

Community Impact Measurement Survey

Garfield

What is CIM anyway?

- New version of NeighborWorks' 2009 "Success Measures" survey
- Community Impact Measures Survey (CIM) - launched by NeighborWorks in 2013.
- Designed to measure an organization's impact in a community they work in.
- NeighborWorks intends to conduct this survey every 3 years.
- Questions focus on resident satisfaction in their community, feelings of community, those who own vs. those who rent, likelihood of purchasing in the community and much more.
- Total of 23 questions
- English and Spanish versions

Address: _____

Resident Experience in the Community

Please answer the following questions about the community in which you live. When we use the word 'community,' we are referring to [define community].

First, we'd like to know your thoughts about living in your community.

1. How long have you lived in this community? _____ months _____ years
2. Overall, considering everything, how satisfied would you say you are living in this community?
 - ☐ Very satisfied
 - ☐ Somewhat satisfied
 - ☐ Somewhat dissatisfied
 - ☐ Very dissatisfied
 Please describe why you feel this way: _____

3. Right now, how likely are you to recommend this community to someone else as a good place to live?
 - ☐ Definitely would recommend
 - ☐ Probably would recommend
 - ☐ Probably would not recommend
 - ☐ Definitely would not recommend
 Please describe why you feel this way: _____

Next, we'd like to know in what ways, if any, you are involved in the community.

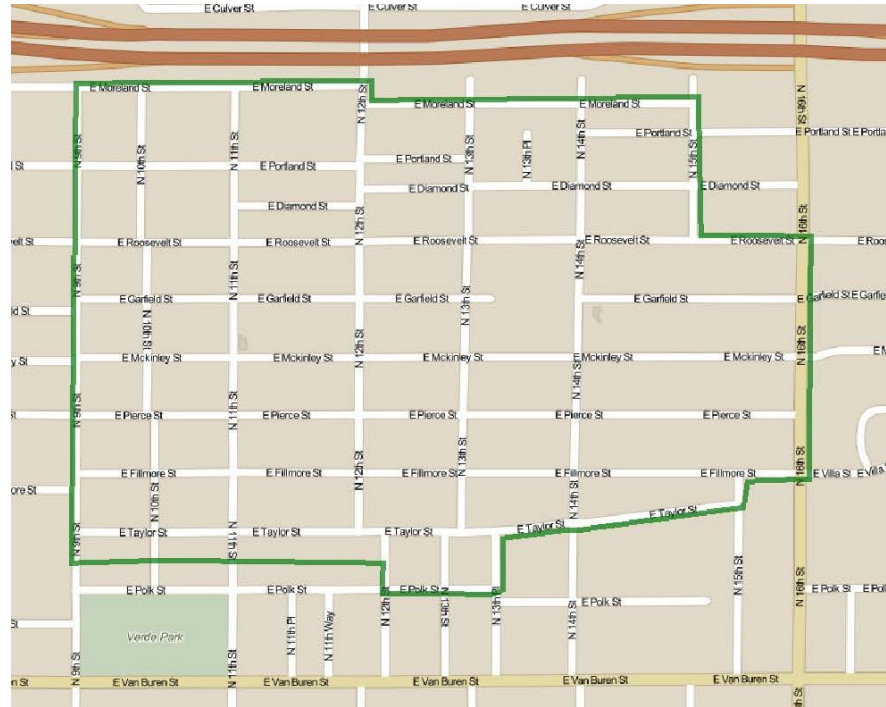
4. How often during the past year did you participate in the following community activities?

	Often	Sometimes	Rarely	Never
Participated in a community, resident, or tenant association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteered to help others in the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participated in a community improvement project, such as a clean-up, community gardening, or other beautification effort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supported local business events, such as a sidewalk sale or "shop local" day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participated in an organized community social event, such as a festival, block party, or other celebration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supported a local political organization, candidate, or ballot initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participated in an advocacy group, such as a school parent-teacher association, environmental organization, or labor union	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personally took action to improve the community, such as reporting a hazard or contacting authorities about an incident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Right now, how willing are you to become involved in the following activities in your community? Would you say you are very willing, willing, somewhat willing, or not that willing?

