Magnolia Community Initiative

Canvassing Methodology

Prepared for Magnolia Community Initiative and Casey Family Programs.

Prepared by Seedling Consulting Group, LLC.

December 23, 2014

Table of Contents

If there are any questions or comments on this report, please contact:

Marcia Taborga, Ph.D.
Seedling Consulting Group, LLC
13011 West Olympic Blvd., Suite 411
Los Angeles, CA 90064
Phone: (213) 915-6093
Fax: (888) 625-7291
marcia@seedlingcg.com
www.seedlingcg.com

Executive Summary

Background

In 2001 the Children's Bureau began a planning process driven by the goal to break records of success in health, school readiness, economic stability, and emotional well-being for the children living in a 5-square mile area in central Los Angeles. The result is the Magnolia Community Initiative (MCI), a place-based initiative that includes over 70 partner organizations with distinct missions but a shared ambition to improve key outcomes for the 35,000 children living in the area, especially the most vulnerable 10,000 children under the age of five.

MCI seeks to improve outcomes for children by impacting the systems surrounding families (e.g., organizations, neighborhoods) and the ways in which people routinely interact with one another. MCI partner organizations work collectively and are encouraged to take a holistic and empathic approach to engaging with residents and one another. The partners use a shared data system to inform and improve their practices, and so MCI is an adaptive system that is always changing. Additionally, MCI seeks to identify and build on the existing strengths within the community. Through the Belong Campaign they identify and support residents to become Neighborhood Ambassadors and Block Captains.

The MCI approach requires data collection at various levels. To assess neighborhood and family level outcomes, MCI developed the Magnolia Initiative Community Survey and began biennial data collection in 2009. They selected two adjacent neighborhoods (hereinafter, *focus area*) where they could focus their data collection efforts and scale up effective practices to the broader MCI catchment area.

The Problem

MCI did not have an accurate list of the families and households in the focus area from which to draw a sample and the first two iterations of data collection (2009, 2011) were criticized for lacking representation of the MCI catchment population. The quotes from outside firms to provide a list of resident households and collect the survey data were too high to be considered as a feasible, on-going data collection approach. Additionally, MCI has a philosophy of engaging all MCI participants with empathy and care; and so paying outsiders to go in to collect data and leave, didn't fit their philosophy.

The Solution

MCI hired a Belong Campaign manager, with extensive campaign experience, who was about to launch a door-to-door Belong Campaign neighborhood engagement with her three staff. Combining the Belong Campaign with the data collection made sense as it would provide the Belong campaign staff (hereinafter, surveyors) with a reason to knock on doors and keep the

data collection effort aligned with the MCI philosophy of engagement. Additionally, the Belong Campaign manager could access publically available data on residents and housing units to develop a resident database.

MCI made the following key decisions: collect the data themselves; use publically available data to create a resident database of the housing units for the focus area; leverage the survey and housing unit data collection with the Belong Campaign; and knock on every single door in the focus area.

Objectives

In the end, this data collection effort had four main objectives: (1) capture accurate resident housing unit data for the focus area; (2) test the door-to-door strategy for survey data collection; (3) engage residents in neighborhood involvement through the Belong Campaign; (4) and keep the costs to a minimum. The project was done without a budget, other than Belong Campaign staff time.

Results and Conclusions

Objective 1: The canvassing effort accurately captured resident housing unit data.

The MCI canvassing effort was highly successful in capturing accurate resident housing unit data that can be used for future MCI projects and initiatives. An initial resident database was compiled from publicly available data. The surveyors canvassed the entire focus area to check every record in the resident database. According to the data manager, they added 500 housing units that were not in the publicly available data, and removed 200 housing units that were no longer in existence. The final count was 2,556 housing units.

Surprisingly, the data shows that one out of five housing units in the focus area were not represented in publicly available data, due in part to converted spaces (e.g., garages, houses used as apartments). Initiative team members and funders should therefore be cautious about depending on publicly available data for low-income neighborhoods as people living in poverty cannot afford typical rent prices and consequently turn to converted living spaces that are under-counted in publicly available data.

Objective 2: Mixed results were achieved for collecting survey data from a representative sample.

The surveyors made contact with one in four residents, 24%, which is consistent with expected contact rates from the literature. Of those contacted, the response rate was only 27% (7% response rate for the entire focus area), which is much lower than rates in the literature that range from 60-95%. Additionally, the sample overrepresented Hispanic/Latinos, women, and those with lower educational attainment. Finally, the staff surveyors expressed frustration and safety concerns with doing the door-to-door survey work.

MCI administration noticed that the three concerned surveyors returned with fewer surveys than the non-concerned volunteer who also had extensive door-to-door experience.

Objective 3: The Belong Campaign had promising results that were lessened by procedural problems.

The surveyors had success with more than half of the residents interviewed (76 of the 176) who agreed to attend a one-on-one Belong Campaign meeting. The procedure was to call residents quickly to schedule a meeting, but most of these residents were not called for several weeks, and some did not receive a callback until months later. In the end only 16 residents attended the meetings. Still, three residents participated in the Belong Campaign as Neighborhood Ambassadors or Block Captains for several months before ending due to a change in employment or a move.

Objective 4: The multi-objective approach kept costs manageable.

The entire project from start to finish took approximately five months to complete and cost $38,668. Separating the project into two distinct efforts – campaign and data collection – would have cost between $29,599 on the low end to $60,000 on the high end. MCI now has the resident database in place so future efforts will be more cost-effective than this initial effort. Folding the efforts together may have attenuated the response rates, surveyor satisfaction, and community engagement, but costs were kept manageable.

Lessons Learned and Recommendations

Lesson 1: Response Rates

For future iterations of survey data collection, MCI can estimate time and associated costs. Literature suggests surveyors can reach 25 doors/hour and they had a contact rate of 24%, reaching 6 out of every 25 housing units. Of those contacted the response rate for the survey was 27%. The response rate could be improved as typical response rates are between 60-95%.

Recommendation 1. Utilize strategies to increase response rates

First, repeated and varied contact with residents can improve response rates. A suite of strategies could include preparing residents via mail to let them know that they will be contacted, trying to contact residents in person several days later, and finally sending a postcard asking residents to call a dedicated hotline if they missed the in-person visit. Second, personalizing mail contact has also been shown to increase response rates for paper and telephone surveys. A third strategy is to prominently display the name of a sponsoring or associated institution that is well respected among respondents. Fourth, MCI could send residents a small incentive in the mail with a note letting residents know that the surveyors will be coming and/or calling ahead of time. Fifth, letting residents know that their neighbors are participating (without revealing any personal information) could improve response rates,

"The last three people that I asked on your street did the survey," as well as any real testimonials, "They said it was easy." Sixth, ending the survey invitation with a choice statement, "but you are free to accept or refuse," has been shown to increase response rates.

Recommendation 2. Refine the survey content and length

The survey, as written, appears to be challenging for this community as eight out of 10 respondents had the survey read to them. The survey format and language could benefit from simplification.

To address the length of the survey, now that a year has passed it may be worth reviewing how much information from the various scales/items has been used; and consider deleting items that are not being used.

Another recommendation is to test the length of the final survey for the next iteration with a small pilot sample and ensure that the script and the surveyors accurately represent the length of the survey when they invite participants into the study.

Recommendation 3. Offer incentives

Consider offering incentives to residents in the form of food baskets, diaper packs or gift cards to local merchants to honor the time of residents spent completing the survey and boost response rates.

Lesson 2: Address staff issues

The staff felt that the canvassing effort was not consistent with the jobs they were hired to do. Additionally, they expressed worry about their safety and frustration with their work after experiencing situations that they perceived as threatening. Staff persons who feel concerned about safety and frustrated with their job will not be able to focus on the task at hand.

Recommendation 1. Clarify job roles

When existing staff are being considered to carry out a door-to-door data effort, organizations are encouraged to think about and communicate clearly to staff what the change means. The change may reflect an enduring job duty change or it may be a short-term, one-time project. For example, an organization may consider revising the job description(s), sharing the revisions with staff, and addressing staffs' concerns prior to starting the door-to-door effort. For future MCI efforts, revisiting concerns with staff and clarifying the staff's job descriptions is recommended.

Recommendation 2. Directly address safety concerns

Recommendations to address staff safety concerns include; (1) clear communication feedback loops that facilitate staff reporting concerns to supervisors, (2) on-going training and support to avoid and manage the specific situations that staff encounter and/or fear, (3) group meetings or retreats where surveyors could discuss experiences and develop strategies to increase safety and recruitment based on what's worked for them, (4) a means for staff to communicate with one another, with the office, and with police if necessary while they are in the field (e.g., cell phones, walkie talkies), (5) safety training on preventing harm and when and how to seek assistance, and (6) invite safety officers to engage with and talk with MCI administration and surveyors about concrete strategies to maintain and address safety. Surveyors need to feel confident in their capacity to address safety concerns and know where to turn when they don't have the answers.

