



COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT

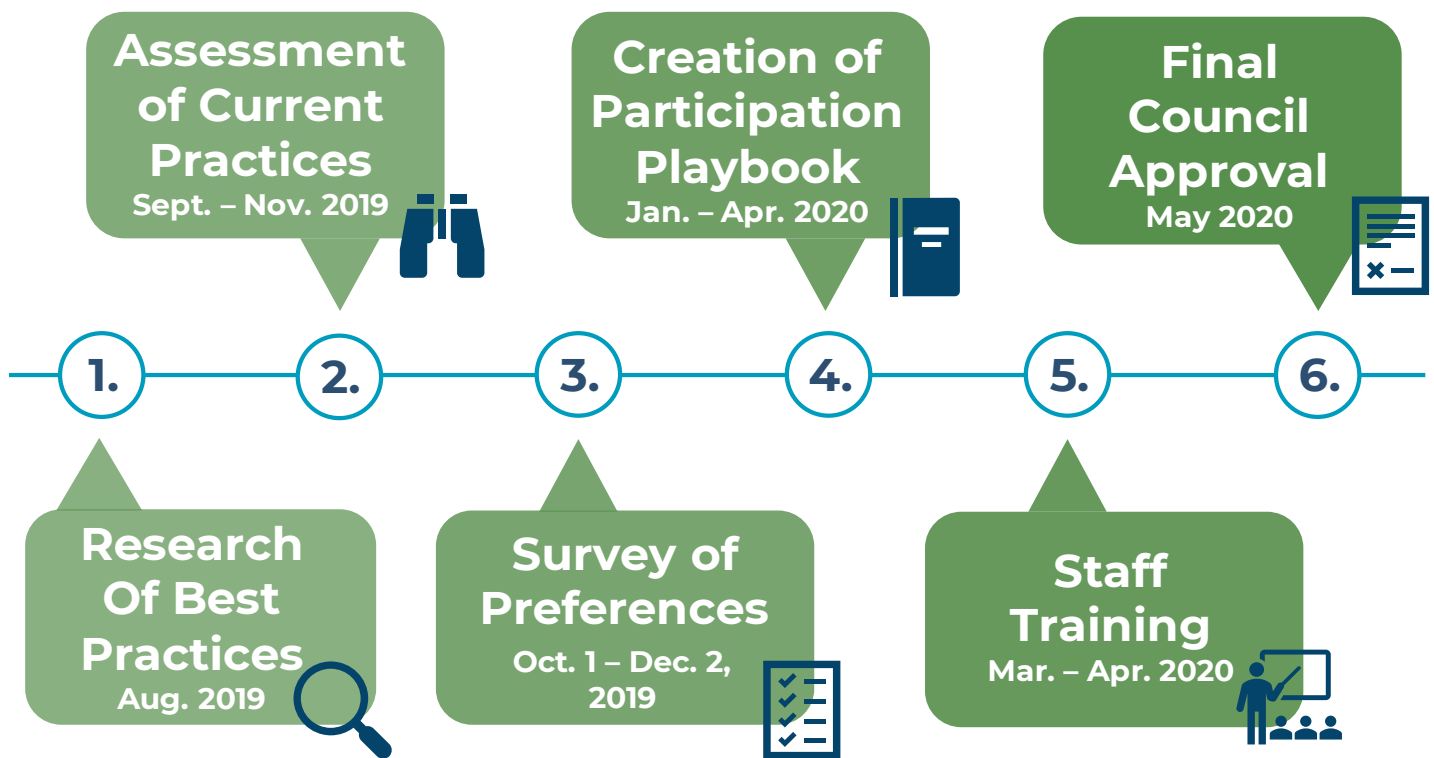
PHASE I OUTREACH SUMMARY





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COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT PHASE I OUTREACH SUMMARY

OVERVIEW

The City of Raleigh Planning Department project team conducted the Phase I Outreach for the Community Engagement Process Development (CEPD) project from October 2 through December 2, 2019 ("Survey of Preferences"). The goal of the CEPD project is to study how best to engage the public in order to create a standard process for community outreach and engagement in future City Planning initiative.

The outreach included an online and paper survey, community forum, pop-up events, and community conversations. Various methods were used to inform the public of the project, including video, media, social media, e-mail, City Community Advisory Councils (CACs), and apartment complex outreach. These efforts were intended to reach all members of the Raleigh community, including traditionally underrepresented, Limited English Proficiency (LEP), and Environmental Justice populations.

COMMUNITY FORUM

Raleigh City Planning conducted a Community Forum at the Walnut Creek Wetlands Center on Friday, October 25, 2019 from 12:00 pm to 1:30 pm. The forum kicked off the first in a series of public meetings for the Community Engagement Process Development (CEPD) project.

Twenty-two (22) representatives from 15 community agencies, groups, and associations participated in the forum. The attendees were asked to provide their expertise, knowledge, and insights from their roles within the community in regard to reaching their communities during City of Raleigh Planning public outreach.

Overall, attendees were unaware of City Planning project public meetings and not sure where to obtain project information. The attendees expressed feeling that the input they give on public projects is not valued or taken into consideration by the City. Efforts to be involved are stonewalled because the City has their own agenda and has already determined the outcomes for projects. Their communities did not have a feeling of belonging, which in part is due to the lack of diversity within City staff and lack of City staff understanding of their cultures. Historically, their communities have not been listened to. There is a lack of trust in the City based on past and current experiences. They also felt that there was an overall lack of transparency from the City.

Recommendations for the City from the attendees included: create a more diverse City staff, bring meetings to where the people already are in their communities (locations and events), be more welcoming of immigrants, include the black church, provide consistent translation services, rebuild communities of color, and establish relationships with the communities through the community organizations.

The meeting notes for the Community Forum can be found in **Appendix I**.



POP-UP EVENTS

In October, CEPD project team attended eight (8) pop-up events around the City of Raleigh to promote the CEPD survey. **Attendance at these events resulted in a total of 77 paper surveys administered and over 400 survey flyers distributed.** There were a limited number of Raleigh residents at the larger events, so the focus was switched onto smaller, community-based events.

The events attended were: the Taste of China Food and Cultural Festival, the Raleigh Tamale Festival, Live Music at Brier Creek, Chavis Park Health Fair, Cameron Village Birthday Party, the Wine, Cheese, and Chocolate Festival, the Method Fall Festival, and the Lincoln Park Church Community Outreach BBQ.

COMMUNITY CONVERSATIONS

The CEPD project team conducted **six (6) Community Conversations with a total of 41 participants** in November. The Community Conversations were small, informal group conversations where participants were asked to respond to open-ended questions based on the CEPD survey. They were hosted by community organizations in their primary location in an effort to reach members in a convenient location.

Generally, participants were unaware of City Planning project and outreach opportunities. They found that zoning signs were unclear and required research to understand what the meeting would be about. Most participants were unaware of the existence of Citizen Advisory Councils (CACs). They found large public meetings intimidating and prefer small group meetings held in locations convenient

for them. Ultimately, they felt that participation in City projects would not result in change.

The meeting notes for the Community Conversations can be found in **Appendix II**.

CAC DISTRIBUTION & PRESENTATIONS

All 19 CACs were contacted about presenting at their meetings and distributing the CEPD survey to their members. Of those who responded, **nine (9) agreed to distribute the survey electronically and two (2) agreed to have a presentation.** CEPD project staff presented at the Southeast CAC on November 14 and the Glenwood CAC on November 25. The nine (9) CACs that distributed the survey electronically were: Central, East, Glenwood, Hillsborough-Wade, Midtown, Southeast, Southwest, and West.

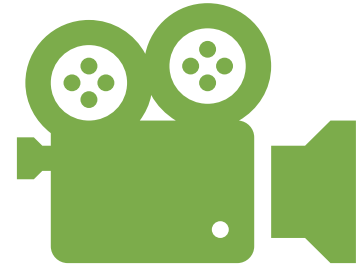
SURVEY DISTRIBUTION

In addition to the other outreach methods, the CEPD survey was electronically distributed by the following community organizations: Black Raleigh, El Pueblo Inc., Islamic Association of Raleigh, and Oak City Baptist Church. Paper surveys were distributed at the Hispanic Family Center of Raleigh.

The project team contacted 185 apartment complexes in Raleigh via e-mail or by phone to ask them to distribute the CEPD survey to their residents. Of the 185, 169 were privately managed and 16 were Housing Authority properties. **A total of 48 complexes agreed to distribute the survey;** 17 distributed paper copies and 31 distributed the electronic survey. There were 1,164 English paper copies delivered and 220 Spanish paper copies delivered. **A total of 137 completed paper surveys were collected and entered into the online system.**

VIDEO OUTREACH

As part of the promotional efforts for the CEPD, a 48-second promotional video was created with the theme of “We are Raleigh.” The video was created in both English and Spanish. Both versions were aired on Raleigh Television Network (RTN) and shared on YouTube, Facebook, and Instagram. It was also included as a link in GovDelivery e-mails and on follow-up e-mails to the Community Forum attendees.



MEDIA & SOCIAL MEDIA OUTREACH

A press release was sent to WRAL and Spectrum News to promote the CEPD survey to Raleigh residents. Videos on RTN were also used to promote the CEPD survey.

Over 18,900 people were reached through unpaid social media promotion. There were 10,323 individuals reached on Twitter, 7,048 impressions on Facebook, and 1,579 impressions on Instagram. Within those totals, the CEPD video was viewed 1,941 times on Facebook and 300 times on Instagram. Social media posts were also shared on the Housing and Neighborhoods, Parks and Recreation, and City of Raleigh social media sites, which garnered additional reach.



EMAIL OUTREACH

The CEPD was promoted through a GovDelivery e-mail to Raleigh residents. **5,016 e-mails were delivered with a 22% open rate (1,786).** There were 127 unique clicks on e-mail links to the CEPD website or survey.

After the Community Forum and Community Conversations, participants who provided an e-mail address received follow-up e-mail communication. These e-mails provided the participants with the meeting notes for their review and comment and requested their participation in the CEPD survey including sharing with their communities.

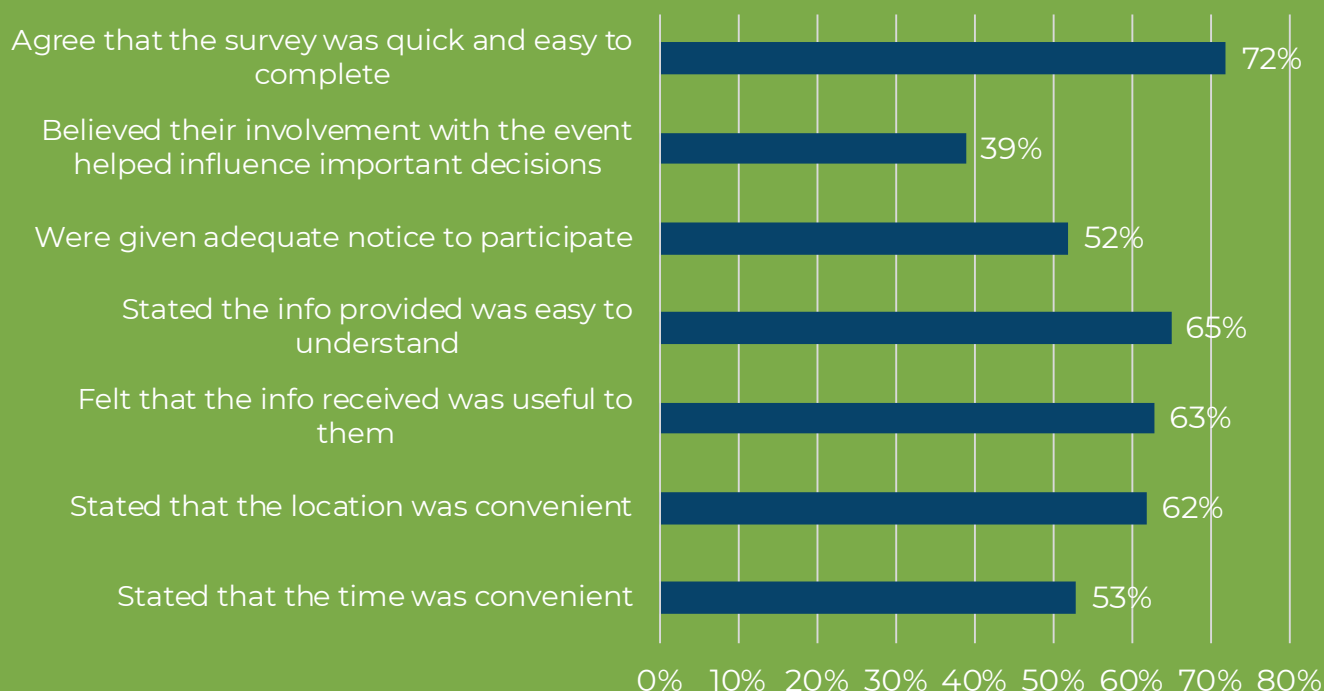


SURVEY RESULTS

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. Below is a summary of the results.

Fifty percent (50%) indicated that they had participated in past outreach activities or events. **Figure 1** shows their perceptions of the engagement efforts. Of the 43% that had not ever participated in the City's community engagement, 72% were not aware of past outreach activities.

Figure 1 - Responses From Past Participants in City Community Engagement



SURVEY RESULTS, CONT.

Participants were asked three (3) questions about what would make them more likely to attend future City project meetings, activities, and events. **Table 1** shows the highest rated items.

More detailed survey responses can be found in the Full Survey Results Report (**Appendix III**).

SURVEY COMMENTS

Survey participants also had the opportunity to write comments in response to many of the questions. **There was a total of 520 comments.** In these comments, many people expressed concern that public and project meetings had a predetermined outcome and that their input would not be valued or taken into consideration.

Overall, there was a lack of trust in the City's transparency to the public. Respondents felt there needed to be better outreach on the part of the City to create a more representative sample of participants and to ensure that all participants affected by projects were reached. Some respondents noted a lack of diversity at meetings as well as a lack of numbers in general.

Many commenters requested live streaming of meetings or posting videos of meetings online after the fact with a way to then provide feedback online. They requested more convenient locations for meetings and multiple times/days so that more people would be able to attend. They also requested meeting agendas and more advance notice of meetings so that they could plan to attend.

More detailed survey comments for each question can be found in the Full Survey Results Report (**Appendix III**).

Table 1

Question 1: Which amenities would make you more likely to attend a public meeting?