	Very Willing	Willing	Somewhat willing	Not that willing
Work with others to make things happen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Run meetings so that tasks and goals are achieved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help groups sort out differences or deal with conflict	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase your leadership skills so that you can help influence change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Area Surveyed



Number of Households: 1023

Estimated Number of People (2009): 4263

Average Area Income (2009): \$18,125 to \$28,893

NHS Phoenix Presence in Garfield: <http://bit.ly/1gohe2O>

Data Collection Methods

- Door to Door: 151 responses
- Survey Monkey Online Survey: 52 responses



Methodology:

Success Measures vs. CIM

2009

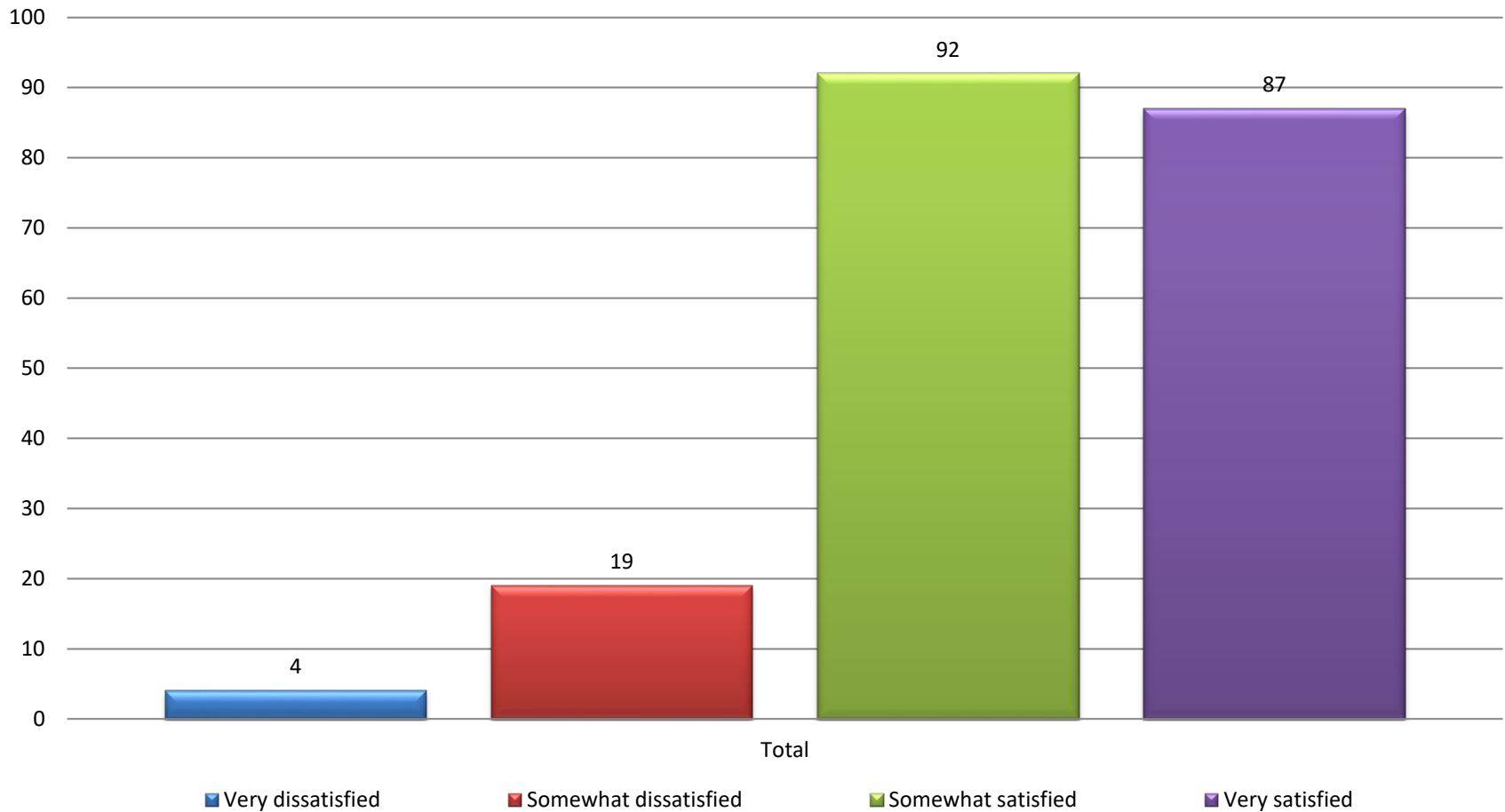
- 34 questions
- Target Population: 1,510
- Total Surveys Collected: 148
- Method of Collection: Door-to-Door
- Not statistically significant