Recommendation 3. Training to increase response rates

Surveyors could benefit from training that prepares them for hearing "no", and offers strategies and language to talk with people who are unsure about participating. The surveyors were offered language for answering questions about the survey and participation, but they were not prepared to encourage participation.

Recommendation 4. Consider using outside surveyors

An option worth considering is contracting out the surveying to professional surveyors who will already have skills and strategies in place to encourage participation and will already be experienced with door-to-door work and safety issues.

Lesson 3: Representative sample

Using surveyors from the community does not necessarily result in a representative sample of the community if the survey team does not represent the diversity in the community. For part of this area, Korean-speaking, Korean-heritage surveyors are needed, which should increase the response rates of the Korean residents. To increase the representation of males and those with higher educational attainment, the surveying efforts should expand to weekends and/or early evenings to reach residents who work during regular business hours.

Lesson 4: Belong Campaign

Participants who agreed to a one-on-one meeting were not called for several weeks or even months. Requests for follow-up meetings should be scheduled on-the-spot while the resident is agreeing do it and the meeting should be held within one to three days.

Lesson 5: Data on the process

A core component of successful implementation is putting in data systems that inform the process. MCI already does this to inform service practices but the same can be done to inform data collection efforts. For example, keep track of the number of doors knocked and number of responses for each surveyor/team. This data could be used to provide objective feedback regularly to surveyors during the campaign regarding strengths and areas needing additional support. Other potentially useful data is day and time for contacts made and surveys completed to assess for patterns of ideal door-knocking time. Finally, original data sets should be kept for comparison. In this case, the resident database was updated live so the initial resident database is gone. Comparisons between the final resident database and the initial resident database rely on the data manager's recollection.

Positive Learning

The canvassing effort was successful and necessary as the publically available data did not accurately capture the residential housing units. Additionally, although the neighborhoods are high risk and the surveyors had safety concerns, the surveyors contact rate was consistent with what one would expect from a door-to-door canvassing effort; they made contact with 24% of the resident housing units. What we learned is that the sample that results when limiting door-to-door efforts to business hours is not representative of the population living in the area. Additionally, it seems that low response rates may result when using surveyors who are less experienced in door-to-door work or are not trained to the task. Although the sample of surveyors was small, in this case, the experienced volunteer yielded better results than the paid staff.

Magnolia Community Initiative: Canvassing Methodology

Introduction to MCI

In 2001 the Children's Bureau first imagined an initiative focused on a specific neighborhood that would improve a range of outcomes for children five and under. The idea was to fortify a community so that it could advocate for itself and support its members. Under the Children's Bureau, a team of partners came together to develop that vision and selected an area of 500 blocks or five square miles in central Los Angeles for this grand experiment. The question the project founders asked and the challenge they set for themselves was as follows: What would it take to have the children living within these 500 blocks break all records of success in their education, health, economic stability, and in the quality of nurturing care they receive from their families and community?[1]

The project that emerged is the Magnolia Community Initiative (MCI), a place-based effort that includes a network of over 70 self-governing partner organizations with distinct missions but a shared agenda. MCI seeks to support the entire population of the 500 block expanse, known as the MCI catchment area, with the goal of improving key outcomes for children, especially the most vulnerable children under the age of five.

As of 2008, the area included approximately 35,000 children, of which just under 10,000 were below five years of age.[2] The children in this area were struggling. Sixty-five percent lived in poverty, 35% were overweight, and 70% were not proficient in reading by the third grade. Adults in the area were low-income and reported their neighborhoods were not safe or hospitable for children.[3]

The MCI Approach

The MCI theory of change (See Appendix A) places the parent-child relationship as the central unit because the parent-child relationship is well established as impacting child outcomes. The Center for the Study of Social Policy (CSSP) identified protective factors that prevent child abuse in at-risk families. MCI has taken those family protective factors and expanded that to community-level protective factors recognizing that the neighborhood, providers, and communities all impact the family's protective factors. MCI seeks to reinforce parent and community protective factors to strengthen communities and in turn individual families and

---

[1]Bowie, P. (2011). *Getting to Scale: The Elusive Goal.* Seattle: Casey Family Programs, p.2. Retrieved November 4, 2014 from http://www.casey.org/getting-scale/

[2] Magnolia Community Initiative (n.d.) from Children's Bureau: Magnolia Community Initiative. Retrieved October 18, 2014, from https://www.all4kids.org/program/magnolia-community/

[3]Best, P. and Schifrin, D. (2014). Magnolia Community Initiative: A Network Approach to Population-Level Change. *Stanford Graduate School of Business*, 2.

their children. The six protective factors, adapted from CSSP's Strengthening Families Approach, are as follows:[4]

- Personal resilience
- Knowledge of parenting
- Social and emotional development in children
- Nurturing and attachment
- Social connections
- Concrete support in times of need

MCI works to foster productive relationships between residents and good relationships between residents and organizations toward the goal of building the family and neighborhood protective factors. Social connections between neighbors are conduits for good parenting practices, can provide material support in difficult times, and relieve stress in and of themselves. Moreover, groups of residents can build a community and engage civically to shape the larger institutions that impact their fellow residents; for example, demanding improved street lighting or safer parks. Likewise residents with connections to organizations may learn good parenting practices, access resilience-building services, and benefit from financial or material supports.

As a network of organizations, the lever of change that MCI can most readily access is the practice of the partner organizations themselves. Improving the quality, collaboration, and responsiveness of partner organizations multiplies and focuses the impact of those organizations, and strengthens the relationships between organizations and residents. To this end, Magnolia Network partners adopted two key working philosophies continuous improvement and empathy in engagement of community members and partner organizations. In terms of improvement, the collaborative commits to a learning approach where assessment is routine and used to inform and improve practices. Adopting empathy as a practice is based on early childhood and brain development literature as well as literature on effective leadership; empathic engagement grows neural connections,[5,6] facilitates communication,[7] and makes for more effective organizational leaders.[8] MCI's philosophy encourages partners to engage with all persons – residents, coworkers, and other partner organizations - with empathy using a holistic approach.

---

[4] Browne, C. H. (September, 2014). *The Strengthening Families Approach and Protective Factors Framework: Branching out and reaching deeper.* Washington, D.C.: Center for the Study of Social Policy.

[5] Siegel, D. J. (2007). *The Mindful Brain: Reflection and Attunement in the Cultivation of Well-Being.* New York: W.W. Norton and Company.

[6] Szalavitz, M. & Perry, B. D. (2010). *Born for Love*: *Why Empathy is Essential – and Endangered.* New York: Harper.

[7] Rosenberg, M. (2001). *Non-violent communication: A Language of Life.* California: PuddleDancer Press.

[8] Goleman, D. (2004). Emotional Intelligence: What Makes a Leader? *Stanford Business Review*, 2004 (Jan).

MCI partner organizations have also established shared goals, data collection tools, and a data dashboard to coordinate their efforts. This alignment allows member organizations to learn collectively and coordinate strategies while pursuing their independent missions and goals. This approach is informed by literature on networks and is described in the more recent literature on "collective impact initiatives", which argues that organizations have greater impact when they share measurement systems, coordinate activities, and communicate regularly, among other collaborative practices.[9]

Another key lever of change is community engagement designed to promote community connections and collective-efficacy. The approach, based on social network theory, seeks to build and strengthen resident connections within the neighborhood. MCI has employed a range of strategies to improve these community connections, including Neighborhood Ambassadors and the Belong Campaign. [10] Through these varied engagement efforts, MCI seeks to identify and support residents already assuming or willing to take on leadership roles in their neighborhood. Those individuals are vital for improving neighborliness, building social cohesion within neighborhoods, transmitting new ideas to their neighbors, creating more opportunities for collectively advocating for community needs, and sustaining gains over time.

Collecting and Employing Data

Evaluating the effectiveness of place-based strategies is a significant challenge. Four years after the federal establishment of Promise Neighborhoods, the General Accountability Office put out a report noting that a satisfactory method of evaluation had not yet been identified.[11] Programs that adjust their interventions over time while seeking to demonstrate a collective impact on a changing population are not amenable to traditional evaluation approaches. While collecting data on outcomes or indicators is common among place-based interventions, using data for improvement and learning, even where programs can afford expensive evaluations, has yet to be routinely adopted.

Data collection is an important part of the MCI approach and MCI's data needs are complex because its goals require strategies at the various levels of action. MCI sees regular data collection as not simply an evaluation tool, but as a driver of practice as well. To that end, MCI has introduced a learning system that functions to support collective action. Data is valued as a tool to drive learning and motivate action rather than simply as an evaluation of a strategy or intervention. Additionally, understating the ultimate impact at the level of the child is no less important in a systems change approach than in a traditional one-program model. The domains of measurement MCI identified to assess these effects are:

---

[9] Kania , J. and Kramer, M. (2011). Collective Impact. *Stanford Social Innovation Review*, 36-38.