48% Free parking

35% Refreshments

22% Free transportation

Question 2: When would you prefer to attend a project meeting or other City event?

53% Weekday evenings

32% Saturday mornings

30% Saturday afternoons

Question 3: How would you like to learn more about City events and provide your input?

45% City of Raleigh website

43% Social media (Facebook, Twitter, etc.)

41% In person at small group or neighborhood meetings

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 2 - CEPD Survey Demographics Compared to City of Raleigh Demographics - Race

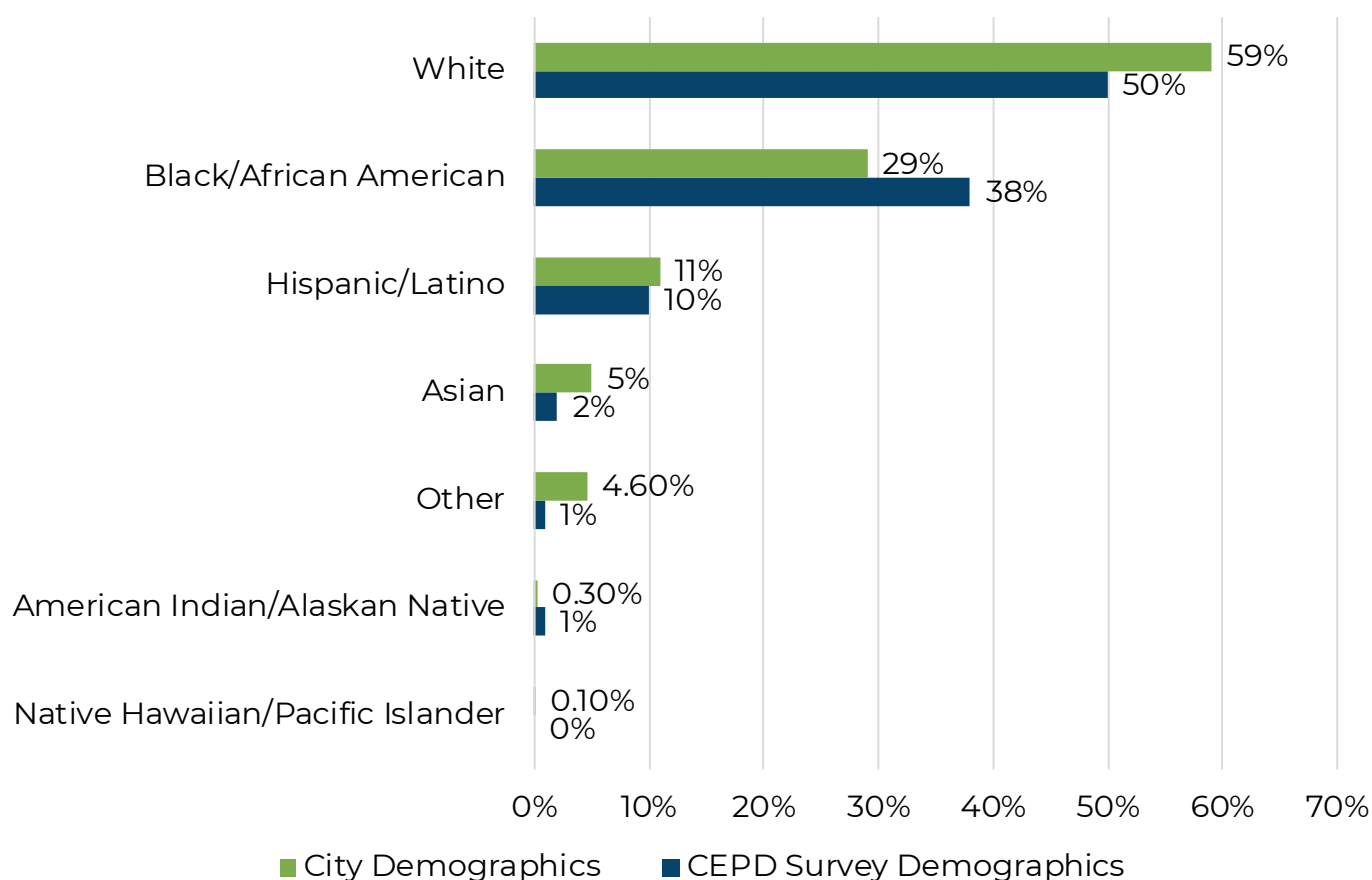




Figure 3 - Gender Identity

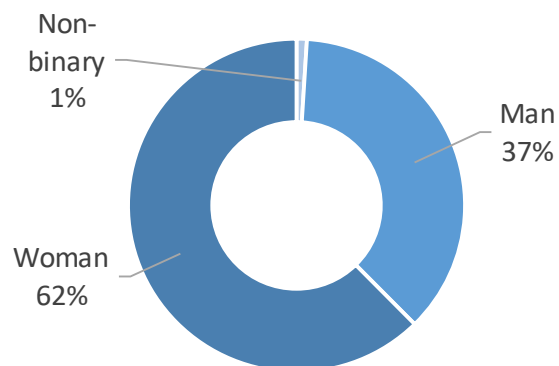


Figure 4 - Age

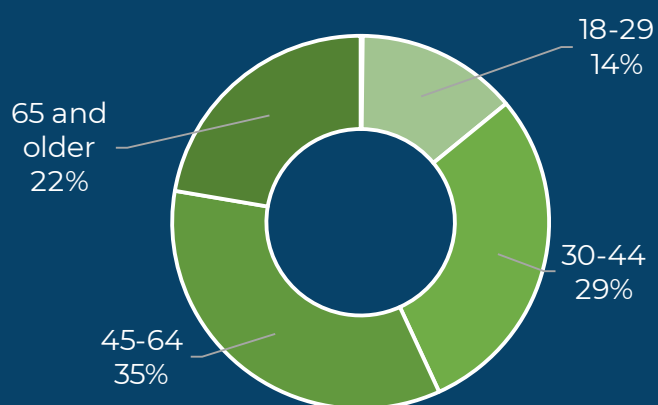


Figure 5 - English Proficiency

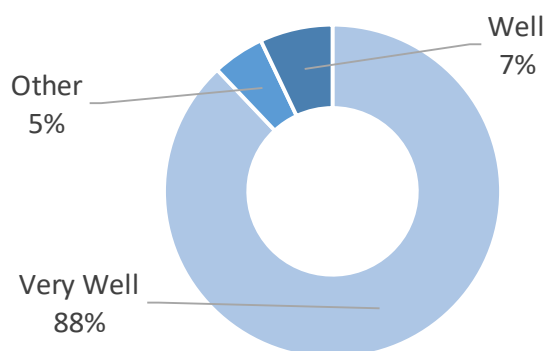
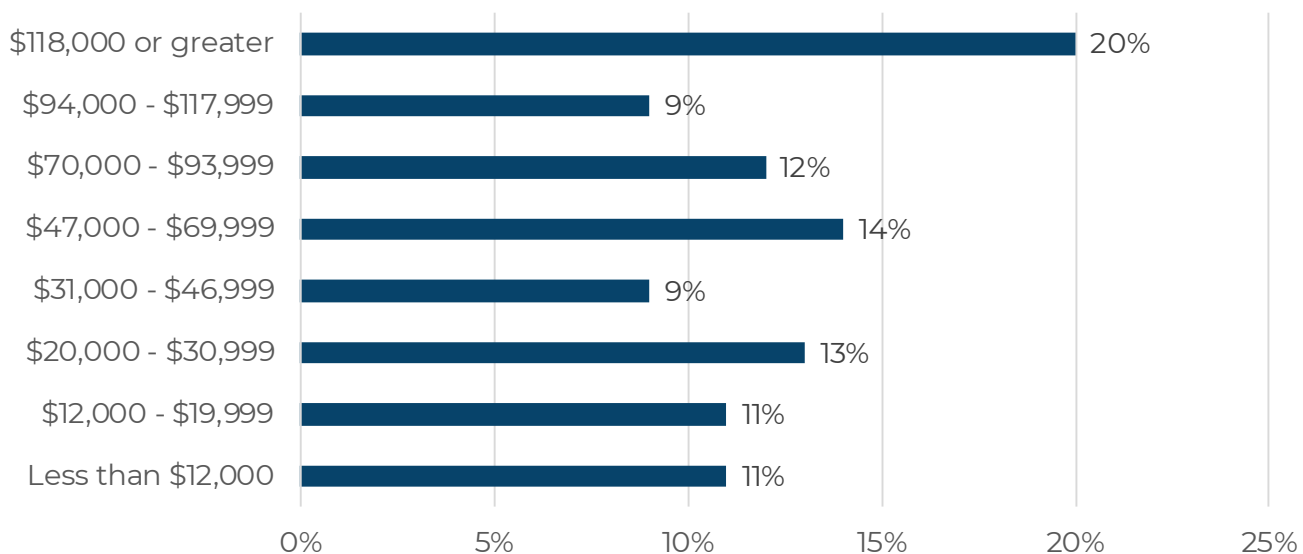


Figure 6 - Household Income





APPENDIX I

COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT

COMMUNITY FORUM SUMMARY

Friday, October 25, 2019 | 12:00 pm - 1:30 pm | Walnut Creek Wetlands Center



COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT

COMMUNITY FORUM SUMMARY

OVERVIEW

Raleigh City Planning conducted a Community Forum at the Walnut Creek Wetlands Center on Friday, October 25, 2019 from 12:00 pm to 1:30 pm. The forum kicked off the first in a series of public meetings for the Community Engagement Process Development (CEPD) project.

Representatives from community agencies, groups and associations (Appendix I) were invited to participate in the forum to provide their expertise, knowledge, and insights from their roles within the community in order to help the City Planning Department develop a standardized, consistent, and inclusive Public Engagement process.

ATTENDANCE

There were twenty-two persons (22) in attendance from fifteen (15) agencies (Appendix II-III). There was an opportunity for the attendees to sign up for project updates and information at the sign-in table before and after the meeting.

MEETING LOGISTICS

Simone Robinson, Principal of Public Participation Partners (P3), facilitated the meeting and gave a brief overview of the project and the agenda for the Community Forum. Kristin Williams, Project Manager for the City of Raleigh, was introduced and gave an overview of how and why the project was created and what her goals and objectives were.



Mickey Fearn, Professor of the Practice at North Carolina State University gave a presentation entitled “The Current State of Municipal Public Engagement.” Following the presentation, the audience gathered in small groups to discuss how the City can engage with the community in a more equitable way.

SMALL GROUP DISCUSSIONS

The questions posed were:

1. What factors discourage your constituents from engaging?
2. How do race, cultural, ethnic, socio-economic status and other factors impact resident’s inclination to engage?
3. What actions should the City of Raleigh take to ensure inclusionary engagement, inspire residents to engage, and to encourage residents to become civic stewards?

The following is a summary of the responses received to the questions.

1.

What factors discourage your constituents from engaging?

- Lack of awareness/knowledge of meetings
- Transportation
- Childcare
- Promotion of meeting
- Time of meeting
- Lack of belonging (feeling of belonging)
- Location
- Lack of understanding of culture or unrealistic expectations that you expect to achieve of both the project managers and the attendees
- Not on the same page
- Language barrier
- Accessibility & technology – a way for people to learn without necessarily going to a meeting (i.e. livestream)
- Want to contribute to meeting without going to meeting (like email or social media)
- Meetings can be confrontational
- The people holding the meeting doesn't look/talk like you
- Feeling like they are not a part of the process
- Don't want to be involved – apathy
- Feel stonewalled; nothing comes from effort
- No real accountability – agency
- Only see politicians when they need a vote
- Poor representation on Council
- The City isn't straight forward with their approach. They come to meetings with their own agenda and don't allow participants to speak openly or challenge their agenda
- Diversity of City staff needs to change – doesn't represent who they are engaging
- Document comments verbatim to ensure their comments aren't reinterpreted by City staff
- Lack of trust
- Things never get done
- I don't look like the people I am trying to engage
- Language and structure (local government)
- Poor marketing (lack of technical services)
- Lack of info-not sure where to obtain info
- Competing priorities (work, children, etc.)
- Timing of meetings
- Logistics (location, transportation, parking)
- What do I have to gain? What's in it for me? Don't see the end result is actually for them
- Fragmented information
- Where do you spend your resources?
- City leadership does not encourage open exchange of information either within City departments or the community at large



2.

How do race, cultural, ethnic, socio-economic status and other factors impact resident's inclination to engage?

- Some people are historically listened to and others are not
- The struggle of life itself and just making it through the day
- Lack of trust
- Process is fake - outcome is pre-determined
- Don't have 5pm meetings
- Bring the meeting to where the people are
- Young black people don't seem interested in politics
- More immigrant welcoming
- Basic understanding and knowledge
- City should address current immigration issues (haven't heard anything yet)
- Bad perceptions amongst different demographics
- City expenses or lack of per department (i.e. translation)

3.

What actions should the City of Raleigh take to ensure inclusionary engagement, inspire residents to engage and to encourage residents to become civic stewards?

- Not asking the right questions "what would you like to see different in your community"?
- What are the assets of each individual community?
- Engage people where they are (locations & events)
- Inclusion of the black church
- Don't want the things said at the meeting to be translated or misinterpreted
- Rebuild communities of color
- Contact these groups – go through leadership to reach them but involve the group members individually
- Large enough venue for a crowd
- Lack of trust
- Diversion workforce
- Intentional engagement/planning
- Consult with other municipalities on success (what worked for them)
- Spanish media liaison
- Intentional inclusion
- Effective partnerships
- Marketing
- Messaging (consistent)

The groups did not get a chance to report out the findings of their discussion due to a lack of time, but the project team stated they would summarize the discussions and report back to the attendees via email.



NEXT STEPS

After the small group discussions, Simone Robinson related the project's next steps including the community conversation events in November and the development of a Public Participation Playbook. Attendees were invited to contact the project team to request a community conversation for their constituents and were informed that they would receive a copy of the draft Playbook for their review and comments.

Before the meeting time ended, attendees were asked to take the online survey and to serve as ambassadors for the project by sharing project information with their groups.

Participants who were able to stay past the meeting end time then engaged in a group question and answer period where they had the opportunity to ask questions and comment on the discussions they had as well as the format of the forum. Upon request, paper surveys were given to Boys to Men and EAST CAC chairperson to be distributed among their groups.

