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# Soul of the Community

Presentation to the Program Directors

June 9, 2008

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# Methodology

- RDD sample of households in each of 26 Knight Foundation Communities
- U.S. Census geography - Core-Based-Statistical Areas
  - Larger communities were generally Metropolitan Statistical Areas (MSAs), smaller areas were Micropolitan Statistical Areas (μSAs)
  - Long Beach, CA was defined by zips as the city of Long Beach
- 15 minute telephone interview with randomly identified adult 18+
- Interviewing dates February 1, through April 27, 2008
- About 400 completed interviews per community
  - Over sample of 1,500 interviews in San Jose, Philadelphia and Miami
- Data were weighted in each community to reflect U.S. adult population by age, gender, race and ethnicity. Communities were put into their correct proportion based on total adult population
- Due to variances in the question scales, most data were rescaled to a 3-point scale for comparability (low, medium, high). A description of the specific items and the rescaled values can be found in the Appendix.

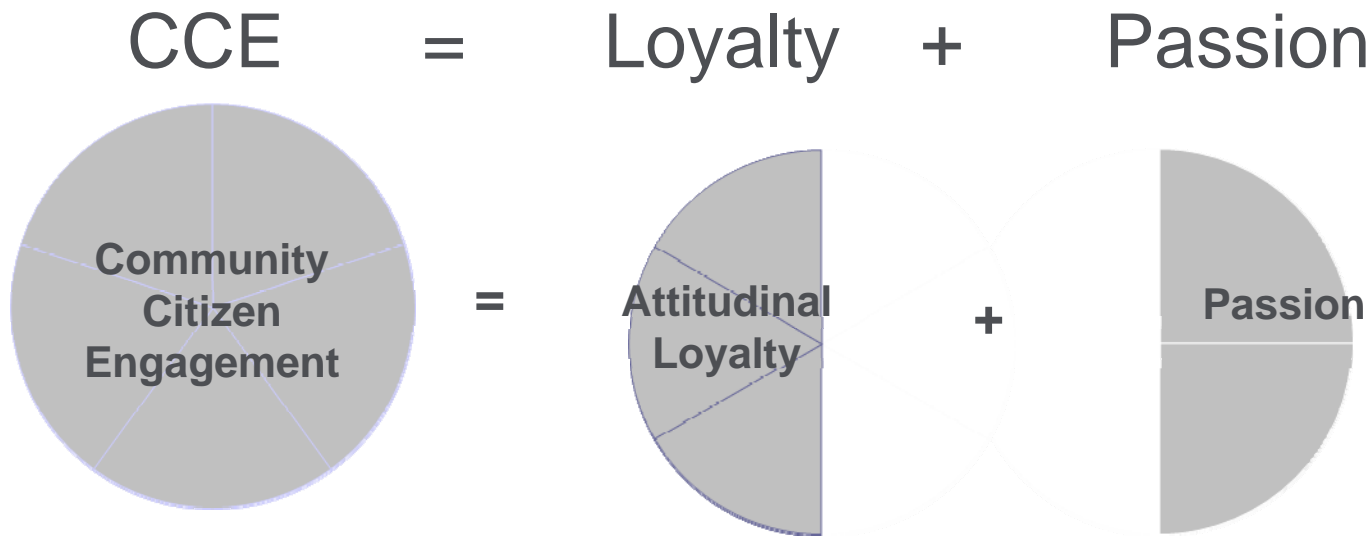
# Knight Community Comparison Groups

- 5 comparison groups were created among the 26 Knight Foundation communities based on their urbanicity (as defined by the US Census) and relative adult population size.
- Goal of creating groups is for comparisons of cities *within* groups (rather than across group comparisons)

1	Very Large Population- Very High Urban	Detroit, MI; Philadelphia, PA; Miami, FL
2	Large Population-Very High Urban	St. Paul, MN; San Jose, CA; Palm Beach, FL; Charlotte, NC
3	Medium Population- Very High Urban	Bradenton, FL; Akron, OH; Gary, IN; Long Beach, CA; Boulder, CO
4	Medium Population- High Urban	Columbia, SC; Wichita, KS; Lexington, KY; Tallahassee, FL; Columbus, GA
5	Medium/Low Population- Medium/Low Urban	Fort Wayne, IN; Duluth, MN; Macon, GA; Biloxi, MS; Grand Forks, ND; Myrtle Beach, SC; State College, PA; Milledgeville, GA; Aberdeen, SD

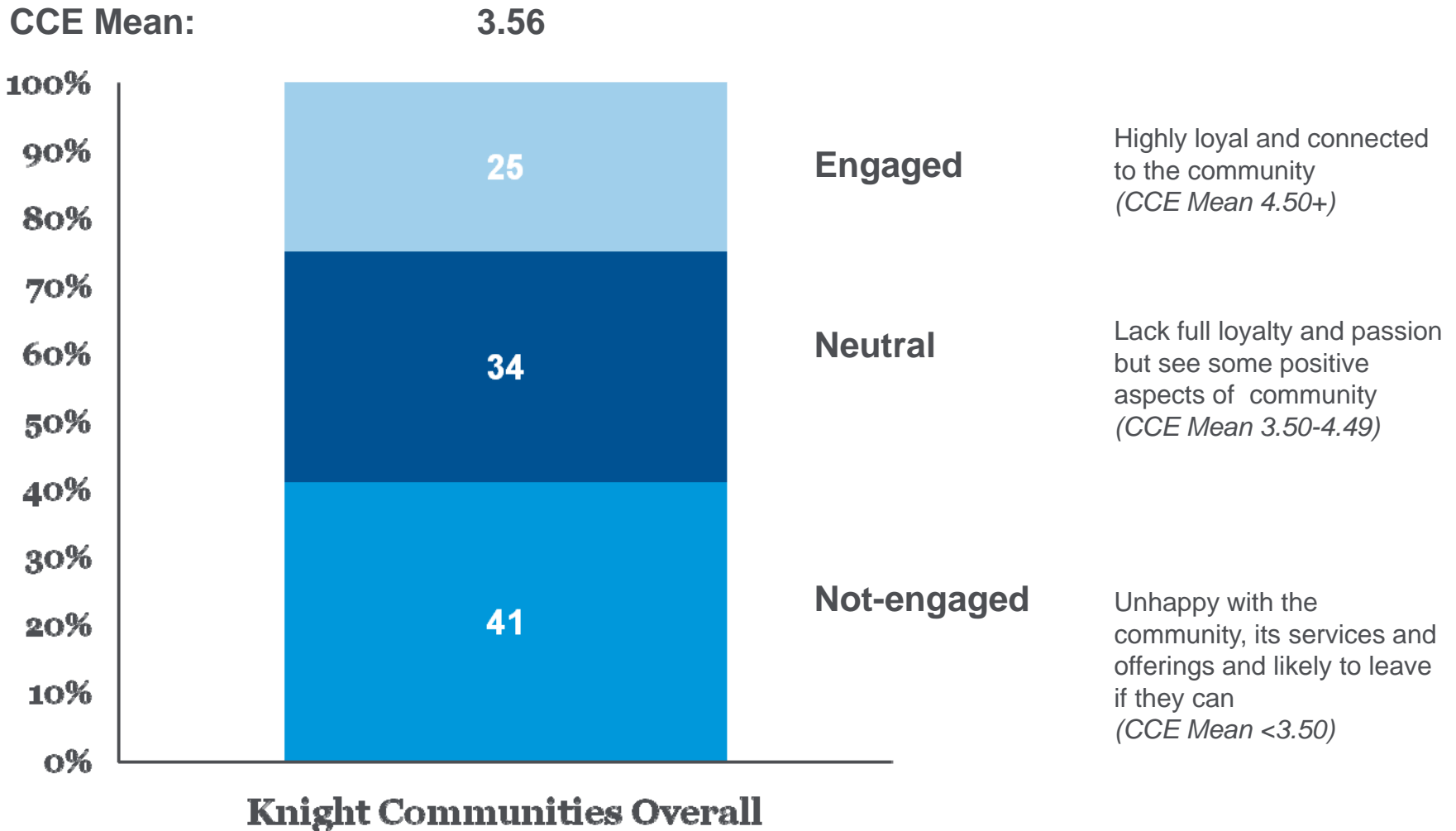
# Community Citizen Engagement

*Community Citizen Engagement is an individual's psychological connection with the community. It goes beyond just their satisfaction with the community and extends to the passion and pride they take in living there.*



*Community Citizen Engagement (CCE) is comprised of two constructs: Attitudinal Loyalty to the community and their Passion for it. Each has equal weight in overall Engagement. The CCE metric is a mean score ranging from 1.00 to 5.00.*

