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.