APPENDIX I

LIST OF ORGANIZATIONS INVITED

UNC Rex Hospital	Tammy Lynn Center
Wake Med Health System Raleigh	National Alliance on Mental Illness Wake County
Evolve Mentoring, Inc	The Power of the Dream
Raleigh Boys and Girls Club	LGBT Center of Raleigh
YMCA of the Triangle	Catholic Charities of the Diocese of Raleigh
Wake County Public School District	D.E.A.R. Foundation Inc.
NC State University	Council on Immigrant Relations
Meredith University	Centro Para Familias Hispanas (CPFH)
Shaw University	El Pueblo
St. Augustine's University	ALPES Alianza Latina Pro-Educacion en Salud
William Peace University	The Vietnamese-American Association of Raleigh
Wake Tech Community College	AARP of North Carolina
Partners for Environmental Justice	Alliance of Disability Advocates
WakeUp Wake County	Raleigh CAC Chair
Oaks and Spokes	South CAC
Raleigh-Wake Citizens Association	Southwest CAC
Crosby- Garfield Community Advocacy Group	North Central CAC
Southeast Raleigh Promise	Alpha Kappa Alpha Sorority
Downtown Raleigh Alliance	Delta Sigma Theta - Social Action Committee M
The Rotary Club of Raleigh	Raleigh Organizing Against Racism (ROAR)
Raleigh Citizens Advisory Council Chair	Glenwood CAC
Black Raleigh / Launch Raleigh	Midtown CAC
African American Caucus of Wake County	Five Points CAC
Democratic Party	Hillsborough CAC
Swedish American Chamber of Commerce	Forestville CAC
Greater Raleigh Chamber of Commerce	Wade CAC
North Carolina Chinese Business Association	Mordecai CAC
Islamic Association of Raleigh	Atlantic CAC
Roman Catholic Diocese of Raleigh	East CAC
The Jewish Federation of Raleigh-Cary	West CAC
NC Council of Churches	North CAC
African Methodist Episcopal Church	Northwest CAC
AME Zion Church	Southeast CAC
Church of God in Christ	South Central CAC
General Baptist State Convention of North Carolina	Northeast CAC
CASA	Boys to Men
Habitat for Humanity Wake County	
Downtown Housing Improvement Corp	
The Raleigh/Wake Partnership to End and Prevent Homelessness	

APPENDIX II

LIST OF ORGANIZATIONS IN ATTENDANCE

Alliance of Disability Advocates
Boys to Men
Centro Para Familias Hispanas (CPFH)
City of Raleigh
El Pueblo
North Central CAC
Partners for Environmental Justice
Shaw University
WakeUp Wake County
St. James City Church
North Carolina State University
Fair Housing Hearing Board
Evolve Mentoring, Inc.
East CAC
Atlantic CAC
Piney Grove AME Church



Raleigh

APPENDIX II

COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT

COMMUNITY CONVERSATIONS MEETING SUMMARIES





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COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT

COMMUNITY CONVERSATIONS

OVERVIEW

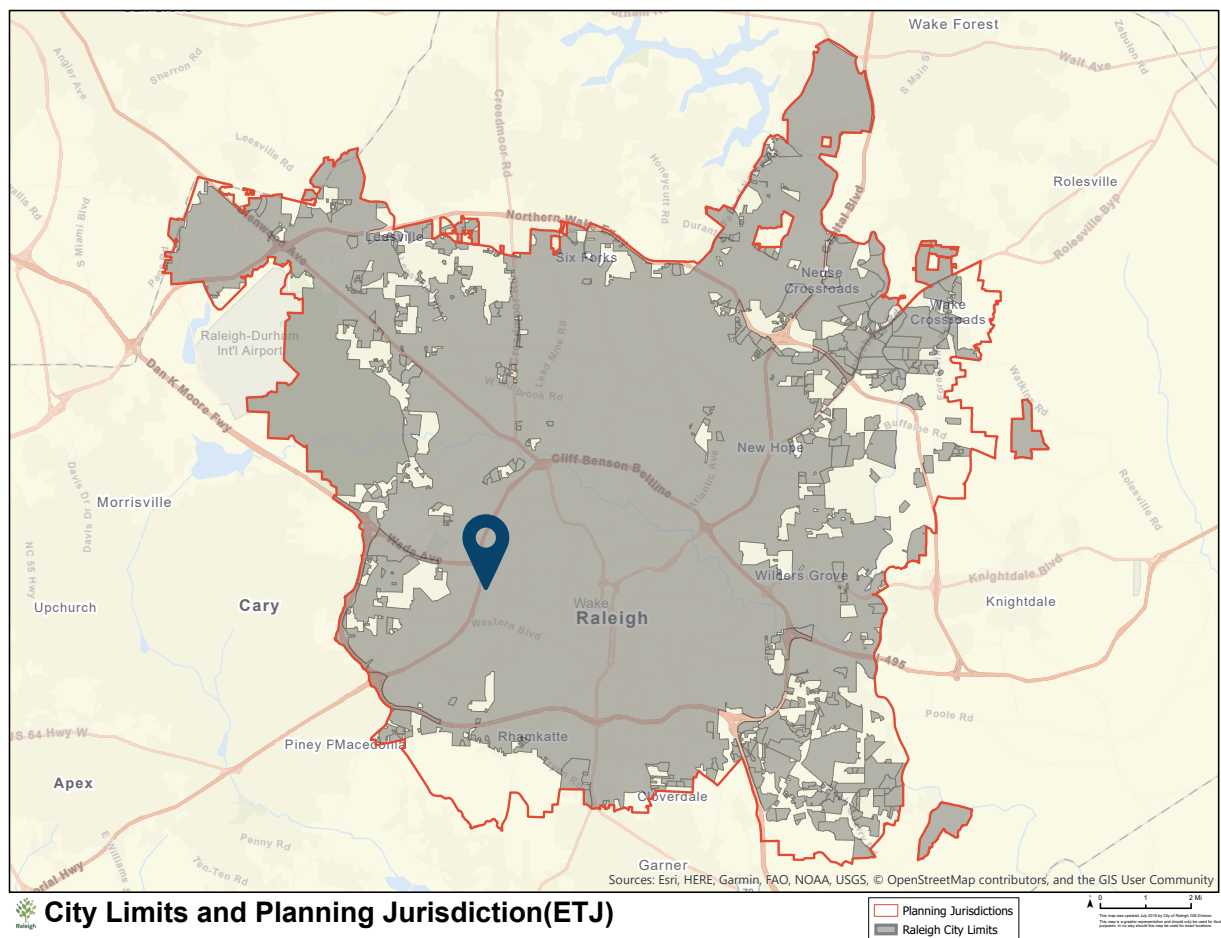
As part of the Community Engagement Process Development (CEPD) project, the CEPD project team conducted six (6) Community Conversations on behalf of the City of Raleigh Planning Department. There were a total of forty-one (41) participants. Spanish translation/interpretation services were provided when requested.

The Community Conversations were small, informal group conversations where participants were asked to respond to the following seven (7) questions:

1. Have you ever participated in any outreach activities or events for projects conducted by the City of Raleigh?
2. For those of you who have attended these meetings, what was the experience like?
3. For those of you who have not participated in a City engagement activity or event, why not?
4. If you were interested, which of the following things would make it more likely that you would attend a public meeting?
5. If interested, when would you prefer to attend a project meeting or other City event?
6. How would you like to learn more about City of Raleigh events and provide your input on projects and plans?
7. What is the best way for the city to inform you of an upcoming opportunity to provide your input on projects and plans?

Answers to the above questions were documented in the meeting notes. Other concerns that participants noted were documented in the meeting notes. The meeting notes for each group were distributed via e-mail to all attendees and translated into Spanish for the groups who required translation/interpretation services.

Participants were asked to respond via e-mail with any changes or additions to the meeting notes. The following pages provide a written summary of the answers, questions, and information provided during the CEPD Community Conversations.



METHOD COMMUNITY & CENTER

The Method village was founded in 1872 by two freedmen, Jesse Mason and Isaac O’Kelly. Method was one of the first established communities to provide affordable land for former slaves to purchase after the Civil War. First named Save-Rent or Slabtown, after some time the community was renamed Method. Today, Method is home to a wide variety of peoples with varying heritages, histories, and traditions.

The Method Community Center was built in 1982 and sits on 8.3 acres of land. The Center is named after Harveleigh Monte Rivera White, a prominent leader, educator, and local civil rights activist. The Center includes the Old Agricultural Building of the Berry O’Kelly High School, the first fully accredited and largest rural high school in the state of North Carolina for African Americans. The Center serves as a meeting space for community gatherings and provides recreational space for athletics, arts, and youth activities.

SOURCES:

City of Raleigh, “Method Community Park”: <https://raleighnc.gov/places/method-community-park>
 Southwest Raleigh, “From Boys to Men: A Homecoming in Method”: <http://southwestraleigh.com/from-boys-to-men-a-homecoming-in-method/>

METHOD BOYS TO MEN

The Method Boys to Men Club is a nonprofit organization that seeks to enhance the lives of the people of the Method Community. Although the organization was founded in 2013, the members have a long history within the Method community. The Method Boys to Men members grew up in Method and attended school together in the early 1950s to late 1960s. Upon returning to the area later in life, they saw a need for assistance in their community.

Today, the group hosts weekly bread drives and provides assistance with food, clothes, and cash donations to local churches. They conduct cleanups of the cemetery and neighborhood and assist in mobilizing efforts to preserve Berry O'Kelly school grounds as an historical area. In 2017, the Method Boys to Men Club was awarded the Raleigh Parks and Recreation's Fred Fletcher Outstanding Volunteer Award for their work in the Method community.

SOURCES:

Method Boys to Men Club, "About Us": <http://www.methodboystomenclub.org/about-us.html>

Southwest Raleigh, "From Boys to Men: A Homecoming in Method": <http://southwestraleigh.com/from-boys-to-men-a-homecoming-in-method/>



ST. JAMES AME CHURCH

Saint James African Methodist Church has a long history in the Method community. The church was founded in 1866 by seven men in the Method community who wanted to put their faith into action: Louis Atwater, Zaney Coggins, Louis Mason, Bennett Powell, Berry O'Kelly, John Rhone, and Henry Wood. The land the church now stands on was gifted to the church by Berry O'Kelly in 1872 and still stands as a beacon in the community.

The St. James AME Church brings the Method community together in worship and service. Weekly, the church holds Sunday morning service, Sunday Intercessory prayer service, Sunday School, and Wednesday Bible Study. St. James also hosts workshops, theater, and other events tailored to enrich the lives and spiritual mindsets of their constituents.

SOURCES:

St. James AME Church, "Church History": <http://stjamesamechurch.org/church-history/>

St. James AME Church, "Mission and Vision": <http://stjamesamechurch.org/mission-and-vision/>

St. James AME Church, "Events": <http://stjamesamechurch.org/events/>



MEETING SUMMARY

ST. JAMES CHURCH & METHOD BOYS TO MEN

November 13, 2019 | 10:00 – 11:00 am

Method Community Center: 520 Method Rd, Raleigh, NC 27607

OVERVIEW

On November 13, 2019, Public Participation Partners (P3) staff facilitated a Community Conversation with St. James Church and the Method Boys to Men club at the Method Community Center. The purpose of this Community Conversation was to gather input from the public on their past experiences with City of Raleigh public outreach and feedback on what methods of community engagement would best reach the Method community. Fifteen (15) people were in attendance. Below is a summary of their responses to questions posed as well as other concerns that they had for their community.

Have you ever participated in any outreach activities or events for projects conducted by the City of Raleigh?

- Several people had attended public meetings prior to the CEPD
 - Did not receive postcards in the mail to invite them
 - Some with a Method address get a copy mailed to them of when the meetings are going to be (just started recently)
- One person gets a text from the CAC with meeting information

For those of you who have attended these meetings, what was the experience like?

- City staff will come and talk about plans and projects; they'll then take questions and concerns
- What the staff is unable to answer, they will table it and move on to the next thing
- They will form a committee and the committee will go out and do some research and bring back information for next time
- Some of the information the City provides is useful and some of it is just repetitive

- They've gotten a lot accomplished with public meetings in the past 5 years here (at Method) and up at the fairground especially when talking about a bridge project – DOT did ask what the community would like to see with that project
 - The City has also provided the opportunity to voice their concerns to a certain extent; for the most part, the City did listen
- The signs for zoning meetings are written in a way that is hard to understand
 - For example, if it says "zoning meeting" with numbers next to it, many people don't know what the numbers mean or what the meeting is about unless they research it. Need another sign beside it explaining exactly what the meeting is.
- Community members feel like they have to first read about projects, research them, etc. to make sure they understand because even if the City comes and presents things (like at a CAC meeting) the community members won't necessarily know what it means and if they don't understand it, it's like they never saw it
- Repetitive information

For those of you who have not participated in a City engagement activity or event, why not?

- “It’s just not going to change” – a feeling that attending a meeting won’t make any difference
- The information isn’t presented in a way that you understand
- You don’t hear about the meeting or the project – need to advertise it more
- If you don’t see the advertisements or talk to someone who knows about a meeting, then you don’t know about it
- Signs might look like yard sale signs
- Schedule conflicts

If you were interested, which of the following things would make it more likely that you would attend a public meeting?

- Food
- Free parking
- Free child care would be important for people with kids
- Free transportation

**Downtown location would be difficult because of parking

How would you like to learn more about City of Raleigh events and provide your input on projects and plans?

- City Council representatives should come out and talk to the community
- CAC meetings – but need to inform the community about what they are and how to get involved

What is the best way for the city to inform you of an upcoming opportunity to provide your input on projects and plans?

