

Dix Edge Area Study January Community Leader Group Meeting

Thursday, June 10 12pm – 1pm via zoom

Attendees:

City of Raleigh Staff: Sara Ellis, Matt Klem, JP Mansolf, Hannah Reckhow

Community Leaders: Mel Wright, Hayes Permar, Eric Braun, John Hinshaw, Jenn Truman, Terri Edwards, Marilyn Drath, Sim Mciver, Dieneaker Shaw, Hayes Permar

1. Introductions – favorite place to eat
2. Reflections on Phase Soon meetings:
 - Sara went over the results and summarized the Phase Soon meetings.
 - What worked well?
 - In person meetup – sticky notes worked really well and staff did a good job of facilitating the in person public meetings.
 - Enjoyed in person meeting in Eliza Pool. Good representation of neighborhood at in-person meetings.
 - What would you change next time?
 - Any advice for staff?
 - Thoughts on outreach:
 - Are there other neighborhood area studies that have been conducted in the past that get better results with regards to outreach?
 - Outreach is always challenging and with this project we've done a good job compared to other projects.
3. Demographic results from Survey:
 - Demographics aren't representative of the actual population of the area.
 - Are there ways to incentivize people to fill out demographic information?
 - Would requiring demographic information be okay?
 - Marketing research may have some lessons
 - Older populations may be less receptive to sharing demographic information.
 - Would mailing out surveys help more a more representative population take the survey.
 - You could hand a pre-paid envelope to folks so they can send it in
 - Fertile ground food co-op is getting good results with phone surveys.
 - A lot of people feel that surveys and these projects don't have any benefit for them.
 - Free food or some kind of event would get people to come out.
 - Mel is having an event for her business that we can come out to.
 - Feedback received is that we don't care about the black community.
 - More representative pictures on the flyer may help get people's attention.
 - Are there ways we can be more provocative with our promotion?
 - Could the city explore a bundle with polling companies?
 - I think the barbeque in Eliza Pool park this summer will be a great suggestion.
 - Maybe we can include to amazing pictures to grab the residents attention from all race.
 - Technology may be a barrier, younger populations are more likely to be comfortable with the population.