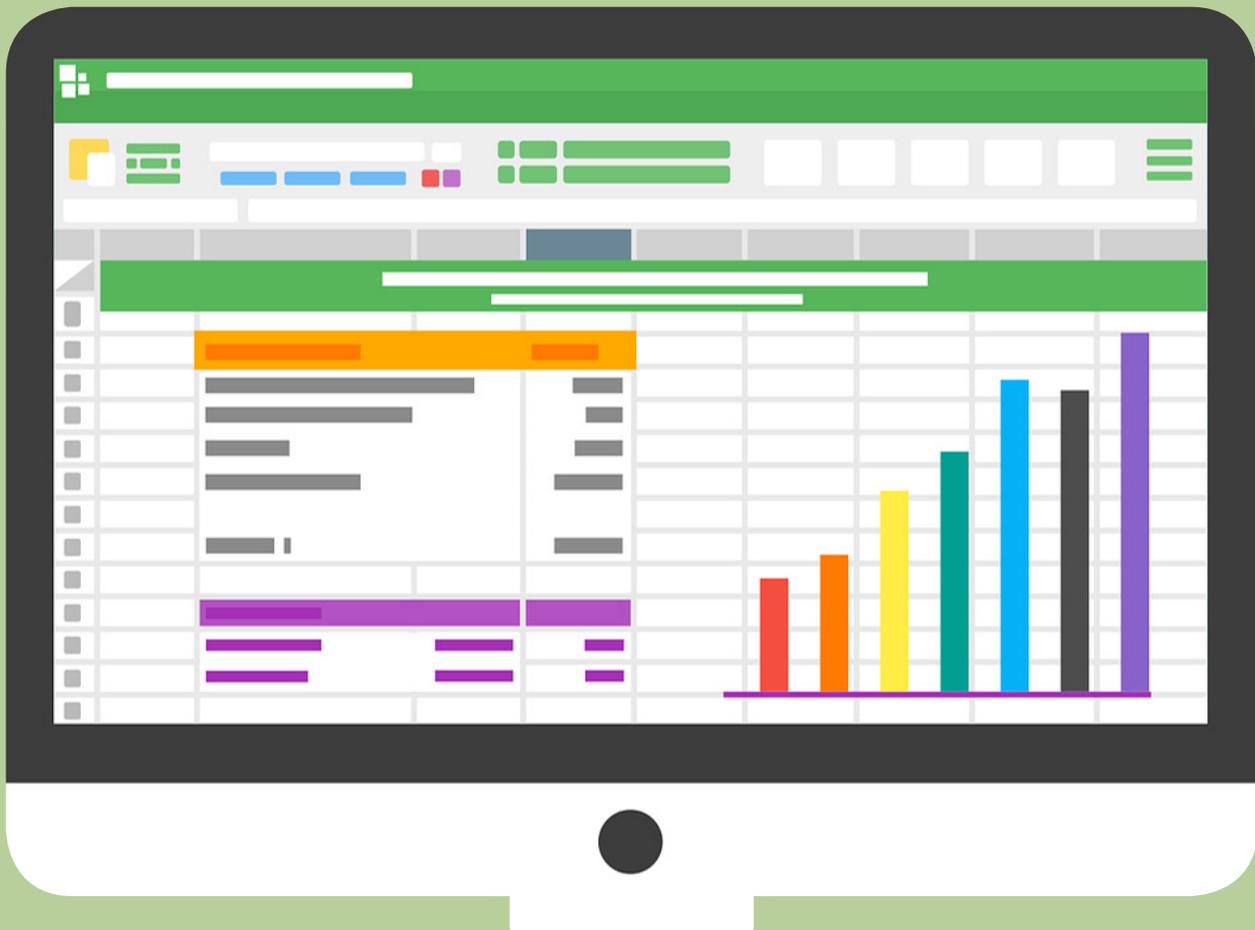




Raleigh

COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT

FULL SURVEY RESULTS REPORT





COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT FULL SURVEY RESULTS REPORT

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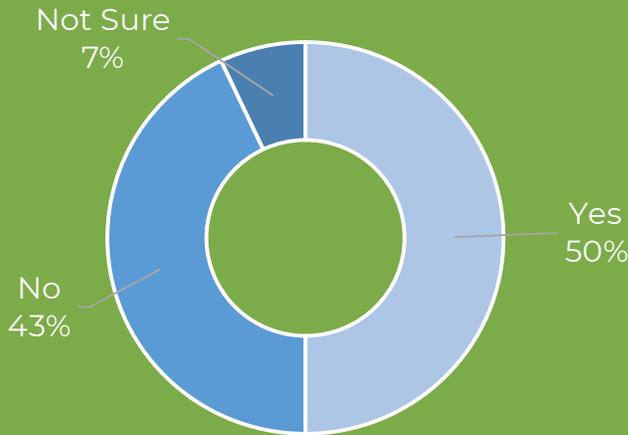
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OVERVIEW

An online and paper survey provided residents of Raleigh the opportunity to provide feedback on City community engagement. **A total of 825 people participated in the survey.** The survey asked about past experiences with City outreach activities and events as well as what would make them more likely to attend in the future. There was a total of 9,185 responses to questions and 520 comments. The survey was viewed 2,047 and 203 people subscribed for updates.

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS	IMPRESSIONS
2,047	825	9,185	520	203	229

Question 1: Have you ever participated in any outreach activities or events for projects conducted by the City of Raleigh (e.g. public meetings, surveys, etc.)



