



roots · pride · vision

West Bloomington

revitalization project

Community Survey Results Final Report
February 2022

By: Donovan Hammer (ISU Public Health Intern Spring 2022)

TABLE OF CONTENTS

	Page
<i>I. Abstract/Summary</i>	<i>p. 3</i>
<i>II. Rationale</i>	<i>p. 3</i>
<i>i. Problem Statement</i>	<i>p. 3</i>
<i>ii. Proposed Solutions</i>	<i>p. 3</i>
<i>III. Goals and Objectives</i>	<i>p. 4</i>
<i>i. Agency Mission</i>	<i>p. 4</i>
<i>ii. Goals</i>	<i>p. 4</i>
<i>iii. Survey Objectives</i>	<i>p. 5</i>
<i>iv. Survey Goals</i>	<i>p. 5</i>
<i>IV. Methodology</i>	<i>p. 6</i>
<i>i. Logistics</i>	<i>p. 6</i>
<i>V. Budget</i>	<i>p. 6</i>
<i>VI. Recommendations for Improvement</i>	<i>p. 7</i>
<i>VII. Appendix</i>	<i>pp. 8-14</i>

Abstract/Summary

To measure West Bloomington Revitalization Project patrons' knowledge, attitudes, and behaviors regarding WBRP operations and community improvement efforts, a survey has been developed and distributed to the public. The survey was distributed and completed by over 120 people. The information gathered from the February 2022 WBRP Community Survey was shared with the board members during the February Board Retreat for analysis.

Rationale

-Problem Statement

The West Bloomington Revitalization Project has grown significantly throughout the past 10 years. Popularity of the organization's programs has grown, thus suggesting the need for evaluation of WBRP storefront and program operations. Without the constant evaluation and adaptation of organization logistics, WBRP operation efficiency and effectiveness may decline and/or struggle to improve.

-Proposed Solution

The introduction of a seasonal survey being distributed to West Bloomington Revitalization Project patrons and volunteers via Qualtrics. The survey focuses on West Bloomington community improvement, WBRP operations suggestions, and thoughts regarding relevant needs of West Bloomington residents.

Goals & Objectives

-WBRP Mission

“Driven by the voice of residents, the WBRP leads impactful, collaborative efforts of neighbors and local stakeholders that honor our historical and cultural roots, build on the pride and strengths of our neighborhoods, and empower residents to be leaders and achieve a vision for a better community.”

-WBRP Core Values

“We believe in empowerment

People can achieve their goals when they have access to the resources they need. The WBRP listens to our neighbors and creates opportunities for action. We offer connections to information, ideas, equipment, and each other so that individuals can create their own pathway to success. Everyone and everything in this neighborhood has value and potential.

We believe in diversity

The Westside celebrates the many cultures that have made this neighborhood their home. The WBRP honors the history of the neighborhood and contends that this is the neighborhood of the future. Diversity is a strength and should grow. Everyone should feel welcome on the Westside.

We believe that healthy individuals create healthy communities

Everyone has a right to secure housing, healthy food, a safe community, and opportunities for civic engagement. The WBRP knows that helping one person helps a whole family. Helping one house helps a whole block. Helping one neighborhood helps the whole city. Reciprocity in individual relationships and organizational partnerships means we create a healthy community together.

We believe in constant improvement

Our neighborhood is a great place to live right now and we know it has a bright future. We see our community for what is strong and not for what is wrong. We will show others how to see opportunities and not problems. The Westside is a leader in how hard work, resourcefulness, and creativity can transform a place. The WBRP embraces our dynamic environment as an opportunity to grow and innovate.

We believe in stewardship and transparency

The Westside is worthy of investment and the WBRP is a good steward. We are grateful for the time, talent, and treasure that people bring to our mission. We will honor that investment by providing meaningful experiences in our programs and being accountable for meeting and exceeding expectations. Our leadership is always looking for ways to leverage strengths, bring value, and remain relentlessly mission-driven.”

-Survey Objectives

This survey serves as a means of gaining measurable data regarding West Bloomington residents' thoughts, behaviors, and attitudes regarding WBRP operations and community improvement efforts.

Data measurements and analysis should be completed following survey termination, followed by organized presentation of survey data to West Bloomington Revitalization Project board members/staff at next scheduled meeting/retreat for further analysis. Survey results offer WBRP board members with opportunity to make informed decisions based off community survey results.

