

midtown
HOUSTON

COMMUNITY OUTREACH AND ENGAGEMENT SURVEY
FEBRUARY 2017

Presented by
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COMMUNITY OUTREACH AND ENGAGEMENT ASSESSMENT

I. EXECUTIVE SUMMARY

This assessment was conducted October 15, 2016 - January 15, 2017 for all of Midtown Houston to quantify previous anecdotal information. Participation was voluntary, and respondents were not required to respond to demographic questions. Responses were anonymous with exception to the following:

1. Persons who requested a printed and mailed copy of the survey.
2. Persons who opted to participate in a sweepstakes to win one of six gift cards to Cyclone Anaya's or Rico's Morning + Noon + Night as an incentive to completing the survey.

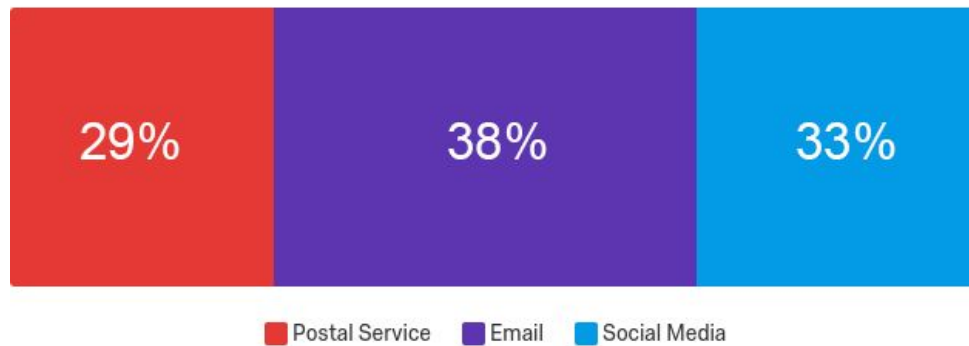
An independent survey tool, Qualtrics, was selected to conduct the All-District Survey. Qualtrics allows respondents complete anonymity, multiple methods of participation (digital and print), and advanced data sorting functions for reporting and planning. The Community Outreach and Engagement Survey consisted of five segments, 19 general questions, and 18 'drill down' questions. The five segments were communications preferences, priorities, organizational literacy, demographics, and satisfaction. A comprehensive report of key findings is located in Appendix A. All data collected and analyzed belongs to Midtown Houston and is available upon request.



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COMMUNICATIONS PREFERENCES

Communications preferences are postal service, email, and social media, respectively.



Each respondent who selected phone or email was asked a drill down question to confirm their telephone and email address. It is unclear as to which type of phone interaction is preferred; be it personal phone call, robo call, or text.

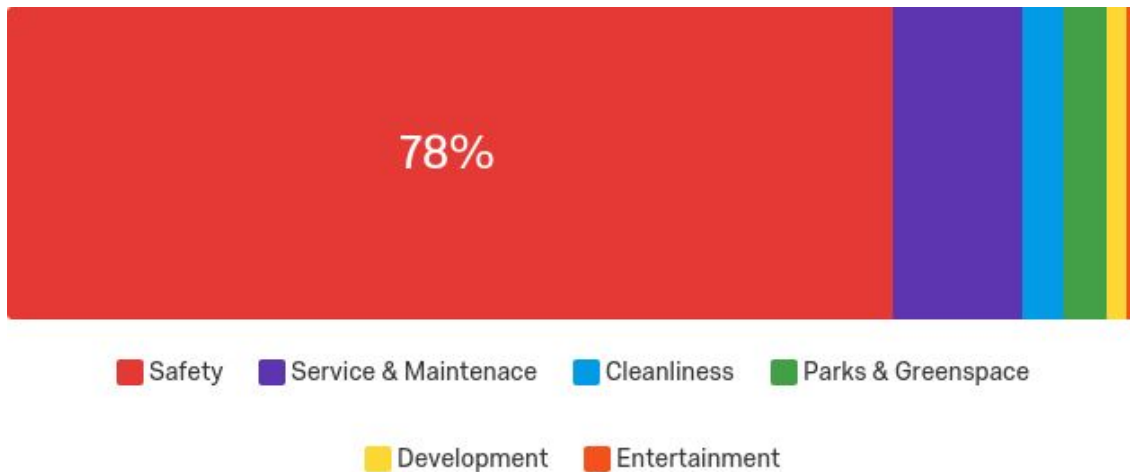


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PRIORITIES

The respondent's community priorities were focused on four main areas:

