text messaging) or online for the duration of the time period, or in-person on Saturday, September 12, 2015, at the Area IV Pride Day. Staff reached out to the Fletcher-Maynard School, Margaret Fuller House, Area IV Coalition, Area IV Youth Center, and other interested community members to conduct publicity around the vote. The City produced flyers and door hangers that were distributed to the neighborhood by community members, and on September 14 and September 15 City staff distributed the remaining door hangers not circulated by the above organizations. Additionally, the City used social media and the website to promote the vote.

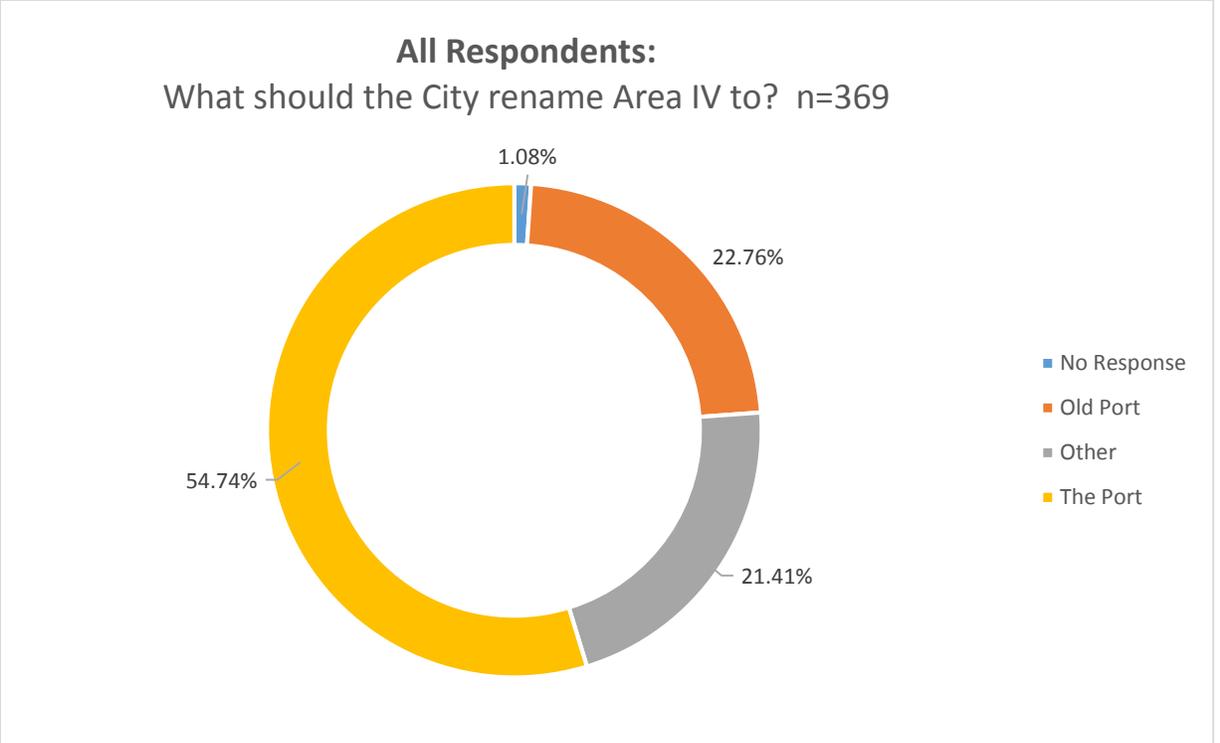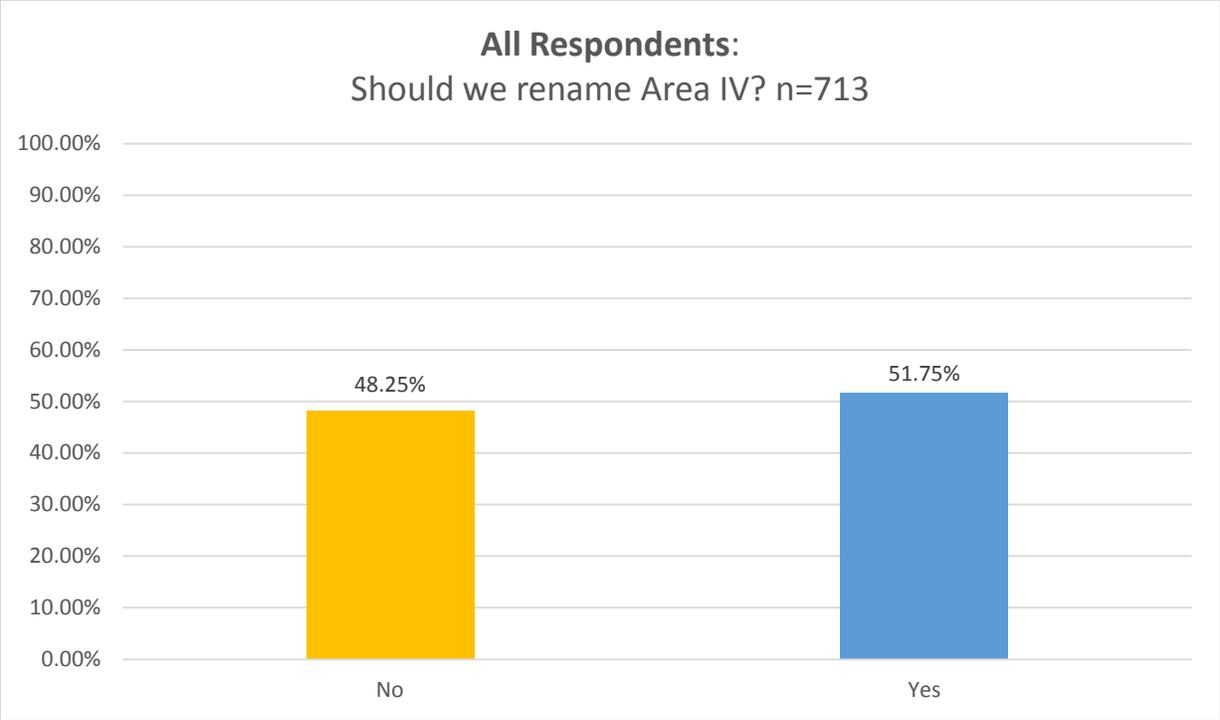All survey methods contained two required questions:
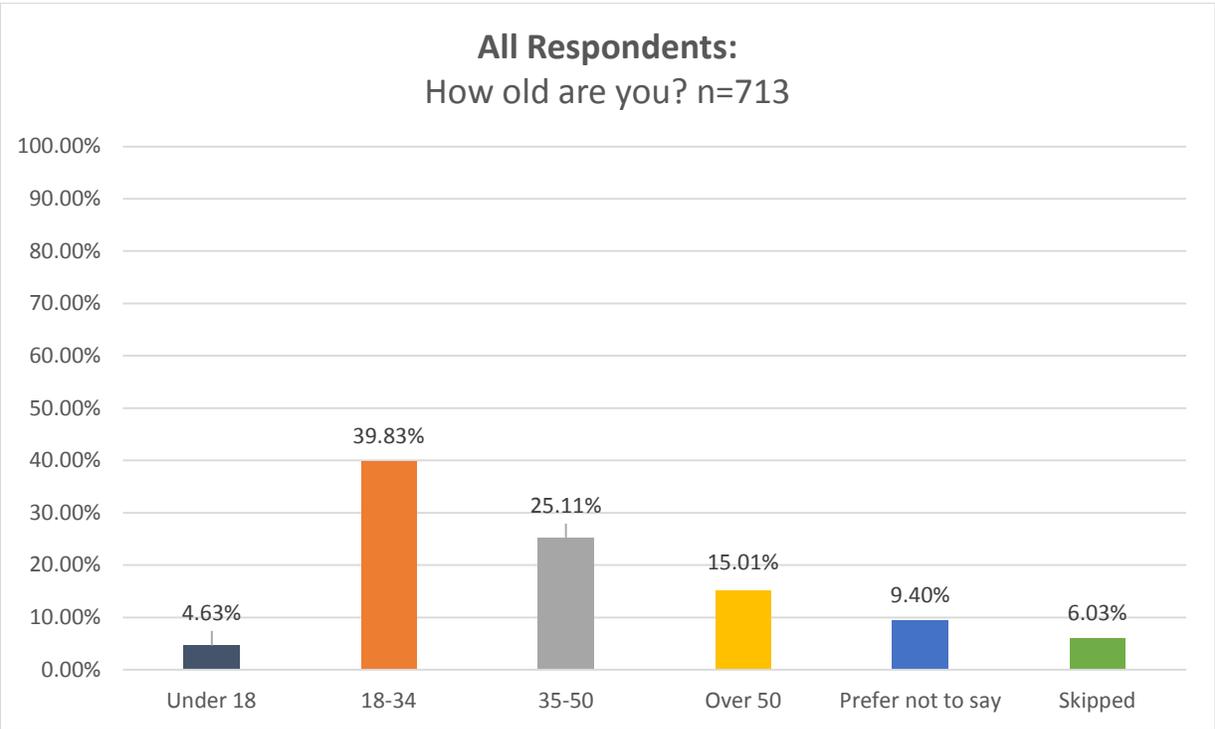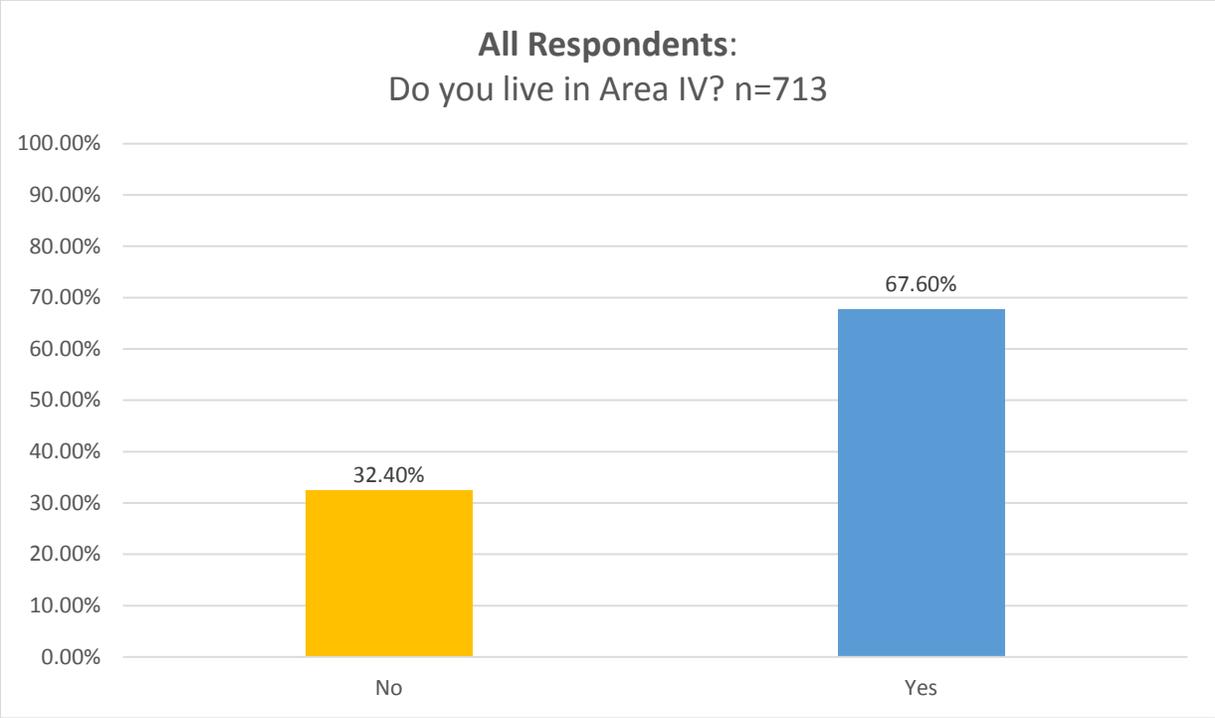- "Should we rename Area IV?"
- "Do you live in Area IV?"