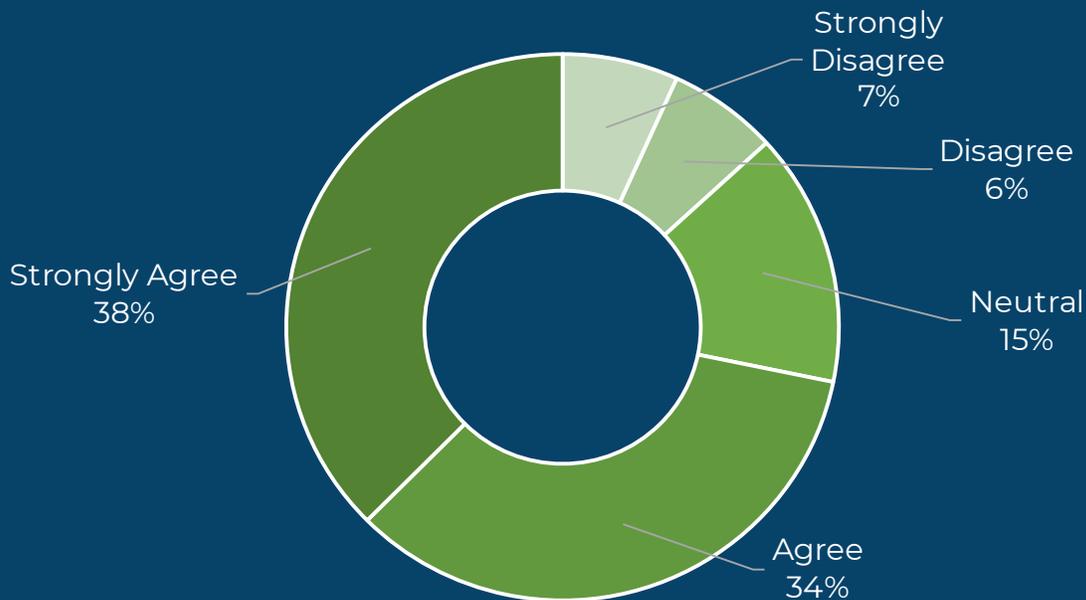
Participants who answered “Yes” were directed to Question 1a, which consisted of seven (7) likert scale questions. Participants who answered “No” were directed to Question 1b.

All participants and participants who answered “Not Sure” were invited to answer questions 2-4.

For Questions 1.a.i. through 1.a.vii., participants moved a sliding scale from Strongly Disagree to Strongly agree. Position on the scale was reported out on a 0 to 100 scale. For the purposes of reporting, results were calculated as follows:

Strongly Disagree:	Disagree:	Neutral:	Agree:	Strongly Agree:
0-20	21-40	41-60	61-80	81-100

Question 1.a.i.: The survey I took for the City was quick and easy to complete.



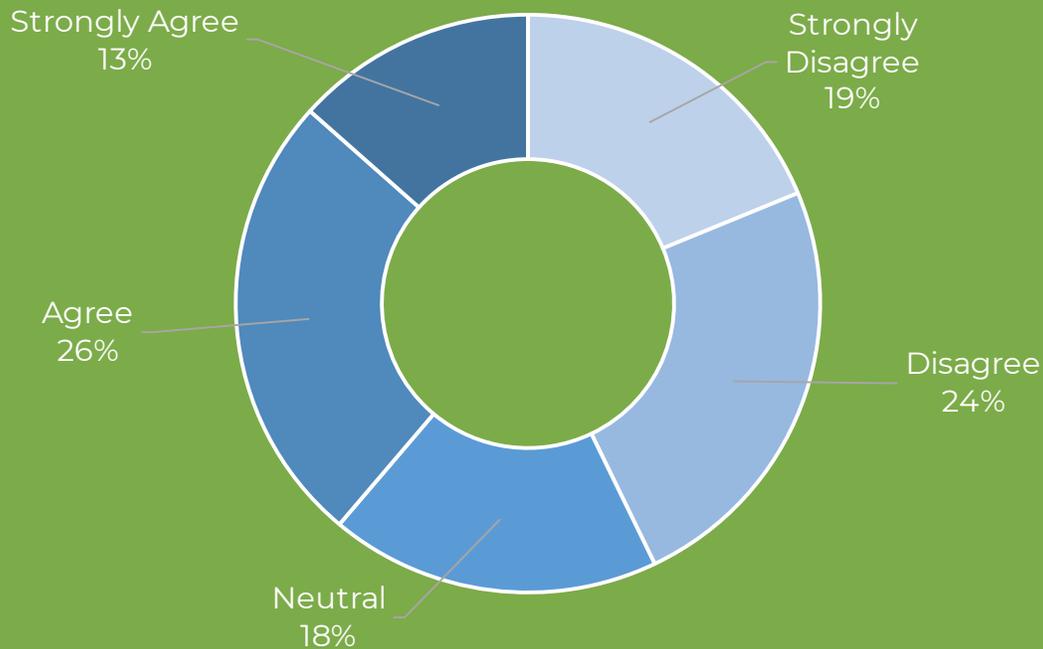
QUESTION 1.A.I. COMMENTS SUMMARY

Below is a summary of the comments for Question 1.a.i. "The survey I took for the City was quick and easy to complete.":

- The City needs to conduct better survey outreach to reach those most affected by the project and a more representative demographic for each project area
- There is not adequate notice for surveys
- Surveys are too long, have vague questions, or have graphics that are too small/hard to read
- Questions are difficult to understand
- Questions are intended to elicit a desired response; need better questions
- Projects have predetermined outcomes and survey responses do not matter
- Sometimes the online survey system has technical problems preventing response
- Would like better feedback loops - reports on survey results and how planning efforts were impacted

Because of my community involvement I probably get access to more information on what is happening than the average person, I think we need to look at traditional versus nontraditional ways to get the word out and communicate with Raleigh residents. The city also needs to be transparent in what is planned and what the real outcomes are for the whole city and not just a few. Trust is very important in getting people involved.

Question 1.a.ii: My involvement with the event helped influence important decisions that affect my community.