- a) Safety (78%)
- b) Service and Maintenance (37%)
- c) Parks and Greenspace (34%)
- d) Cleanliness (26%)



Overall, constituent priorities are that the environment is safe, aesthetically pleasing, and has activities that meet their needs. Specifics pertaining to safety and entertainment were also identified as homelessness, burglaries, lighting, vacant properties, food, and events.

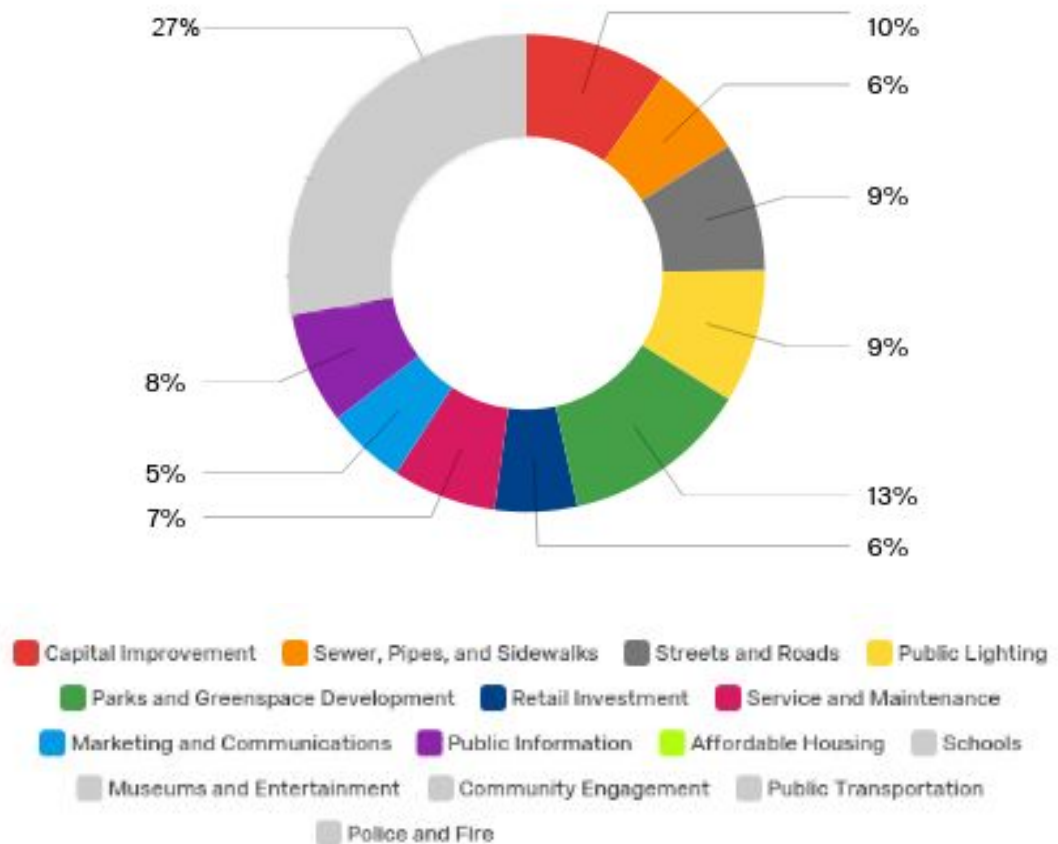


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ORGANIZATIONAL LITERACY

As referenced previously, Midtown Houston constituents have varying degrees of knowledge about the organization's intent, ability, and reach. Organizational literacy was measured by asking respondents which services were the responsibility of each Midtown Houston affiliate organization.