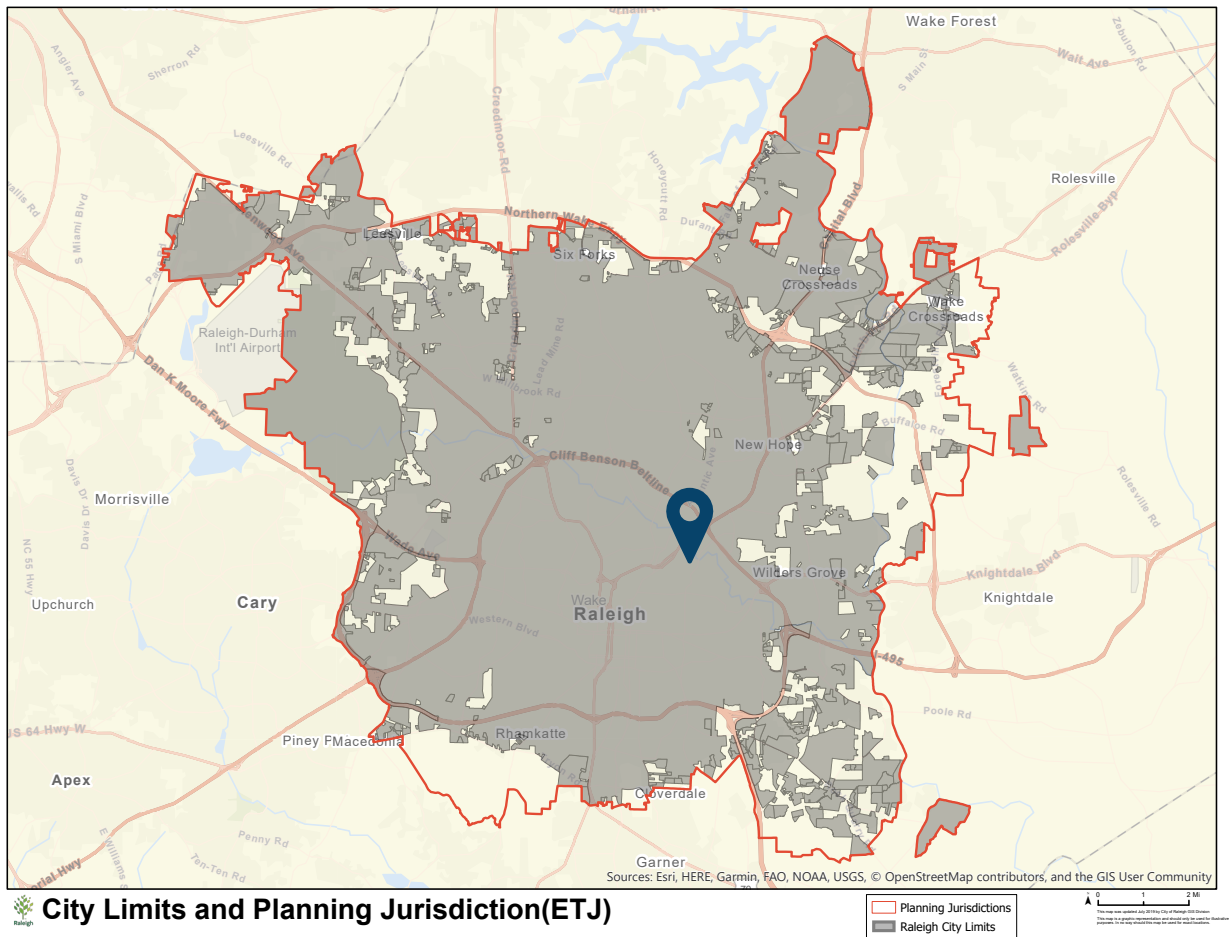
- Provide information to the Center (flyers, tell the community, etc.)
- Let the pastors know so they can let the congregation know during announcements
- Emails specifically to the local communities that reviews everybody’s points and addresses what’s been discussed, what they can do, and what the community can do
- Need to have information distributed in paper copy, such as fliers, posters, etc. and not just through e-mail. Need flyers about CAC meetings and other community events up in the Community Center so people can read about it and attend meetings
 - There are signs up, but someone has to see the signs to know it’s happening
 - The community needs to spread the word about it
 - Someone needs to educate the community about what the CAC is

Other Concerns:

- Bus shelters – Cary bus stops are like art, in Raleigh “nothing but a fire hydrant”
 - NCDOT meeting on the 19th will address this concern
- There are no bus shelters, no benches, which is an issue during inclement weather
- Would like benches outside of the soccer field so the community can stop for a minute and watch – builds community
- Book boxes on the road (little house where people can take a book and leave a book)
- Just now hearing about what CACs are in this meeting; didn’t know about them prior to this meeting or how to get involved with them
- Would like a swimming pool in the rec center to help build community; renovate the gym
- The Center needs to have more activities for kids of all ages run by community members rather than external people; age specific activities (separate by age to keep them involved); should be educational in nature
- Would like a computer lab for kids to learn; need the technology, the resources, and tutors to come to help the kids learn the technology of the future so they’re not left behind in the job market
 - The WiFi works in the gym, but not in spaces where you can use it (like the Agriculture building)
- Gym’s ceiling is caving in – need renovations; other centers have been renovated
- Concerns over closing entrances to Method Community Center that limits access, especially as the Center functions as a location for emergencies – limited access would make it more difficult and take more time to get to the Center, which could be a matter of life or death
 - What can we do to avoid the community being shut off from emergency and other uses? – NCDOT meeting on the 19th will address

Simone Robinson (P3) will get information back to the community about:

- Who is the Housing and Neighborhood Engagement Coordinator?
- What is the criteria for having a swimming pool?
- Will give them meeting summary from this meeting
- Follow up for another Community Conversation with Method community members in the evening
- Send an invitation to Pastor Newkirk up at Oak City and ask what a good time for them to meet would be
- Baptist church down the street might want to meet for a Community Conversation



EL PUEBLO, INC.

El Pueblo is a nonprofit organization specializing in leadership development for both youth and adults among Wake County’s growing Latinx community. The group’s mission is to build collective power through leadership development, organizing, and direct action so that the Latin American community and other marginalized community can control their own stories and destinies. While based in Raleigh, NC, El Pueblo promotes statewide advocacy and public policy organization.

The El Pueblo staff and community work together to achieve their mission. Their community programming includes a Youth Council, Derechos Sin Fronteras (Our Rights Have No Borders) curriculum, Pueblo Power Program (a leadership and youth organizing program focused on diverse social justice issues), and PARE empowerment groups for Latinas who have been effected by domestic violence and sexual assault. They conduct voter registration efforts and encourage Latinx member to turn out to the polls. El Pueblo also is active working to stop legislation that targets the most vulnerable in our community.

SOURCES:

El Pueblo, Inc., “About”: <https://elpueblo.org/about/>

El Pueblo, Inc., “2017 Annual Report”: <https://elpueblo.org/2018/08/13/el-pueblo-2017-annual-report/>

MEETING SUMMARY

EL PUEBLO, INC.

November 20, 2019 | 11:00am - 1:00pm

El Pueblo: 2321 Crabtree Boulevard, NC 27604



El Pueblo, Inc.

OVERVIEW

On November 20, 2019, Public Participation Partners (P3) staff facilitated a Community Conversation with El Pueblo Inc. The purpose of this Community Conversation was to gather input from the public on their past experiences with City of Raleigh public outreach and feedback on what methods of community engagement would best reach the Hispanic community. Nine (9) people were in attendance. 90% of the attendees spoke Spanish. Translation/Interpretation services were provided. Below is a summary of their responses to questions posed as well as other concerns that they had for their community.

Have you ever participated in any outreach activities or events for projects conducted by the City of Raleigh?

- Most of the attendees had not attended public meetings prior to the community conversations
- One person received a postcard with BRT meeting information

- Schedule conflicts
- Not sure that it would be a benefit to the community
- Need assurance that participation and/or attendance would not just be a waste of time
- Meeting notifications are not in their spoken language
- Did not know the opportunity was available for attendance

For those of you who have attended these meetings, what was the experience like?

- City could not talk to them due to language barrier
- Didn't feel it was a benefit to community
- Materials not translated

If you were interested, which of the following things would make it more likely that you would attend a public meeting?

- Snacks and/or refreshments
- Child care
- Free parking

For those of you who have not participated in a City engagement activity or event, why not?

- Would not know what was going on
- Language barriers
- One person has lived in the area for 6 years and has never received any information about a city activity and/or meeting and she is bilingual (English, Spanish)

If interested, when would you prefer to attend a project meeting or other City event?

- Saturday mornings
- Saturday afternoons
- Weekdays during lunchtime

How would you like to learn more about City of Raleigh events and provide your input on projects and plans?

- City website
- Social media
- Nextdoor App

What is the best way for the city to inform you of an upcoming opportunity to provide your input on projects and plans?

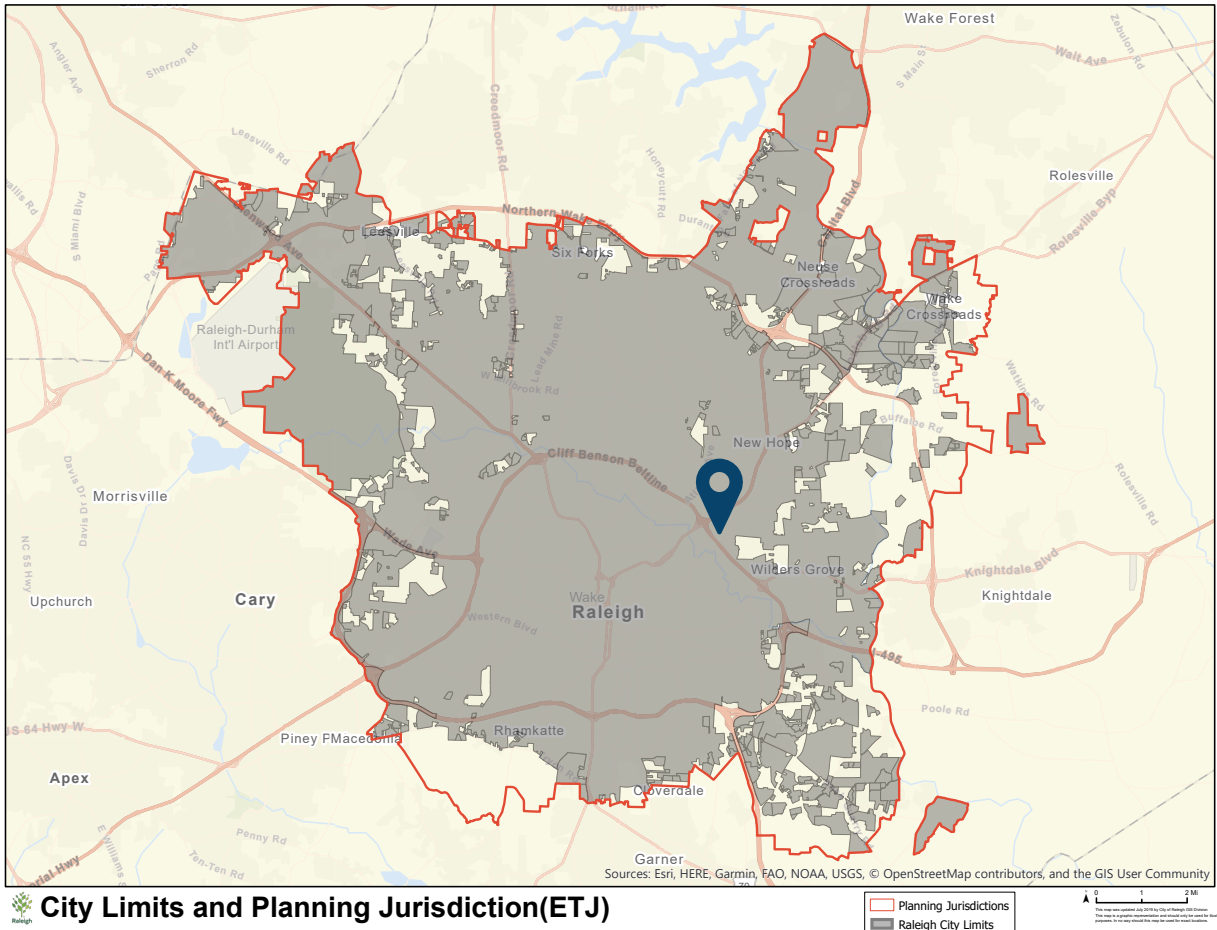
- Email
- Mailings and/or postcards
- Through CACs
- Social Media
- Would like to receive information in Spanish
- Need advance notice of when meetings are taking place; people have jobs and families; need to be able to plan for attendance
- For participation, City needs to post signs and/or posters in Hispanic grocery stores
- Public notifications in Spanish media
 - Que Pasa newspaper
 - El Pueblo's website
 - Univision (airs 6 pm and 11 pm)

Other Concerns:

- Concerned about paying higher vehicle property taxes continue to elevate even when property is depreciating
- What is the City Council?
- Would like to see more programs at the centers that are in Spanish. Would like to take their children to the swimming pools. Not all parents and/or children speak English, would like for more of the programming at neighborhood centers to be in Spanish
- Accident rates; speeding is frequently high in some neighborhoods
- Many of the City channels are not in Spanish
- Neighborhood that does not have speed limit or signage posted
- Letters written to City regarding concerns never getting a response

Johnetta Perry (P3) provided additional information and will provide feedback on:

- How to find their neighborhood CAC by providing link
- How to sign up for the city's newsletter by providing website
- How to access the city's website via smartphone by walking individuals through the process
- Is there a city link phone number or website where you can request certain things in your neighborhood (like stop signs, speed bumps, speed limit signage) – information sent on 11/22/19
- Who to contact regarding appealing property tax values (information sent on 11/22/19)



HABITAT FOR HUMANITY - WAKE COUNTY

Habitat Wake partners with local corporations, individuals, congregations, and community groups to build safe, affordable homes with hardworking families. Since 1985, Habitat Wake has partnered with more than 625 families in Wake County. In 2019, they had a goal of building 83 new homes and completing 50 home repairs locally and providing funds for the construction of 125 homes globally.

Habitat Wake's success is possible through strong, diverse partnerships. Last year alone, more than 18,500 individuals volunteered their time to help build safe, affordable homes. Each year, more than 2,700 corporations, congregations, individuals and local organizations provide financial and volunteer support. Habitat Wake ReStores provide a sustainable revenue stream in support of their mission, enabling us to build even more homes.

SOURCES:

Habitat for Humanity - Wake County, "Partner with Habitat Wake": https://www.habitatwake.org/our-work?gclid=EAlaIqobChMI2I2o8uKK5gIVleeGCh2Figx0EAAYASAAEgJm-vD_BwE

MEETING SUMMARY

HABITAT FOR HUMANITY - WAKE COUNTY

November 20, 2019 | 6:15pm – 8:00pm

Habitat Wake: 2420 N. Raleigh Rd, Raleigh, N.C. 27604



OVERVIEW

On November 20, 2019, Public Participation Partners (P3) staff facilitated a Community Conversation with members of Habitat for Humanity Wake County. The purpose of this Community Conversation was to gather input from the public on their past experiences with City of Raleigh public outreach and feedback on what methods of community engagement would best reach them. Thirteen (13) people were in attendance. Below is a summary of their responses to questions posed as well as other concerns that they had for their community.