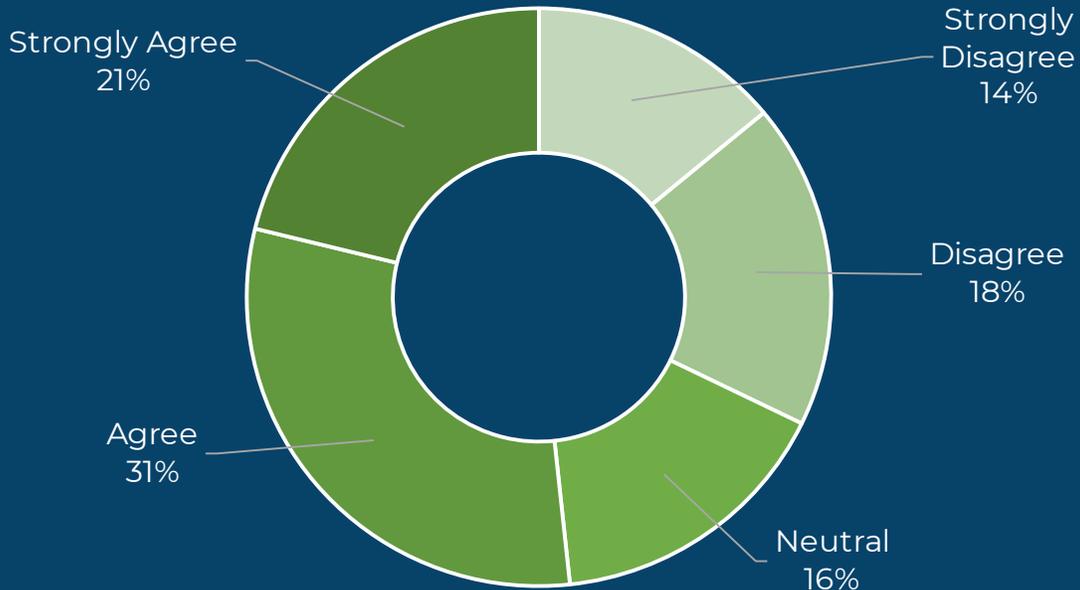
QUESTION 1.A.II. COMMENTS SUMMARY

Below is a summary of the comments for Question 1.a.ii. "My involvement with the event helped influence important decisions that affect my community.":

- The majority of commenters felt that their involvement did not influence decisions or they did not know if their involvement influenced decisions
- Some commenters felt their input did influence decisions
- Many people expressed that there was a predetermined outcome, so their input did not matter
- There was a lack of trust in the City's transparency
- Desired some sort of report after the event/survey to let attendees know how their input was incorporated
- Some people said the staff did not seem engaged

There was a designer's forum for Dix Park at the Convention Center that was very poorly run - hundreds of people from the design community took the time to attend, and the meeting organizers' response to the ideas that were generated were simply arguments for the status quo plan or defenses of the plan as presented. It made many of us wonder why we were invited to give feedback, and it turned us off to the whole Dix public process. It felt like a waste of time for us, and that the Dix team wasn't really listening.

Question 1.a.iii: I was given adequate notice to participate in the event.



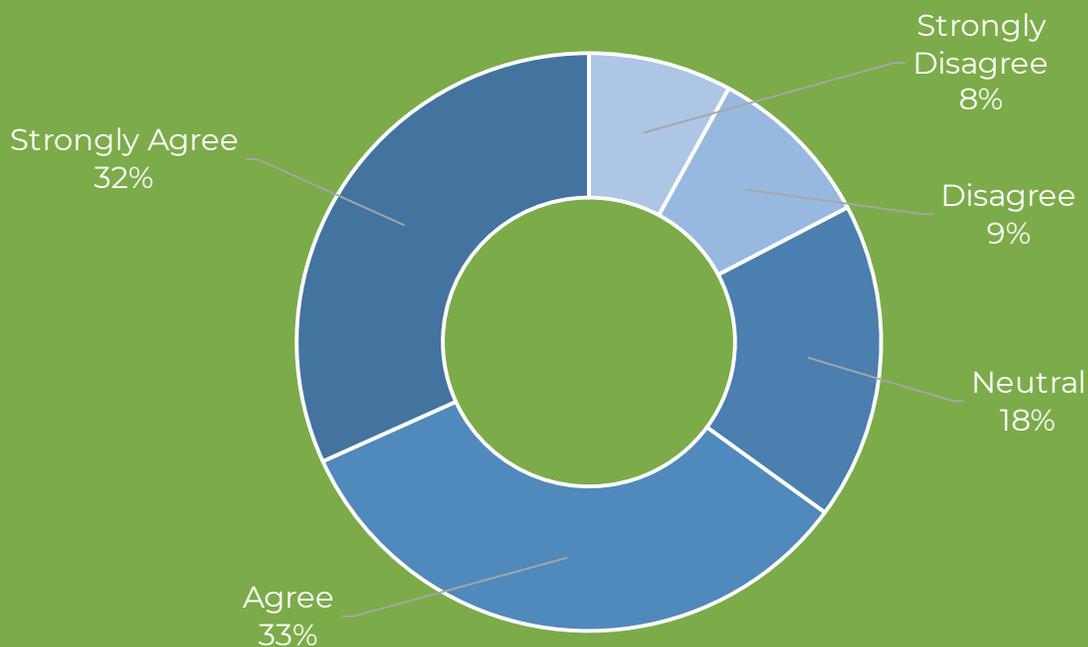
QUESTION 1.A.III. COMMENTS SUMMARY

Below is a summary of the comments for Question 1.a.iii. "I was given adequate notice to participate in the event.":

- An equal amount of commenters said they did receive adequate notice to those who said they did not. Some noted that the notice was unreliable - sometimes it was well in advance and sometimes not
- Need better and more creative outreach about events, including through e-mail, city website, social media, community groups, schools, etc.
- Suggested notification through CACs or NextDoor app
- Some people did not know where to find information about upcoming events and project meetings
- Want renters or non-owners included in notifications
- For transportation projects, want citizens who use the transportation to be notified/included rather than just those that live along a particular transportation route

I get a lot of emails and try to respond accordingly. However, if people don't know to sign up for regular emails or if they don't have internet access (particularly in communities of low income) then they won't know to participate and won't have any way to do so. Also, I have seen surveys left in libraries and that is not where many people in the low income communities spend a lot of time.

Question 1.a.iv.: The information provided at the event was easy for me to understand.