2013

- 23 questions
- Target Population: 1,023
- Total Surveys Collected: 203
- Method of Collection: Door-to-Door and Online
- Statistically significant – 95%

Findings: Resident Experiences

Total Level of Satisfaction Living in Garfield



2013

Qualitative Analysis: Comments on Level of Satisfaction

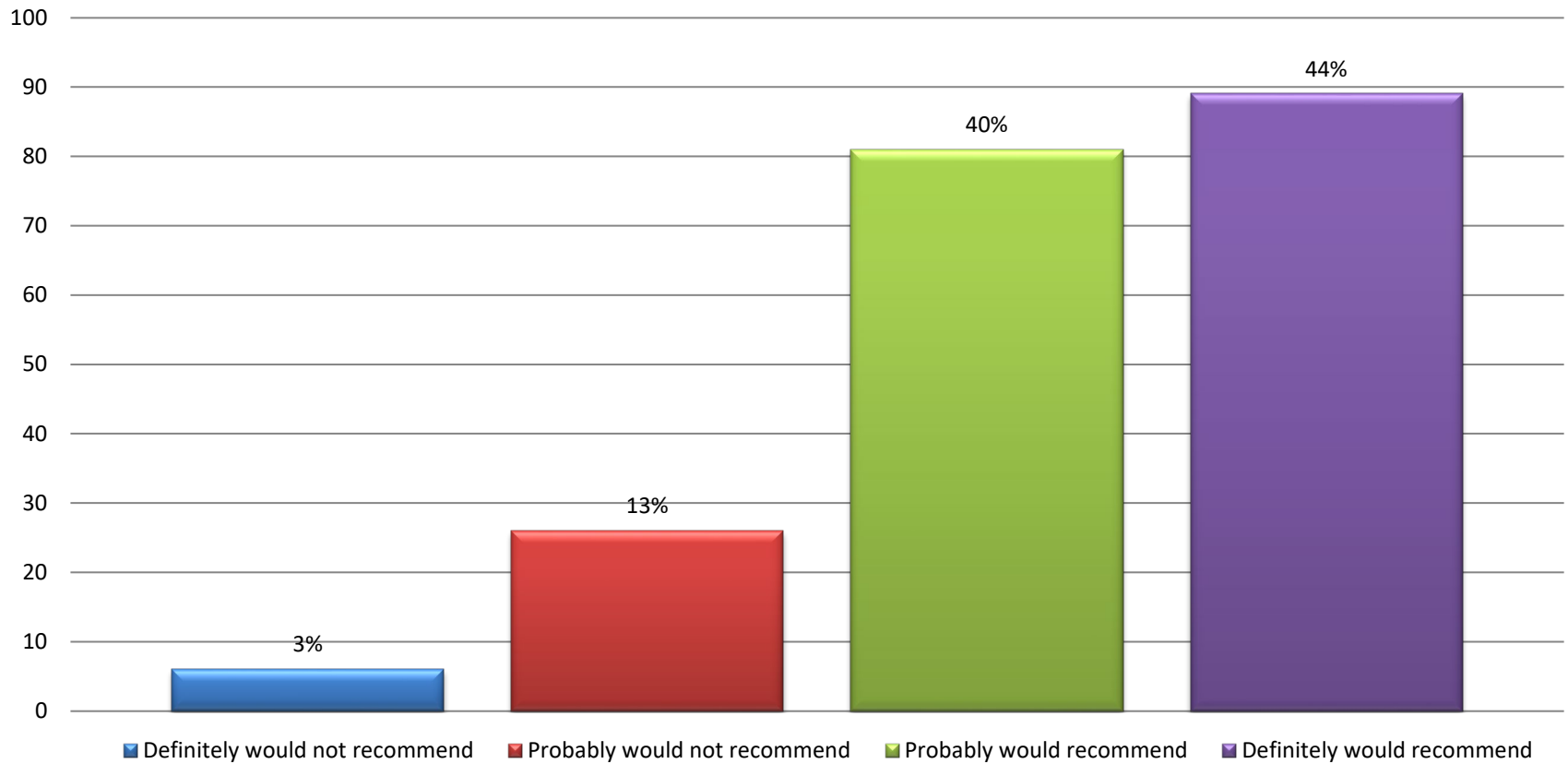
Positive:

- Safe/quiet – 8 people
- Convenience/type of community (artistic, diverse, etc.) – 7 people
- Improving – 4 people

Negative:

- Unsafe/crime – 7 people
- Loose dogs – 3 people
- Trash/Look of community – 3 people

Would You Recommend Living in Garfield?



2013

Qualitative Analysis:

Comments on Likelihood of Recommendation

Positive:

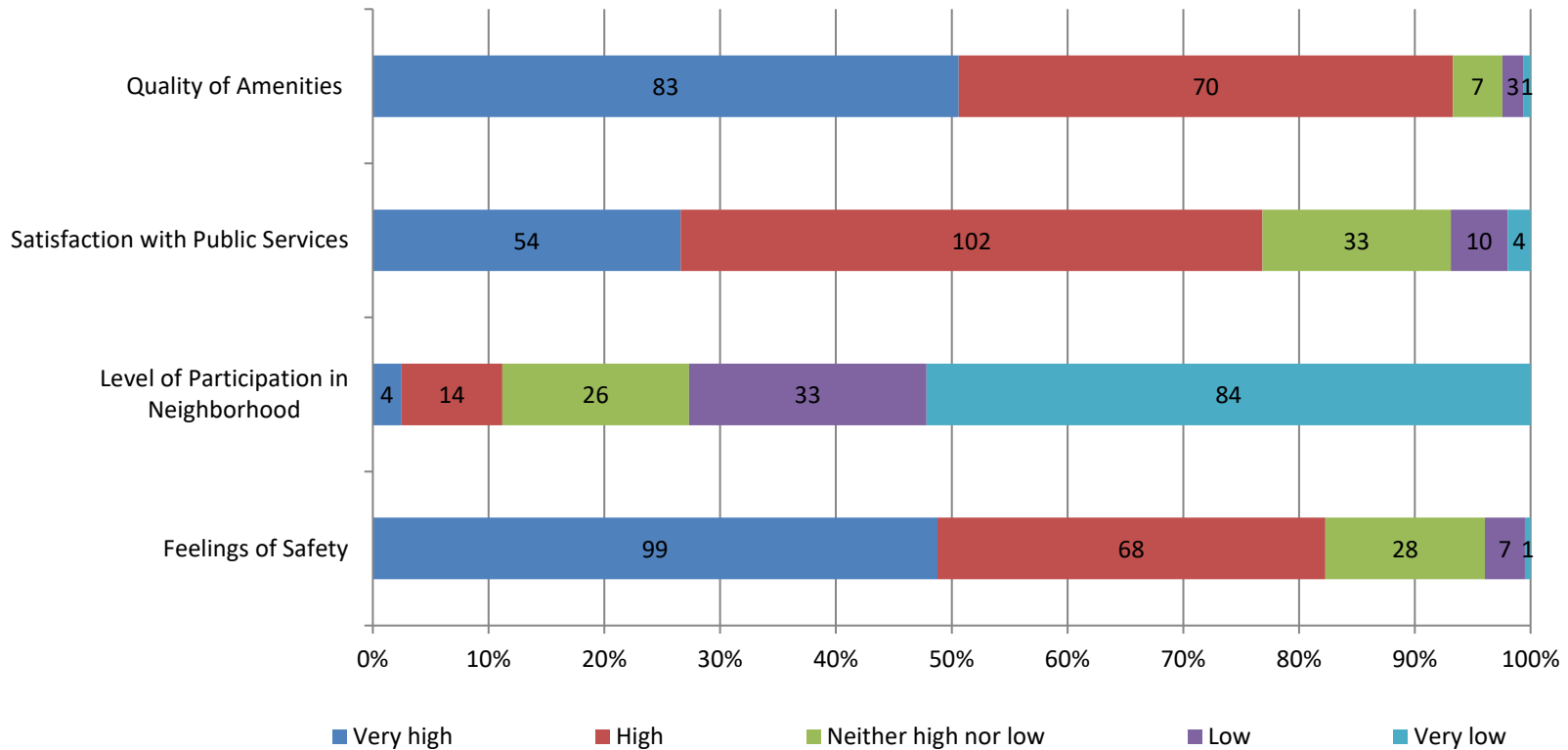
- Convenience/type of community (artistic, diverse, etc.) – 26 people
- Safe/quiet – 8 people
- Affordable – 5 people