[10] The Center for Social Impact (Dec, 2013). Magnolia Community Initiative video. Retrieved November 26, 2014 from https://www.youtube.com/watch?v=9Aq7uF5L_LY#t=183

[11] Camera, Lauren. (June 4, 2014). *Ed.Dept. May Lack Tools to Evaluate Promise Neighborhoods, GAO Says*. Education Week. Retrieve November 26, 2014 from http://blogs.edweek.org/edweek/campaign-k-12/2014/06/gao_report_says_ed_dept_may_no.html

- Child Outcomes
- Parent Actions and Behaviors
- Family Conditions
- Care Provided to Families
- Work as a System
- Learning Culture

The Magnolia Community Initiative Survey

MCI's Research and Evaluation team, a group of MCI partners inclusive of universities and organizations, developed the Magnolia Initiative Community Survey to capture neighborhood, resident, and family level data. The survey seeks to assess and track changes in the conditions and perceptions of a neighborhood. For example, it asks about physical places where children can play and perceptions of safety in the neighborhood.

The survey is conducted biennially and was first administered in 2009 and again in 2011 using a convenience sample. Residents visiting WIC offices, schools, and other community centers were approached by MCI surveyors or staff at those service offices. A criticism of this approach was that the survey over-captured those accessing services and that it included data from families outside of the MCI catchment area. To improve reach and the reliability of results, MCI wanted to employ a different strategy for the survey's third iteration in 2013. Importantly, MCI needed a methodology that was so cost effective that they could repeat it every two years.

In 2013, the MCI Research and Evaluation (R&E) team and Casey Family Programs set to work to identify a methodology to gather a more complete picture of those households with children ages 0-5 and to use a more representative sampling methodology for the survey. As before, MCI wanted to concentrate on a representative sample of two adjacent neighborhoods comprising 23 blocks within the catchment area known as the "focus area." (See the Methods section.) The demographics of that area demonstrate that it is representative of the great MCI catchment area.[12]) Yet improving surveying of the focus area was a challenge; to adequately understand the focus area MCI sought a complete list of focus area housing units (where housing units are physical locations and a household is a family unit). While MCI had United States census data, the national census only offers estimates of neighborhood demographics and did not provide what they wanted, an accurate count and address list of children 0-5 and their families in the focus area. This would enable them to pursue a long-discussed evaluation strategy of identifying and following families for longer period of time (years) to collect richer data and assess long-term outcomes.

With guidance from Casey Family Programs, MCI sought quotes from outside firms with expertise in obtaining household resident data and surveying community members. Two firms were already in the area, and one in particular offered to leverage the data they already had to off-set costs. Still, costs came in at $25,000 to $55,000 or up to $200/survey. The costs

---

[12] Magnolia Community Initiative (Oct., 2014) *2013-14 Door-to-Door Canvass Survey Results. Unpublished Report.*

seemed too high for a long-term strategy, but more importantly the Research & Evaluation team came to realize that the data lists they would buy from external sources would not have an adequate level of accuracy to get a count of housing units with children ages 0-5. Additionally, MCI has a philosophy of engaging all MCI residents with empathy and care; and paying outsiders to go in to collect data and leave raised concerns about how that would align with their philosophy. MCI made a decision to gather the data they sought from publicly available data themselves rather than pay an outside firm.

Over this same period, MCI had begun implementing their community-engagement strategy, the Belong Campaign. They hired a Belong Campaign manager with experience in political campaign organizing and door-to-door canvassing. The campaign manager had access to public data for the resident database. The Belong Campaign was getting ready to go door-to-door within specific neighborhoods to identify residents that were already active within the community or recruit those wanting to get more involved.

This provided a key opportunity and led to the next decision: MCI would use the Belong Campaign door-to-door canvassing to update the resident database and administer the survey. MCI theorized the projects would synergize as the Belong Campaign was getting ready to launch a door-to-door engagement campaign and the survey provided a concrete reason to knock on doors. Also, collecting data through the Belong Campaign engagement effort fit with their philosophical approach. The melded effort would reduce costs as well.

MCI came up with a method that would allow them to realize multiple objectives:

1. Create a resident database by collecting an accurate count of the housing units in their focus area. This database could be used for drawing samples of family demographics at the neighborhood level. Previous reports relied on federal census data, which is collected every ten years and provides only estimates of family demographics at the neighborhood level. Additionally, they would get a more accurate count of children under age 5.

2. Collect a set of clean baseline data on the Magnolia Initiative Community Survey from the population of focus area residents. Instead of surveying available residents that may not be from the focus area or even the broader MCI catchment area population. MCI wanted to survey the population of residents living in the focus area. They wanted to knock on every door and invite all housing units to participate in the survey.

3. Engage residents as part of the Belong Campaign. This meant that those conducting surveys would also be working to identify residents already involved in community efforts, and invite others to learn about how to engage in activities and actions to improve their neighborhood.

4. Keep the project costs to a minimum. MCI needed to a methodology that could be replicated every two years. This iteration of data collection would serve as a test of the feasibility of using the door-to-door canvassing methodology as one that could be built upon, learned from, and replicated over time.

There is an extensive literature providing guidance on strategies for cost-effectively surveying families. Door-to-door surveys are the most expensive but also yield the highest response rates.[13] And, indeed, in the literature we see in-person surveys in a variety of contexts generating very high response rates. A meta-analysis of survey response rates from 1994 found that in-person surveys yielded response rates of 70.3%, with local, non-random samples receiving even higher response rates.[14] A survey of public housing residents found in-person response rates of over 90% despite not providing incentives for respondents.[15] While response rates vary, high rates for in-person surveys are the norm.

Efforts like MCI seeking to survey a low-income neighborhood confront a range of challenges. First, response rates to surveys overall are declining.[16] Second, undocumented immigrants or others concerned about interactions with authorities could perceive surveyors as authorities and may be resistant to interviews. Third, surveyors and respondents in immigrant neighborhood communities may not share a common language. Lastly, survey design, surveyor skill set, resident contact patterns, or other elements of implementation may not be optimal for reaching residents.

Despite these challenges, a door-to-door canvassing methodology leveraging multiple projects together seemed the best option to yield the desired outcomes. This paper reviews what it took to accomplish this project, briefly summarizes the results of the survey, and evaluates how effective the canvassing effort was in realizing the desired objectives.

---

[13] Green, M., Holbrook, A, and Krosnick, J. (2003), Telephone Versus Face-toFace Interviewing of National Probability Samples with Long Questionnaires. *Public Opinion Quarterly*, 67, 80-81.

[14] Hox, J., & Leeuw, E. (1994). A Comparison of Non-response in mail, Telephone, and Face-to-face Surveys. *Quality & Quantity, 28*, 329-344.

[15] Holzman, H., & Piper, L. (1998). Measuring Crime in Public Housing: Methodological Issues and Research Strategies. *Journal of Quantitative Criminology, 14*(4), 331-351.

[16] Assessing the Representativeness of Public Opinion Surveys (May 15, 2012) from Pew Research Center for the People & Press. Retrieved October 17, 2014, from http://www.people-press.org/2012/05/15/assessing-the-representativeness-of-public-opinion-surveys/

Methods and Procedures

Sample

The goal for this iteration of data collection was to obtain a more representative sample of the MCI catchment area. MCI would focus on a smaller subset of the MCI catchment area, a "focus area". The focus area was selected prior to the 2009 data collection with the intention of having a smaller scale location where strategies could be piloted, tested, and "scaled up" to the greater MCI catchment area.

The focus area consists of two adjacent neighborhoods comprising 23 blocks within the 500-block MCI catchment area. The demographics of the residents in the focus area from the 2009 survey are consistent with the demographics of the MCI catchment area resident data from the U.S. Census and Healthy Cities (see MCI Profile). This indicates that the focus area is a representative sample of the greater MCI catchment area in all of the measured demographics – age, ethnicity, languages spoken, income, and education. Throughout, the data from both the greater MCI catchment area and the earlier 2009 focus area sample will be referred to as the MCI catchment sample. When possible, the data collected from this current survey sample was compared to the MCI catchment sample.

To create a database (hereinafter, *resident database*) of all known housing units and residents, MCI used publicly available data sources. The Belong Campaign manager obtained a postal list and voter registration list for the four zip codes that make up the MCI Catchment area. The MCI data manager pulled and merged data specific to the focus area to create a resident database for the focus area inclusive of housing unit addresses, apartment numbers, resident names, and even cell phone numbers.

The population living within the 23-block focus area consisted of approximately 2,200 housing units according to the data manager. She stated that the resident database was a living document that was updated throughout the canvassing effort, and she cannot recall the exact number of housing units, but she is certain it was very close to 2,200.

Materials and Resources

The complete survey protocol consisted of the Magnolia Initiative Community Survey, an additional short questionnaire for families with children under the age of five, and two verbal questions specific to the Belong Campaign engagement effort. The paper-and-pencil portion of the survey was available in English and Spanish; and it took approximately twenty minutes to complete. All surveyors were bilingual in English and Spanish and were part of the MCI Network (See the Surveyors section below).

