Inclusive Civic Engagement to Create Thriving, Equitable Counties

Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

WiFi Network: Celerium4Counties
Passcode: Networkdefender!
Seven Key Components

The formal and informal relationships, networks and capacities communities use to make decisions and solve problems.

- Engaged Residents
- Inclusive Community Leadership
- Authentic Communication
- Embracing Diversity & Equity
- Collaborative Institutions
- Shared Vision & Values
- Culture of Engagement
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American Rescue Plan Act
State & Local Fiscal Recovery Fund
Community Outreach & Engagement

NaCo Annual Conference
July 24, 2022
Funding Principles

• Center community voice in decision-making

• Honor County values of equity/inclusion, accountability, service excellence, and transparency/communication

• Build on foundation of existing County and regional efforts

• Maximize funding by cross-mapping initiatives against more restrictive funding streams and State/Federal opportunities

• Invest in best practices by adding capacity, infrastructure, and expertise early

• Focus on sustainability with one-time uses or by establishing a path to sustainability
Engagement Efforts

COMMUNITY SURVEY
ETC INSTITUTE

COMMUNITY CONVERSATIONS & LISTENING SESSIONS
PUBLIC PARTICIPATION PARTNERS

ECONOMIC ANALYSIS
EMSI BURNING GLASS

DIGITAL INCLUSION ANALYSIS
GUIDEHOUSE & PUBLIC PARTICIPATION PARTNERS
Community Survey Findings

- **healthcare & education**
  - 25% of respondents experienced severe daily disruption in 7 areas

- **1 of 10** respondents accessed unemployment & food assistance

- **3 out of 5** received local COVID-19 info. from TV
## Community Conversations

### Guilford County ARPA Public Input Finding

#### Healthcare Investments
- Making physical healthcare more affordable and more accessible
- Expanding access to mental health services
- Increasing support for community-based healthcare organizations
- Financing and increasing access to pandemic response supplies (PPE, testing, vaccines, etc.)

#### Education Investments
- After-school programs
- School facility repairs and rebuilds
- Teacher and school staff retention and recruitment
- School supplies
- Tuition assistance for college students
Economic Analysis

- Built on
  - 18 billion data points in Labor Market Info.
  - 100M+ Job Postings
  - 110M+ profiles and resumes
  - 30K Emsi open-sourced skills
It is vital. Working from home, online classes, etc. are a part of my daily life. I get poor internet service in my area so it can be pretty frustrating.

Thank goodness for the internet bill assistance out now cuz [sic] without it my internet would have been the first one cut off. I was on unemployment till September and since then we have struggled so bad. I'm trying to work what I can but I have 2 disabled adults to care for and 2 minor kids.

Frustrating that home internet is so slow or goes out frequently. That's ok if it only impacts entertainment, but definitely NOT ok when it comes to remote learning.

**Availability**
Is broadband available at an adequate speed necessary for work, school, etc.?

**Affordability**
Are the available broadband speeds at an affordable price point?

**Adoption**
Could households successfully use broadband if available and affordable?
Funding Principles

• **Center community voice** in decision-making
• **Honor County values** of equity/inclusion, accountability, service excellence, and transparency/communication
• **Build on foundation** of existing County and regional efforts
• **Maximize funding** by cross-mapping initiatives against more restrictive funding streams and State/Federal opportunities
• **Invest in best practices** by adding capacity, infrastructure, and expertise early
• **Focus on sustainability** with one-time uses or by establishing a path to sustainability
Board Priorities

- Healthy Early Childhood Environments & Education
- Access to Healthcare
- Behavioral Health & Substance Use
- Small Business, Economy, & Workforce Development
- Broadband & Digital Inclusion
- Strong Community & Government
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Helping 300+ county & local governments engage residents, build trust, and improve services

“...The platform allows us to understand the needs and concerns of our residents to make the best decisions.

- Todd Gloria, San Diego Mayor
The ZenCounty Network
56 Counties Nationwide
Evaluating quality of life & services is challenging.