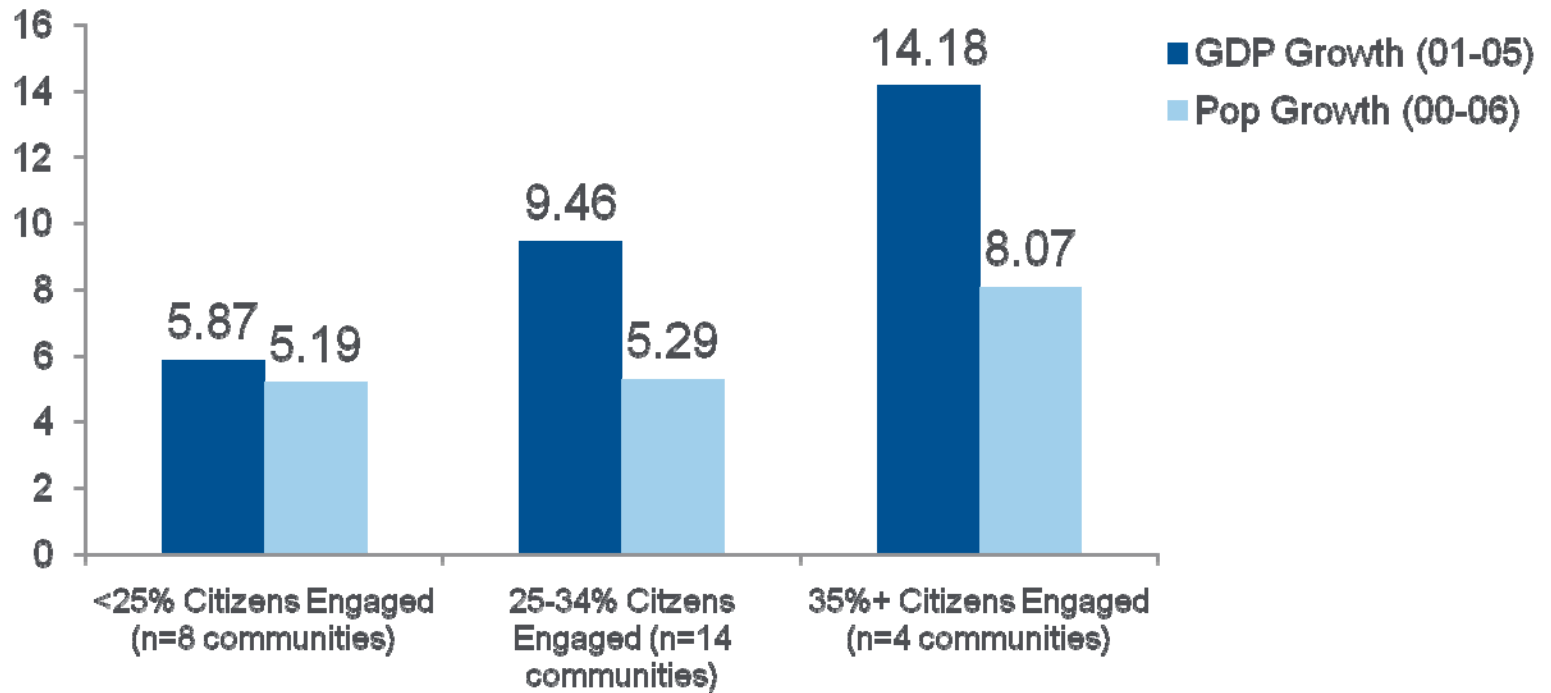
# Community Citizen Engagement Groups



# Engagement Matters to Knight Communities

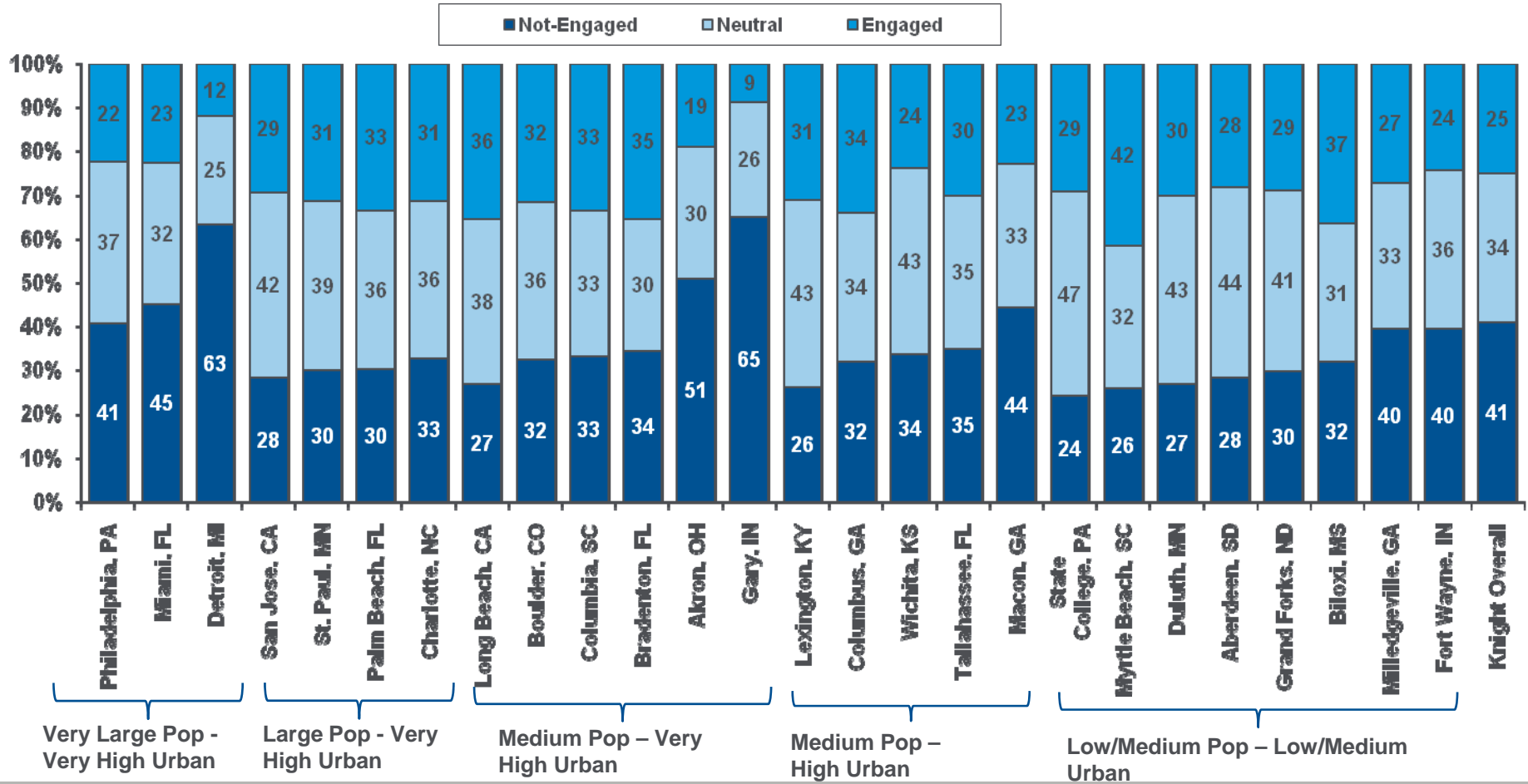
## GDP Change and Adult Population Growth by Proportion of Citizens within the Community Engaged

*CCE Engaged Correlation to GDP group = .337;  
correlation to Population Group = .111*



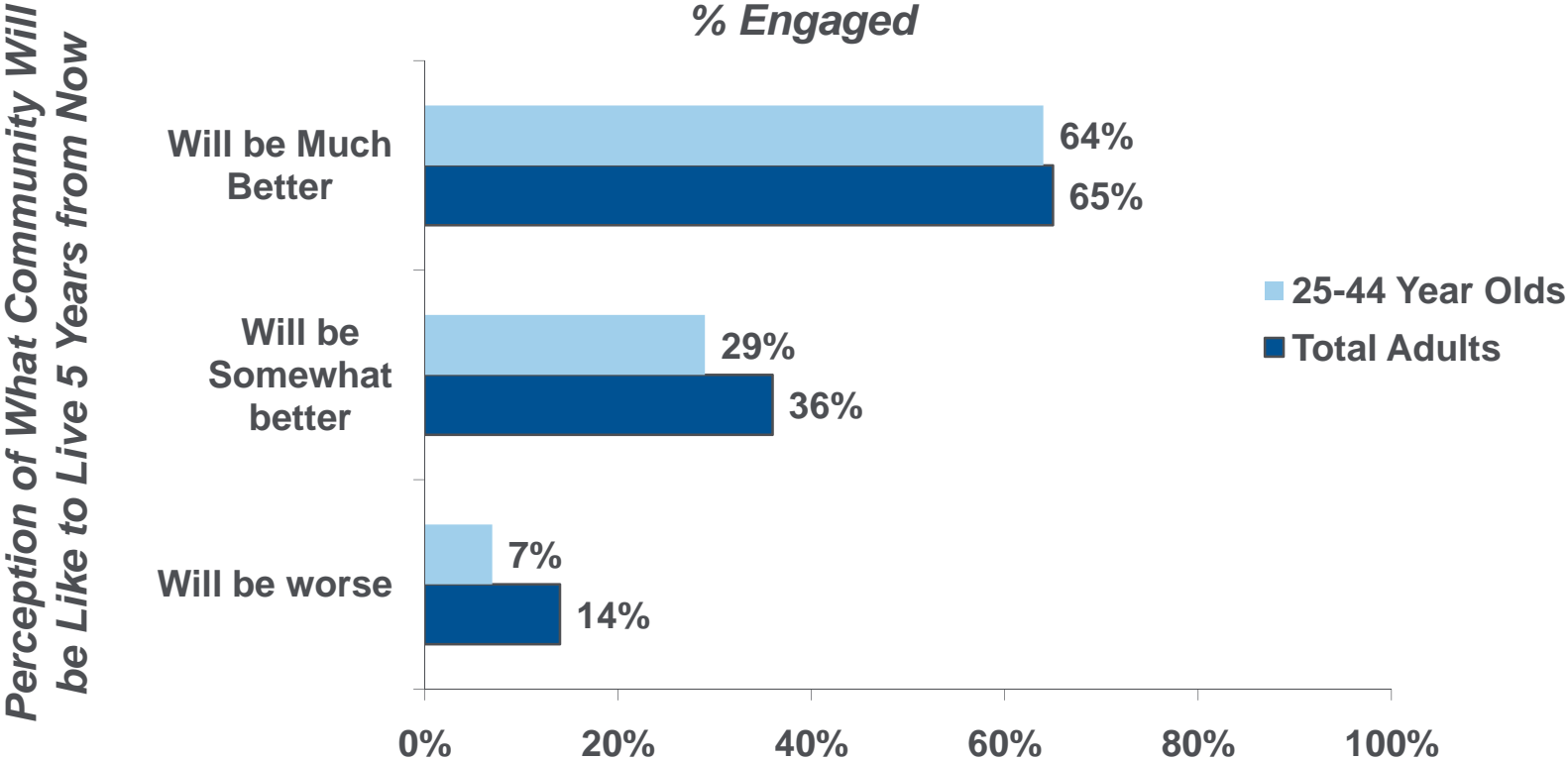
# Community Citizen Engagement by Community