Negative:

- Unsafe/crime – 17 people
- Trash/Look of community – 11 people

Factor Analysis:

Safety, Participation, Public Services, Amenities



2013

Conclusions: Resident Experiences

- Overall levels of satisfaction in Garfield are high.
- Areas of Improvement:
 - Crime
 - Aesthetics
 - **Participation**

Increased Participation is Key

- Studies indicate that communities with “active communities” demonstrate lower levels of crime and lower death rates¹.
- People who feel invested in their community are more likely to spend the time to improve its appearance.
- Largest obstacle: Lack of time/perceived lack of time

Ideas?

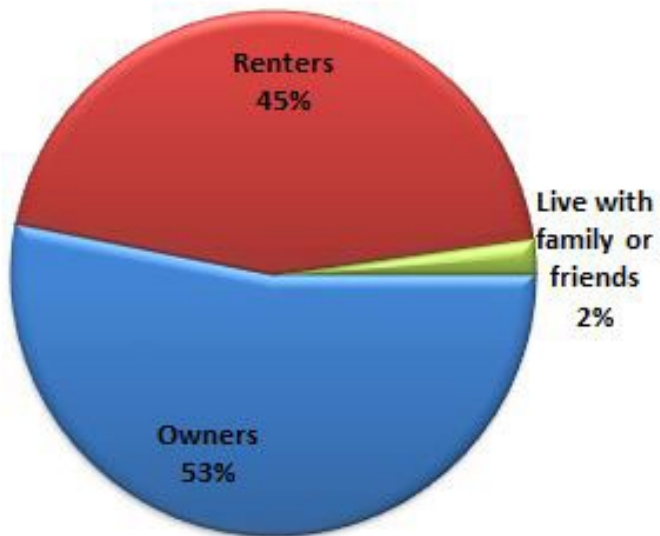
1. Lee et al. **Civic Community, Population Change, and Violent Crime in Rural Communities.** *Journal of Research in Crime and Delinquency*, 2010; 47 (1): 118