Have you ever participated in any outreach activities or events for projects conducted by the City of Raleigh?

- Yes, some have participated

For those of you who have attended these meetings, what was the experience like?

- Attended a CAC meeting but haven't gone in a while – told us what was going on with something going on in the neighborhood
 - The information provided was useful
- Go Raleigh meetings once a month – and that has helped increase the number of buses/routes available
 - Have seen notices on buses about meetings/projects

For those of you who have not participated in a City engagement activity or event, why not?

- Information not provided to new residents in the community about what they should be involved in, how to be involved, etc.

- Have seen public notices, but live 10+ minutes away and don't know if the meeting is open to them or is meant for them
- Two attendees live in apartment complexes off of Capital Boulevard and have not received postcards about meetings or other notifications

If you were interested, which of the following things would make it more likely that you would attend a public meeting?

- Free parking – especially (parking downtown is hard)
- Child care
- A full meal
- Refreshments
- Free transportation
- Keeping the session short to keep everyone's attention
- Making sure that staff follow up with the people who attend
- Want to feel like attending makes a difference – that their voices matter in the projects
- Better advertising – send it through the schools to reach the parents

If interested, when would you prefer to attend a project meeting or other City event?

- Weekday evenings
- Sometimes might be good on Saturday afternoon
 - Have something for the kids to do if on the weekend

How would you like to learn more about City of Raleigh events and provide your input on projects and plans?

- Learn more from the apartment complexes – let management know and they can send out e-mails to the residents
- Signs blend in with other standing signs (like voting signs)
- Small meetings allow for them to not feel intimidated and allow them to speak openly and honestly
- Utilize the community centers
- Collaboration between community members – have some distribute information to all the others
- Would prefer to be physically at a meeting to provide their feedback, but if they couldn't be there would like to be able to complete an online survey
- Wondering how they would get to see the feedback provided through a survey or meeting and if there's a better way to distribute than just posting it to the website

What is the best way for the city to inform you of an upcoming opportunity to provide your input on projects and plans?

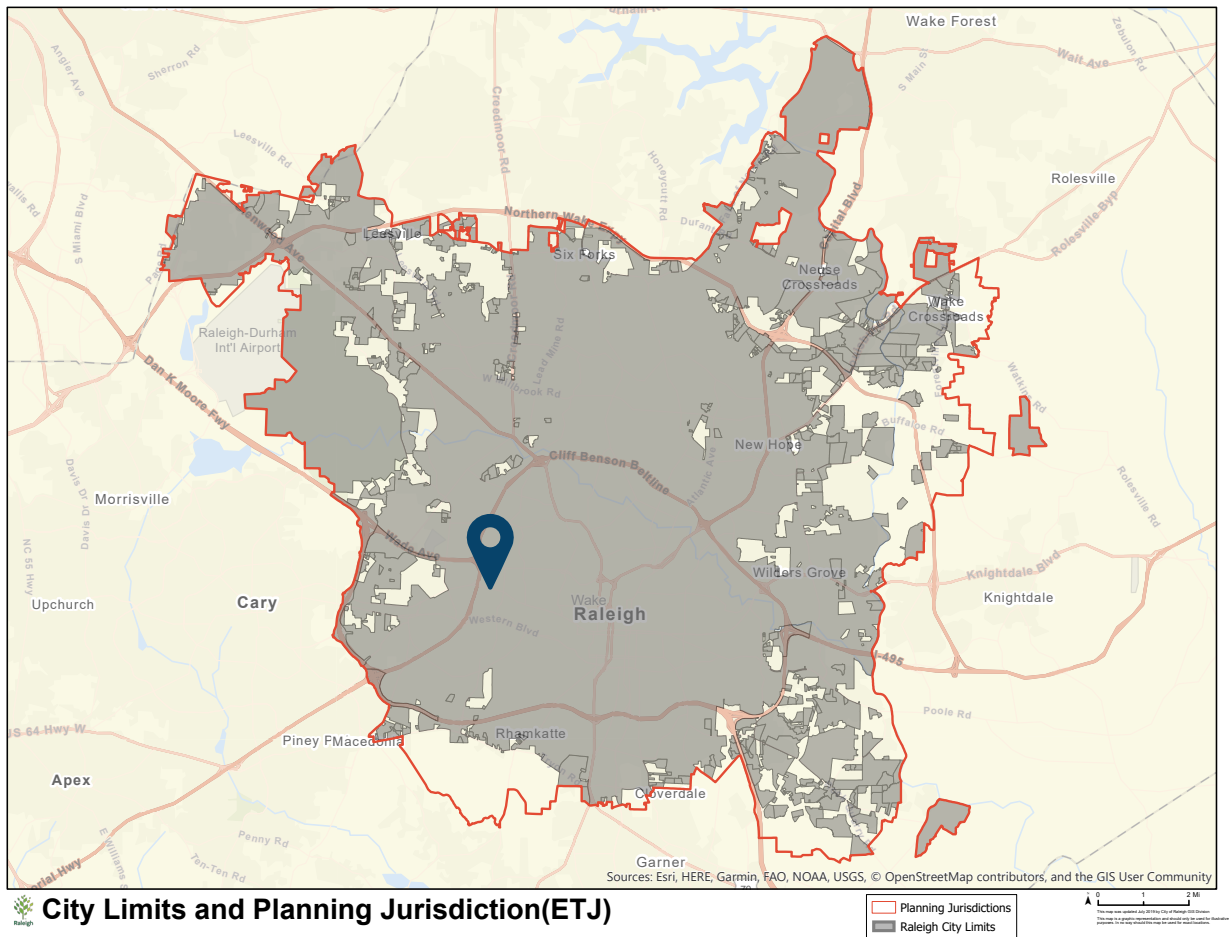
- Advertising with the school districts
- Social media
 - Sign up to a group on Facebook to get notices
- Mailings
- Emails

Other Concerns:

- Does Housing and Neighborhoods go to the people who were already living in the communities before development to get public feedback?
 - Ex. When they put up new apartment complexes that have rent higher than what was there previously, does the City consider the people who are low income in those areas? Where are those people supposed to go when they can't afford the new rent?
- Street lights going out in their neighborhood and it takes a month and a half or longer for someone to come out and fix it
 - Contacting multiple different offices – not sure what department is the best one to contact for the issue
- When rezoning schools – do they consider the parents' feedback?

Simone Robinson (P3) will get information back to them about:

- Does Housing and Neighborhoods go to the people who were already living in the communities before development to get public feedback?
 - Ex. When they put up new apartment complexes that have rent higher than what was there previously, does the City consider the people who are low income in those areas? Where are those people supposed to go when they can't afford the new rent?
- CAC Meetings – how to get involved – showed how to sign up for e-mails before leaving meeting 11/20/2019



ISLAMIC ASSOCIATION OF RALEIGH

The Islamic Association of Raleigh (IAR) is an Islamic center serving as a masjid, school, and a gathering place for the Muslim community in the Triangle region of North Carolina. In 1981, immigrant Muslims in the area formed the Islamic Association of North Carolina (IANC). In 1985, this organization helped found the Islamic Association of Raleigh (IAR) and build the first Mosque in Raleigh.

The Islamic Center consists of two buildings providing a main musallah (prayer hall) and a private Sisters' musallah, education facilities, multipurpose hall and gym, library, Sisters' areas, children's play areas, and Al-Maidah Kitchen and Cafe. In 2019, the City of Durham Board of Adjustment approved a 33,000 sq. ft. addition in two phases for the school and Mussullah to aid in the Center's growth. The Islamic Center holds prayer services, provides social services and refugee services, and conducts educational services for its members.

SOURCES:

Islamic Association of Raleigh, "About The Islamic Association of Raleigh": <https://raleighmasjid.org/about/>

Islamic Association of Raleigh, "History of the IAR": <https://raleighmasjid.org/about/history.html>

Islamic Association of Raleigh, "IAR 2019 General Body Report": <https://raleighmasjid.org/files/2019-iar-report.pdf>

MEETING SUMMARY

ISLAMIC ASSOCIATION OF RALEIGH

November 21, 2019 | 3:45 – 5:00 pm

Islamic Center: 808 Atwater Street, NC 27606



OVERVIEW

On November 21, 2019, Public Participation Partners (P3) staff facilitated a Community Conversation with the Islamic Association of Raleigh. The purpose of this Community Conversation was to gather input from the leadership on their past experiences with City of Raleigh public outreach and feedback on what methods of community engagement would best reach the Muslim community. Two (2) people from the leadership council were in attendance. Below is a summary of their responses to questions posed as well as other concerns that they had for their community.

Have you ever participated in any outreach activities or events for projects conducted by the City of Raleigh?

- Yes (the leadership)
- Per leadership, many people have not attended

For those of you who have attended these meetings, what was the experience like?

- Only productive if it pertains to their community
- Not all of their membership lives in the same community

For those of you who have not participated in a City engagement activity or event, why not?

- Did not know the opportunity was available for attendance
- No notification of the event or meeting
- If the membership is not educated about what the activity or event entails, they will not participate

- If a survey is received and it doesn't pertain to the community, they will not complete
- People are survey fatigued

If you were interested, which of the following things would make it more likely that you would attend a public meeting?

- Per leadership, the Islamic Center can provide parking, refreshments, child care, and all of the amenities that are needed
- For the community, these would be helpful
 - Snacks and/or refreshments
 - Child care
 - Free parking

If interested, when would you prefer to attend a project meeting or other City event?

- For the membership, weekday evenings, many work and have families

How would you like to learn more about City of Raleigh events and provide your input on projects and plans?

- City website
- Social media
- Islamic Center website
- Email

What is the best way for the city to inform you of an upcoming opportunity to provide your input on projects and plans?

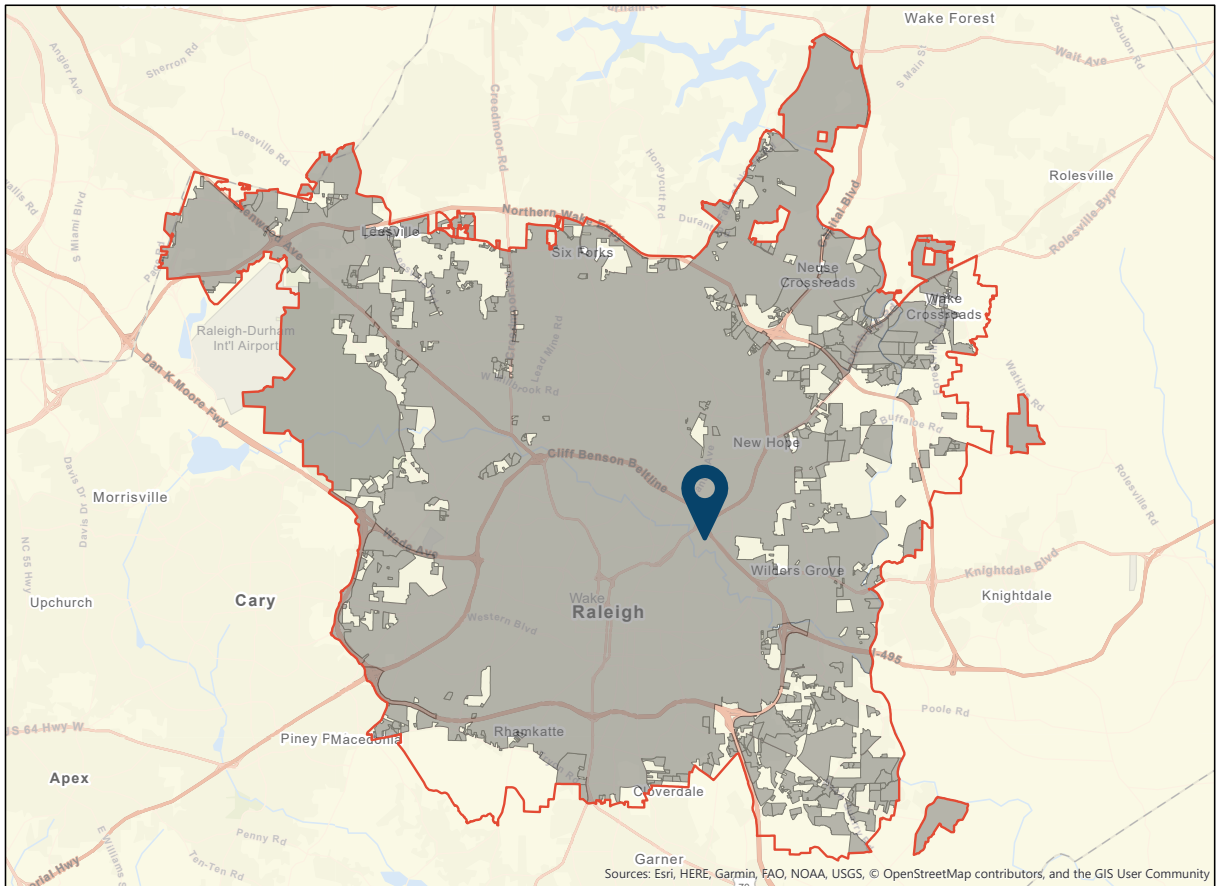
- Islamic Center website
- Email
- Mailings and/or postcards
- Through CACs
- Social Media

Other Concerns:

- Would like for the City to meet them at their location
- The center is equipped with the space
- They can provide child care
- They can provide food
- They can provide parking

Johnetta Perry (P3) will provide feedback on:

- Who is the CAC for that area – information provided on 11/22/19
- Provide a write up to the leadership as an educational piece as to what is the CEPD Study – information provided on 11/22/19
- Leadership will distribute the survey among the membership



City Limits and Planning Jurisdiction(ETJ)

Planning Jurisdictions
Raleigh City Limits

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

CENTRO PARA FAMILIAS HISPANAS

Centro Para Familias Hispanas (CPFH) began in 1997 with emergency aid services to the Hispanic community after Hurricane Fran. In 1998 Centro Para Familias Hispanas officially became a part of the Catholic Charities of the Diocese of Raleigh to provide information, referral and counseling services to low-income Hispanic families.

As the Hispanic population began to grow rapidly in Wake County, we saw the need to increase and improve our services in order to help them effectively. Currently Centro Para Familias Hispanas has specialized personnel in case management, education and immigration, and has a variety of programs.