QUESTION 1.A.IV. COMMENTS SUMMARY

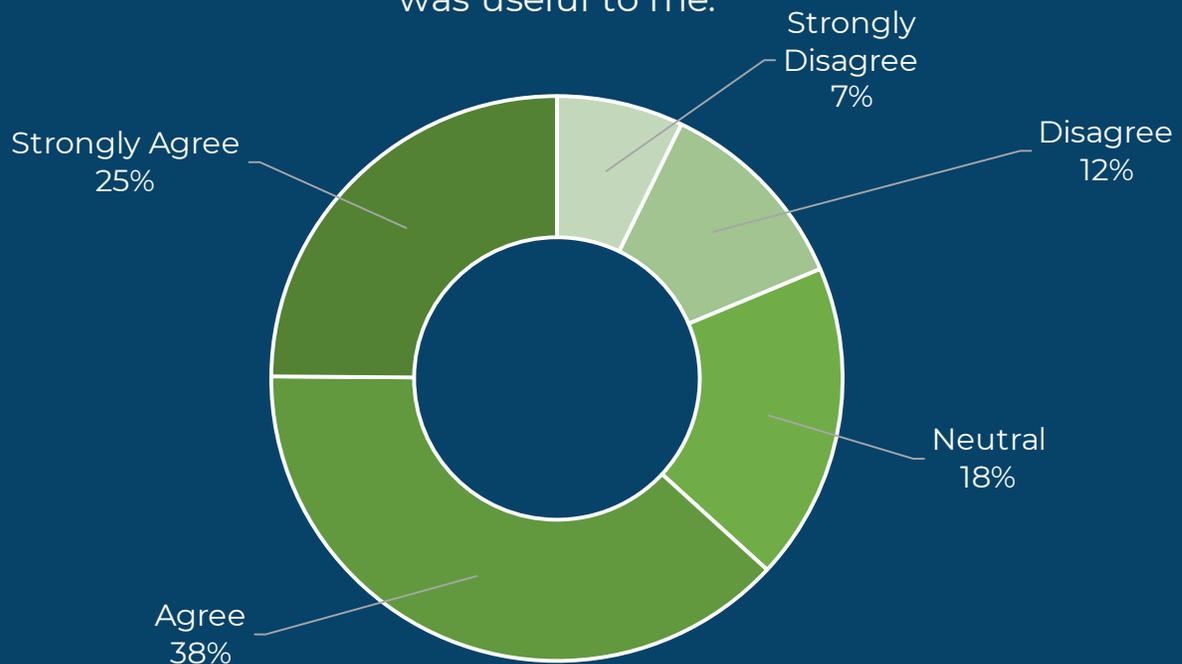
Below is a summary of the comments for Question 1.a.iv. "The information provided at the event was easy for me to understand.":

- Some commenters felt the information was easy to understand
- Some commenters felt the information at events was difficult to understand
- Graphics were too small
- Important information was glossed over
- Materials are not always in plain language
- Staff were not knowledgeable or poorly prepared

The materials and information are not always in plain, non-academic, language that a non-expert would comprehend.

Often important information, dependencies and assumptions are never disclosed or buried within dozens of pages.

Question 1.a.v.: The information I received at the City event was useful to me.



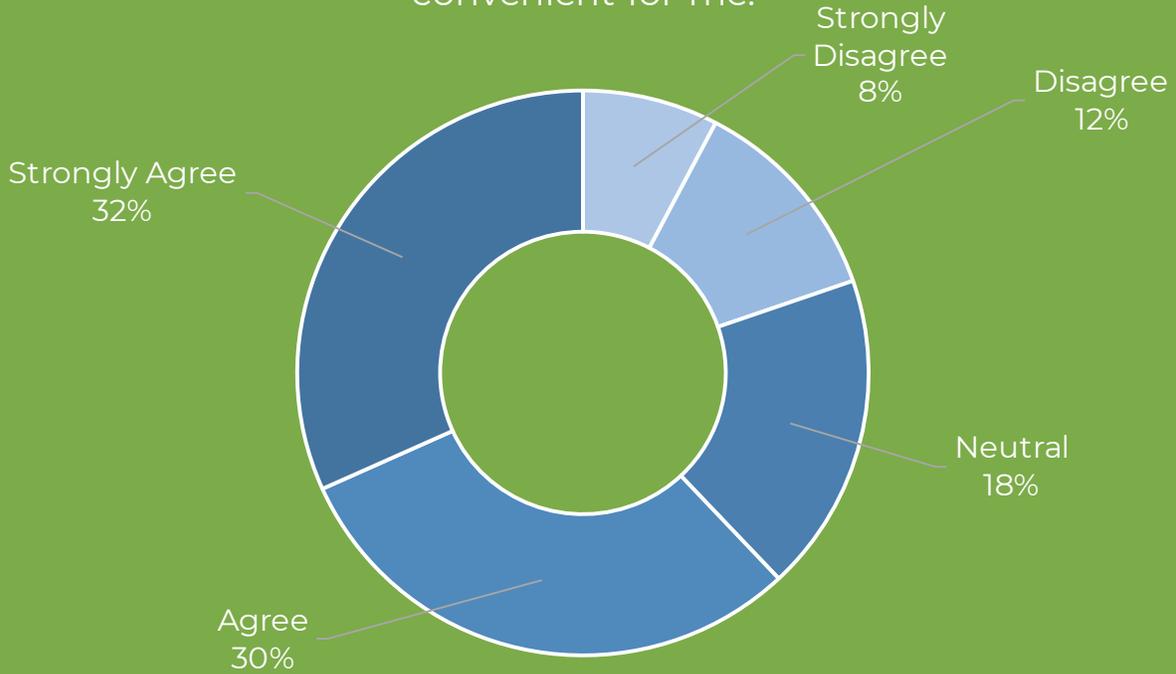
QUESTION 1.A.V. COMMENTS SUMMARY

Below is a summary of the comments for Question 1.a.v. "The information I received at the City event was useful to me.":

- Many commenters felt that the information they received was useful
- Some felt the information was not useful
- Information is not useful if there is already a predetermined outcome to the project
- Information needs to be more available online or provided to those who request it
- Proposals are nice but feasibility is more important

If the answer is always "it's too late to change the design" then the information is not useful. It is not just the people who own property along the route who should be consulted at the beginning of a project. Citizens who will use the route as transportation should also have early input.

Question 1.a.vi.: The activity was held at a location that was convenient for me.