Optional questions included:
- "What should the City rename Area IV to?" – presented only to participants voting "Yes" for the renaming of Area IV.
- "How old are you?"
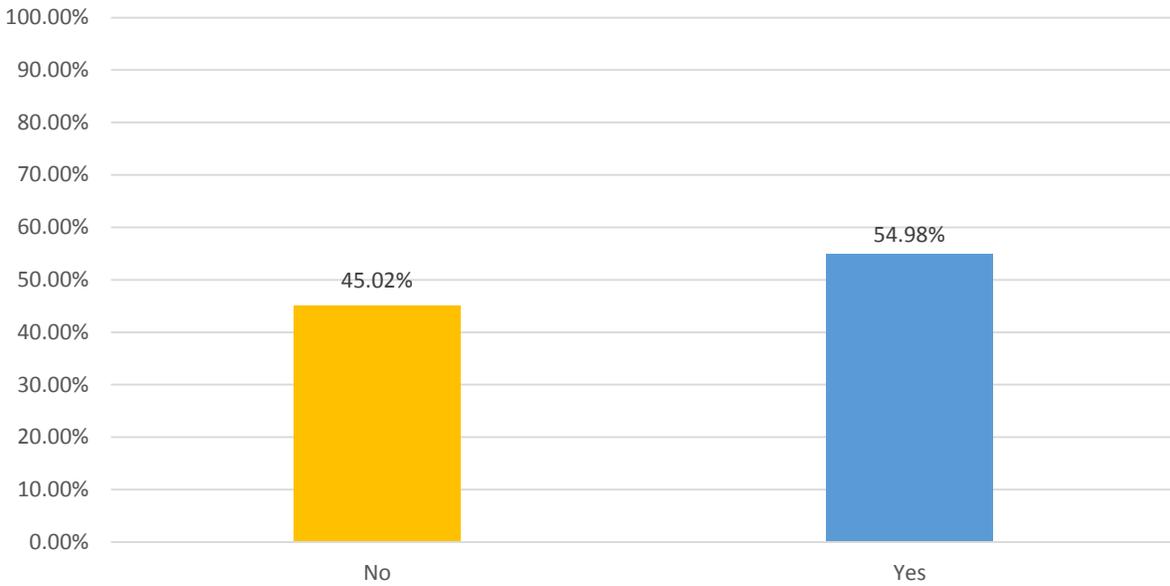- Would you like to be notified of the results via email or SMS?