SOURCES:

Catholic Charities of the Diocese of Raleigh, "Centro Para Familias Hispanas": <https://www.catholiccharitiesraleigh.org/cpfh/>

MEETING SUMMARY

CENTRO PARA FAMILIAS HISPANAS

November 20, 2019 | 6:15pm – 8:00pm

Habitat Wake: 2420 N. Raleigh Rd, Raleigh, N.C. 27604



Centro para Familias Hispanas
A Program of Catholic Charities

Providing Help – Creating Hope – Serving All

OVERVIEW

On November 26, 2019, Public Participation Partners (P3) staff facilitated a Community Conversation with Centro Para Familias Hispanas (Hispanic Family Center). The purpose of this Community Conversation was to gather input from the leadership on their past experiences with City of Raleigh public outreach and feedback on what methods of community engagement would best reach the Hispanic community. The Director (Maty Ferrer) of the center and Editor (Coreen Villalobos) of La Conexion were in attendance. Twelve (12) paper surveys were collected. Below is a summary of their responses to questions posed as well as other concerns that they had for their community.

Have you ever participated in any outreach activities or events for projects conducted by the City of Raleigh?

- Yes
- Many of the people for whom they provide services have not attended

For those of you who have attended these meetings, what was the experience like?

- Director has met the Planning Engagement Coordinator, who she thought was very excited and passionate about reaching their community. Loved her enthusiasm for helping the community

For those of you who have not participated in a City engagement activity or event, why not?

- Some participants at the center cannot read well, assistance was needed in completing some of the paper surveys
- Notifications are not in their language

- Don't feel the need to attend
- Community members have jobs and families, most meetings are in the evenings
- Don't feel a part of the community
- Small group meeting would be better – less intimidating.

If you were interested, which of the following things would make it more likely that you would attend a public meeting?

- For the community, these would be helpful:
 - Snacks and/or refreshments
 - Child care
 - Free parking
 - Transportation

If interested, when would you prefer to attend a project meeting or other City event?

- For the membership, through the Hispanic Center

How would you like to learn more about City of Raleigh events and provide your input on projects and plans?

- Hispanic Family Center

What is the best way for the city to inform you of an upcoming opportunity to provide your input on projects and plans?

- Hispanic Family Center
- Use La Conexión (media) to post upcoming events

Other Concerns:

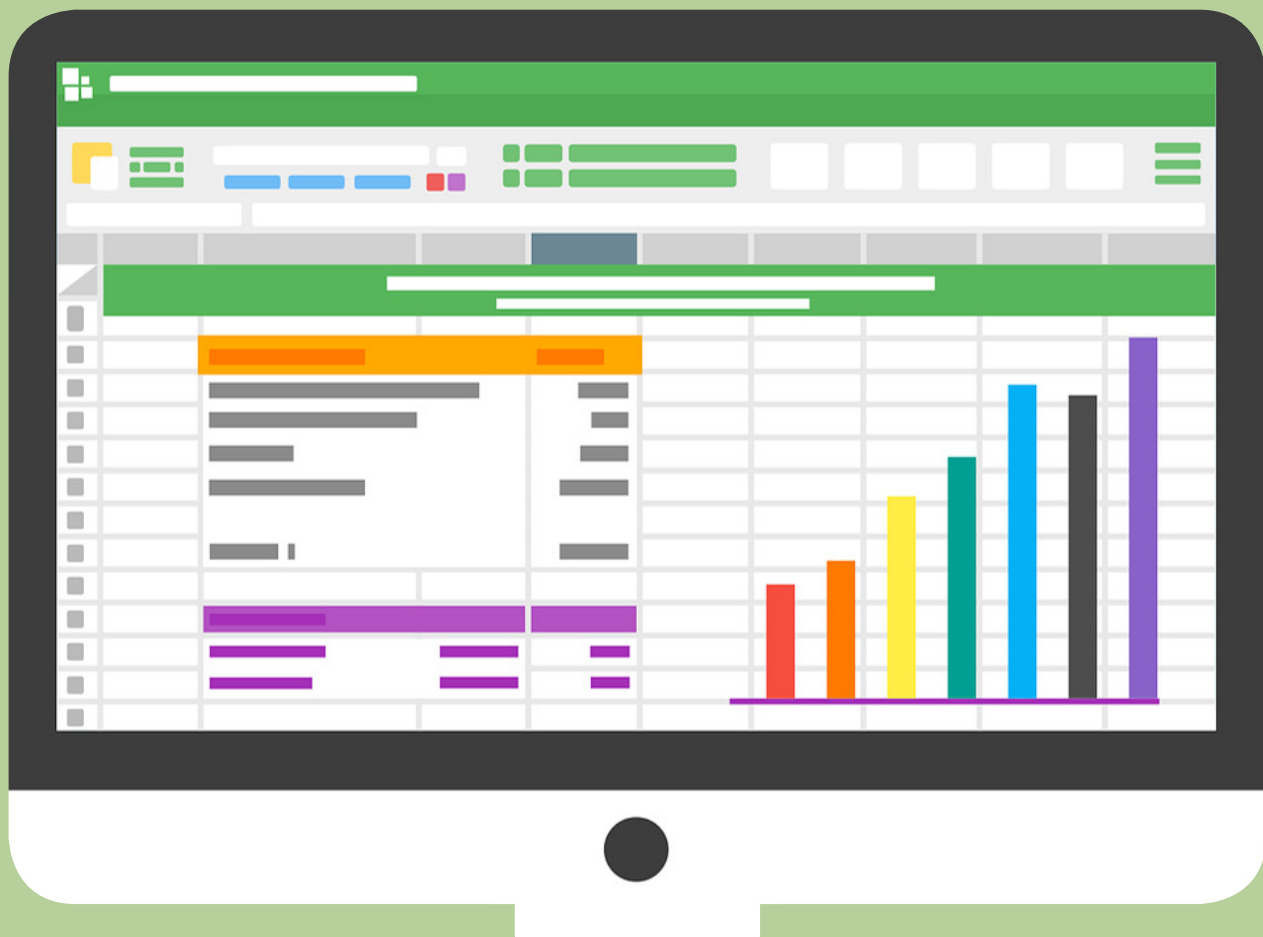
- There are so many community members that don't feel a part of the community.
- Materials are not translated in their language and also if materials are translated, it's not correct
- One way to reach the community, would be to come to the center on Monday and Wednesday, they see up to 200 people in a 3-hour time span
- The Hispanic Center would be a great partner for the City Planning Department; the Director is passionate about assisting the community in any way she can
- To reach the community, translated ads can be posted in La Conexión



APPENDIX III

COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT

FULL SURVEY RESULTS REPORT





COMMUNITY ENGAGEMENT PROCESS DEVELOPMENT FULL SURVEY RESULTS REPORT

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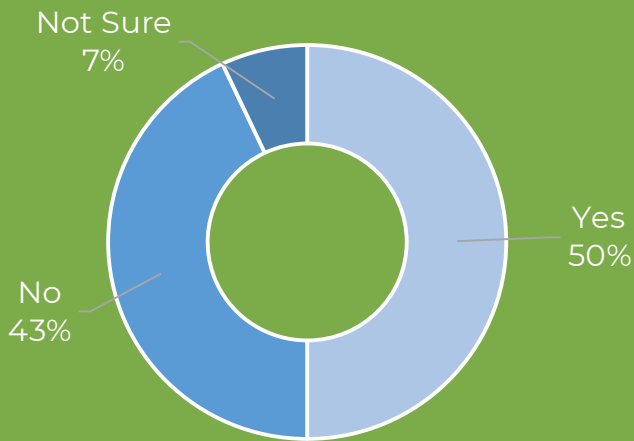
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OVERVIEW

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.)



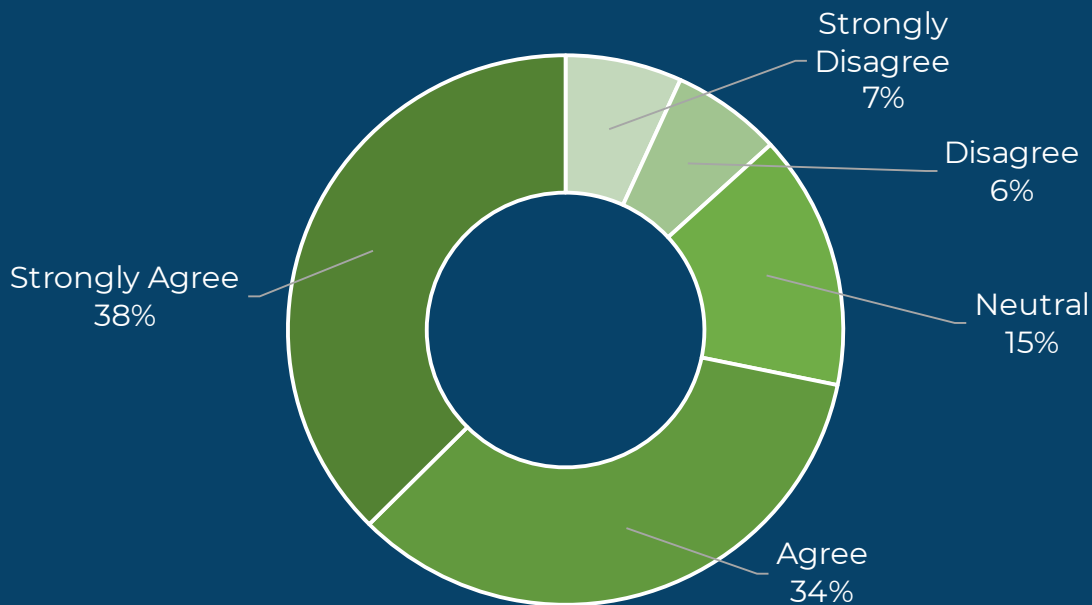
Participants who answered “Yes” were directed to Question 1a, which consisted of seven (7) likert scale questions. Participants who answered “No” were directed to Question 1b.

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.



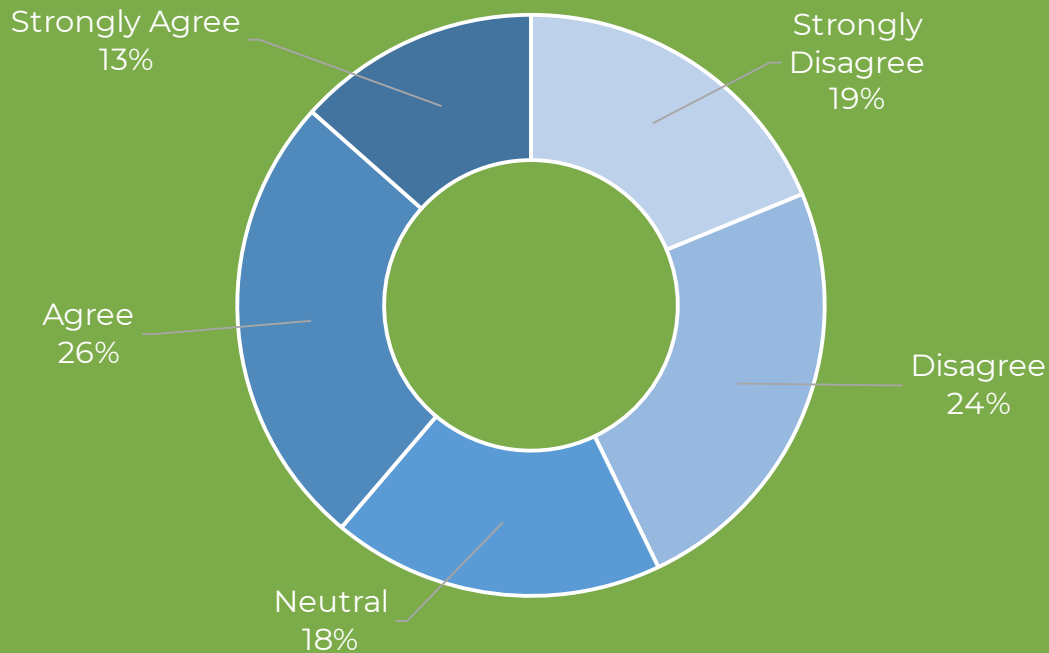
QUESTION 1.A.I. COMMENTS SUMMARY

A total of 71 comments were received for Question 1.a.i. Below is a summary of the responses for “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.



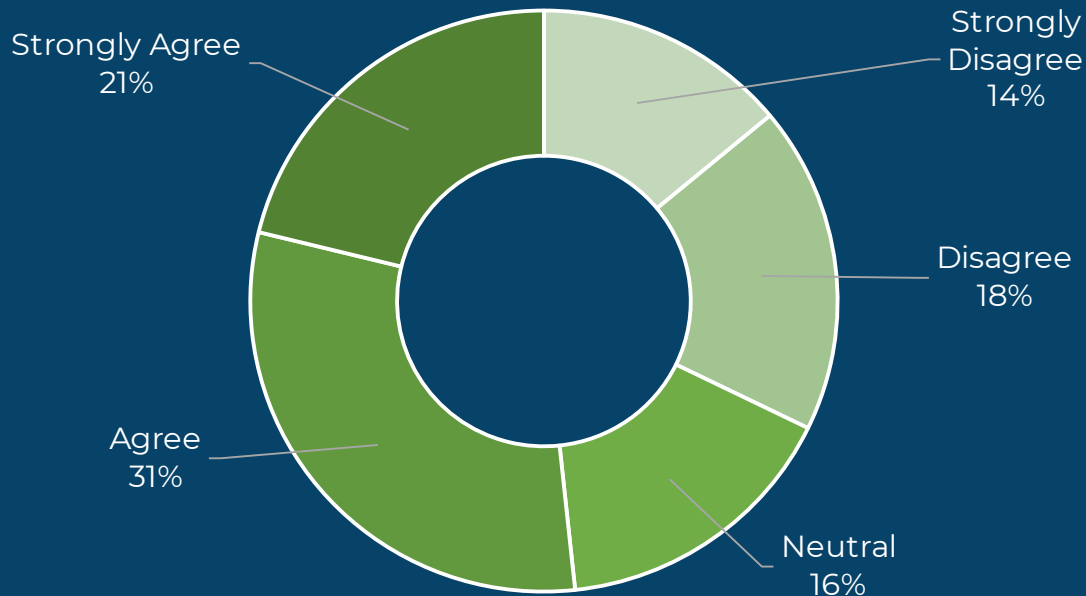
QUESTION 1.A.II. COMMENTS SUMMARY

A total of 42 comments were received for question 1.a.ii. Below is a summary of the responses for “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.