Huge range in community citizen engagement, both within and across Knight Groups – Myrtle Beach is Most Engaged Knight community, Gary is Least Engaged



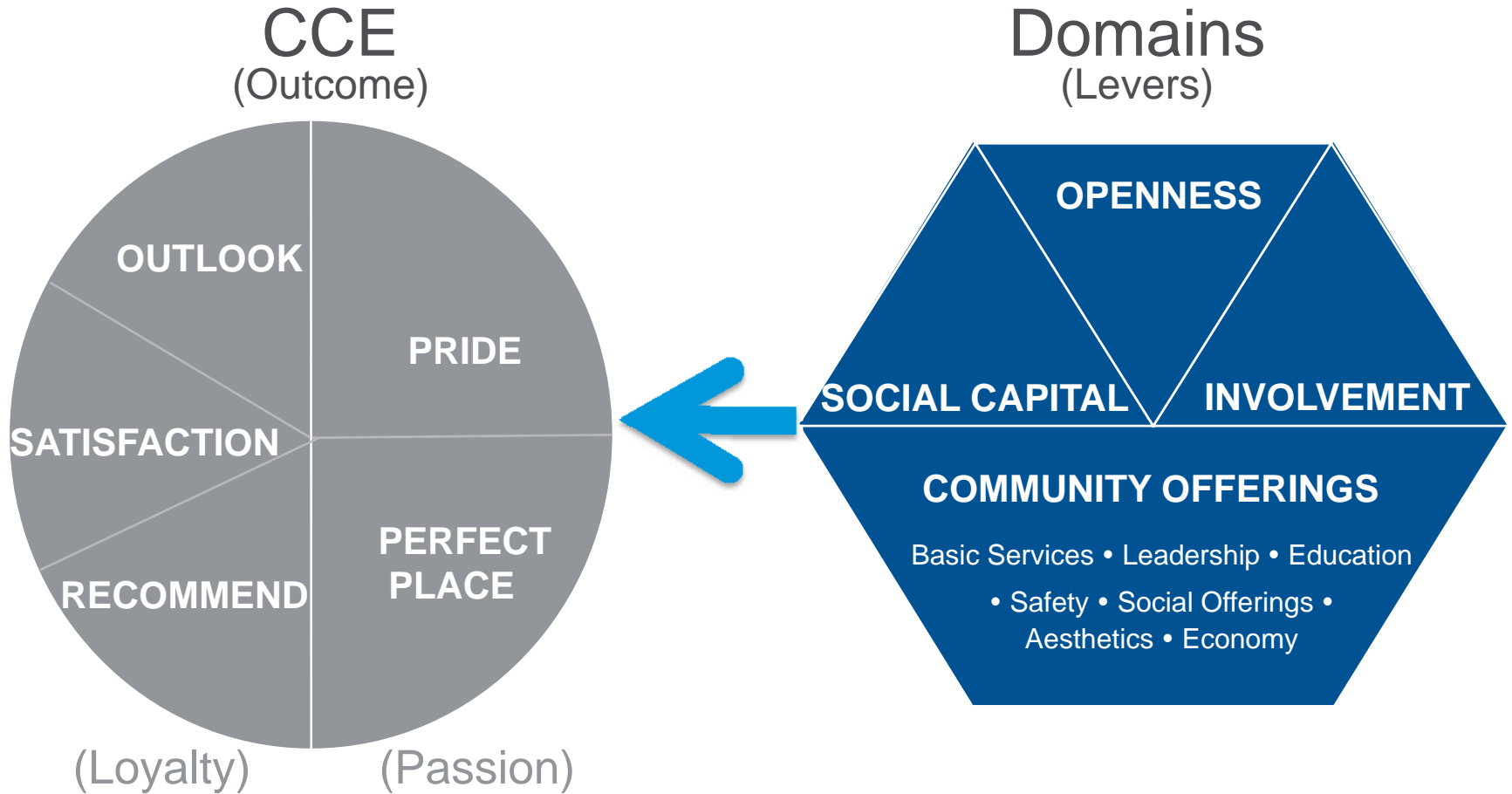
# Positive Future Outlook is Related to Engagement

*Citizens who feel their community will be a much better place to live in 5 years are much more likely to be engaged. Even more so for key early- to mid-career segment.*



Vocalize/promote future efforts & goals. Host seminars on area vision.  
Involve citizens to plan, drive & share visions.

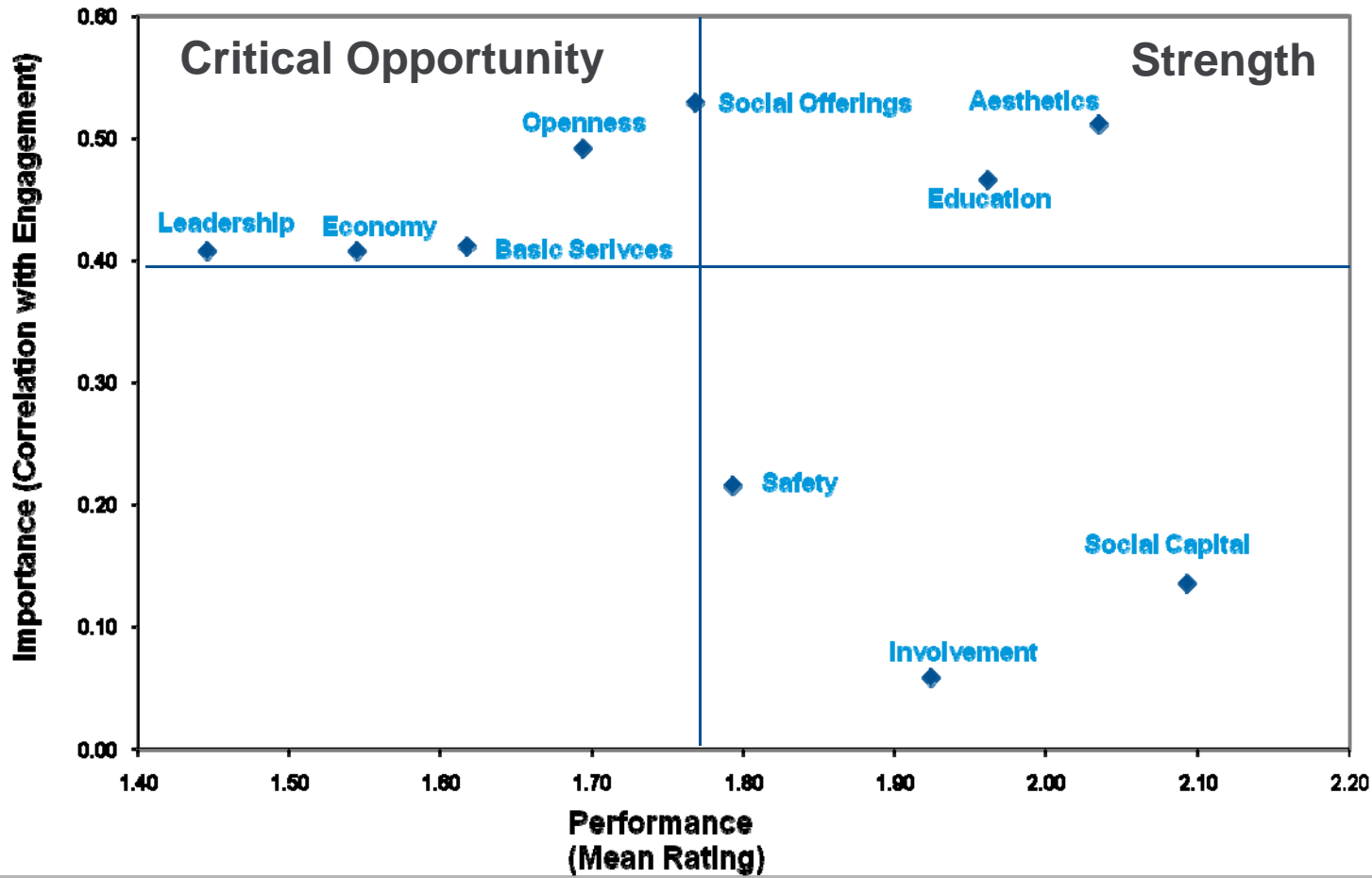
# Community Engagement Model



*The goal is increased Community Citizen Engagement. The Domains are the levers to move to improve CCE. Drive down from higher-level constructs to specific aspects.*

# Strengths-Weakness Opportunity Map

*Improving perceptions of community leadership, economic outlook and openness to others will have the greatest impact on driving citizen engagement in Knight Communities.*



**Correlation:** the association or relationship between variables. A positive **correlation** means that as one increases, the other increases as well. A 1.0 indicates a **perfect** correlation