In the same tone of the WBRP Core Values, the 2022 WBRP Community Survey was a means to make true on the organization's values of empowering the community, believing in constant improvement, and remaining transparent and relentlessly mission driven.

Methodology

-Logistics

Survey was created using Qualtrics software by Donovan Hammer, ISU Public Health Intern. Survey questions were developed using past survey questions as references and individual recommendations by WBRP volunteers, board members, and staff. Survey drafting took approximately 4 weeks to complete. The survey contains 14 measurable content questions. Survey period lasted approximately 3 weeks.

-Marketing Plan

The February 2022 WBRP Community Survey was marketed by WBRP using social media, flyers in the storefront, and via WBRP Open House activity table. The survey was incentivized by offering a chance to win a \$25 gift card to Kroger, upon completion of survey questions.

Budget

Development, implementation, and analysis of the February 2022 WBRP Community Survey did not require any monetary funding. The only potential cost of future survey implementation would be survey development software, extensive marketing efforts, and paper survey utilities (paper, ink, printer).

Recommendations for Future Survey Improvement

- Develop survey questions with input from staff and board members of WBRP.
- Consistently include measurable survey questions that are included in surveys from years prior. February 2022 Community Survey results and questions available to WBRP staff. (i.e. “Is West Bloomington getting better, staying the same, or getting worse in the past X years”)
- Consistent format of survey based on prior surveys. (See appendix for Feb 2022 Survey Questions/Format)
- Have the survey available for a month’s time to gain an increased amount of survey participants.
- Market survey to West Bloomington residents as a priority.
- Keep future surveys short in length with simplified/plain language.
- Incentivize survey with prize considered desirable by majority of potential survey participants to gain the largest amount of **COMPLETED** surveys.
- Include survey questions relevant to current community efforts/concerns.
- Peer review survey prior to implementation.
- Mock survey implementation prior to implementation to community members.
- Develop Excel/Google Sheet spreadsheet to display all survey participant answer submissions for future reference/evaluation.
- If survey questions prove it necessary, gain IRB approval prior to survey implementation.

Appendices

Figure 1: WBRP Community Survey (Paper Version)

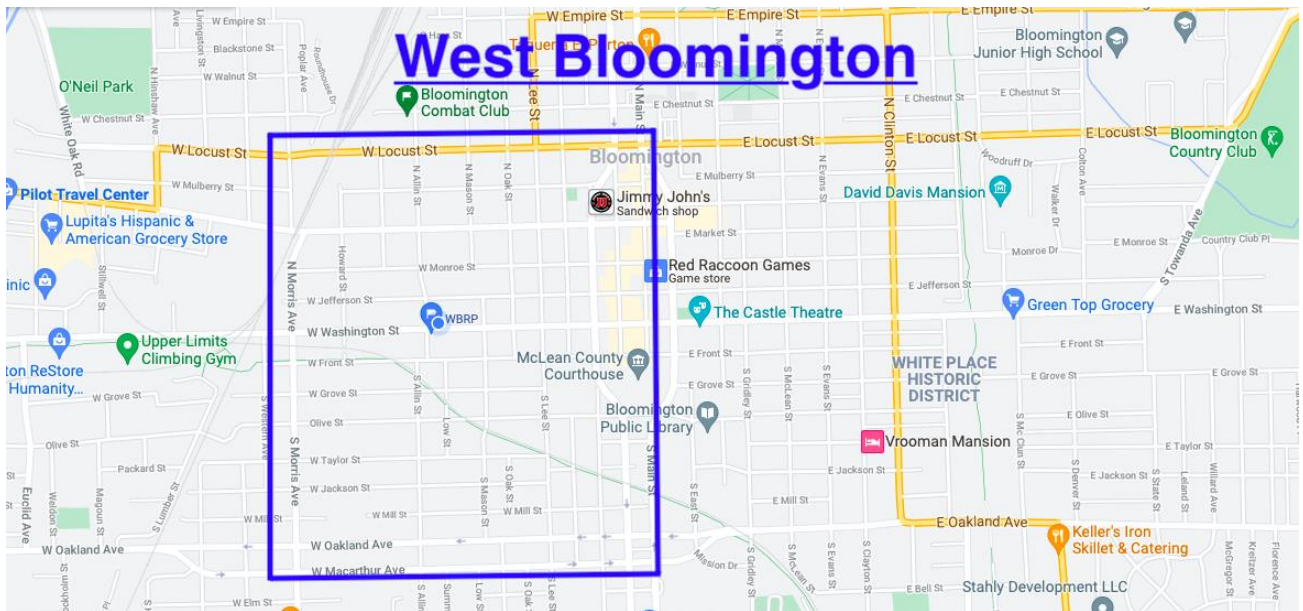
WBRP Community Survey

The West Bloomington Revitalization Project thanks you for your participation in this survey!