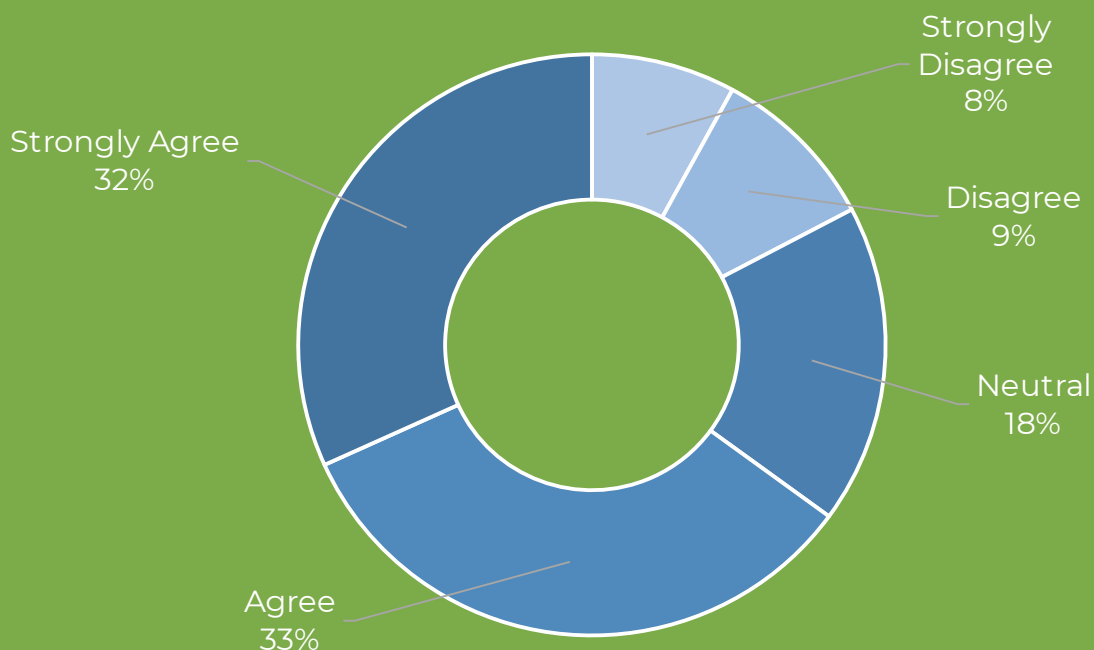
QUESTION 1.A.III. COMMENTS SUMMARY

A total of 30 comments were received for Question 1.a.iii. Below is a summary of the responses for “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

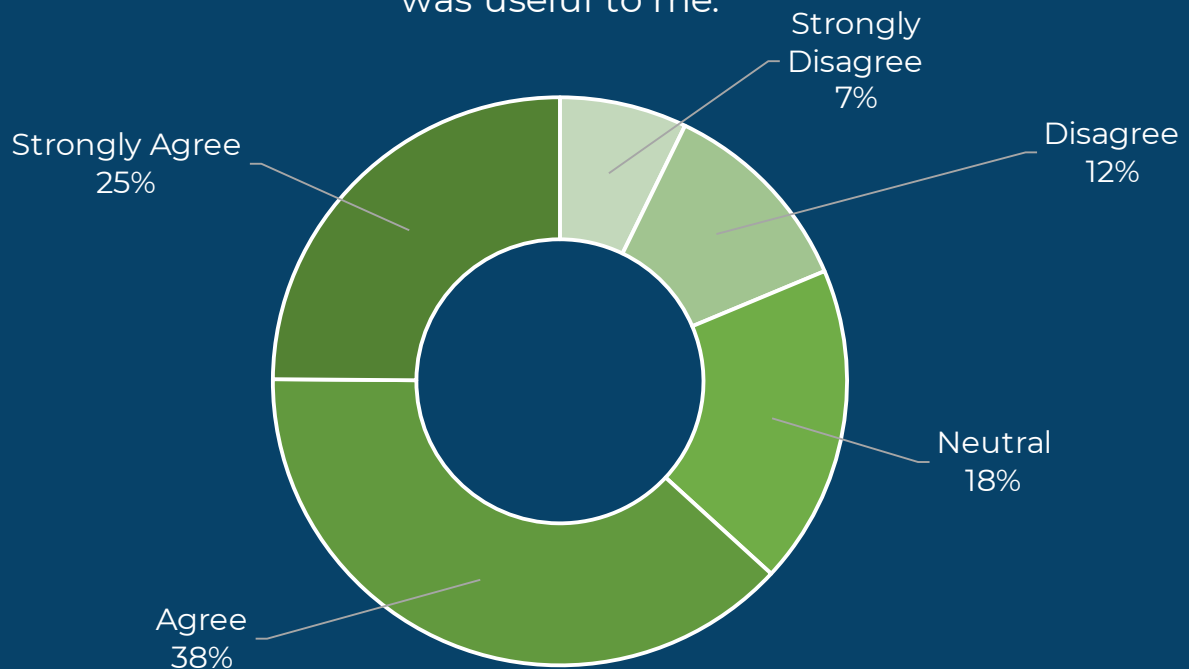
A total of 19 comments were received for Question 1.a.iv. Below is a summary of the responses for “The information provided at the event was easy for me to understand.”

- 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.



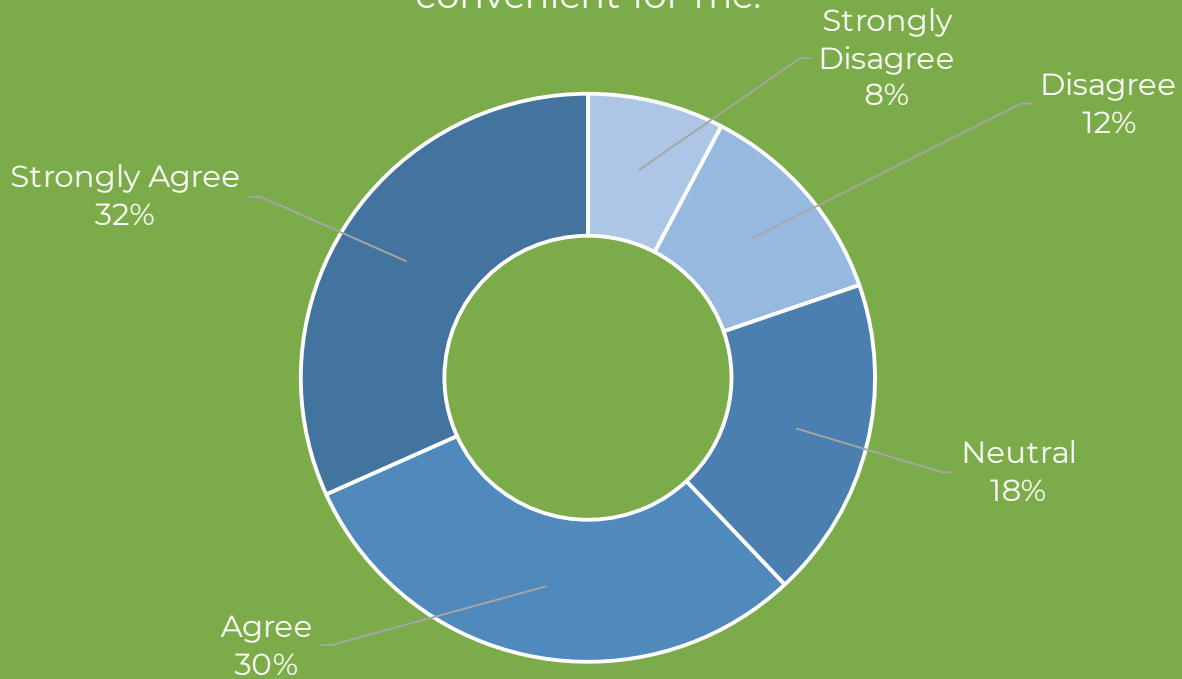
QUESTION 1.A.V. COMMENTS SUMMARY

A total of 21 comments were received for Question 1.a.v. Below is a summary of the responses for “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

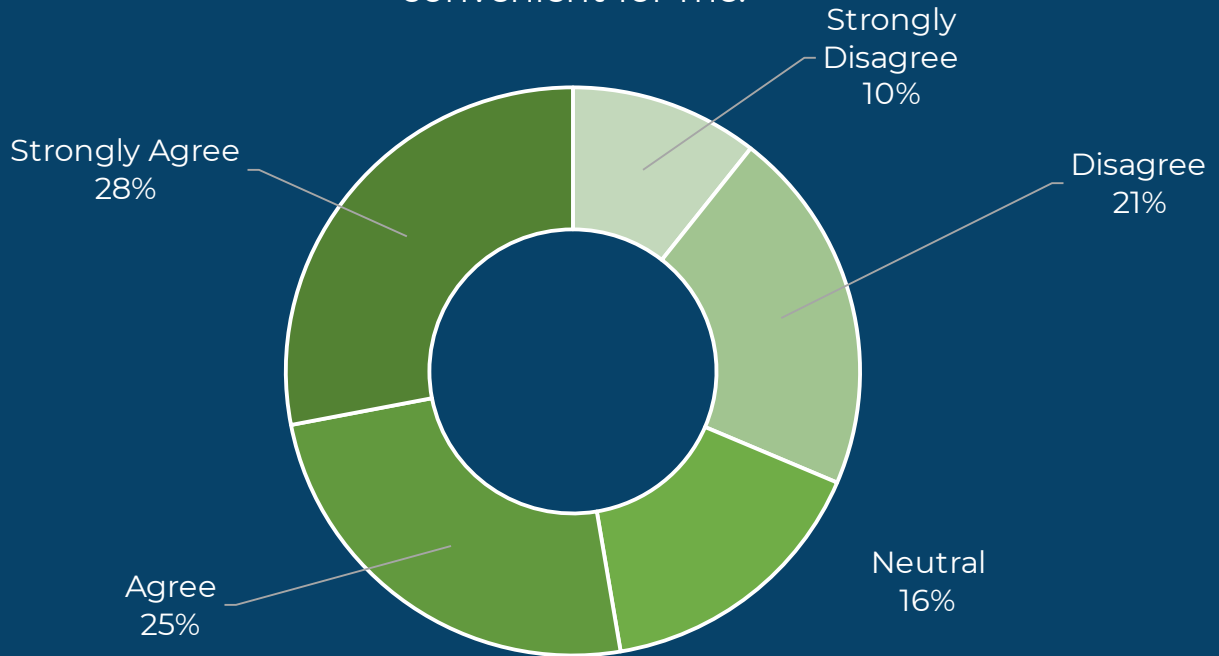
A total of 18 comments were received for Question 1.a.vi. Below is a summary of the responses for “The activity was held at a location that was convenient for me.”

- 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.



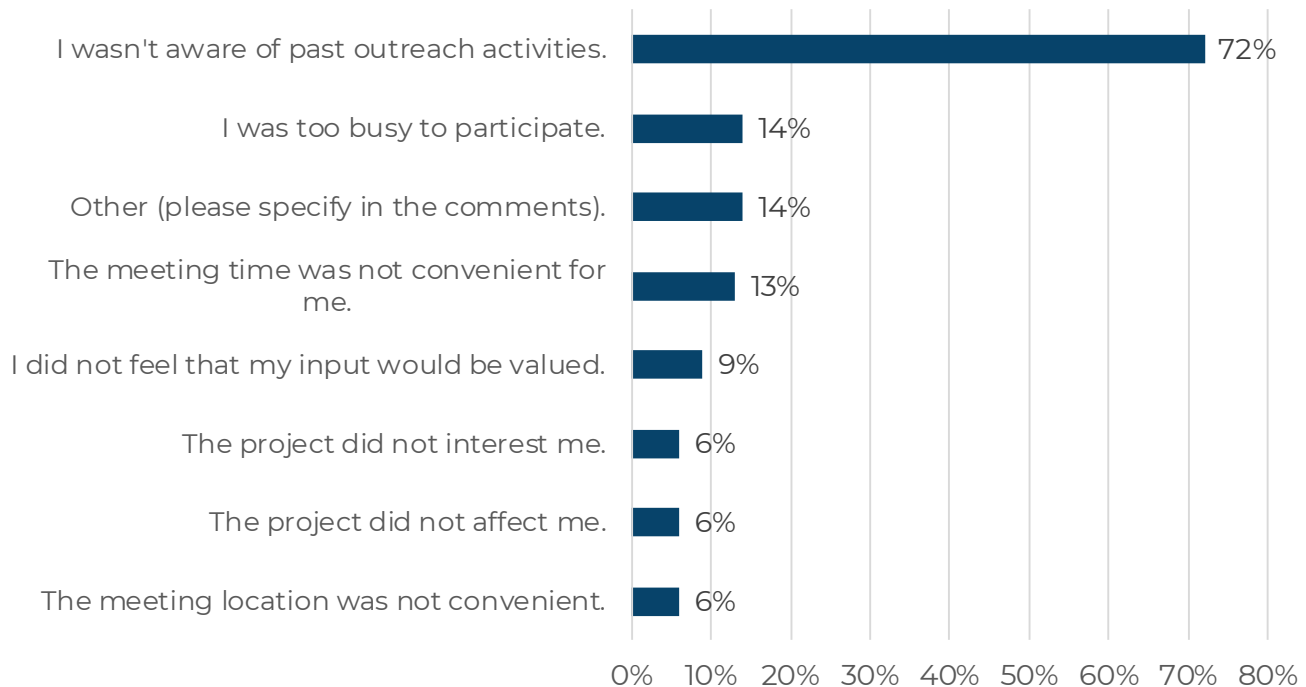
QUESTION 1.A.VII. COMMENTS SUMMARY

A total of 25 comments were received for Question 1.a.vii. Below is a summary of the responses for “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.