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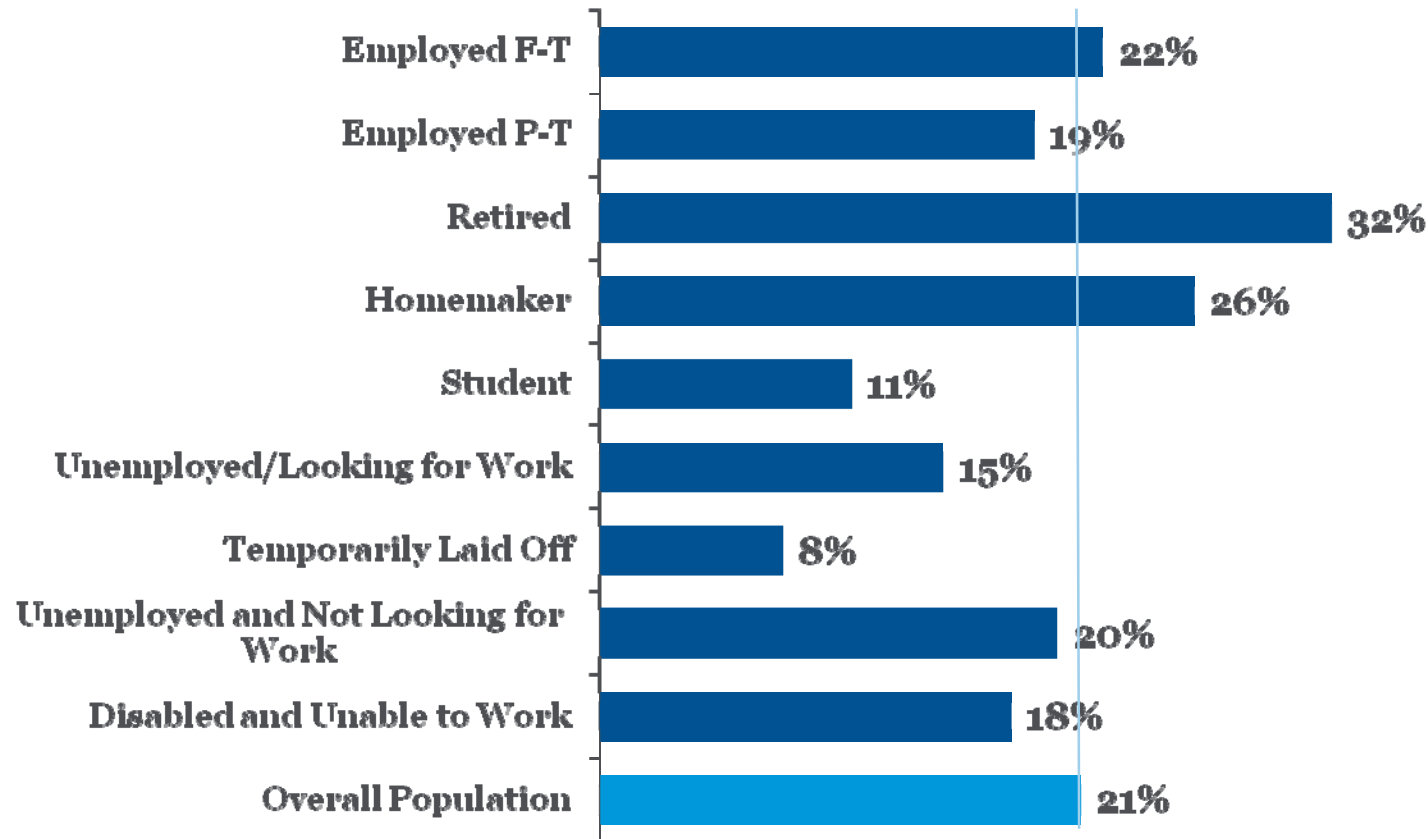
**Q: So What Can Community Leaders Do to Drive Community Citizen Engagement?**

**A: Focus on Key Sub-Groups**

- **Several Examples of Sub-Groups Where Actions Could be Focused**

# Next to Laid Off Residents, Students are Least Engaged

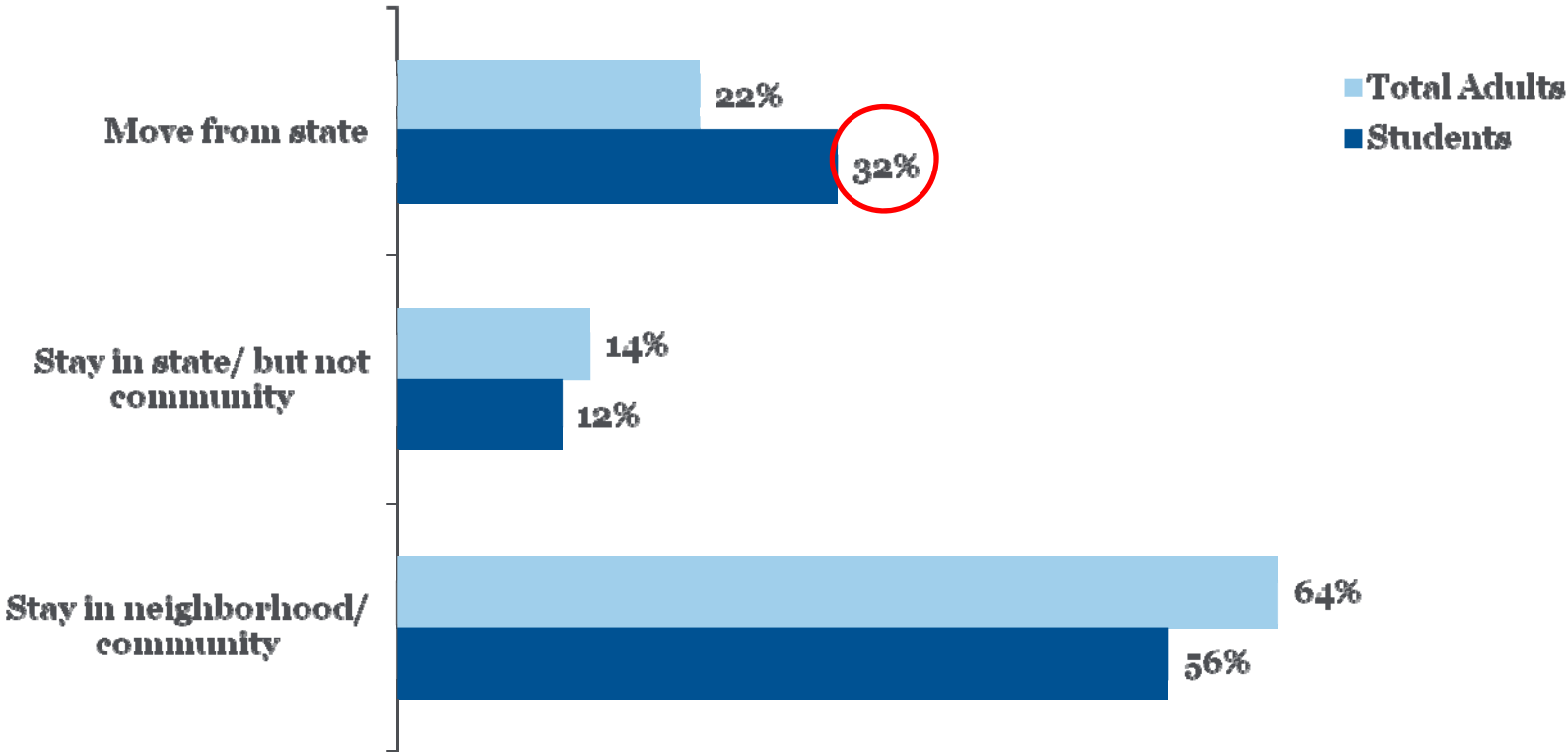
**% Engaged by Employment Status**



# While Educational Opportunities May Draw Students-Communities Need to Focus on Keeping Them

*Good schools is a relative strength for most communities, but once they partake of the educational opportunities, many students plan to leave the state.*

