

Part 2: Developing an Engagement Strategy that Empowers Community

Section 1: Situational Analysis

This tool is an example, meant to be built upon with your own look, feel, and context.

Community Engagement Toolkit Activity:

Community Survey

Who:

- Community network and residents (community experts who will be filling out the survey)
- Engagement team/grantees and community advisory team (will work to design and distribute the survey)

When: The Community Survey should be completed during the Situational Analysis as a way to gather firsthand perspectives from local community members.

Context:

Gathering data on community input can be partially facilitated by surveys, which provide a more objective look at the opinions of the neighborhood. Community development practitioners use surveys in conjunction with other, more in-depth forms of information gathering, like interviews. This activity should be utilized as a way to engage the border community, and can be distributed through the Community Network and at public events hosted by the engagement team or members of the community advisory team.

Activity Questions

1. How is the data developed, and how will you move from the data into action?
 - a. A survey hosted by the community members themselves may help to bring in a different perspective around external surveys, as some people who are not used to being engaged with may raise questions about authenticity or substance if they're receiving questions from an entity they don't know or necessarily trust.
2. Is the survey using language that is accessible?
 - a. Members of the advisory team should be given the opportunity to provide feedback to ensure that the survey will be accessible to their communities.
3. Will people have time to fill out the survey?
 - a. Creating incentives, or utilizing existing community spaces to walk through the survey with participants is a helpful way to meet people where they are and provide a supportive space to walk through the survey if questions come up.

Survey Template

Name of Program, Project, and/or your Team

Get Involved Survey

[Write a short sample text describing the engagement purpose and plan]

In what neighborhood do you live?

1. How long have you lived in or visited the neighborhood?

- Less than 1 year
- 1-3 years
- 3-10 years
- 10+ years
- Life long

2. Are you a:

- Resident
- Business Owner
- Frequent Visitor
- Employee or Worker Here

3. What stands out as attractive about *insert name of the community?*

- Location
- Community and Neighbors
- Cost of Living
- Parks and Green Space
- Schools
- Community Services
- Appearance of Buildings and Homes
- Street Design and Maintenance
- Local Businesses
- Safety
- Other

4. What stands out as unattractive about *insert name of the community?*

- Location
- Community and Neighbors
- Cost of Living
- Parks and Green Space
- Schools

- Community Services
- Appearance of Buildings and Homes
- Street Design and Maintenance
- Local Businesses
- Safety
- Other

5. Would you consider *insert name of the community*

a:

- Declining City
- Stuck City
- City in Transition
- Improving City
- Vibrant City

Value of Community Spaces

1. Check the three most important needs to address in *insert name of community*.

- Education and Youth Development
- Environment and Green Space
- Family and Community Welfare
- Affordable Housing
- Safety
- Health and Good Food
- Jobs and Economic Development
- Transportation
- Other

2. Check the three most vibrant aspects of *insert name of the community*.

- The People and Neighbors
- Community Spaces and Organizations
- Local Businesses
- Parks and Green Space
- Churches
- Schools and Young People
- Architecture and Buildings
- Proximity and Transportation

- Other

3. What would you use if it were in your neighborhood?

- Childcare
- Job Center
- Youth Activities and Employment
- Elderly Care or Senior Center
- Adult Education
- Farmers Market
- Community Garden
- Live/Work Spaces
- Other

5. What is the biggest challenge the people of *insert name of the community* face?

6. Would you want to get involved in community spaces or projects in *insert name of the community*?

Yes / No

7. Do you know about other community organizations or projects in *insert name of the community*?

Yes / No

Please List, and note if you are a member or actively involved:

8. What are the three most valuable things to have in your community?

- Youth Programs
- Community Events
- Arts and Culture
- Local Market
- Healthy Food or Cafes
- Green Space
- Jobs Program
- Other

9. Who else should know about the *insert name of the project*? What groups or projects should connect with us?

10. What do you think would be the best future for *insert name of the community*, or what is your dream for your neighborhood?

11. Imagine *insert name of the community* in five years, how has it changed?

12. Do you want us to stay in touch about how these questions inform and drive the work we're doing to make the community a better place to live?

- Yes
- No

Thank you!

Name:

Signature:

Contact

Date:

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