Magnolia Initiative Community Survey (MICS). The MICS is a multiple-choice item paper-pencil survey designed to assess seven variables at the neighborhood-level. Another eight items are included to gather demographic information such as income, ethnicity, and age. The complete survey can be found in Appendix B. The table below describes how the neighborhood-level variables are coded. Residents are asked to respond on a 4-point Likert-

scale with response options ranging from "most of the time" to "never," "strongly agree" to "strongly disagree," or "very likely" to "very unlikely."

VARIABLE	ITEM CONTENT	CALCULATION
Social Efficacy	- Adults know the children - Parents know each other - Adults watch that children are safe - People are willing to help - Neighbors do something if children are skipping school - Neighbors do something if some children are spray-painting - Neighbors do something if a child is disrespecting an adult	Average score of 7 items Range = 0 – 3
Concrete Support	- Can get medical care - Someone to watch child for an errand - Can get child care - Neighbors would watch house	Present if they respond "most of the time" on all 4 items
Resilience	- Flexible - Confident will succeed - Usually get by - Family pulls together	Present if they respond "most of the time" on all 4 items
Social Connection	People in neighborhood can depend on you	Present if they respond "most of the time"
Belonging	- Feel part of neighborhood - Participate in neighborhood activities - Know neighbors & care about community	Present if they respond "most of the time" on all 3 items
Civic Engagement	- Work with others - Actions make a difference - People involved in community projects - Active in child's school	Present if they respond "most of the time" on all 4 items
Community Assets	- Great place to raise family - Safe after dark - Safe places to play - Welcome in child's school - Free from litter	Present if they respond "most of the time" to the first 3 items, "most of the time" or "sometimes" to *Welcome in child's school*, and "strongly agree" or "agree" to *Free from litter*

Social efficacy is calculated as the average score of 7 items that make up the variable, with a range of 0-3 where 3 represents "most of the time." All other items are calculated as present or not present.

Birth to Five Survey. The paper-pencil survey specific to parents/caregivers of children under age five included nine questions with multiple choice responses to assess the following areas:

- Emotional support (2 items – parental support, emotional support in general)
- Depression screener (2 items, Patient Health Questionnaire (PHQ-2)
- Parental self-efficacy (2 items)
- Weekly frequency of reading to child (1 item)
- Insufficient food (1 item)
- Child's age (1 item)

The complete list of questions can be found in Appendix B following the MICS.

Belong Campaign Engagement Questions. Finally, residents who completed the survey(s) were asked the following two questions.

- "Because we are interested in the well-being of children, can I ask if any children under 5 live in this household?"
- "As I mentioned earlier I am part of a local campaign that promotes child well-being in our neighborhoods. Would you be interested in receiving more information about things that are happening in this neighborhood?"

Surveyors

The surveyors were the three MCI Belong Campaign staff whose primary work function involved resident engagement through presentations in the community, supporting community member involvement, and assisting residents by linking them to MCI and its network partners. The Belong Campaign staff were bilingual Spanish-speaking women who came from the MCI catchment area themselves and were familiar with the area.

Additionally, 41 people from MCI network partner organizations volunteered to survey on the day of the MCI Canvassing and Belong Campaign launch. One volunteer accruing community service hours toward becoming a community health worker (*Promotora*) continued to volunteer for several weeks after the initial launch date. She too was female and bilingual in Spanish but differed from the staff in that she had an extensive background in door-to-door work

The Belong Campaign manager (who had experience in door-to-door work, canvassing, and campaigning), oversaw the project, the surveyors, and the volunteers.

Canvassing Effort: Time and Costs. To obtain estimates of the length of the project, total project hours, and total cost of the project in employee time, MCI staff were asked to retrospectively report the start and end dates of their work on the project and the total monthly hours spent in each of the primary tasks of this project – planning and meetings,

surveying, and data entry and management. Additionally, the hours and duration of volunteer time were gathered for each of the primary tasks.

Costs of the project are calculated in employee costs as material costs were minimal. The cost of each employee was calculated as each employee's hourly rate multiplied by that employee's monthly hours for each of the tasks. The sum of all employee costs per task was used to calculate the total cost for each task for each month of the project.

Procedures

In late November, 2013, on a Saturday morning, the Belong Campaign launched, along with the MCI Canvassing project. The three staff surveyors and 41 volunteers were trained in the survey and protocol by MCI partner University of Southern California (USC). A bilingual trainer from the Office of Community Engagement at the USC Clinical and Translational Science Institute (CTSI) specializes in providing technical training workshops for community entities completed the training. The 90-minute training protocol fulfilled the IRB requirements and consisted of the following:

- Purpose of the survey
- Human subjects training
- Protocol for survey administration
- Door-knocking safety

Surveyors went out into the focus area in teams of two. Each team was provided a "canvassing list" (the portion of the resident database specific to their given block), blank surveys in English and Spanish, and an envelope for completed surveys. Their canvassing list contained the known addresses for each housing unit on the block, resident names, and phone numbers.

The surveyors were instructed to knock on each door and invite one resident from each housing unit to participate in the survey. Thus if multiple families lived in one housing unit only one would be represented in the survey as only one resident per housing unit was invited to complete the survey. Using the script in Appendix C, the surveyors invited the resident who answered the door to participate in the survey first. If the resident refused, the surveyor would invite another adult from the housing unit to participate.

The MICS and Birth to Five surveys were purposefully separated to demonstrate anonymity. Residents who agreed to participate were given the MICS survey first. Then if the resident had a child five or younger, the resident was given the Birth to Five Survey. If the surveyor noticed the resident was having trouble with either survey the surveyor would answer any questions or read the survey to them.

Completed MICS and Birth to Five surveys were placed into an envelope for that block. Once all of the survey data was collected, the surveyor would ask the two Belong Campaign questions verbally and share additional information about MCI and the Belong Campaign.

Answers to the two Belong Campaign Engagement questions were recorded on the canvassing list. If the resident was interested in becoming more involved they were invited to schedule a

one-on-one meeting at a later time. Surveyors noted the respondent's interest on the canvassing list. The residents were to be called shortly thereafter to schedule a one-on-one meeting.

In addition to gathering the survey data and recruiting for Belong Campaign engagement, the surveyors updated the residential information directly on the canvassing list, updating names, telephone numbers, and addresses. For example, the surveyors found addresses that were not on their lists in instances when homes were converted to apartments, or had to remove an address when a building had been torn down. Updates to the resident database based on the revised canvassing list were made multiple times per week by the MCI data manager. Old versions of the resident database were not kept.

Contact efforts for each housing unit were also tracked on the canvassing list and entered into the resident database. If housing units were inaccessible, that was marked on the canvassing list. Examples of inaccessible housing units include apartment buildings with locked gates or building owners/managers who did not let surveyors enter the property. If residents were not at home, surveyors were instructed to indicate that on the canvassing list. Surveyors were instructed to make three attempts per housing unit during the course of the canvassing effort. After three attempts, they would call the phone numbers on the list and invite residents to take the survey over the phone. These were "cold calls" – where the household had not been sent a letter in advance notifying them of the upcoming survey.

All canvassing efforts following the initial launch day occurred during regular business hours. Also, the teams changed from teams of 2 to teams of 3 part way through the project to address staff safety concerns.
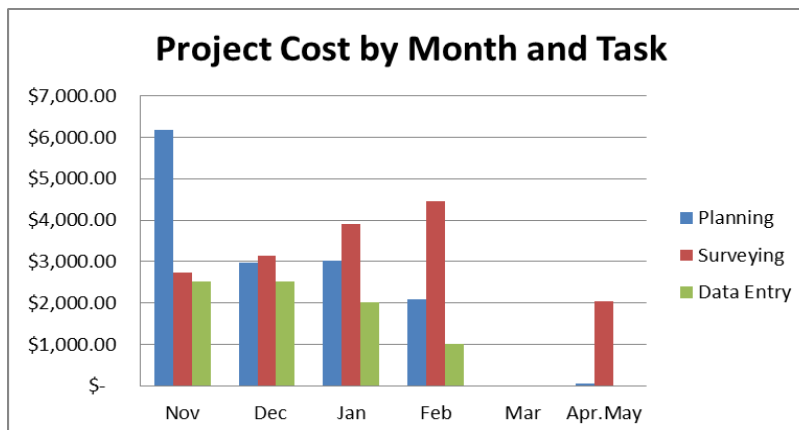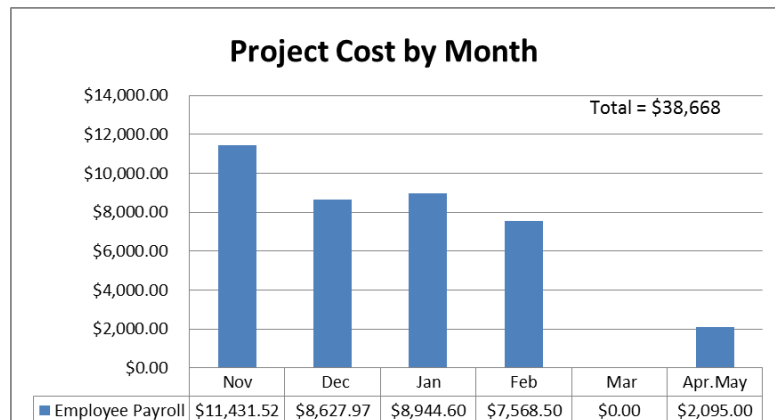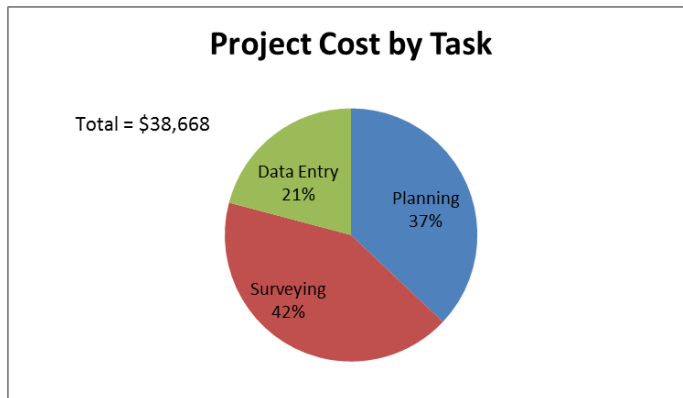
Results