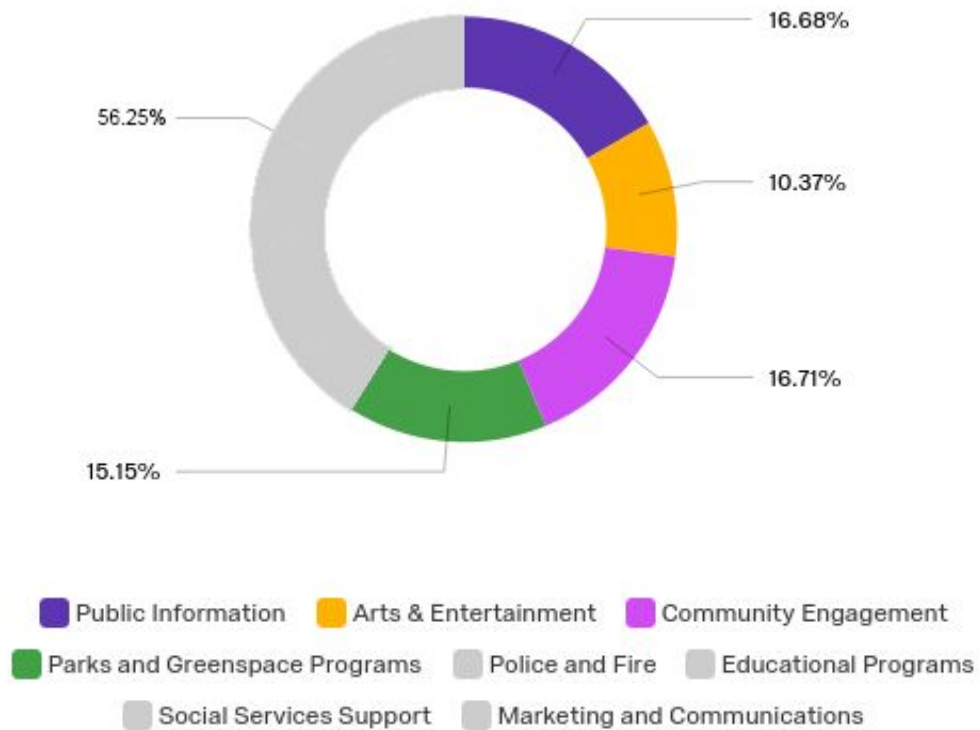
- a) 73% of respondents are familiar with the responsibilities of Midtown Redevelopment Authority. 27% of respondents think Midtown Redevelopment Authority is responsible for schools, police and fire, museums and entertainment, community engagement, public transportation, and marketing and communications.





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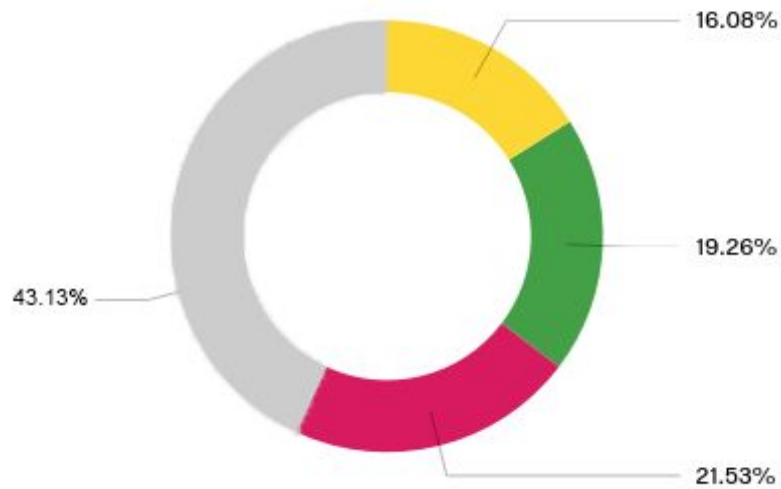
- b) 44% of respondents are familiar with the responsibilities of Midtown Management District. 56% respondents think that fire and police and social service support are the organization's responsibility.