Residents often hold misconceptions about the division of responsibility between the county and the jurisdictions within it.

It requires significant effort, time & resources to continually collect and analyze resident feedback.
Making it easier to gather meaningful input

Hear from many more voices
by lowering the barriers to participation

Easily get meaningful takeaways
extracted for you from your community's input
More ways to be heard, more ways to listen

**Organic input**
Understand the conversation across publicly available sources, like social & local media and 311/211 tickets

**Proactive input**
Gather feedback on any issue using recurring & one-time scientific surveys

**Collaborative input**
Shape & discuss ideas over interactive digital forums, together with your community

All in one platform
Organic Input - **for a snapshot of your community**

- **AI algorithms to group your data by departmental focus**
- **Filterable dashboard to browse data over time and by topic**
- **Automated alerts & email roundups of your data**
- **In-depth insights, reports & strategy from our experts**
Proactive Input - for an in-depth understanding

Community Satisfaction Survey

Meet residents where they are with targeted ads to reach a census representative sample

Raise awareness of county responsibilities by sharing background info in the questionnaire

Access actionable insights from your own interactive dashboard

Get timely feedback & reports to support ongoing performance management
National Trends in Community Sentiment and Discourse
Local discourse across the country has consistently shown higher positive sentiment than negative.

* Data from 260 cities and counties in the US
Local Discourse on a National Scale (Jan-June 2022)

Drivers of negative sentiment
- Road Safety: 28%
- Violence and Crime: 24%
- Public Safety: 20%
- Housing Services: 19%
- Electricity and Gas: 19%
- Taxes: 18%
- Public Health: 17%

Drivers of positive sentiment
- Community Service and Activism: 39%
- Animal Care: 38%
- Police: 35%
- Parks: 32%
- Entertainment Venues: 30%
- Recreational Activities: 30%
- Tourism: 29%
Local Discourse on a National Scale (Jan-June 2022)

Increase in Negative Interactions from Jan to June 2022

- LGBTQ Community: 409%
- Electricity and Gas: 383%
- Noise Complaints: 130%
- Bicycle and Dockless vehicles: 110%

Biggest increase in negative sentiment: June compared to Jan

Decrease in Negative Interactions from Jan to June 2022

- Snow removal: -99%
- Public Health: -86%
- Students and Higher Education: -85%
- Schools: -82%

Biggest drop in negative sentiment
Local Discourse on a National Scale (Jan-June 2022)

Data Sources with Highest Negative Sentiment

- News Outlets: 24%
- Mayor: 16%
- Law Enforcement Agencies: 13%
- Citizen Groups: 12%
- County and Regional: 11%

Data Sources with Highest Positive Sentiment

- Local Business/Entertainment Venue: 50%
- Elected Officials: 48%
- Educational Institutions: 45%
- Sports Team: 43%
- Parks/Recreational Facility: 41%
Counties Trending Topics - May 2022

- May Uvalde shooting impacting the conversation
- The prism of conversation - national issues

*Data from 56 US counties*
Counties Trending Topics - June 2022

- Most conversation focus back on routine
- Public safety continues to dominate discourse
- Summer...Attention turned back to leisure and entertainment

*Data from 56 US counties*
Counties Trending Topics - June 2022

- “Mood check”
- Negative discourse remained the same
- Positive discourse decreased
Counties Trending Topics - Negative Sentiment

- quality of life issues take a back seat to public safety and national issues

*Data from 56 US counties*
Road and sidewalks six-month overview: Discourse analysis reveals that conversations predominantly occur in the topic of Road Safety; Sadness and anger surrounding fatal accidents are key drivers of negativity

Sep 1, 2021 - Mar 1, 2022

Roads & Sidewalks Six Month Review: Leading Areas of Discourse

- Sadness & Prayers: 534
- Revoke License: 389
- Dangerous Driving: 170
- Gratitude for Police Work: 104
- Infrastructure Needs: 65
[Analyst Insight]: The department's initiative to increase school safety was overall well-received; residents debated about whether teachers should be armed and stated that more measures would be needed.