Canvassing Effort

The MCI Canvassing effort began in late November, 2013 and continued into May, 2014. Over the five month period a total of 2,990 hours were put into the canvassing effort. Of those, 2,469 (83%) of hours were put in by MCI staff and the remaining 521 hours (17%) were volunteer hours. The total time included door-to-door data collection (surveying), participating in supervision and team meetings (planning), and creating and cleaning the resident database (data entry). The hours do not include administrative time as that would have been the same, or more, had MCI hired an outside firm to collect the data. The figures below illustrate (1) the hours spent by employees and volunteers across all tasks, (2) the hours sorted by task, and (3) the hours further sorted by month and task.
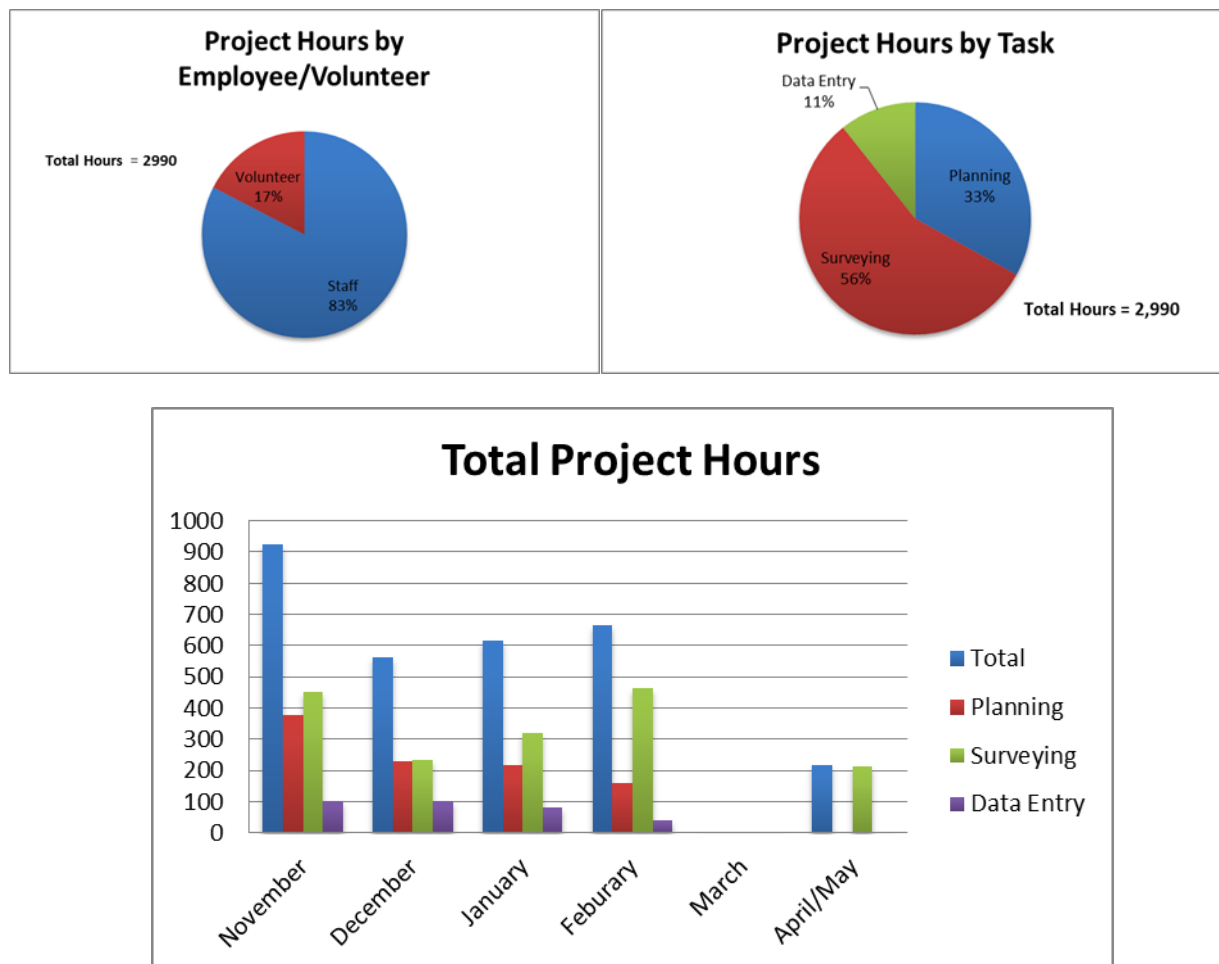
The total MCI Canvassing project cost was $38,668 in employee payroll. The majority of the cost came from the time spent going door-to-door. It should be noted this effort was for a multi-objective project -- those hours include time spent gathering surveys, canvassing for accurate housing information *and* the time spent on the Belong Campaign activities as the surveyors were not able to separate the hours retrospectively.
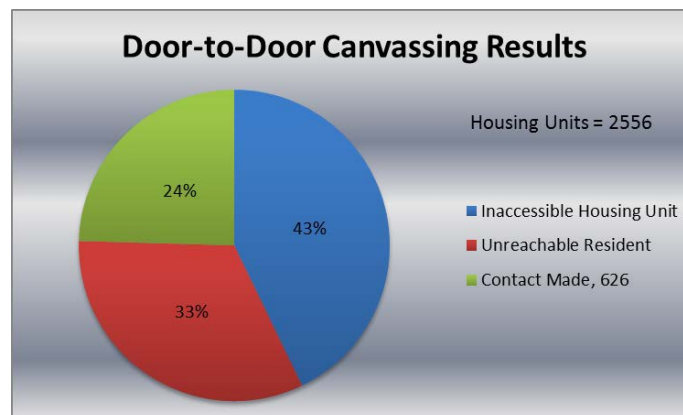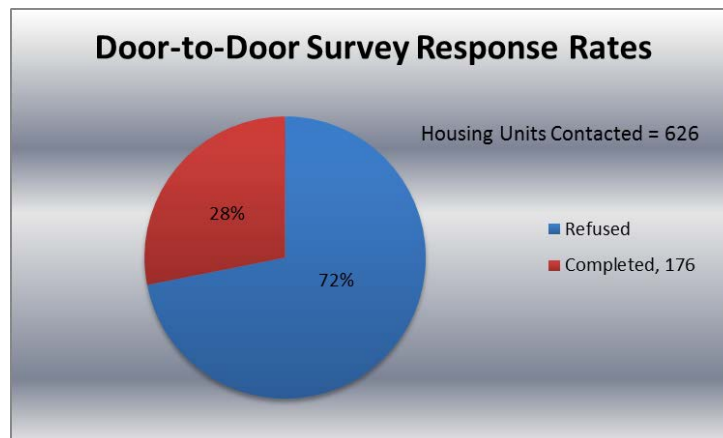
Project Cost by Task

Total = $38,668

- Planning 37%
- Surveying 42%
- Data Entry 21%

Project Cost by Month

Total = $38,668

	Nov	Dec	Jan	Feb	Mar	Apr.May
Employee Payroll	$11,431.52	$8,627.97	$8,944.60	$7,568.50	$0.00	$2,095.00

Project Cost by Month and Task

- Planning
- Surveying
- Data Entry

Resident Database

According to the data manager, the resident database started with approximately 2,200 housing units. Of those, approximately 200 (9%) were removed because the housing unit no longer existed or was abandoned. In one instance, a housing unit had burned down, for example. Approximately 500 housing units were added to the resident database because they were not in the original list compiled from publicly available data. Examples include houses that were converted into apartments but counted as one housing unit in publicly available data.

