**Thursday, October 27th (2:15pm ET)**

2022 NNIP DC Meeting, October 27th

Session Title: Community Voice as Actionable Data

Room: Columbia Heights A

Led by: Tommy Pearce

Notes by: Gabe Samuels

Present: Rahul Jayaraman (Just Communities) ; Erikka Gilliam (Drexel UHC); James Neal (IMLS); Melyssa Tsai O’Brien (Johnson Center); Della Jenkins (AISP); Nikolai Elweser (Nexus); Gerika Logan (CURA-OSU); Mark Abraham (Data Haven); Sara Jaye Sanford (Communities Count - PHSKC); Liz Monk (WPRDC Pittsburgh); Elizabeth Pritchard (Comm. Palm Beach and Martin City); Alyssa Kogan (MAPC); Anthony Galvan (CPAL Dallas); Ashley Edwards (BNIA); Kathy Pettit (Urban); Jay Heermann (MARC- KC); Tommy Pearce (Nexus)

Existing regional surveys: <https://www.neighborhoodindicators.org/nnip-and-community-surveys>

**Context: Atlanta’s Panel Survey**

* Sense that for years, we are collecting the same data, and it all looks the same
* There is more and more need of what the community needs for their situations, further than the traditional work that they do
	+ Interest in a regional panel survey to collect this information
	+ 700-person panel this year, with 80% completion
* Trying to build something like the Pew Research Center, but for Metro Atlanta
	+ Break it down by demographics
	+ For 9 years, has been an annual phone survey, but wanting to turn it into a panel survey before relevant events (State legislature, regional planning)
* Panel is the best way to do that, but thinking about ways to do it
* Nexus often produces dashboards that people don’t use
	+ To combat this, already had partners (journalists, school boards) make commitments to use these findings

**Other Groups to Look at outside of NNIP?**

* Honolulu: Hawaii Data Collaborative is doing work on this issue
* Philadelphia: Be Heard Philly
	+ Opt-in cell phone survey
	+ Responds to real-time issues
		- E.g. sanitation slowdowns
	+ Very granular
	+ Based out of Temple Institute for Survey Research
* ANES
	+ Really good response rate for surveys
		- Could be attributed to $100 gift card for respondents
* NYU Poverty Tracking Survey
	+ Linking to administrative data to get a handle on economic mobility on COVID
	+ Costs are higher than expected
	+ Gets a lot of depth
* Existing survey research centers in many states
	+ Conduct QOL surveys
	+ NNIP partners could influence what they are asking about
	+ Unclear what they’re asking about already
	+ NJ, Mass, NY
	+ Sometimes conducted by media companies
		- I.e. NYT
	+ Often does regional surveys, but could request local ones

**Challenges**

* ACS
	+ Quality has gone down, even with a massive budget
	+ States might need to supplement it
* OSU
	+ Has been administering surveys for years
	+ Trying to figure out how to get social services out to people
	+ AT OSU, have run into issues at times because people feel like they’re getting so many surveys
		- To combat that, have started asking people first: when was the last time you were surveyed, who does that?
		- Similar issues experienced in Atlanta - very annoying

**Fun ways to get people involved**

* + Some sort of competition
	+ Ex: In ATL, having teams based on Chattahoochee watershed creeks, competing based on that