Jun 1 - Jun 30, 2022

School Safety Initiative: Main Stances in the Comments

- Debates whether teachers should be armed: 478
- More measures would be needed: 329
- Thankful and appreciative comments: 274
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Kent County, MI
Community Survey
May – June 2022
The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.
Survey Methodology

772 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between May – June, 2022. An additional 399 responses were collected through the county’s distribution efforts, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau’s race, ethnicity, age, and gender distributions in Kent County. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.
Overall Satisfaction
83% of 685 surveyed residents are satisfied with life in Kent County.
These are the main measures of satisfaction in your community

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>RESIDENT SATISFACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>How is the overall quality of life in Kent County?</td>
<td>70%</td>
</tr>
<tr>
<td>How likely are you to recommend Kent County as a place to live?</td>
<td>66%</td>
</tr>
<tr>
<td>How likely are you to be living in Kent County 5 years from now?</td>
<td>70%</td>
</tr>
<tr>
<td>Average rating from the Community Characteristics questions</td>
<td>75%</td>
</tr>
</tbody>
</table>

Overall Satisfaction Score

Kent County, MI
May – June 2022

Powered by Zencity
What residents love
Question: What is your favorite thing about living in Kent County?

Neighborly Relations
104 responses

Park Cleaning and Maintenance
97 responses

Proximity
68 responses

What residents want changed
Question: What is the one thing you would change in Kent County?

Violence and Crime
135 responses

Housing
53 responses

Bicycle
54 responses
Free-Text Responses

Kent County, MI
May – June 2022

What residents love

Question: What is your favorite thing about living in Kent County?

What residents want changed

Question: What is the one thing you would change in Kent County?
Life in Kent County
<table>
<thead>
<tr>
<th>Category</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of a Variety of Art and Cultural Events</td>
<td>71%</td>
</tr>
<tr>
<td>Quality of The Library System</td>
<td>70%</td>
</tr>
<tr>
<td>Quality of Parks and Recreational Amenities</td>
<td>68%</td>
</tr>
<tr>
<td>Access to Quality Health Care Services</td>
<td>67%</td>
</tr>
<tr>
<td>Access to Quality Education</td>
<td>65%</td>
</tr>
<tr>
<td>Quality of Waste and Recycling Services</td>
<td>57%</td>
</tr>
<tr>
<td>Overall Quality of Services Provided By Kent County</td>
<td>57%</td>
</tr>
<tr>
<td>Ease of Getting Around By Public Transportation</td>
<td>49%</td>
</tr>
<tr>
<td>Category</td>
<td>Satisfaction</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Overall Cleanliness and Maintenance</td>
<td>49%</td>
</tr>
<tr>
<td>Availability of Jobs that Pay a Living Wage</td>
<td>44%</td>
</tr>
<tr>
<td>Welcoming of Residents of All Backgrounds</td>
<td>44%</td>
</tr>
<tr>
<td>Sense of Community Among Residents</td>
<td>43%</td>
</tr>
<tr>
<td>Sense of Overall Safety</td>
<td>42%</td>
</tr>
<tr>
<td>Ability of Residents to Give Input to The Kent County Government</td>
<td>37%</td>
</tr>
<tr>
<td>Availability of Affordable Housing</td>
<td>26%</td>
</tr>
</tbody>
</table>
The Questionnaire
### Section 1

#### General Satisfaction

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>CHOICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>How is the overall quality of life in Kent County? *</td>
<td>1-5 Scale (Poor to excellent)</td>
</tr>
<tr>
<td>How likely are you to recommend Kent County as a place to live? *</td>
<td>1-5 Scale (Very unlikely to very likely)</td>
</tr>
<tr>
<td>How likely are you to be living in Kent County 5 years from now? *</td>
<td>1-5 Scale (Very unlikely to very likely)</td>
</tr>
<tr>
<td>What is your favorite thing about living in Kent County?</td>
<td>Open-ended</td>
</tr>
<tr>
<td>What is the thing you would most want to change about life in Kent County?</td>
<td>Open-ended</td>
</tr>
</tbody>
</table>