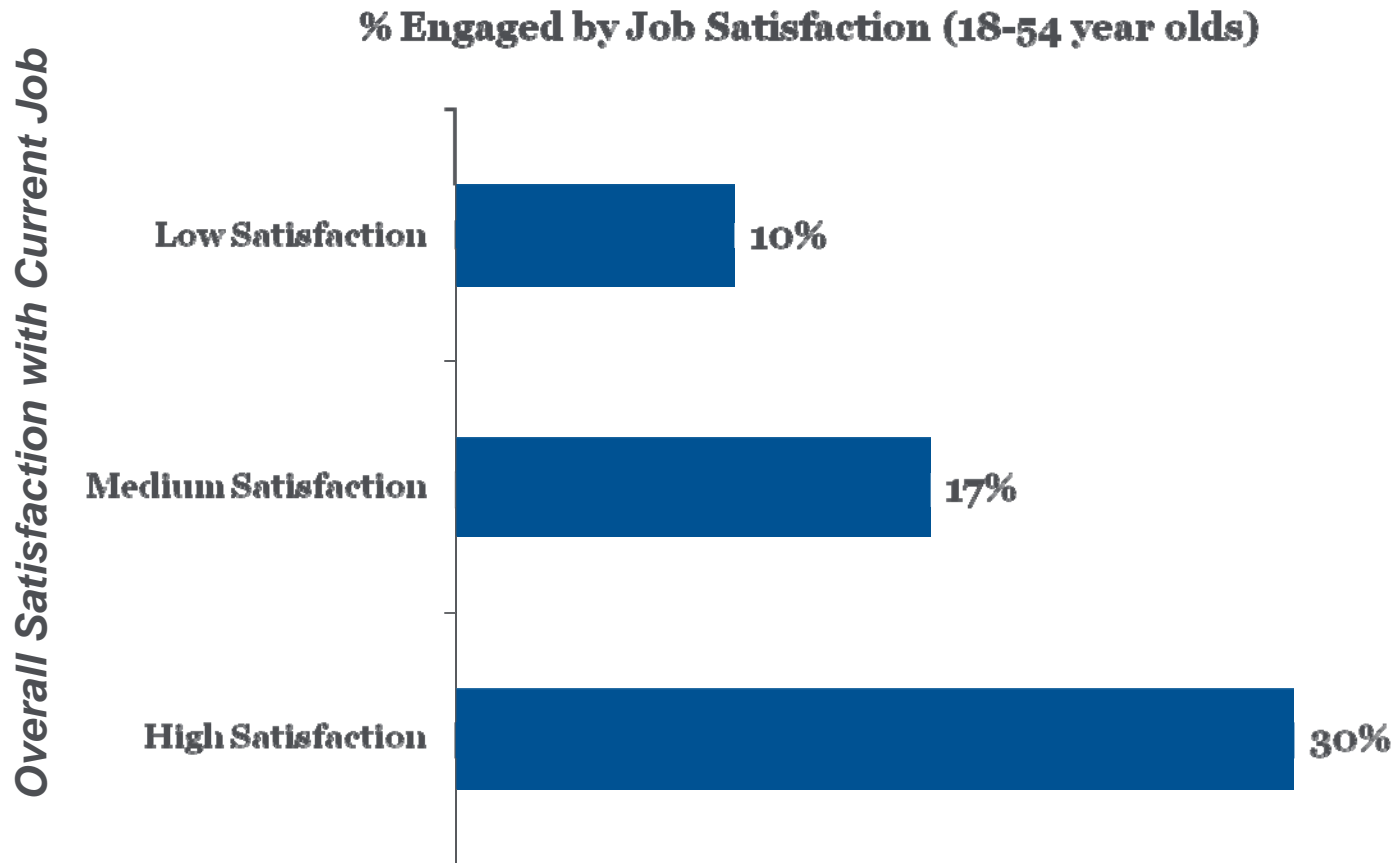
**If Had Choice of Where To Live, Would ..**



Connect students with businesses while in school thru internships, community ties, problem solving, etc.

# High Job Satisfaction Plays Role in Community Engagement

*The more satisfied employed adults are with their current company, the more likely they are to be engaged in their community.*

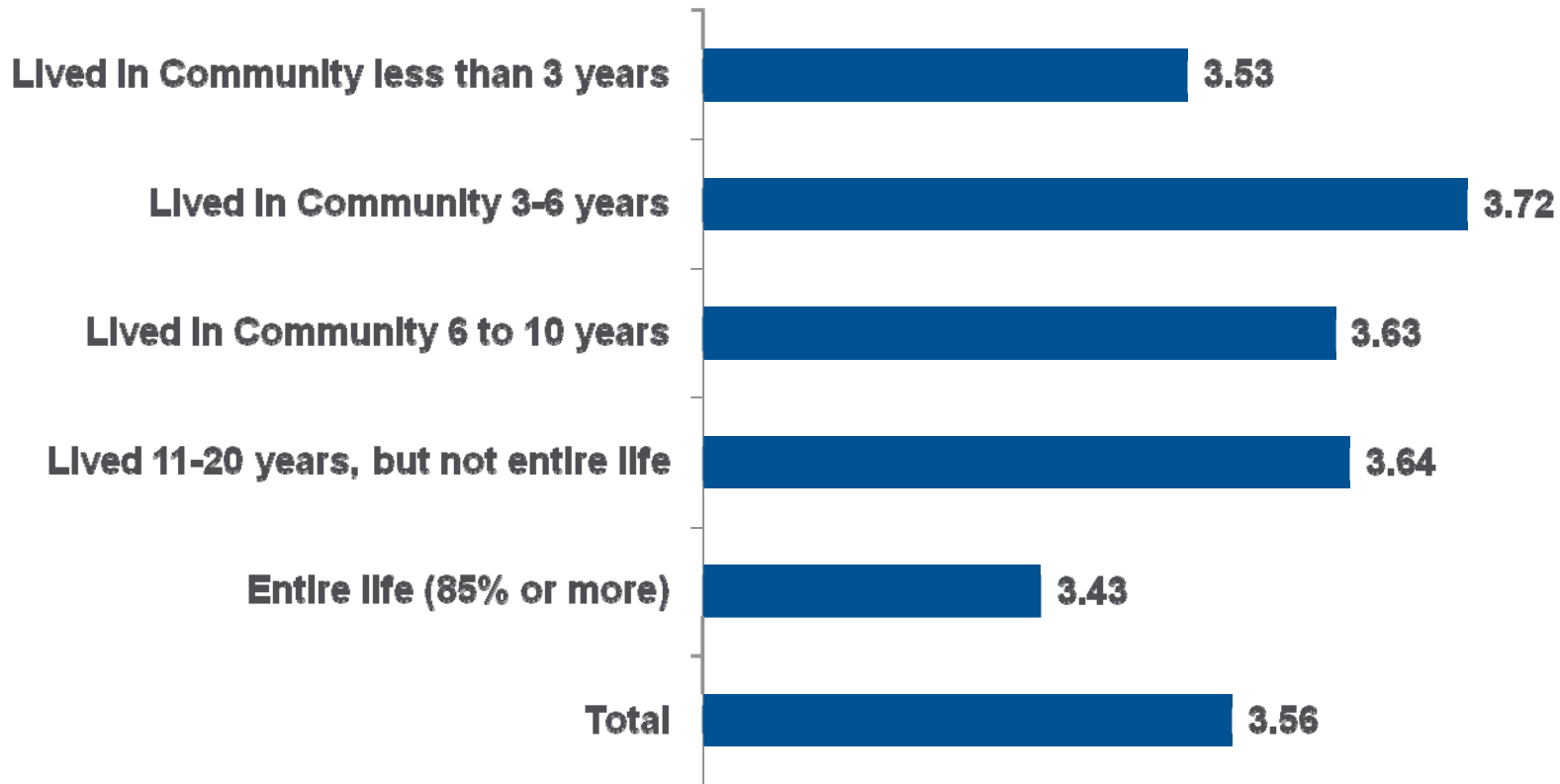


Work with bz. to learn how to better engage employees. E.g. host seminar on engaging employees, job swapping by local business, etc.

# Communities have Opportunity to Engage Newer Citizens

*Lifelong residents are significantly less Engaged than shorter-term residents, particularly in the largest urban communities – may feel didn't have outside opportunities. But new residents aren't yet connected.*

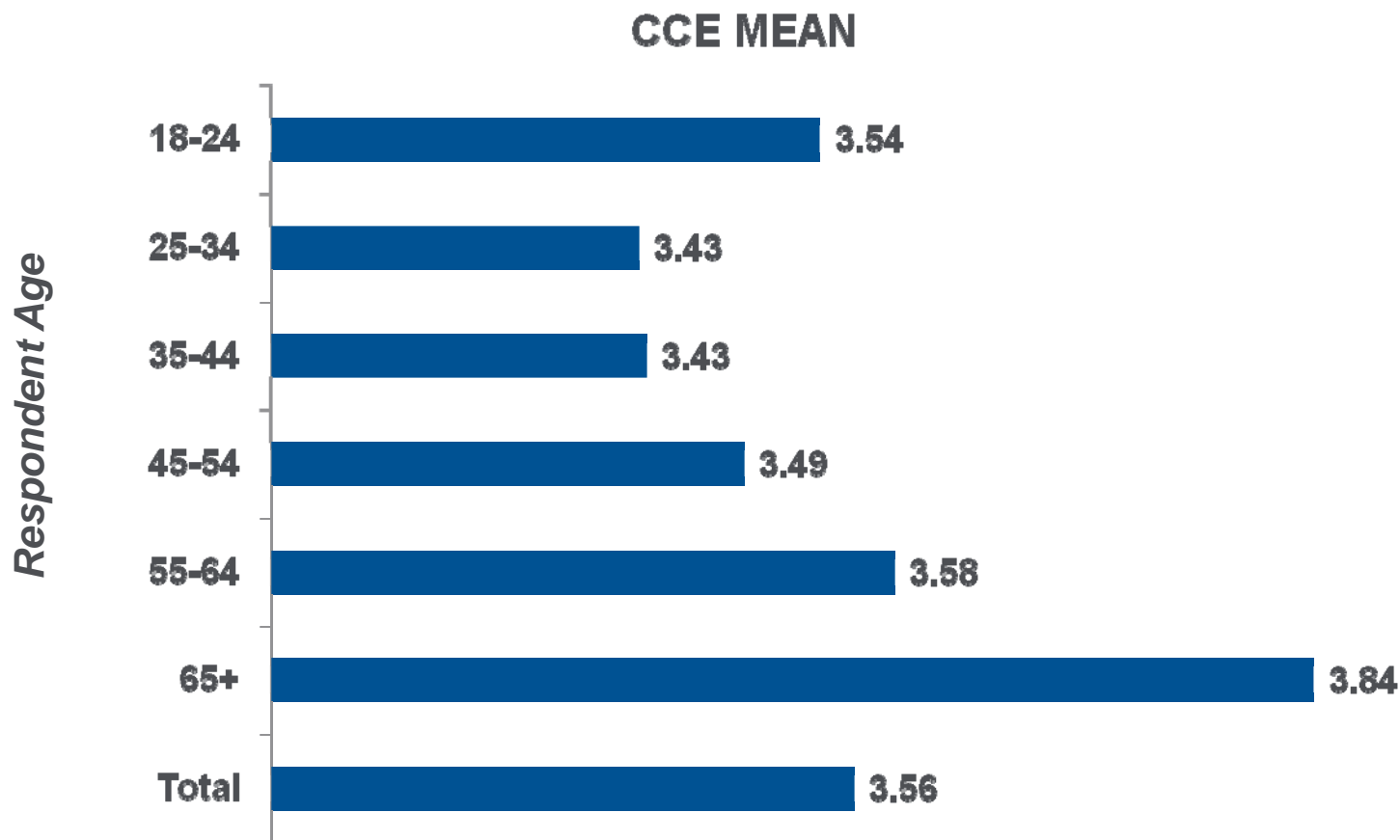
## CCE MEAN



Engage residents when first move to the area. Leaders contact new residents with personal invite to get involved.