The final housing unit count is 2,556. Therefore, approximately one in five housing units, or 20% (500 of 2,556), located in the focus area were not represented in the publicly available data that were used to create the resident database.

Canvassing Response Rates

Of the 2,556 housing units, 1,092 were inaccessible, defined as having locked gates or building owners/managers who asked surveyors to stay out of the building. Another 832 housing units were unreachable, defined as nobody responding after three attempts at knocking on the door and at least one subsequent phone call. Surveyors noted that phone calls yielded very few results as phone numbers changed, residents moved, there was no answer, or they were told the resident was not at home. The surveyors made contact with 626 of the 2,556 housing units. Of those, 176 agreed to complete the survey. The surveyors stated that the majority of the surveys, approximately 8 out of every 10, were completed orally. They noted that it was challenging for most residents to complete the paper-pencil survey and that it went faster orally. Four hundred and fifty refused to participate in the survey.

Door-to-Door Canvassing Results

Housing Units = 2556

- 43% Inaccessible Housing Unit
- 33% Unreachable Resident
- 24% Contact Made, 626

Door-to-Door Survey Response Rates

Housing Units Contacted = 626

28%

72%

■ Refused
■ Completed, 176

A total of 176 participated in the survey; thus, 7% of the 2,556 housing units had a resident complete the survey. Of the 626 residents who were reached, 28% agreed to participate in the survey. Of the 176 residents, 77 reported to have a child under the age of five residing with them.

Housing Units with Children Under 5

Completed Surveys = 176

44%

56%

■ Without Child Under 5
■ With Child Under 5
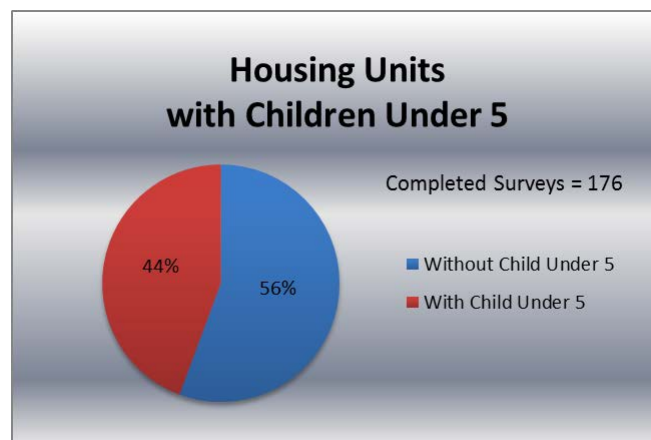
Belong Campaign Engagement

Of the 176 residents who completed surveys, 76 agreed to a one-on-one meeting to learn more about how to become more involved in their neighborhood. The residents shared their contact information and were told they would receive a call to schedule the meeting.

The calls to schedule interviews and the interviews all took place between April and May, 2014. Of the 76 residents who originally agreed to a one-on-one meeting, 16 attended a one-on-one meeting. The surveyors stated for the sixty who did not have a one-on-one meeting, reasons included changed

phone numbers, residents stating that they did not want to be bothered or that they needed to ask their spouse if they could participate. Of the 16 who did follow-through with the one-on-one meeting, two went on to become Neighborhood Ambassadors (a leader in the community who guides others, connects neighbors to resources/MCI, and promotes the Belong Campaign) and one became a Block Captain (a recognized community leader, who acts as a resource, promotes the Belong Campaign, MCI, and community level protective factors, and is willing to hold regular meetings).
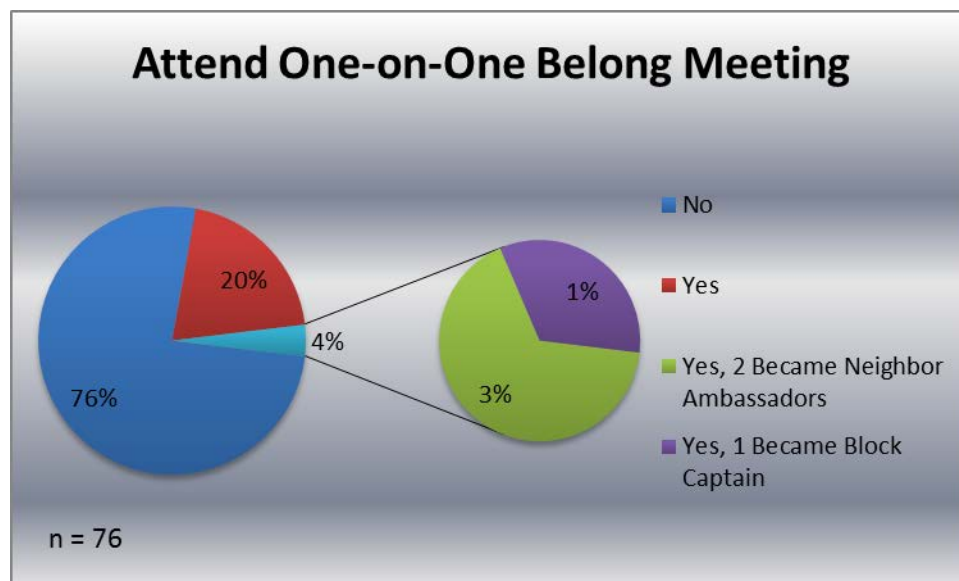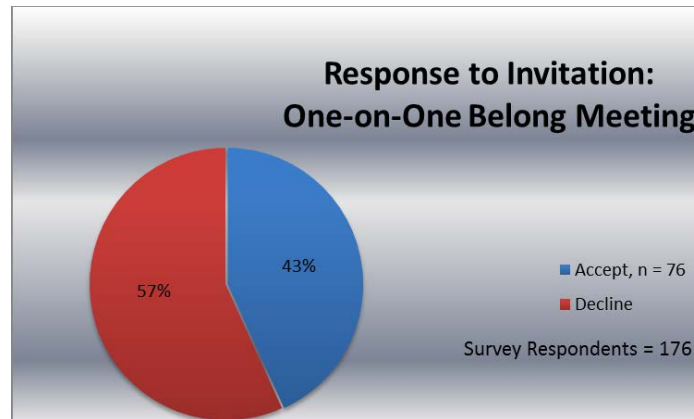
Demographics

Demographic data is presented below. When available in comparable scale, data from the MCI Profile is provided for comparison to the greater MCI catchment area.

Gender. The majority of the respondents were female (74%). Data from the entire MCI Catchment area shows that gender in the catchment area breaks down to 49% female, 51% male.
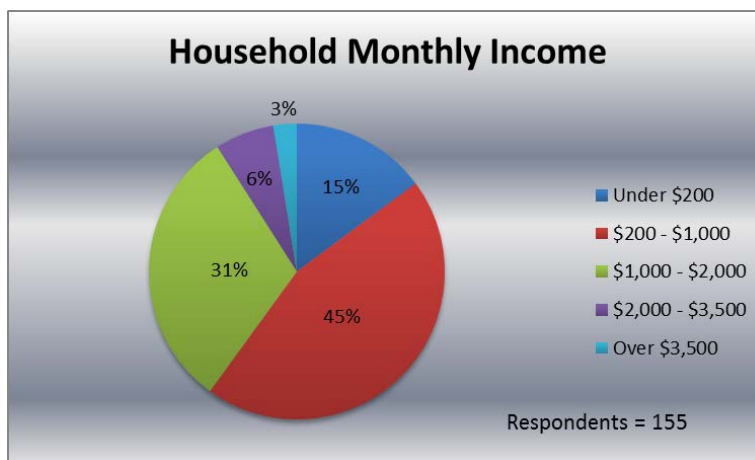