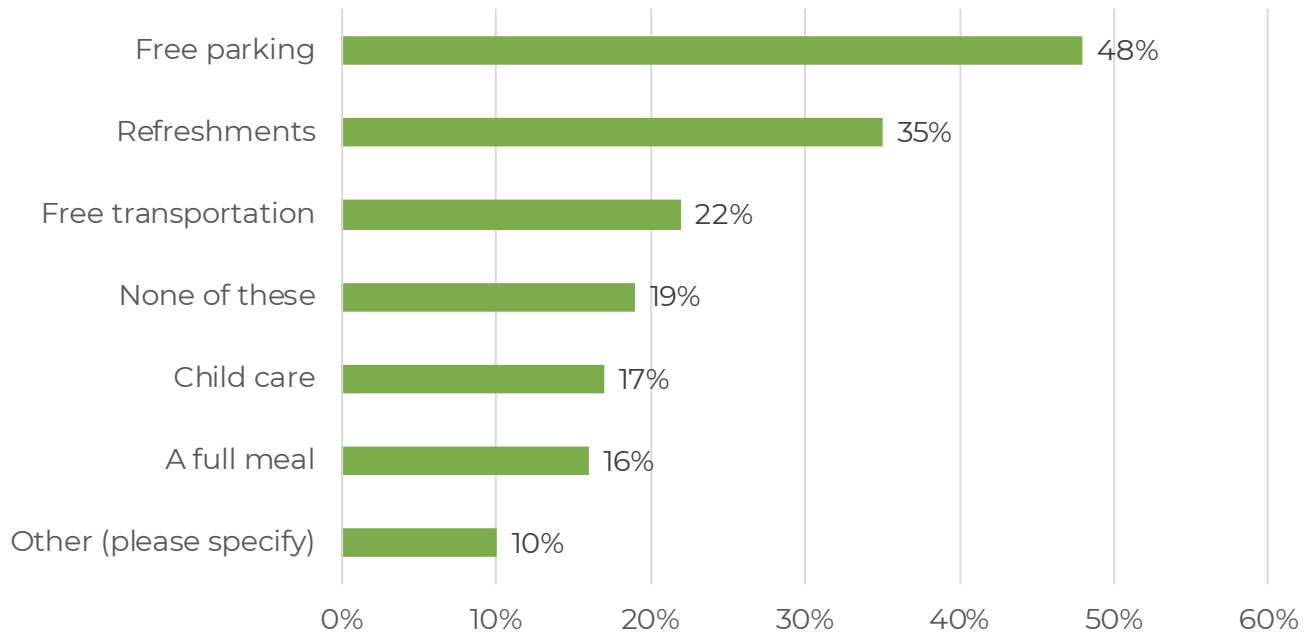
QUESTION 1.B. COMMENTS SUMMARY

A total of 58 comments were received for Question 1.b. Below is a summary of the responses for “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.



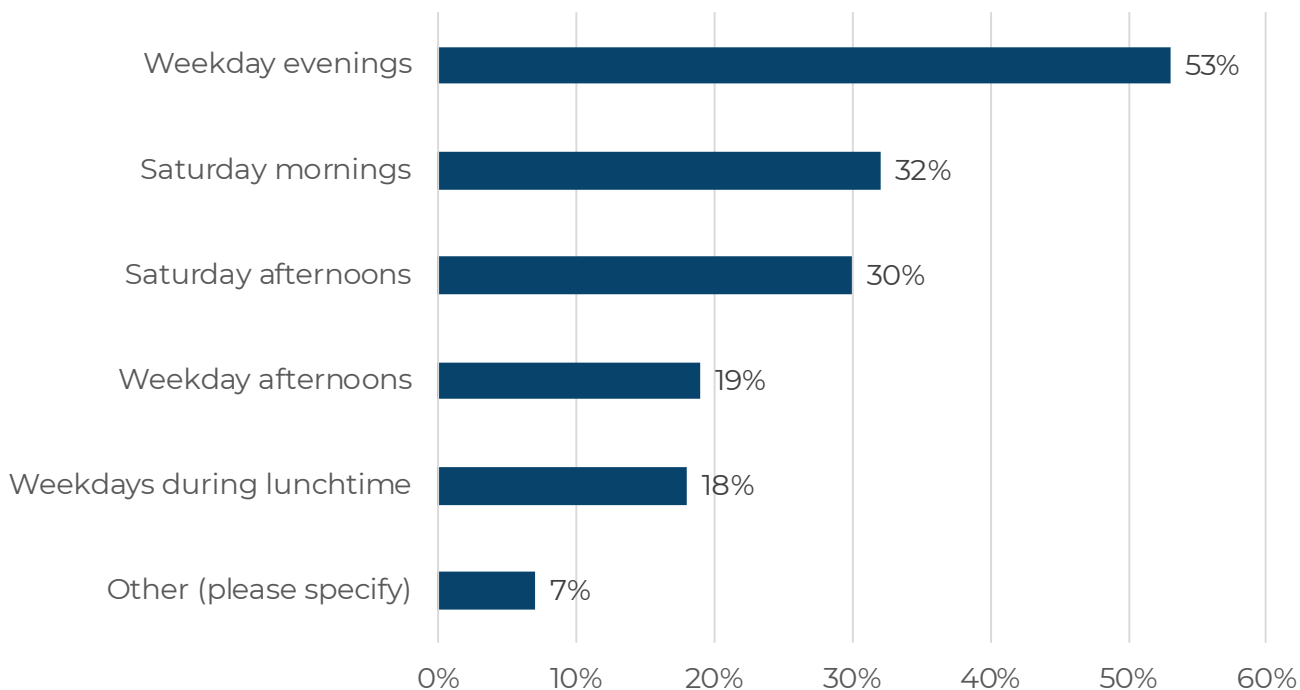
QUESTION 2 COMMENTS SUMMARY

A total of 97 comments were received for Question 2. Below is a summary of the responses for “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.



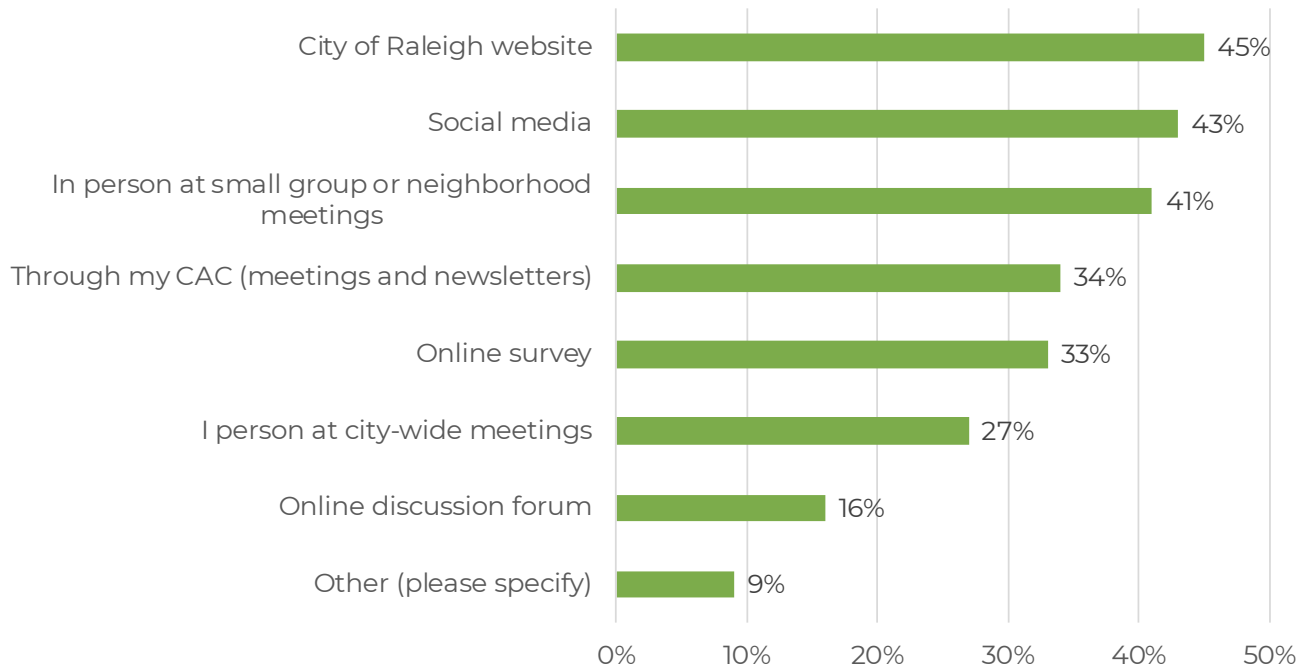
QUESTION 3 COMMENTS SUMMARY

A total of 42 comments were received for Question 3. Below is a summary of the responses for “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

A total of 67 comments were received for Question 4. Below is a summary of the responses for “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 2 - CEPD Survey Demographics Compared to City of Raleigh Demographics - Race

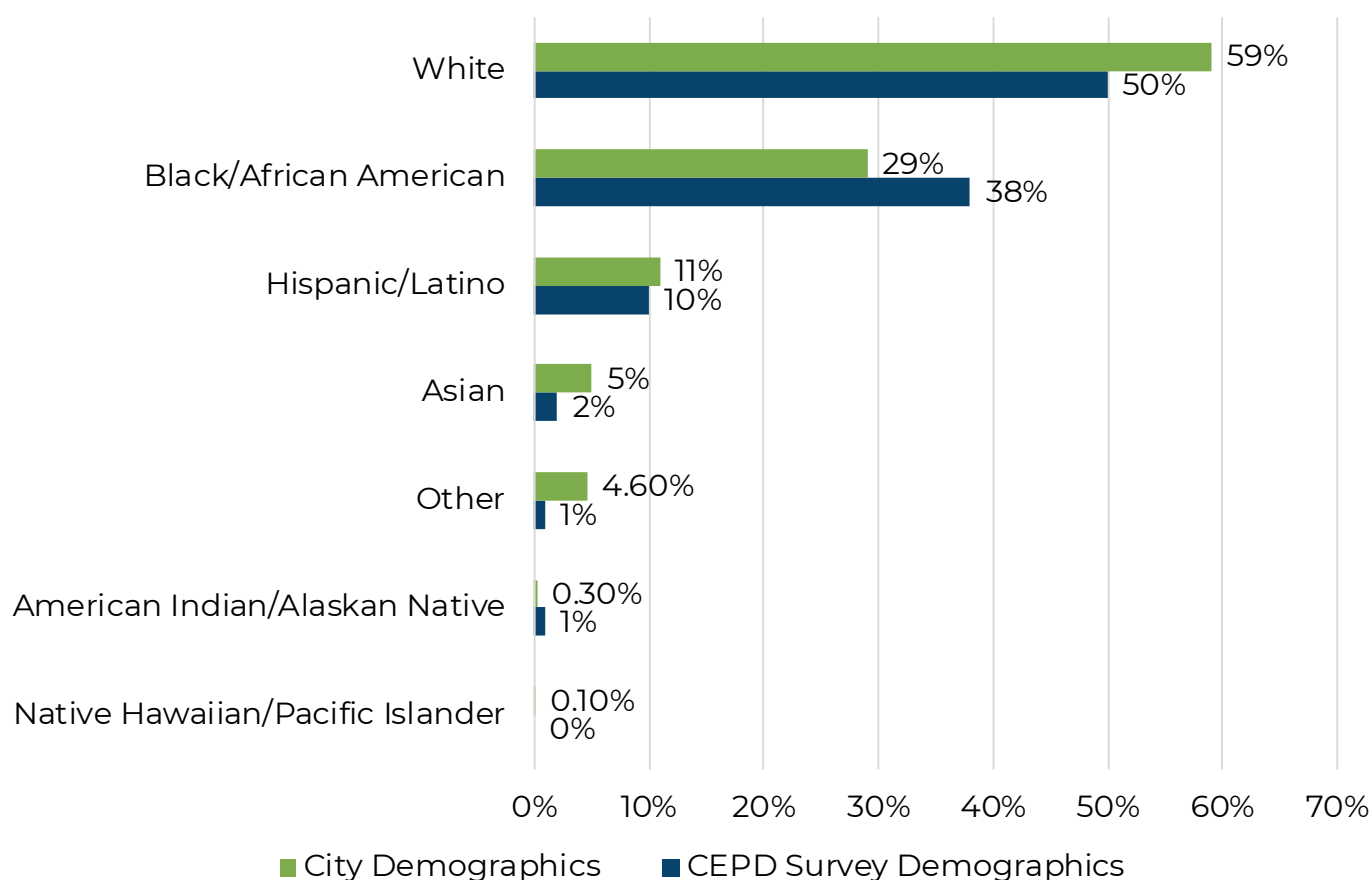




Figure 3 - Gender Identity

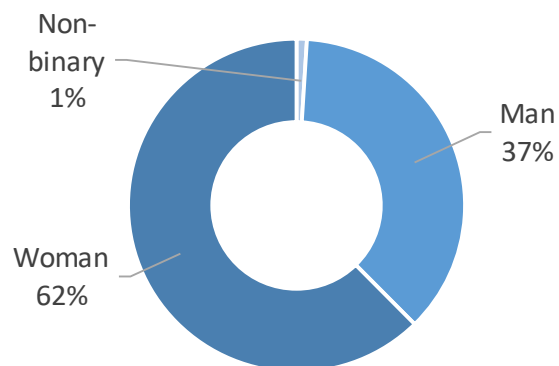


Figure 4 - Age

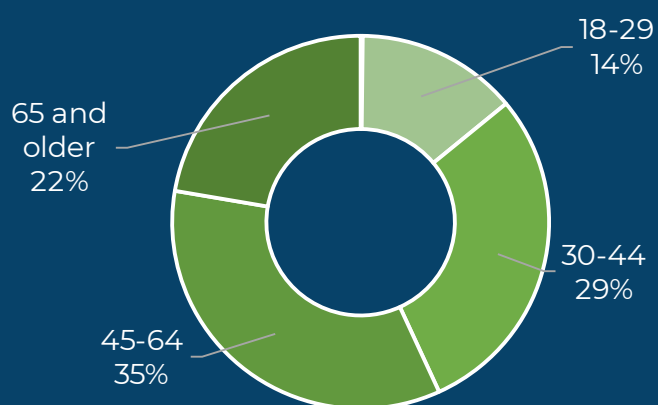


Figure 5 - English Proficiency

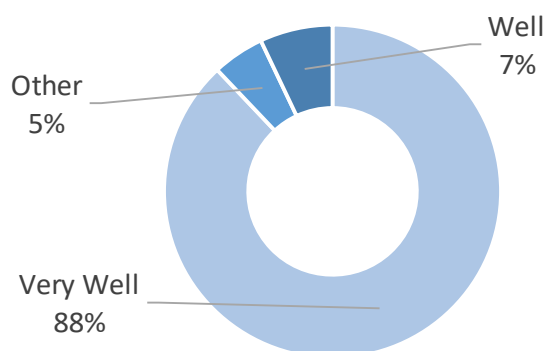


Figure 6 - Household Income