Findings: Homeownership

Owners vs. Renters

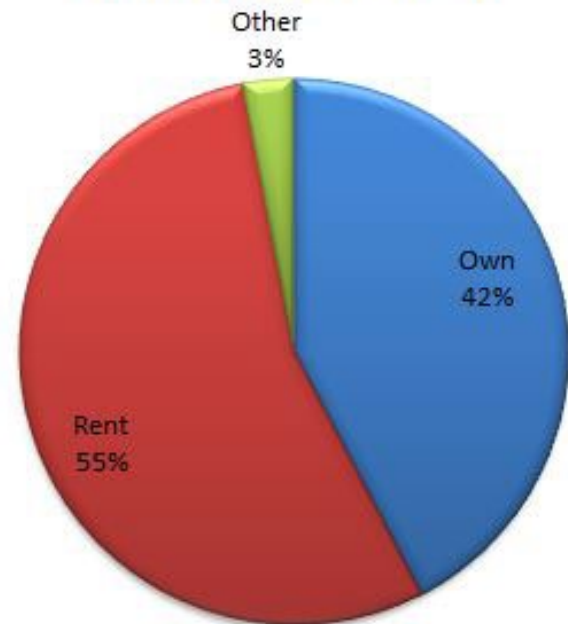
2009

Owners vs. Renters

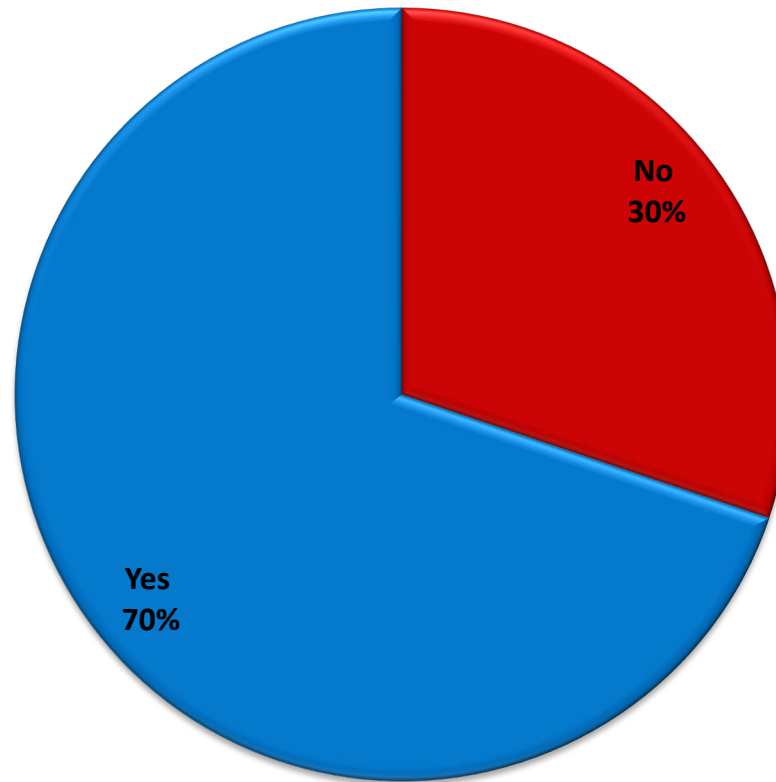


2013

Owners vs. Renters

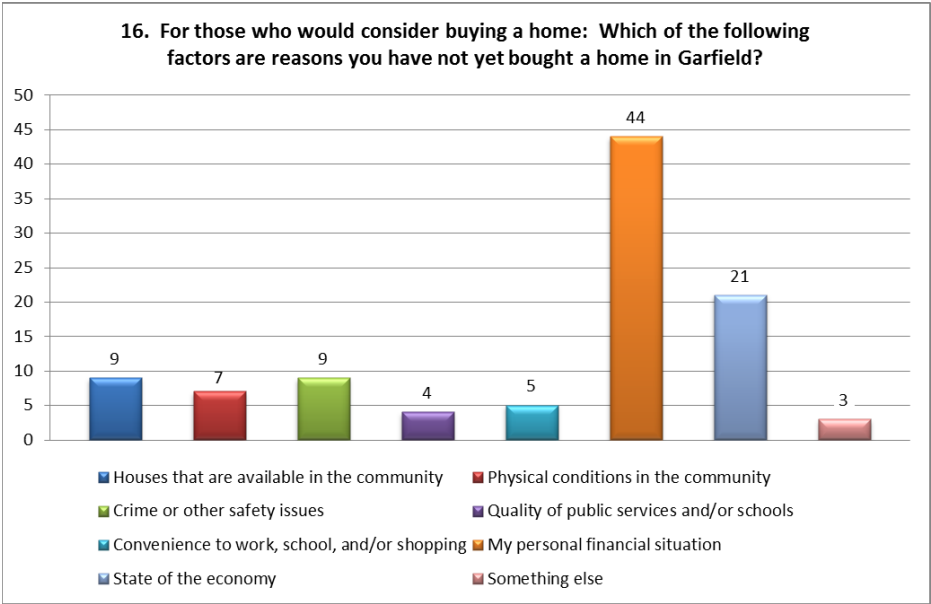


For those who rent their homes:
Would you consider buying a home in Garfield?