QUESTION 1.A.VI. COMMENTS SUMMARY

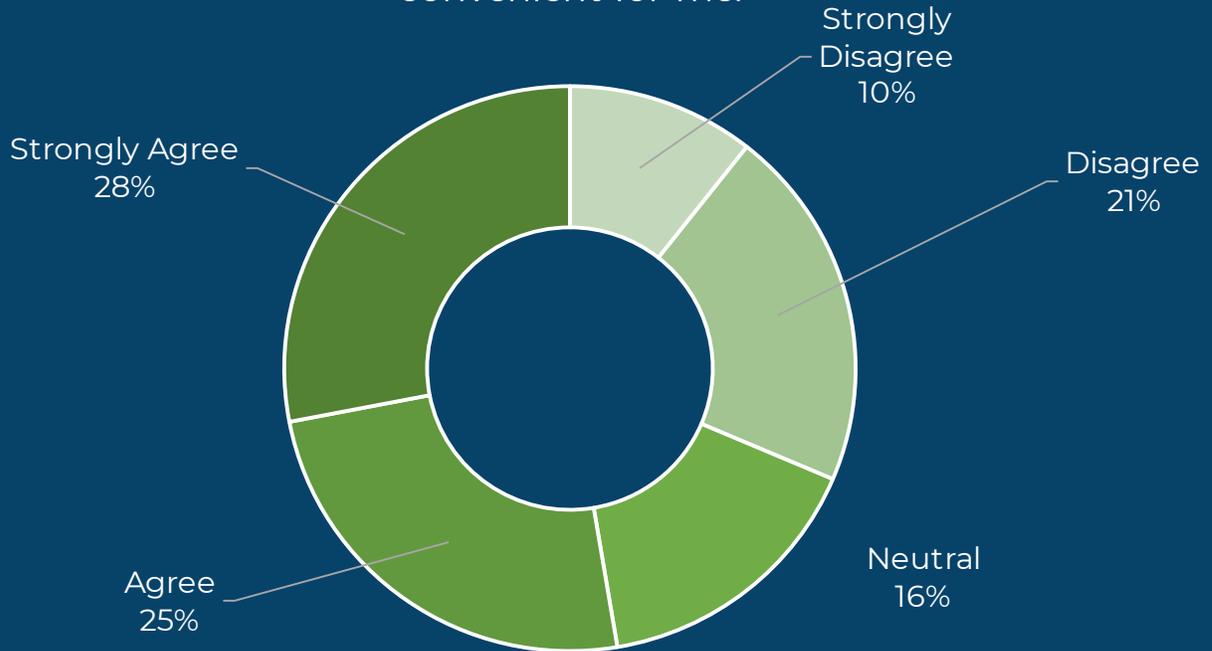
Below is a summary of the comments for Question 1.a.vi. "The activity was held at a location that was convenient for me.":

- Most commenters felt the activity was held at a convenient location
- Some commenters said downtown was inconvenient
- Multiple meeting locations is helpful
- Multiple meeting times/days are helpful
- Streaming meetings would help more people attend, especially if the location was inconvenient
- Locations should be close to the neighborhoods/areas most directly affected by the projects

No, events are typically hosted downtown and not in the areas affected by the event. If it affects the City as a whole, meetings should be localized and with multiple showings.

Streaming information online for those who cannot attend would be helpful and even if a big topic, the ability to phone in for video conference call would be nice if technologically feasible.

Question 1.a.vii.: The event was held at a time that was convenient for me.



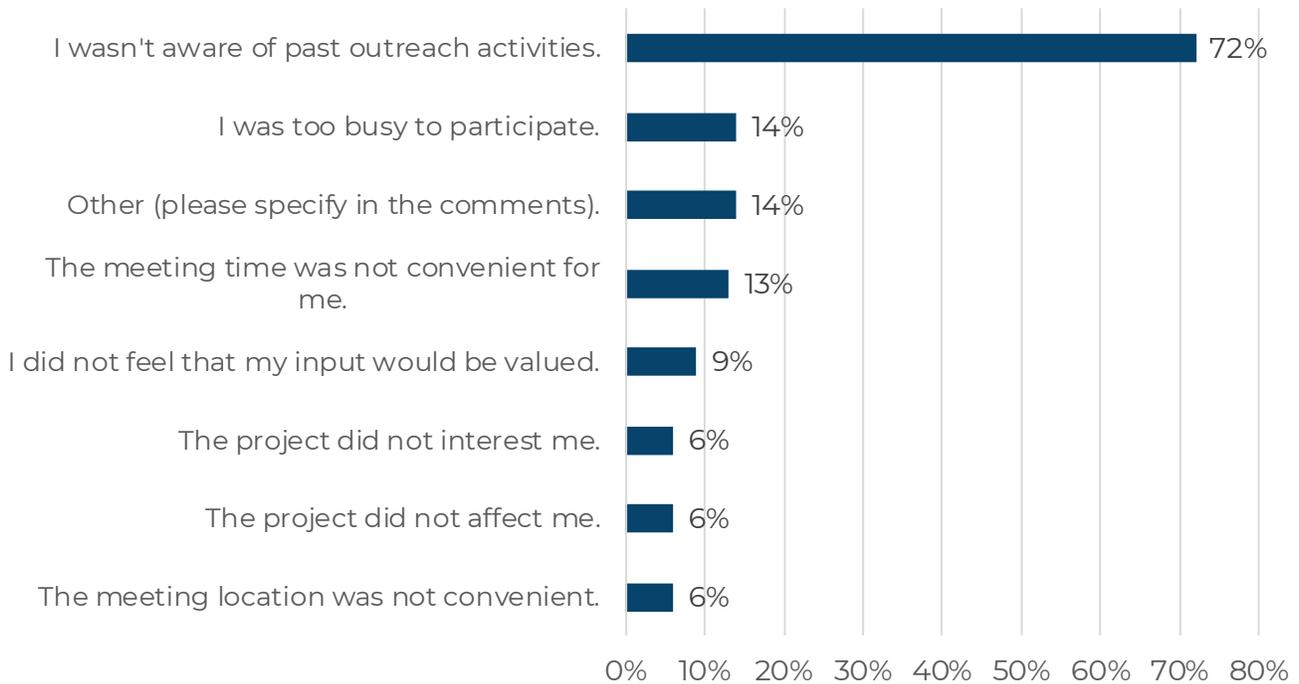
QUESTION 1.A.VII. COMMENTS SUMMARY

Below is a summary of the comments for Question 1.a.v. "The event was held at a time that was convenient for me.":

- Evening meetings are helpful for those who work and/or have children
- Daytime meetings are helpful for those who are elderly/don't drive at night
- Child care is helpful for those who have children
- City should be aware of public transit needs for time/location

The meeting I was in had a section discussing public transit. Before that though a good section of the group had gotten up and left in unison. I later found out that was because the last bus was leaving.

Question 1b: If you have not participated in a City engagement activity or event, why not? Check all that apply.