This survey helps WBRP better serve and communicate with its community members.

This is a 17-question survey that should take about 15 minutes to complete.

Chance to **win a \$25 gift card to Kroger** at the end of the survey!



Q1 Where do you live? (West Bloomington highlighted in blue)

- ◇ In/Near West Bloomington
- ◇ Bloomington
- ◇ Normal
- ◇ Other (please describe) _____

Q2 What do you like about the West Bloomington community? (Please describe below)

Q3 What do you **NOT** like about the West Bloomington community? (Please describe below)

Q4 Do you feel the West Bloomington community has become better, worse, or stayed the same in the past few years? (Checkmark your opinion)

- ◇ Better
- ◇ Worse
- ◇ Stayed the same

Q5 What is your connection to West Bloomington Revitalization Project (WBRP)? Checkmark all that apply.

- ◇ I utilize WBRP programs
 - ◇ I am a WBRP Volunteer/Intern
 - ◇ I am a Westsider
 - ◇ I am a resident of Bloomington/Normal
 - ◇ I am a Donor
 - ◇ Other (Please describe below)
-

Q6 In the last 3 years, which WBRP program(s) did you participate in? Checkmark all that apply.

- ◇ Bed Blitz
 - ◇ Bike Co-op
 - ◇ Book Bike
 - ◇ Veggie Oasis
 - ◇ Healthy Eating Program
 - ◇ Community Gardens
 - ◇ Tool Library
 - ◇ Art & Street Beautification
 - ◇ Barbers with Books
 - ◇ Seed Library
 - ◇ Workshop Program
 - ◇ Business & Economic Development
 - ◇ Other (Please describe below)
-

- ◇ None

Q7 How do you PREFER to hear about WBRP programs and events? Checkmark all that apply.

- ◇ Facebook
- ◇ Instagram
- ◇ Word of mouth
- ◇ In person at WBRP building
- ◇ Direct mail
- ◇ Text message
- ◇ Phone call
- ◇ Email (Please enter email if you wish to become part of the monthly E-Newsletter
_____)
- ◇ Other (Please describe below)

Q8 Should WBRP material and resources be provided in another language other than English?
(Checkmark your decision)

- ◇ Yes [If so, what other language(s)?]

- ◇ No

Q9 Want to get involved in WBRP? **If so**, please fill out form below.

- Name _____
- Email _____
- Phone Number _____

Q10 What should the West Bloomington community be most concerned about? Please checkmark 3 items.

- ◇ More jobs & job training
- ◇ Community beautification
- ◇ Affordable housing
- ◇ Quality Infrastructure (buildings, roads, storm/sewer system, etc.)
- ◇ Access to healthy food
- ◇ More parks and playgrounds
- ◇ Improving partnership with police
- ◇ Increasing access to health care
- ◇ Reliable transportation

Q11 If the WBRP organization were to obtain a grant for \$25,000, how would YOU want it spent? (Please describe below)

Q12 What is your housing situation? (Checkmark your decision)

- ◇ Homeowner
- ◇ Renter
- ◇ Living with friends/family
- ◇ Unhoused
- ◇ It's complicated

Q13 What is your estimated monthly household income? (Checkmark your decision)

- ◇ Up to \$1,000
- ◇ Up to \$2,500
- ◇ Up to \$5,000
- ◇ More than \$5,000

Q14 Do you own a reliable form of transportation? (Checkmark your decision)

- ◇ Yes
- ◇ No

Q15 Since COVID-19 began, I have become more concerned about: (Checkmark all that apply)

- ◇ My health
- ◇ Health of my family
- ◇ Finances
- ◇ Insurance
- ◇ Housing
- ◇ Employment
- ◇ Transportation
- ◇ My children's education
- ◇ Other (Please describe) _____

Q16 Have any other concerns or recommendations? Please comment below!

Q17 Please submit valid phone number below to be entered to **win a \$25 gift card to Kroger!**

Winner will be contacted via phone call following end of survey distribution period

Phone # _____

Figure 2: West Bloomington Limits Survey Question Reference