**NNIP Partners to highlight**

* Milwaukee
	+ Researchers do the product development at work, but residents are the ones that share out with the community
	+ Not all residents are paid there
	+ As a good way to get residents involved, even if they’re not part of the surveys
* Grand Rapids
	+ After 2019, couldn’t find consistent funding source for it
		- Convenience sampling wasn’t very effective, random was more effective
	+ In 2020/2021, produced a concept paper and presented to funders
		- People picked up on the data dashboard, rather than the data collection aspect
		- Still have not gotten the survey piece funded
	+ Have had success jumping onto other survey projects
		- Community Health Needs survey
* New Haven
	+ Survey cost has gone up 400% in past few years
	+ Interviewing over 50,000 people
	+ Will call people back from specific demographics for qualitative data
		- Offer gift cards
	+ 90% Cell phone/landline, 10% internet
		- Random digit dial seems to be the best approach
	+ Advertising a little bit with billboards
		- Not really evidence that it helps
	+ 30 hospital systems all use the same surveys
	+ Multiple funders; otherwise one funder wouldn’t cut it
	+ Worked with a local Community-based organization
		- Small and hard to reach, but helpful
* Child Poverty Action Lab
	+ Ready to field a neighborhood-level survey soon
		- At pilot right now
		- Trying to collect data in multiple settings (SFR, MF, Mobile Home)
	+ Has a University partner interested in surveying neighborhoods in what they consider to be their service area
		- Allowing CPAL to do what they wanted to do, just in the areas where the Universities want the data collected, and using the University’s money
	+ Trying to connect to other projects
		- Integrated approach with other studies
		- Trying to fit in with other studies’ purposes to maintain continued, diverse funding
			* Also generating revenue by asking a series of questions, and then selling them to parties conducting studies
		- Also on a Stanford project: Rapid
	+ Collecting information, but also wants to connect people to resources
* Just Communities
	+ Survey collection until August 2022
	+ Getting residents involved by hiring community leads: paying them for their insights (a good wage) and knowledge in local conversations
		- Talking to people that they know have heavy experience in the wards of Tuscon
		- They can be closer to the ground than Just Communities
			* JC is the latest in a long list of orgs that comes into communities saying that they can help: and others haven’t
			* Not a great deal of trust in the orgs
			* Recognizing that they have valuable insights
		- This was effective
			* Around 1,200 responses in a few months
			* Campaign was more successful than it otherwise would have been
		- Wrote survey, got community leads invested from the jump by having them review the surveys
		- Being on the ground means a lot, even in HOT summers “sharing the desert sun”
	+ Defaulted to trusted leaders first, but did connect with residents at certain times
		- Events, etc. with the insights of the community leaders
	+ EVERYTHING offered in English and Spanish
		- People wouldn’t respond if it wasn’t in their language
	+ Conducting work in fun environments
		- Getting together to write holiday cards for incarcerated people
		- Can be really helpful, especially for more morose subjects
		- More conducive to real answers
	+ Dashboard is really important
		- Was already built prior to the survey
		- Helps to show residents: this is what your data is being used for
			* Better than going into a “cloud-based void”
	+ **Key point: community engagement does not end there**
		- Initial push came from City of Tucson grant, so report was done for that
		- Real followup: survey draft report for the people of the city
			* Will be distributed to the people, put up on the dashboard
			* Hosting community collaborative sessions
				+ Will support conclusions taken from the data
				+ Way to make sure that researchers don’t interpret without them
				+ Need resident interpretation

This part is not paid

* West Philly Promise Neighborhood
	+ Working at the Urban Health Collaborative
	+ In a heavily-researched area (Penn, Drexel), but researchers never did a good job of giving back any of what was taken
		- Long history of mistrust from residents of West Philly, specifically towards Penn
		- View that Universities are takers - coming in, taking, not looking back
	+ Made sure to involve community residents from the beginning
		- Paid them
			* Residents checked them too - “Why are we not getting raises?”
		- Residents reviewed surveys
		- This helped get into doors that Universities never would have gotten into
			* Residents are FAR more likely to listen to other residents
		- Researchers didn’t go out at all
			* Trained them as pairs of 2 researchers
* Columbus
	+ Having residents review grant proposal
	+ Picked a central location where people could come on certain dates and share their stories
		- At the end of each session, gathered stories about:
			* Who was involved? Who was not?
			* For example, found out:
				+ People didn’t know the reporting process when a building was unsafe
	+ Ended up moving locations to the farmers market where they knew people were going
		- People didn’t want to share full stories at the farmers market, so adapted to make sharing easier
			* Sticky notes
	+ Nice to know both sides of the story
		- Would give the data back to the people within a few weeks
		- Makes it so that people are more willing to work
* Seattle
	+ Random population-based sample (pulled from birth data and school records) focused on families with kids
	+ Very proud of how representative the survey is
		- 7 languages
		- Paid community liasons
		- Bilingual survey administrators
	+ However, have been hearing consistently that communities still don’t feel like they’re being represented by the data
		- 7 languages doesn’t apply to everything
		- Respondents from refugee communities that may have lower levels of literacy
		- Mistrust in surveys
	+ To communicate the value of the survey
		- This survey will be valuable because it gets the information that iwll help your community
	+ They feel like this is a good survey
		- Going forward, have split funding
		- 2/3 for the survey
		- 1/3 is going out to the community
			* Giving them money to define “learning questions”, get community impact, and collect the data
			* Org provides the training and analysis