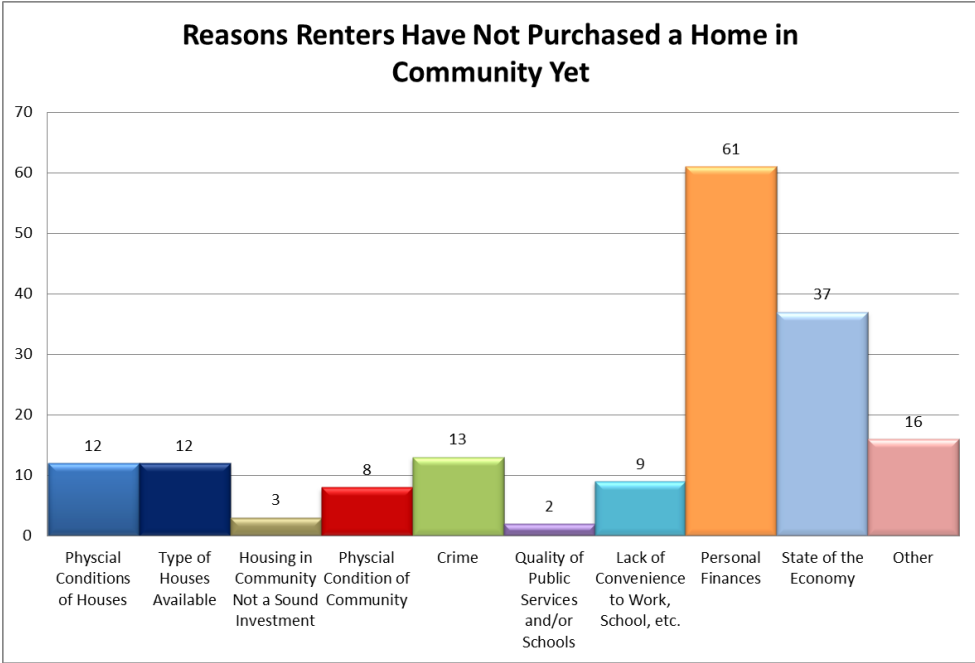


2013

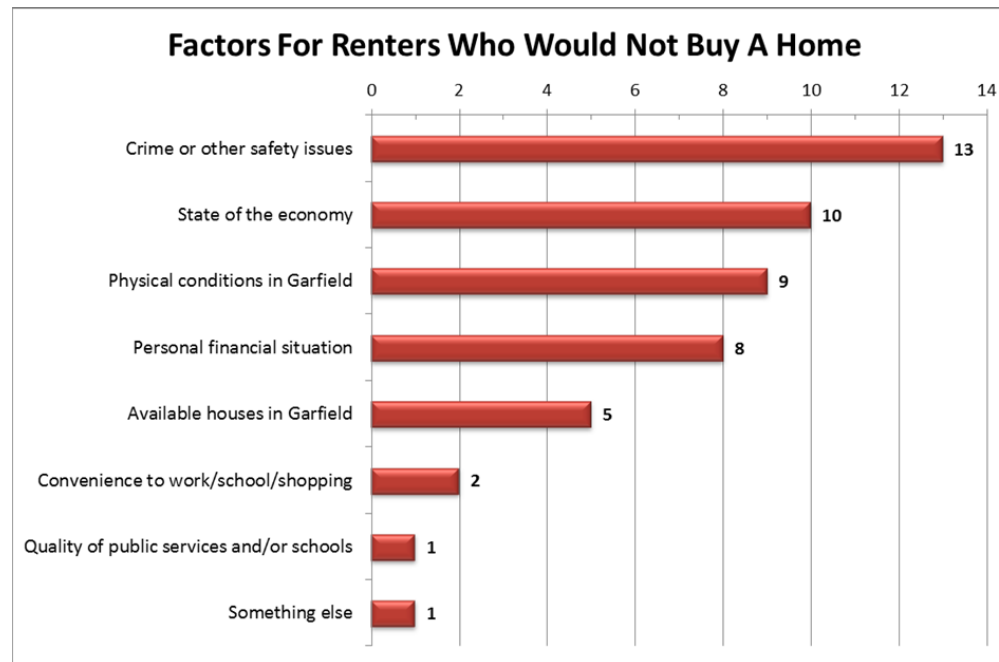
2009



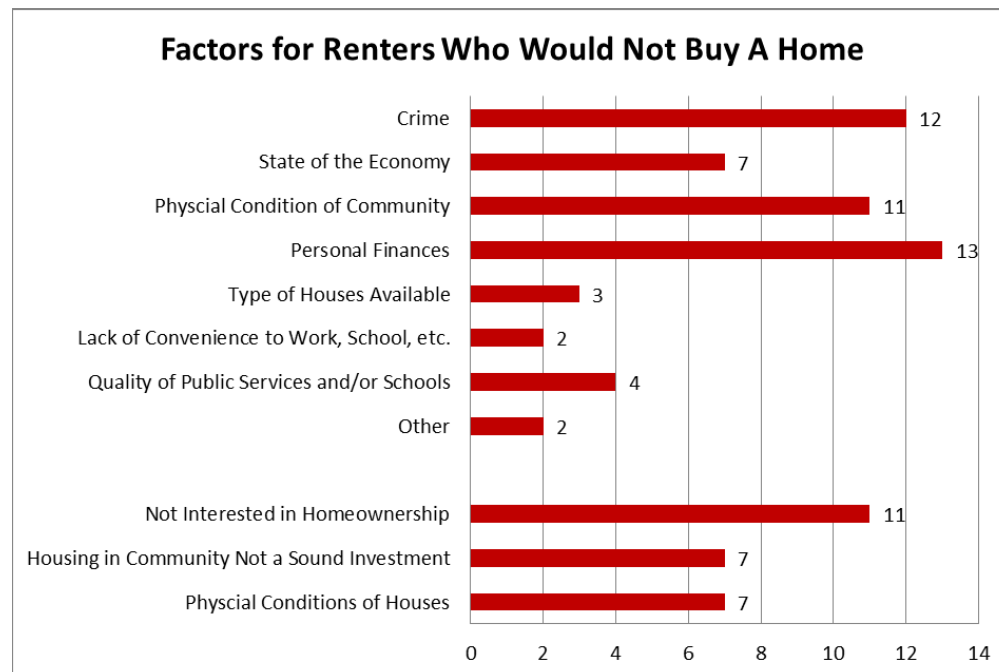
2013



2009



2013



Conclusions: Homeownership

- Homeownership in Garfield is down by 10% since 2009.
- Largest reason: Personal Finances/Perception of Personal Finances
- Ways to Combat:
 - Financial Education
 - Homebuyer Education
 - Credit Counseling
 - Job Search Assistance

**What can be done? What is NHS Phoenix's role?
Who else should play a role?**