A total of 713 completed surveys were received: 370 votes via SMS, 128 votes at the Area IV Pride Day, and 215 votes online. The charts on pages 2-5 show the aggregated results for all votes cast and for votes cast by participants that indicated that they lived in Area IV. The following table provides a brief summary of the key results.

Question	Results for All Participants vs Participants "Living in Area IV"	
	All Participants n=713	**"Living in Area IV" n=482**
Should we rename Area IV?	51.75% answered YES (369)	54.98% answered YES (265)
	All Participants n=369	**"Living in Area IV" n=265**
What should the City rename Area IV to?	77.5% answered either The Port or Old Port	84.53% answered either The Port or Old Port

All Respondents:
Should we rename Area IV? n=713

All Respondents:
What should the City rename Area IV to? n=369

- No Response
- Old Port
- Other
- The Port

1.08%
22.76%
21.41%
54.74%

All Respondents:
Do you live in Area IV? n=713

No	32.40%
Yes	67.60%

All Respondents:
How old are you? n=713

Under 18	4.63%
18-34	39.83%
35-50	25.11%
Over 50	15.01%
Prefer not to say	9.40%
Skipped	6.03%

Respondents Living in Area IV:
Should we rename Area IV? n=482

	No	Yes
Percentage	45.02%	54.98%

Respondents Living in Area IV:
What should the City rename Area IV to? n=265

- No Response: 0.38%
- Old Port: 25.66%
- Other: 15.09%
- The Port: 58.87%
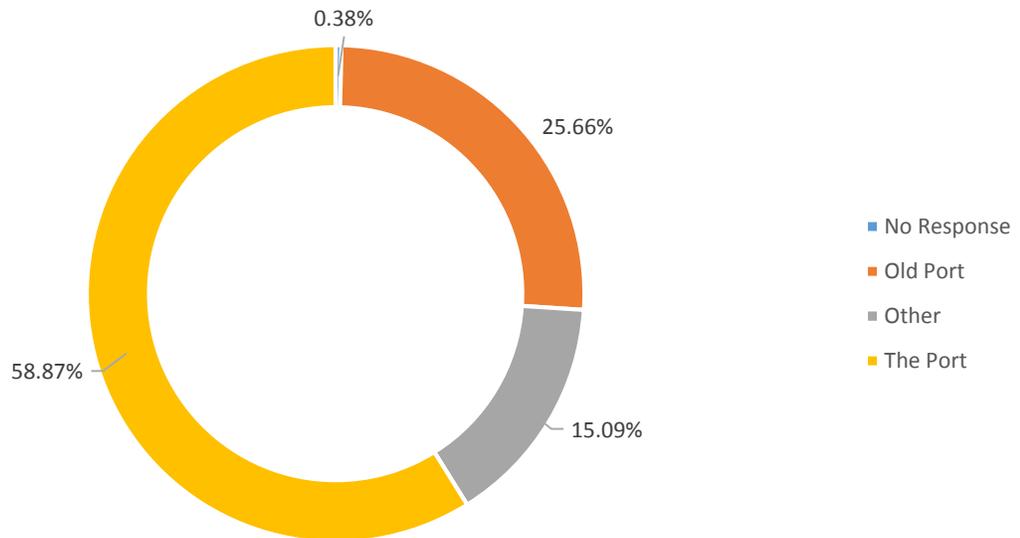
Respondents Living in Area IV:
How old are you? n=482

Category	Percentage
Under 18	3.73%
18-34	39.42%
35-50	22.82%
Over 50	15.56%
Prefer not to say	11.00%
Skipped	7.47%