Gender

Survey Responses = 168

- Male
- Female

26% / 74%

Parents of Children Under 5 Gender

Survey Responses = 74

- Male
- Female

19% / 81%

Gender MCI Catchment Area

n = 108,215

- Male
- Female

49% / 51%

Source: MCI Profile Report
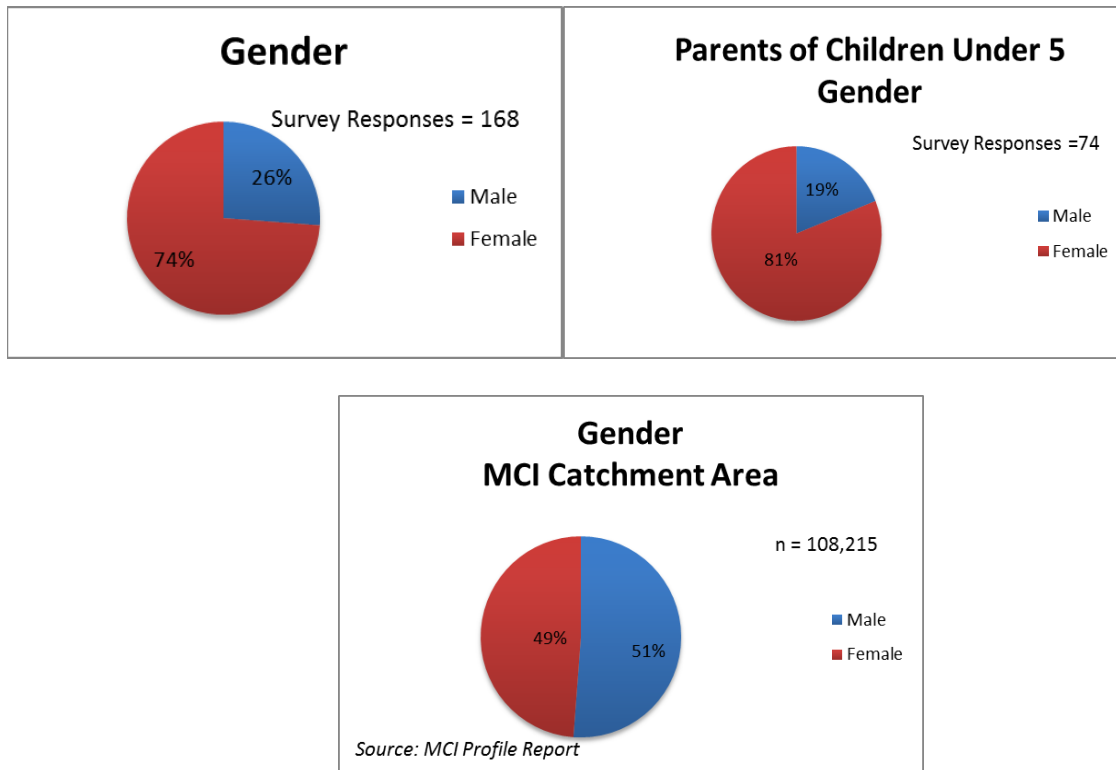
Age. The majority of respondents were between the ages of 26-35 (34%). This could not be compared to the data in the MCI profile for the greater catchment area as the age grouping differed.
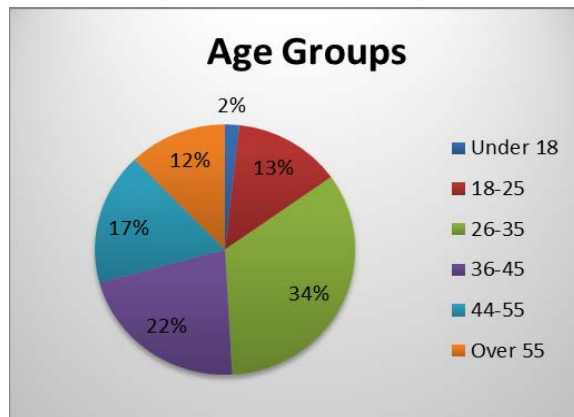
The results for the focus area for all residents are illustrated above. In the illustration below the age group results are separated for residents with and without a child under the age of five.
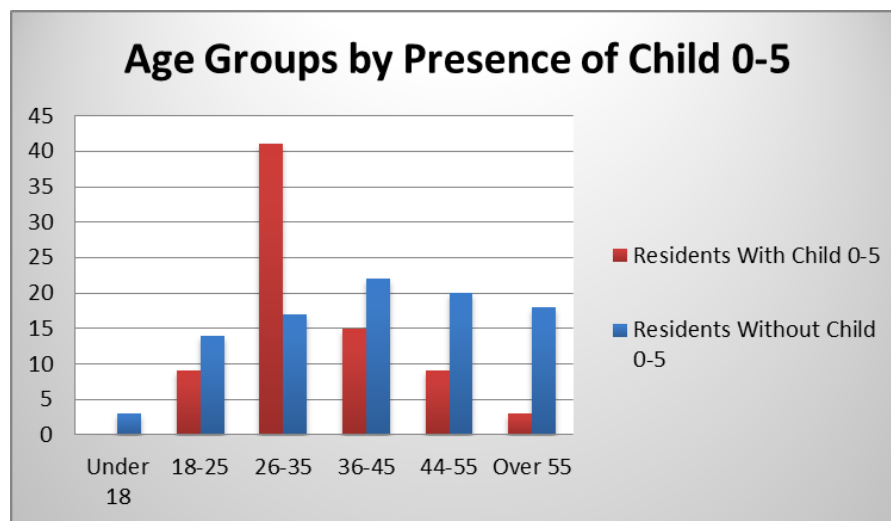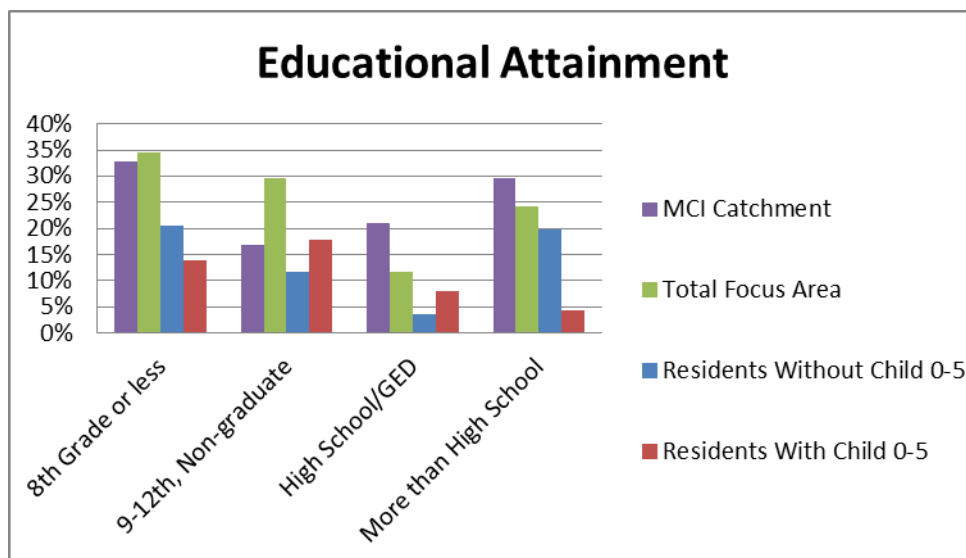
Income. Over 60% of respondents reported a household monthly income of $1,000 or less. Additionally, from the Birth to Five questionnaire, over 60% of parents reported that at some point over the past year they didn't have enough food or money to buy food.

Household Monthly Income

- Under $200
- $200 - $1,000
- $1,000 - $2,000
- $2,000 - $3,500
- Over $3,500

3%
6%
15%
31%
45%

Respondents = 155

Not Enough Food

■ Often True ■ Sometimes True ■ Never True

13%
50%
37%

Respondents = 70

Education. The educational attainment of the respondents is lower than that reported in the MCI Profile for the greater MCI catchment area and the 2009 focus area sample.

Approximately 35% of the respondents had attained a high school degree or GED compared to 51% in the MCI catchment area. Thus this sample differs from both the MCI catchment and the 2009 focus area sample on

Educational Attainment

■ MCI Catchment
■ Total Focus Area
■ Residents Without Child 0-5
■ Residents With Child 0-5

Categories: 8th Grade or less, 9-12th, Non-graduate, High School/GED, More than High School

education.

Housing units without children under the age of five, were more likely to have reached educational attainment greater than High School than housing units with children under five.

Educational Attainment
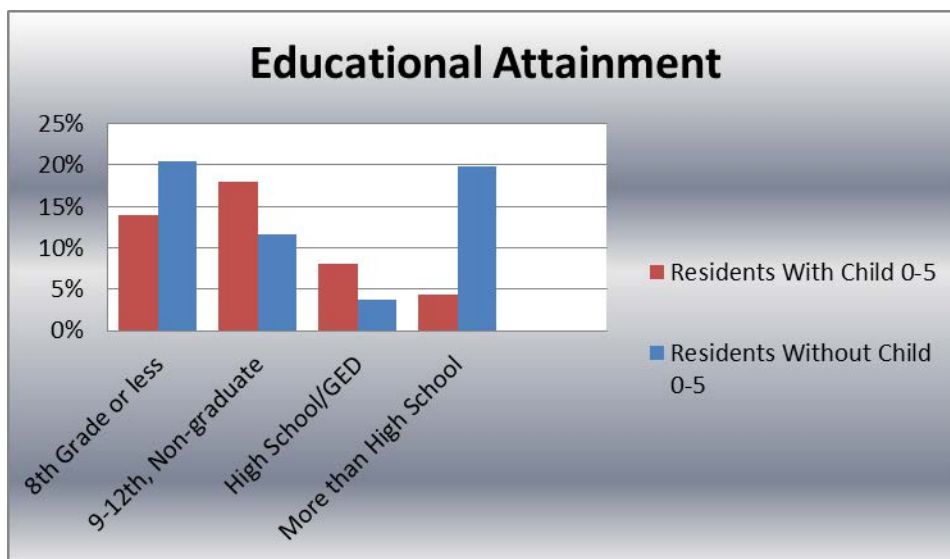
Ethnicity. The focus area respondents were primarily Hispanic/Latino (95%). The MCI Profile indicates that in the MCI catchment area Hispanics/Latinos make up 70% of that sample. Additionally, only 2% of the focus area sample was Asian/Pacific Islander compared to 13% Asian/Pacific Islander in the MCI catchment area. Again, previous data collection efforts resulted in samples for the focus area with ethnicities similar to the greater MCI catchment area (see MCI Profile).