# Early- to Mid-Career Age Citizens are Least Engaged in their Communities

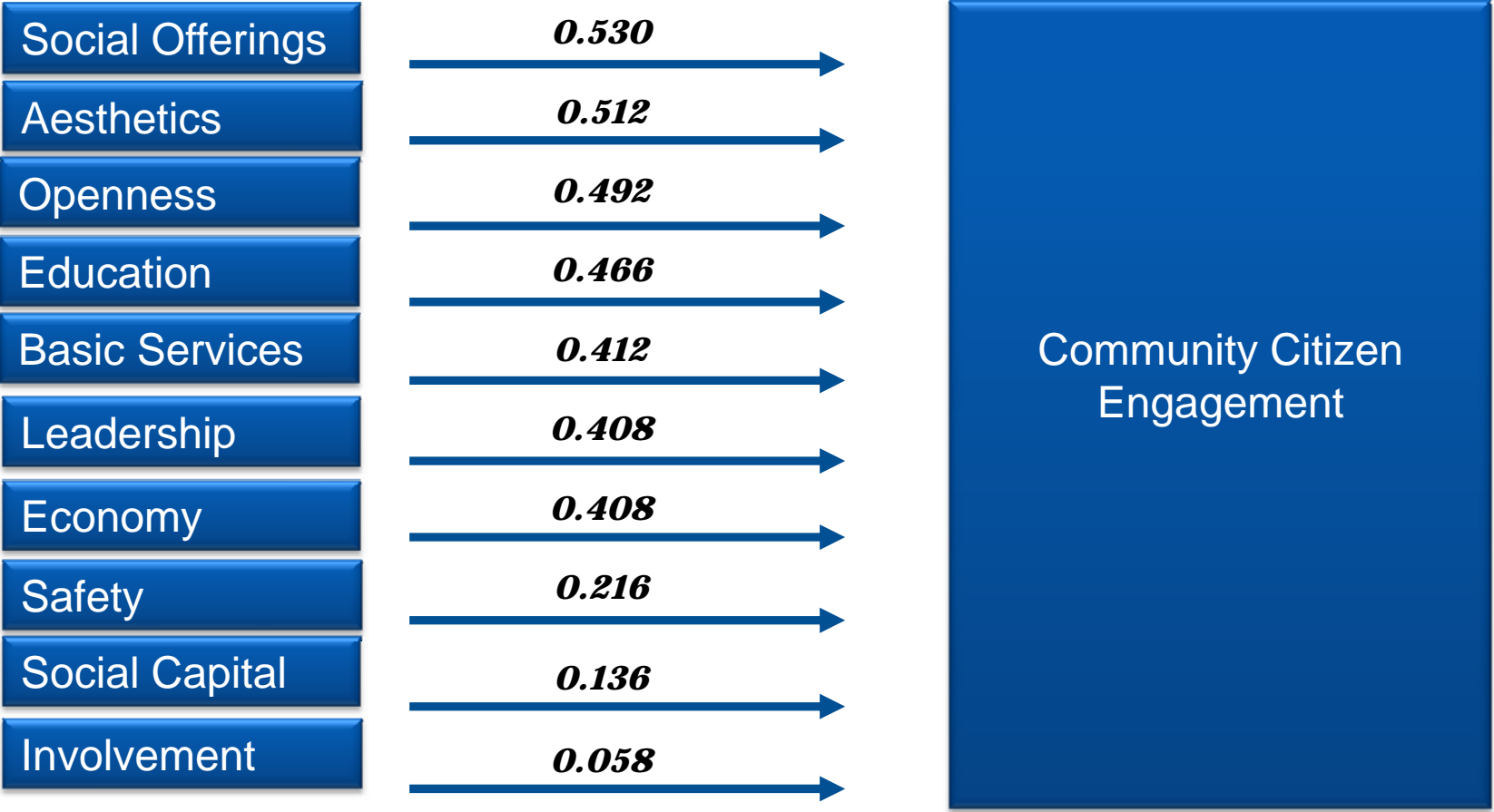
*While college-age adults are reasonably engaged, those in the prime of their working years - those with the most options for jobs - are generally disengaged in their communities.*



Find opportunities to connect early- mid-career hires into community through events, sponsorships and volunteering.