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- c) 57% of respondents are familiar with the responsibilities of MIDCorp. 43% of respondents think MIDCorp is responsible for real estate development and affordable housing.

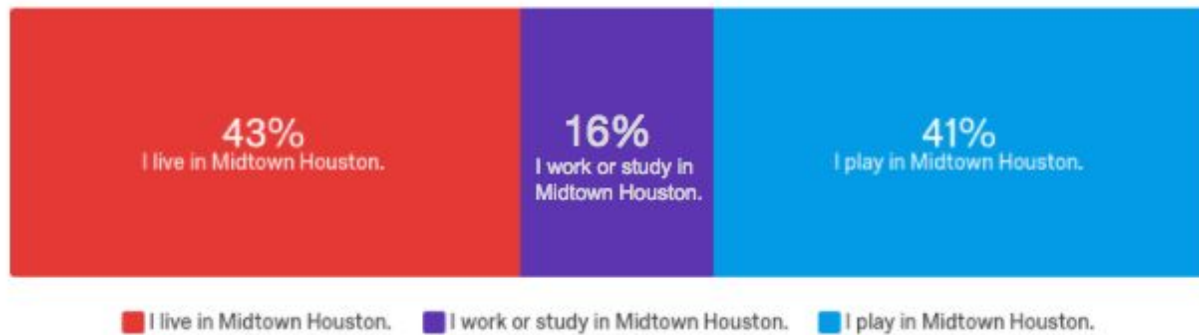




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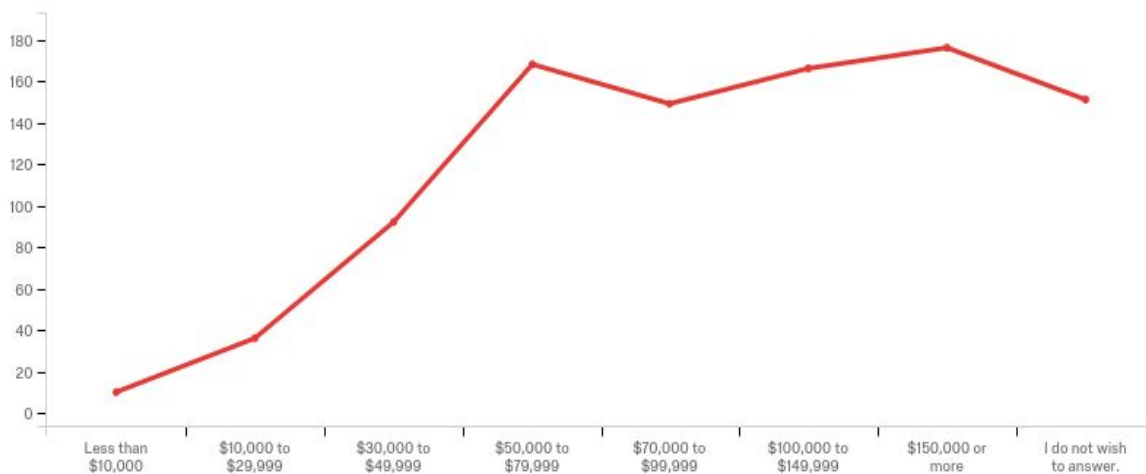
DEMOGRAPHICS

The majority of the respondents verified that they live in Midtown Houston.



- a. The majority of respondents identified themselves as Anglo, female, 21-36, single with a bachelor's degree, and an average annual income between \$50K - \$150K.
- b. The top 4 zip codes respondents reside are 77002, 77004, 77006, and 77019.
- c. 12% of the respondents have children that live at home.
- d. Evidence of a balanced socio-economic community was identified, as large income gaps from lower-to-middle class respondents do not exist.