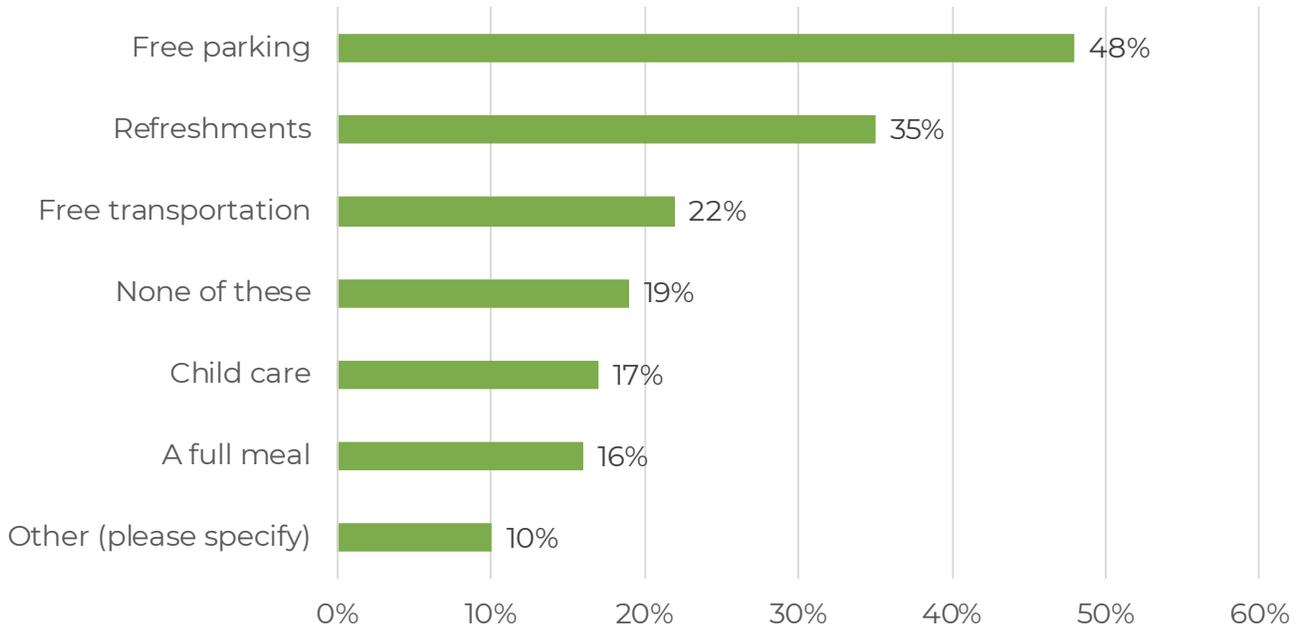
QUESTION 1.B. COMMENTS SUMMARY

Below is a summary of the comments for Question 1.b. "If you have not participated in a City activity or event, why not?":

- New to Raleigh
- Unaware of past outreach efforts
- Do not know where to find information (about projects, activities, or events)
- Need better outreach - not just outreach for a select demographic
- Need media notices
- Need a more visible web presence
- Age, health, accessibility issues for attending meetings
- Did not have transportation
- Meetings not child-friendly
- Too busy to attend
- Do not feel knowledgeable enough to contribute

I am disabled and I don't go out much any more. I find out about what is going on by computer, TV and newspaper. By then what ever is going to happen has already happened. In the past, I went to meetings and took advantage of the different classes the city had.

Question 2: Which of the following amenities would make it more likely that you would attend a public meeting? Check all that apply.



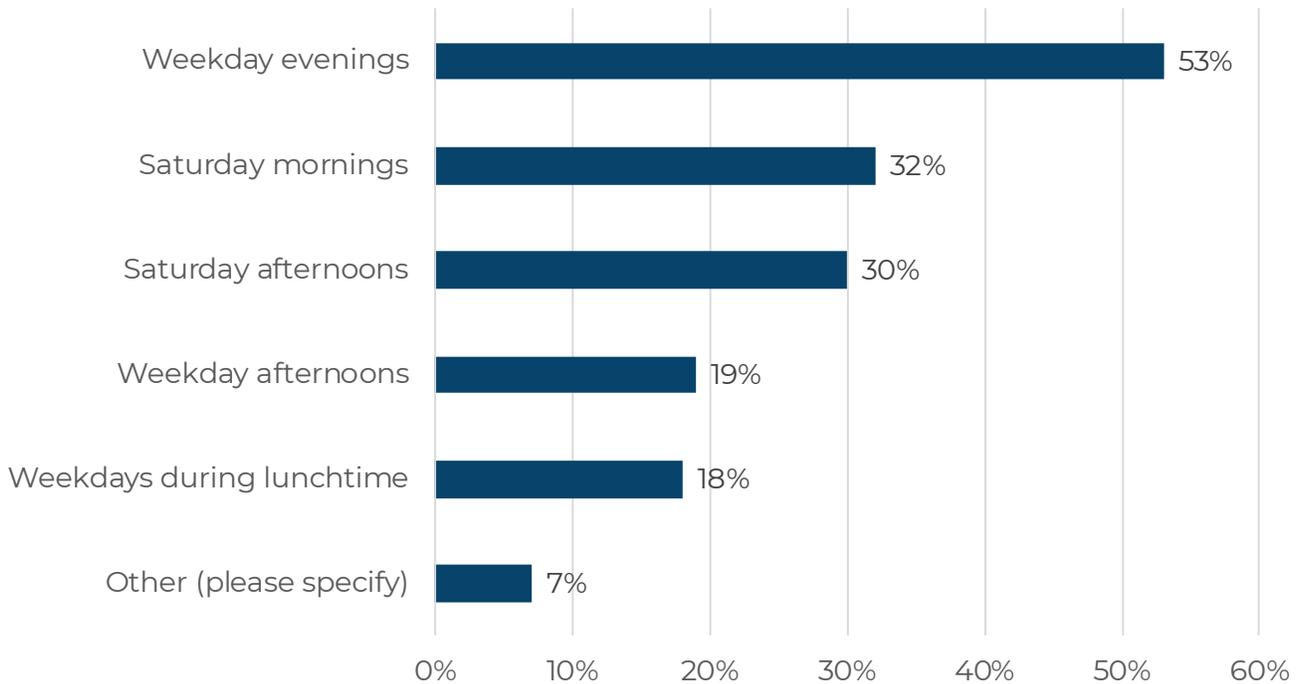
QUESTION 2 COMMENTS SUMMARY

Below is a summary of the comments for Question 2 “Which of the following amenities would make it more likely that you would attend a public meeting?”:

- Stream meetings online
- Have an online meeting with discussion board
- Provide child care
- Send out meeting agendas and keep to the meeting time
- Provide transportation
- Refreshments
- More advance notice of meeting date
- Report the feedback the City receives
- Better outreach to make people aware of meeting
- Better availability of information on projects
- Better City website
- Multiple meetings/multiple locations
- Knowledgeable staff and easier to understand communications
- Materials/reporting in Spanish

None of these options are a big draw for me as single young person with a flexible job and a car, but I know they make a BIG difference for others, especially groups that are often under-represented in community outreach and engagement efforts. People don't have much time or money to spare, so providing child care and food would go a long way to getting more people in the room, as would making it easier to get there by providing free bus passes (better public transportation will help as the Wake Transit Plan is implemented).