# Key Drivers of Knight Community Engagement

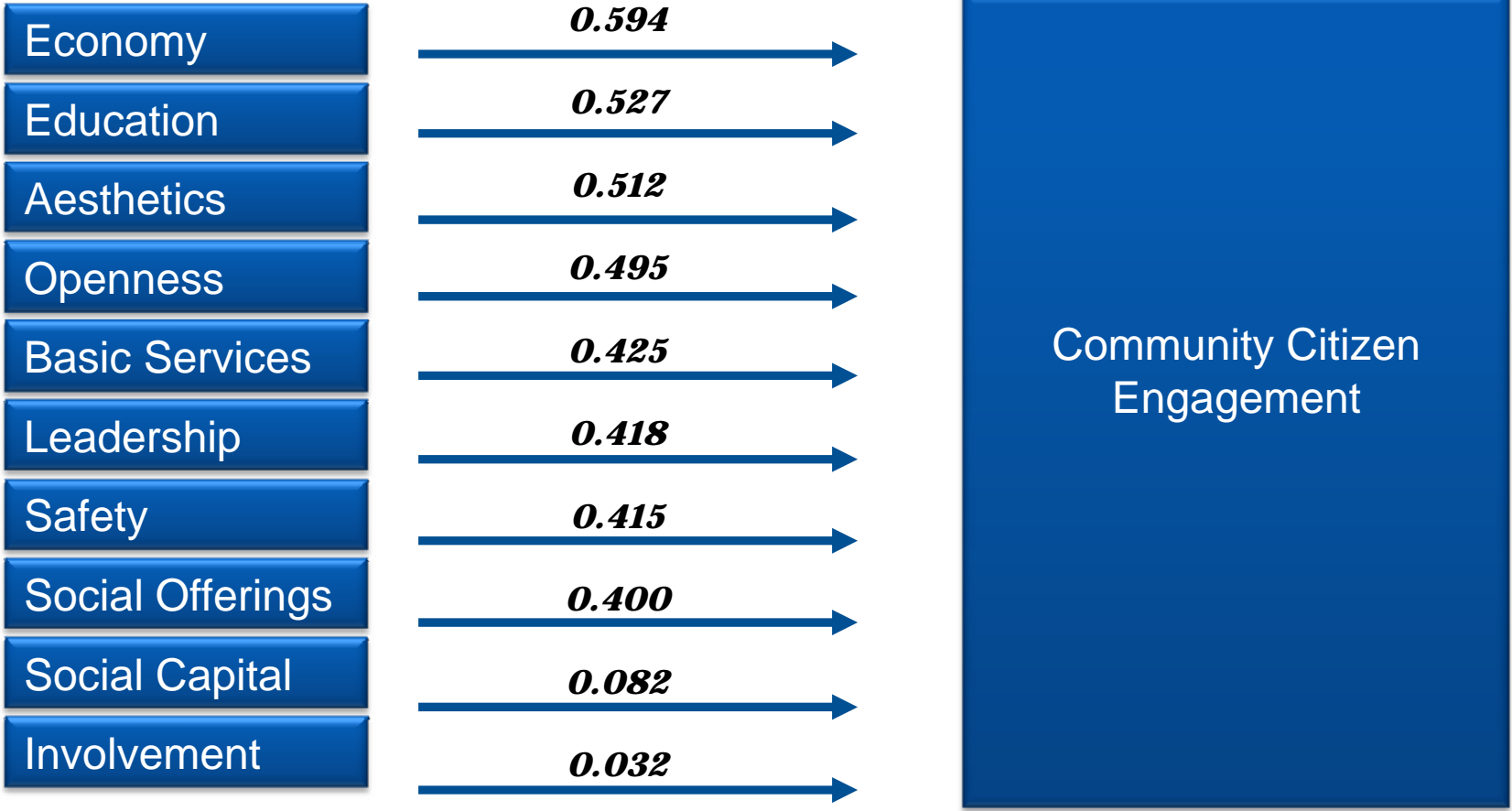
## Correlations to Engaged Citizens



# Key Drivers of Knight Community Engagement

## Correlations to Engaged Citizens-Students

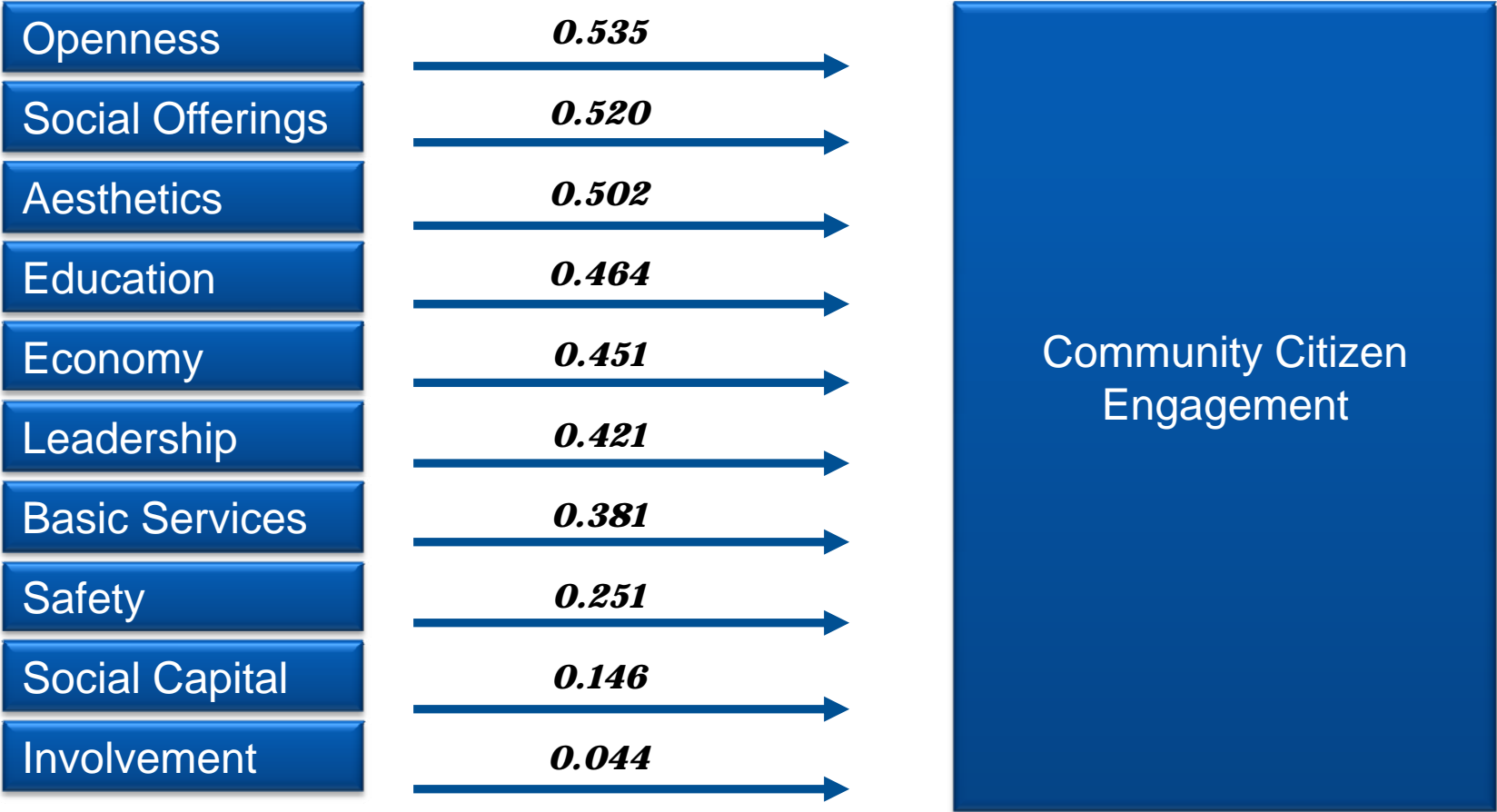
*Economy is key for students.*



# Key Drivers of Knight Community Engagement

## Correlations to Engaged Citizens – Residents Age 25-44

*Social offerings and openness most influences 25-44 year olds.*



# Summary

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- Community Citizen Engagement (CCE) links to community GDP, and matters to community prosperity.
- Each community has different strengths that can be promoted and weaknesses that can be addressed.
- There are specific, tactical actions that can be taken to address CCE opportunities.

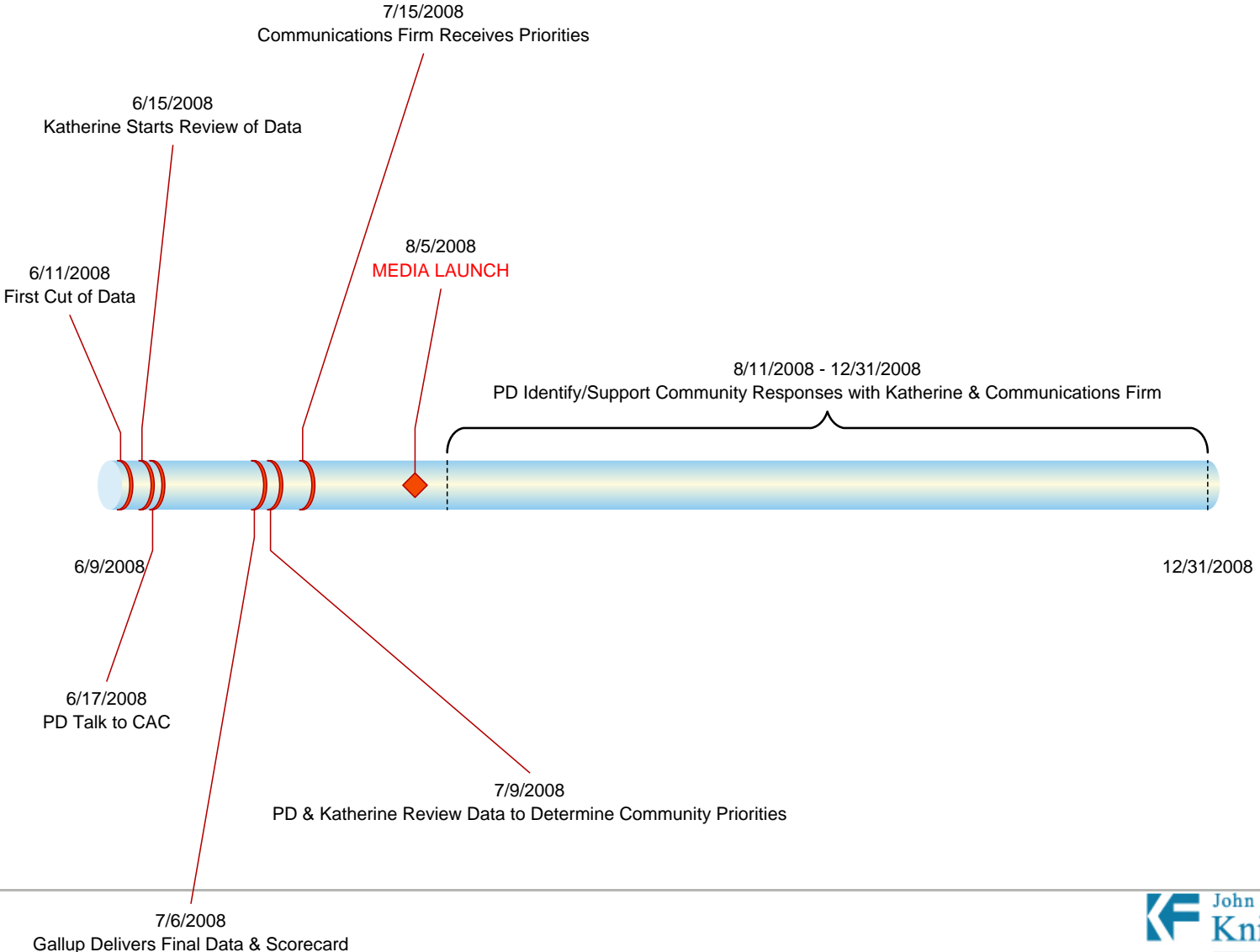
# Summary - CCE

- Overall, 25% of citizens are Engaged with the Knight Community in which they live; 41% are Not Engaged
- Top quartile communities for CCE:
  - Myrtle Beach, SC
  - Long Beach, CA
  - State College, PA
  - Biloxi, MS
  - Duluth, MN
  - San Jose, CA
- Bottom quartile communities for CCE:
  - Gary, IN
  - Detroit, MI
  - Akron, OH
  - Miami, FL
  - Philadelphia, PA
  - Fort Wayne, IN

# Example Key Focus Areas and Potential Actions

- New residents – not engaged/connected
  - Make personal connection and ask for their involvement
- Employed adults – the more satisfied at work, the more engaged in the community
  - Focus on assisting businesses in driving satisfaction and engagement with current company
- Students – currently not engaged/connected
  - Have business and community involve them in meaningful ways while they are there to retain them
- Optimism – positive outlook for the future is related to current engagement
  - Focus leadership and media on messaging/promotion and citizen involvement in the future vision

# Detailed Timeline of Next Steps



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# Appendix

# Question/Reporting Scales

Construct	Q number	Question wording	Original Scale	Low	Medium	High
COMMUNITY LOYALTY	Q1	Overall Satisfaction with Community	5-point satisfaction	1-3	4	5
	Q2	Likely to recommend community to others	5-point likelihood	1-3	4	5
	Q6a	Outlook for community 5 years from now	3-point better/same/worse			
PASSION	Q3-b	Perfect community for me	5-point agreement	1-3	4	5
	Q3-a	Proud to live in community	5-point agreement	1-3	4	5