* Mandatory question
## Community Characteristics

### Section 2

<table>
<thead>
<tr>
<th>QUESTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of affordable housing</td>
</tr>
<tr>
<td>Availability of jobs that pay a living wage</td>
</tr>
<tr>
<td>Access to quality health care services</td>
</tr>
<tr>
<td>Access to quality education</td>
</tr>
<tr>
<td>Availability of a variety of art and cultural events</td>
</tr>
<tr>
<td>Ease of getting around by public transportation</td>
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<tr>
<td>Sense of overall safety</td>
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<td>Sense of community among residents</td>
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<td>Welcoming of residents of all backgrounds</td>
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<td>Ability of residents to give input to the Kent County government</td>
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<tr>
<td>Overall cleanliness and maintenance</td>
</tr>
<tr>
<td>Quality of parks and recreational amenities</td>
</tr>
<tr>
<td>Quality of the library system</td>
</tr>
<tr>
<td>Quality of waste and recycling services</td>
</tr>
<tr>
<td>Overall quality of services provided by Kent County</td>
</tr>
</tbody>
</table>
### Section 3

#### Rotating Survey Section

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the past 12 months, how often have you or members of your household visited a park in Kent County?</td>
<td>Every day; Once a week; Every couple of weeks; Once a month; Every few months; A few times a year; Never</td>
</tr>
<tr>
<td>Do any of the following limit you or members of your household from using the Kent County parks?</td>
<td>Lack of time; Health limitations; Lack of Interest; No one to participate with; Lack of ADA friendly conditions; Too far away/difficult to access; Don’t have the facilities I desire; The level of maintenance and cleanliness; Don’t feel safe in the parks; None of the above</td>
</tr>
<tr>
<td>Would the voting-age members of your household generally support a millage for County park improvements?</td>
<td>Yes; Possibly, depending upon the projects; Possibly, depending upon the amount; Possibly, depending upon the projects and the amount; No; No opinion</td>
</tr>
<tr>
<td>How much would your household be willing to pay as a yearly millage to improve County parks?</td>
<td>Up to $25 per year; Up to $50 per year; Up to $75 per year; Up to $100 per year; None</td>
</tr>
</tbody>
</table>
### Section 4
Demographics

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>CHOICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>What year were you born in? *</td>
<td>Open-ended</td>
</tr>
<tr>
<td>Which of the following do you identify as? *</td>
<td>Female / Male / Prefer to self-describe / Other (+free text input)</td>
</tr>
<tr>
<td>What is your current employment status? *</td>
<td>Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired</td>
</tr>
<tr>
<td>Are you of Hispanic, Latino/a/x or Spanish origin? *</td>
<td>Yes / No</td>
</tr>
<tr>
<td>What is your race? *</td>
<td>Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other</td>
</tr>
<tr>
<td>Do you, or someone else in your family, own the home you currently live in? *</td>
<td>Yes / No</td>
</tr>
</tbody>
</table>
## Demographics

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>CHOICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your home zip code? *</td>
<td>Open-ended</td>
</tr>
<tr>
<td>What is the highest level of education you’ve completed to date? *</td>
<td>Less than high school / Some high school / High school degree or GED / Some college / Associate’s degree / Bachelor’s degree / Graduate degree</td>
</tr>
<tr>
<td>What is your marital status? *</td>
<td>Single / Married / Divorced or separated / Widowed</td>
</tr>
<tr>
<td>Do any children under the age of 18 live in your household? *</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Were you born outside of the United States? *</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Which category best represents your household’s total income over the past year? *</td>
<td>$14,999 or less / $15,000-$29,999 / $30,000-$49,999 / $50,000-$74,999 / $75,000-$99,999 / $100,000-$124,999 / $125,000-$149,999 / $150,000-$199,999 / $200,000-$299,999 / $300,000 or more</td>
</tr>
</tbody>
</table>

* Mandatory question
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