Question 3: If interested, when would you prefer to attend a project meeting or other City event? Check all that apply.



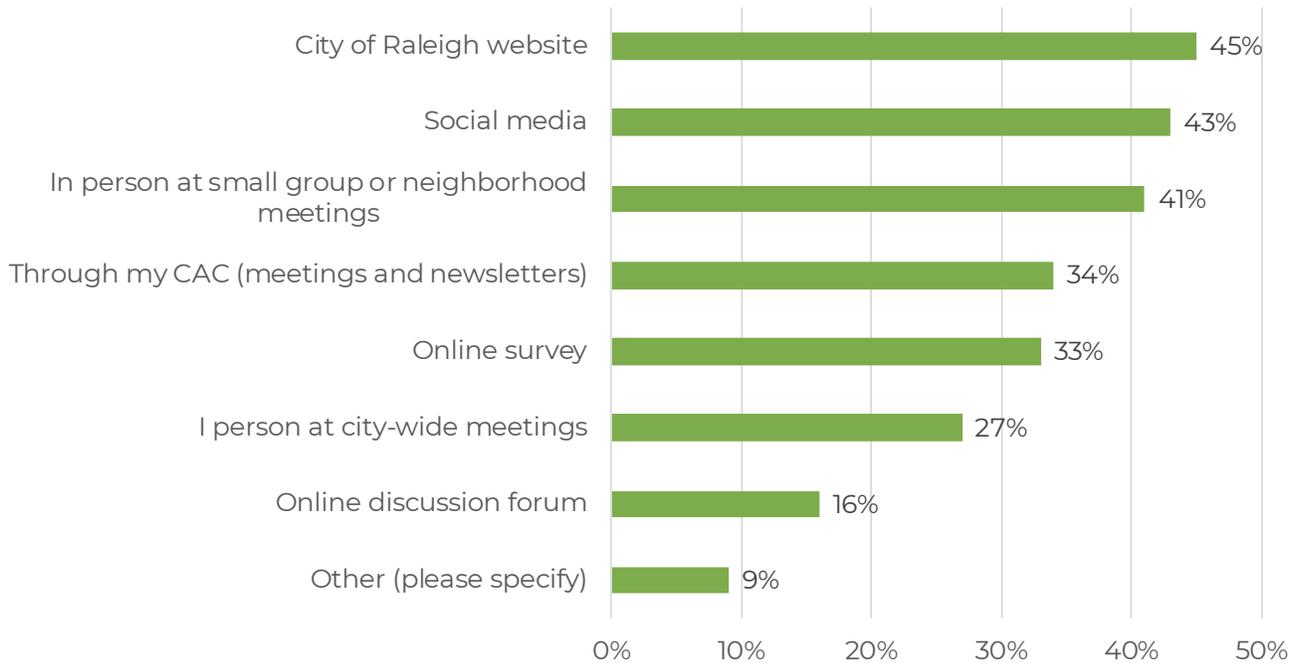
QUESTION 3 COMMENTS SUMMARY

Below is a summary of the comments for Question 3 “If interested, when would you prefer to attend a project meeting or other City event?”:

- Sunday morning or afternoon meetings
- Weekdays meetings
- Evening meetings
- Online meetings
- Morning meetings
- At community events
- Daytime meetings
- Combined into other CAC, school, neighborhood, or other types of meetings

Maybe Sunday afternoons? Or connect these engagement opportunities to other events where people already will be present. Go to the festivals and big events, go to the schools and employment centers. Sometimes the City will have to go to the people to get feedback instead of always expecting people to come to a meeting location at one or two times or fill out yet another online survey. As much as I love surveys, there are too many out there and they’re not always easy to understand.

**Question 4: How would you like to learn more about City of Raleigh events and provide your input on projects and plans?
Check all that apply.**



QUESTION 4 COMMENTS SUMMARY

Below is a summary of the comments for Question 4 “How would you like to learn more about City of Raleigh events and provide your input on projects and plans?”:

- Email
- Mailed notices
- City of Raleigh website - need to improve the website
- CAC meetings are not structured well enough/do not have the attendance needed
- Project videos (10 mins or shorter)
- Community events
- Newsletter
- Text alert communication
- News networks/media

I think more attention needs to be given to the City’s website. It can be frustrating navigating the website as well as there is a lot of information that just doesn’t seem to be accessible via the webpage. I don’t think CAC meetings are well attended enough to use that time and space to inform residents about events. Similar to Amber alerts or weather alerts that automatically pop up on your phone I think it would be great for the city to create an opt-in option for this form of communication. If I receive an alert a week ahead of time about an event or meeting in my area it gives me the opportunity to research said meeting/event and from there I can determine my attendance but with an opt-in alert option people have a sure way to get information that concerns them.

SURVEY DEMOGRAPHICS

A total of 825 people participated in the online or paper survey. The majorities for each demographic area are as follows:

- 63% were female
- 35% were ages 45-64
- 50% were white
- 20% had a household income of \$118,000 or greater
- 88% were highly proficient in English

Based on the U.S. Census Bureau 2013-2017 American Community Survey 5-Year Estimates data, the majorities in the City of Raleigh are as follows:

- 51.7% of residents are female
- 18.5% are 25-34 years-old
- 59% are white
- The median household income for a City of Raleigh resident is \$61,505

Figure 2 shows the CEPD survey race demographic in comparison to the City of Raleigh. **Figures 3-6** show the other CEPD survey demographics individually.