# Question/Reporting Scales-Continued

Construct	Q number	Question wording	Original Scale	Low	Medium	High
COMMUNITY OFFERINGS						
Basic Services	Q7-c	Highways and freeway system	5-point very good to very bad	1-3	4	5
	Q7-K	Availability of quality healthcare	5-point very good to very bad	1-3	4	5
	Q7-D	Affordable housing	5-point very good to very bad	1-3	4	5
Leadership	Q15a-B	Leaders share my views	5-point agreement	1-3	4	5
	Q7-L	Leadership of elected officials	5-point very good to very bad	1-3	4	5
Education	Q7-F	Quality of public schools (K-12)	5-point very good to very bad	1-3	4	5
	Q7-G	Quality of colleges and universities	5-point very good to very bad	1-3	4	5
Safety	Q19	Low crime	5-point high to low	1-3	4	5
	Q18	Safe to walk within 1 mile of home	5-point completely safe to not at all safe	1-3	4	5
Aesthetics	Q7-A	Parks, playgrounds and trails	5-point very good to very bad	1-3	4	5
	Q7-B	Physical beauty of the place	5-point very good to very bad	1-3	4	5
Economy	Q9	Economic conditions	5-point very good to very bad	1-3	4	5
	Q10	Economy getting better	3-point better/same/worse	worse	same	better
	Q7-E	Availability of job opportunities	5-point very good to very bad	1-3	4	5
	Q14	Company hiring momentum	3-point hiring/no change/letting go	worse	same	better
	Q15a-B	Job provides income needed	5-point agreement	1-3	4	5
Social Offerings	Q1a-A	A good time to find a job	5-point agreement	1-3	4	5
	Q7-H	Vibrant night life	5-point very good to very bad	1-3	4	5
	Q7-I	Good place to meet people	5-point very good to very bad	1-3	4	5
	Q7-M	Others care about each other	5-point very good to very bad	1-3	4	5

# Question/Reporting Scales-Continued

Construct	Q number	Question wording	Original Scale	Low	Medium	High
<b>COMMUNITY INVOLVEMENT</b>						
	Q22-A	Volunteer	2-point yes/no	no		yes
	Q22-B	Voted in local election	2-point yes/no	no		yes
	Q22-C	Attend local community meetings	2-point yes/no	no		yes
	Q22-D	Work with residents to make change	2-point yes/no	no		yes
<b>OPENNESS</b>						
	Q8-C	Good plae for older people	5-point very good to very bad	1-3	4	5
	Q8-D	Goodplace for racial and ethnic minorities	5-point very good to very bad	1-3	4	5
	Q8-E	Good place for families w/ kids	5-point very good to very bad	1-3	4	5
	Q8-A	Good place for gays/lesbians	5-point very good to very bad	1-3	4	5
	Q8-B	Good place for talented college graduates	5-point very good to very bad	1-3	4	5
<b>SOCIAL CAPITAL</b>						
	Q23	Belong to formal/informal groups/clubs	8-point 0 to 7+ groups	0 Once year or less	1-2	3+ Several times wk/daily
	Q26	Spend time with neighbors	7-point never to about every day			
	Q24	Close friends in the community	6-point none to all	1-2	3-5	6+
	Q25	Family in area	6-point none to all	1-2	3-5	6+

# Our Communities

- Aberdeen, SD
- Akron, OH
- Biloxi, MS
- Boulder, CO
- Bradenton, FL
- Charlotte, NC
- Columbia, SC
- Columbus, GA
- Detroit, MI
- Duluth, MN
- Fort Wayne, IN
- Gary, IN
- Grand Forks, ND
- Lexington, KY
- Long Beach, CA
- Macon, GA
- Miami, FL\*
- Milledgeville, GA
- Myrtle Beach, FL
- Palm Beach, FL
- Philadelphia, PA\*
- San Jose, CA\*
- St. Paul, MN
- State College, PA
- Tallahassee, FL
- Wichita, KS

\* Oversampled communities

# Why Community Citizen Engagement?

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Engaged citizens within a community are inspired by the community around them. Connected citizens are engaged citizens in many aspects of community life. As a result, the community is a better place to live, which helps to grow and sustain citizen positivity and engagement to the community. There is a reciprocal relationship where they put energy into the system and the system gives back the energy.

Communities with higher levels of community citizen engagement have stronger desired outcomes such as higher GDP growth and population growth.

There are specific factors which drive community citizen engagement that can be acted upon by community and business leaders to improve the engagement of the community.

# Key Terms

**Community Citizen Engagement (CCE)** – an individual’s psychological connection with the community. It goes beyond just their satisfaction with the community and extends to the passion and pride they take in living there. Community Citizen Engagement (CCE) is comprised of two constructs: Attitudinal Loyalty to the community and their Passion for it.

**Attitudinal Loyalty** – the overall contentment of citizens with their community, their likelihood to stay and to recommend the community to others.

**Passion** – the pride and enthusiasm citizens have towards their community, and their place in it.

**Domains** – constructs or aspects of the community which drive overall CCE and can be impacted through local-level initiatives. There are 4 main Domains and 7 Sub-Domains.

## Main Domains

**Community Offerings** – the structural, physical and social offerings a community presents.

**Social Capital** – the people-connections citizens have to each other.

**Openness** – how welcoming the community is to different types of people.

**Involvement** – what residents give to the community in terms of civic involvement.

## Sub-Domains of Community Offerings

**Basic Services** – infrastructure supports such as highways, housing and healthcare.

**Economy** – local economic and employment conditions.

**Safety** – local area crime and safety conditions.

**Leadership** – the leadership and alignment of views of elected officials with citizens.

**Education** – quality of K-12 and colleges/universities in the community.

**Aesthetics** – physical beauty and availability of parks and green spaces for residents.

**Social Offerings** – entertainment infrastructure for people to meet each other, and citizen caring.

# Attitudinal Loyalty



*Attitudinal Loyalty measures the overall contentment of citizens with their community, their outlook for the community's future and likelihood to recommend the community to others.*

# Passion



*Passion describes the pride and enthusiasm citizens have towards their community, and their place in it.*

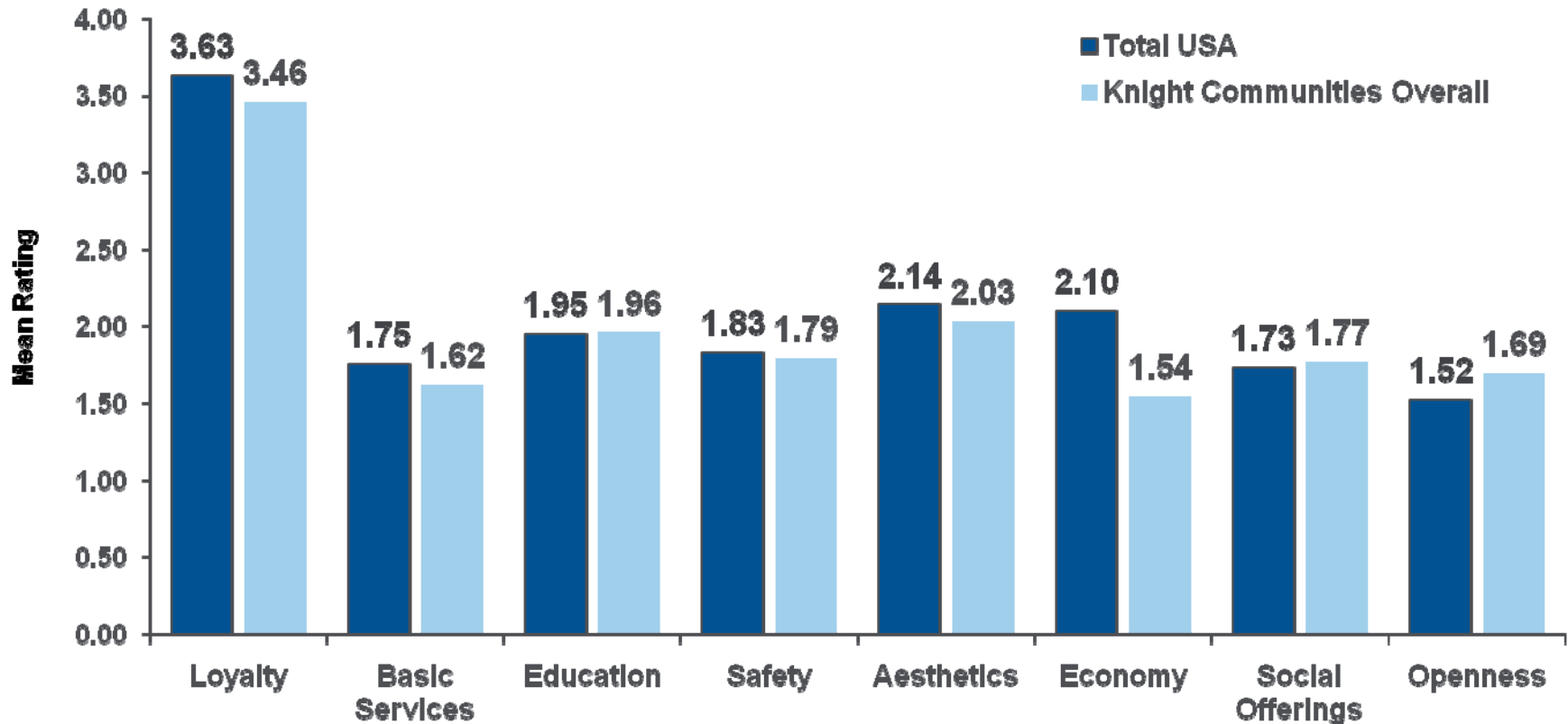
# Community Domains



*Gallup identified four key domains and 7 sub-domains related to community engagement. These domains identify aspects of the community which drive engagement and can be impacted through local-level initiatives by community leaders and businesses. The base is Community Offerings – the basic factors without which citizens cannot thrive. Social Capital measures the people-connections citizens have to each other. Openness measures how welcoming the community is to different types of people. Involvement measures what the residents give to the community in terms of civic involvement.*

# Knight Community Comparison to US Overall

*Knight Communities are seen as being more open than the US overall, but Basic Services (roads, hospitals, housing) and Aesthetics are viewed less favorably. Economy is also seen as much worse- but may be due to timing differences.*



NOTE: Total US results from Gallup Panel data 2007. Data not available for all KF constructs/Domains.