RESPONDENT HOUSEHOLD INCOME

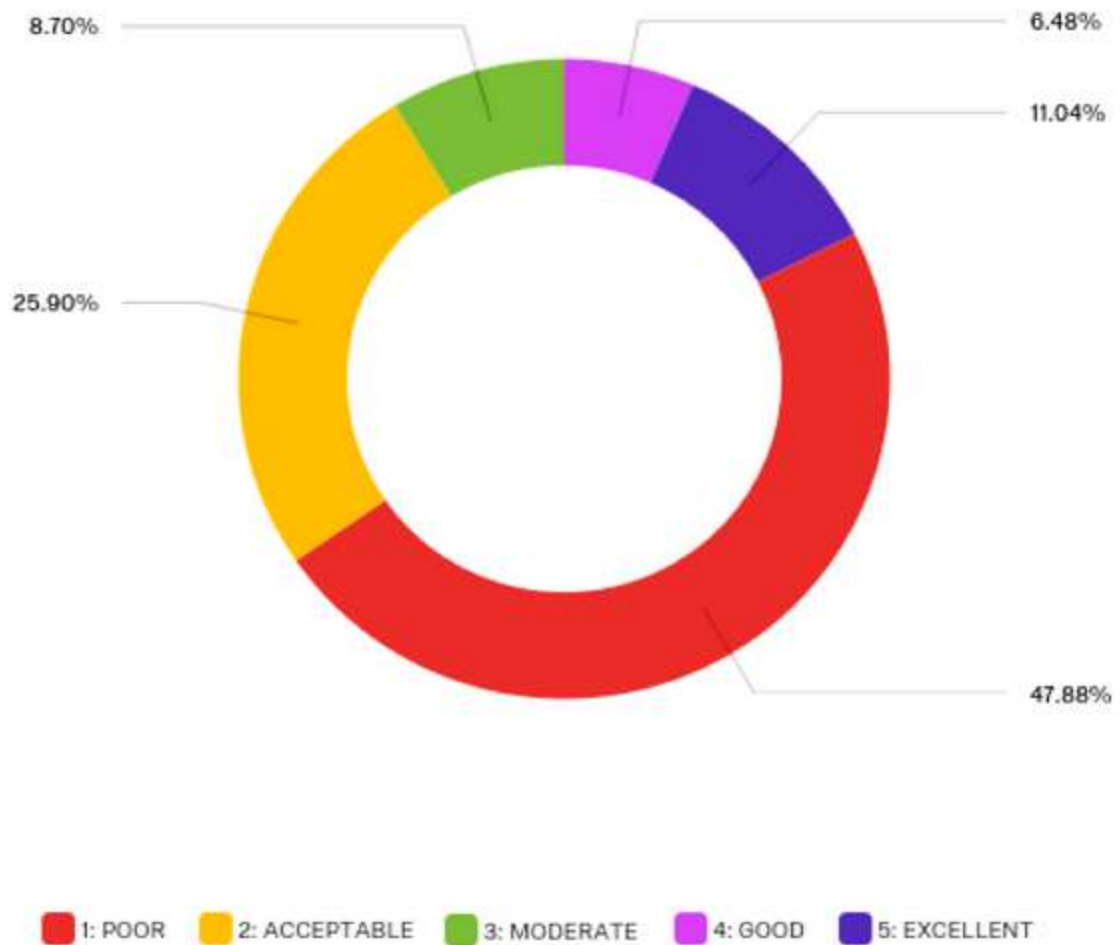




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SATISFACTION

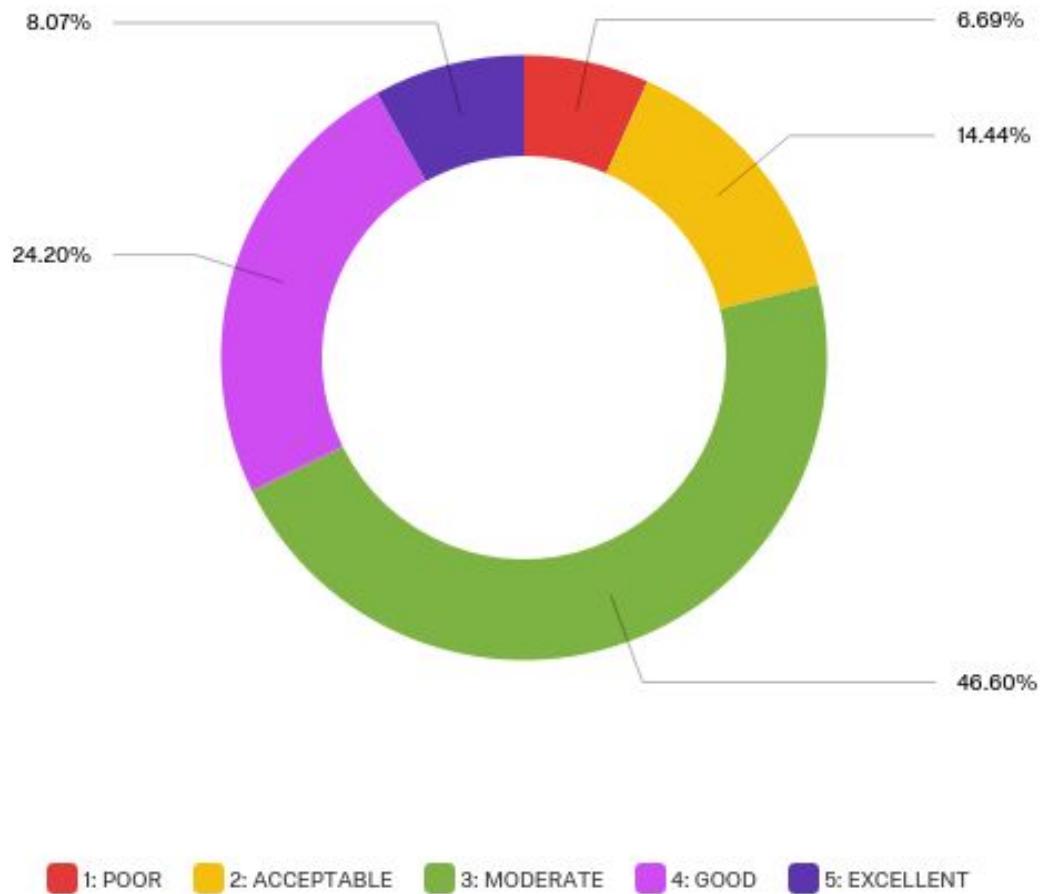
Respondents were overall dissatisfied with Midtown Houston's ability to communicate and engage them.





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Respondents were moderately satisfied with communications and engagement regarding programs and services.





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II. AREAS OF OPPORTUNITY

The following recommendations have been developed to enhance communications and increase trust and cohesion with the community.

- a) **Recommendation 1:** Communicate the roles and responsibilities of Midtown Houston's affiliated organizations to provide a clear process for constituents to engage in activities and gather information.
 - i) An 'information highway' to outline clear Midtown Houston roles and responsibilities, frequently used services, and appropriate time frames for accountability.
 - ii) An updated area of the website that is addressed to constituent needs, including aligned brand standards. Midtown Houston can also align departments, projects, and audience engagement with recognizable brand identifiers for constituent use. Finally, Midtown Houston can diversify communications products according to the preference of the individual community stakeholder. This includes multiple mediums like digital media, mail, phone, and print advertising.
- b) **Recommendation 2:** With anecdotal data confirmed, we recommend hosting a series of internal strategy sessions to determine information management, implementation, and measurement tools, including devising an internal matrix for process management.
- c) **Recommendation 3:** Determine how Midtown Houston will brand itself while educating and articulating the roles and responsibilities of the three entities that make up Midtown Houston.
- d) **Recommendation 4:** Increase communications regarding Board and Committee meetings to further engage the community.
- e) **Recommendation 5:** Standardize and regulate a process to manage feedback. The management of the information will capture and integrate the needs and concerns of constituents beyond infrastructure handled through SeeClickFix.



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- f) **Recommendation 6:** Conduct bi-annual or annual community satisfaction surveys. Midtown Houston can leverage the use of surveys and/or hosting community meetings as live data resources when large, long-term, and/or controversial projects are considered.

Acknowledgement: The Midtown Houston Community Assessment Study was paid for by Midtown Redevelopment Authority (MRA).



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