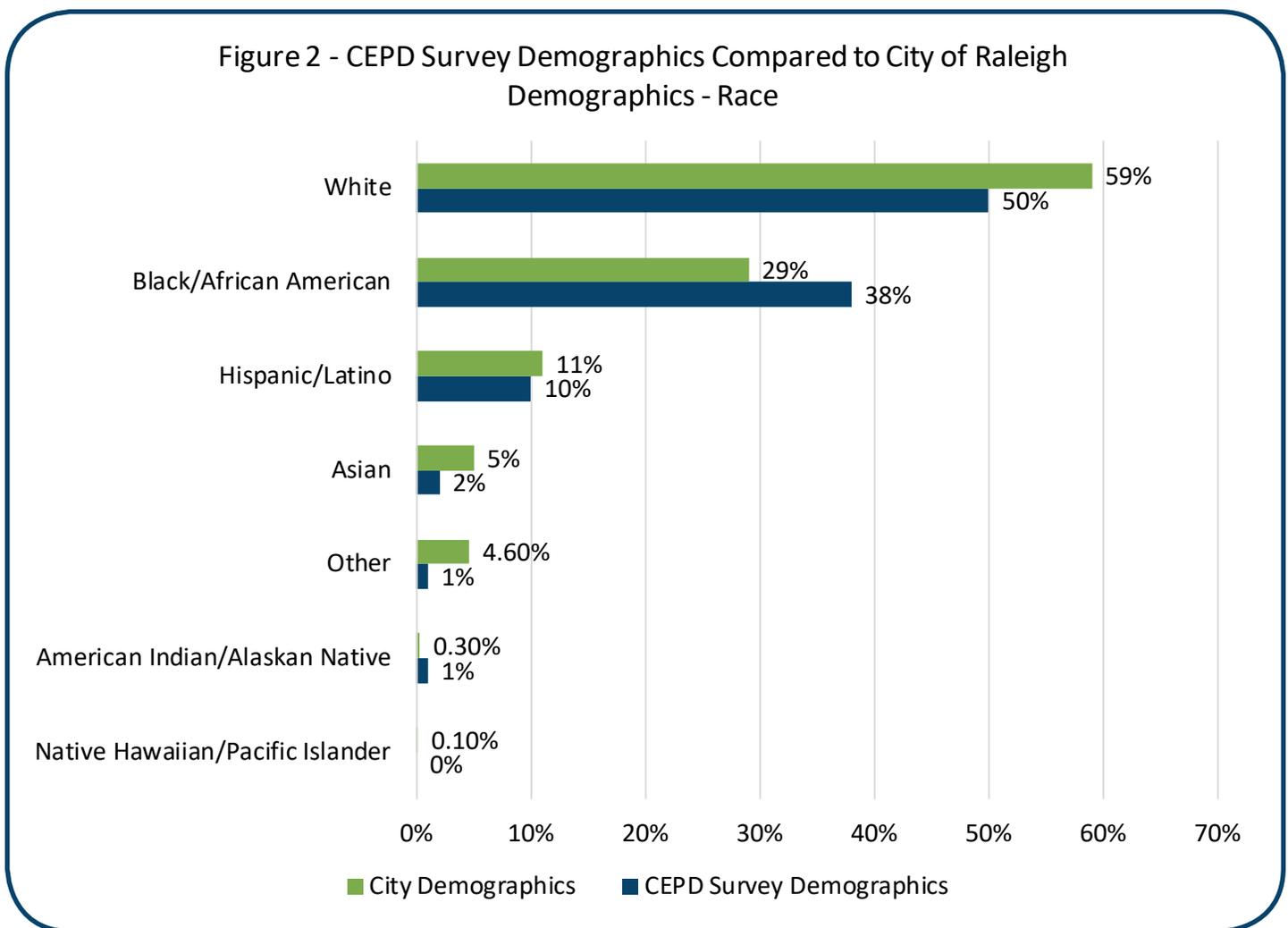




Figure 3 - Gender Identity

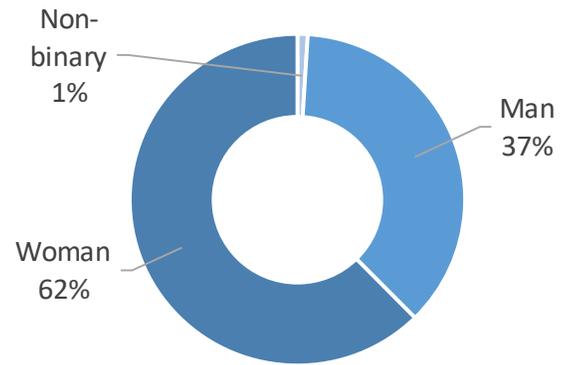


Figure 4 - Age

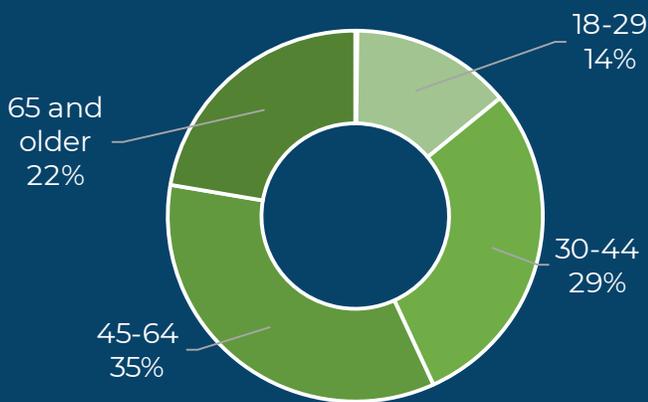


Figure 5 - English Proficiency

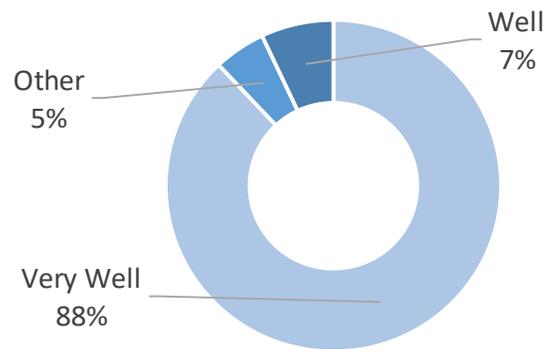


Figure 6 - Household Income