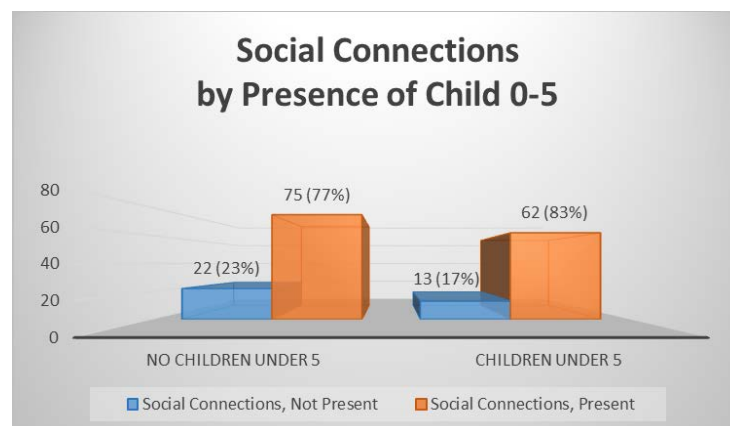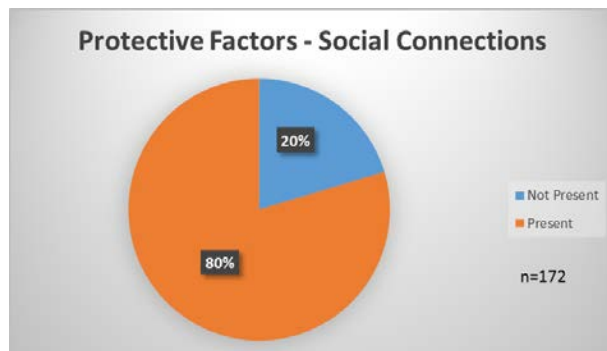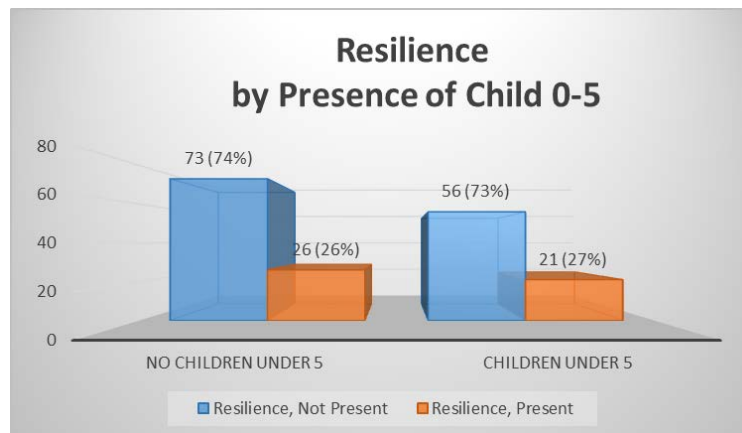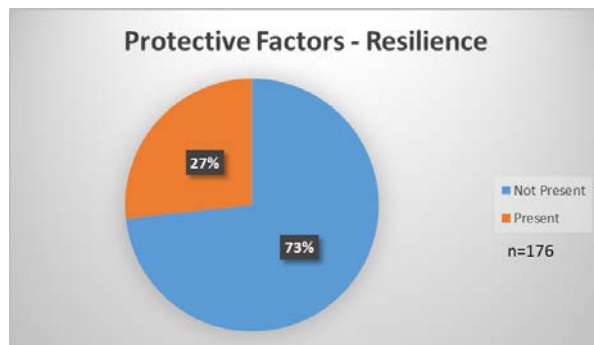In interviews, the surveyors spoke about not being able to reach a large portion

Ethnicity
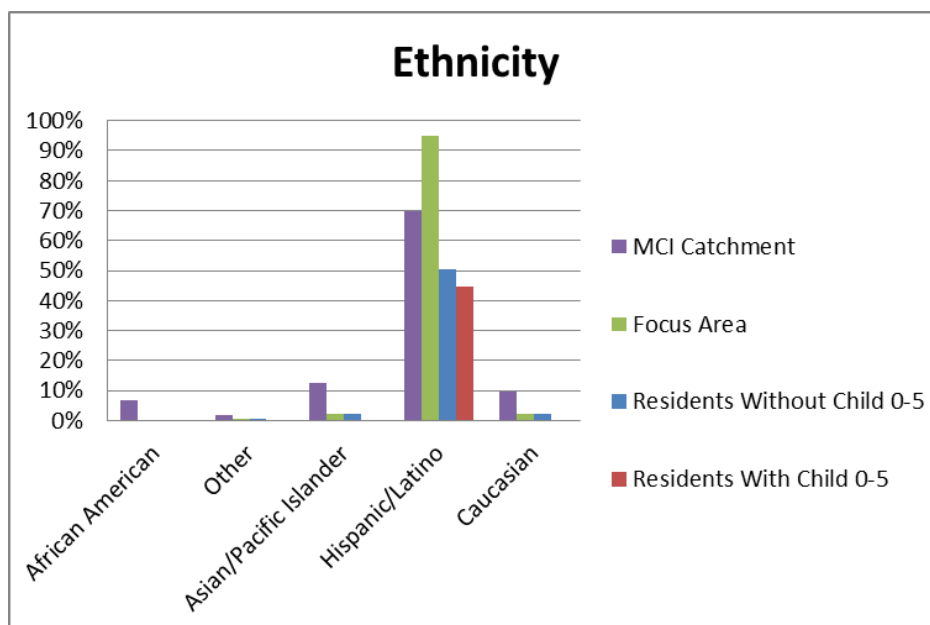
of the Korean population from the area that falls into Koreatown neighborhood. They said that even those who did speak English did not want to speak with them, and they felt that not having Korean surveyors hindered data collection efforts.
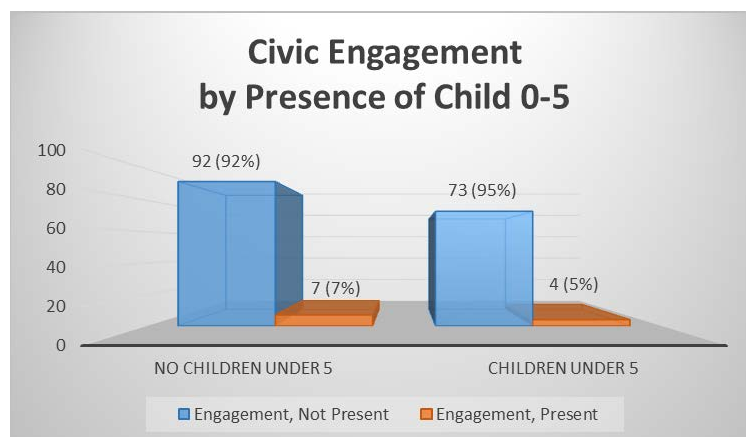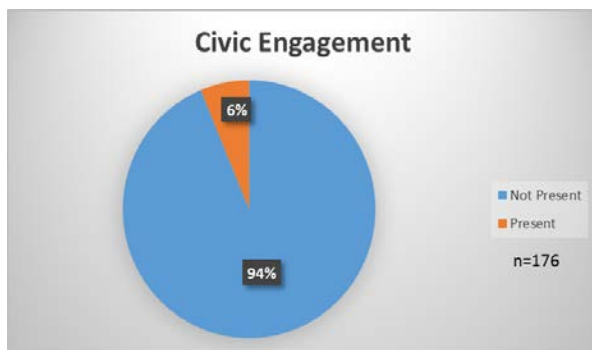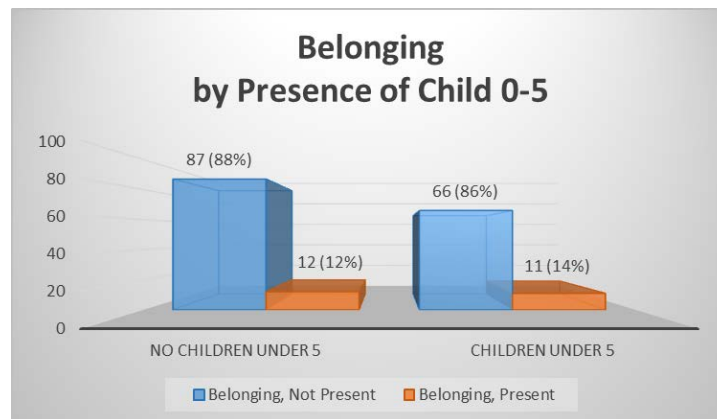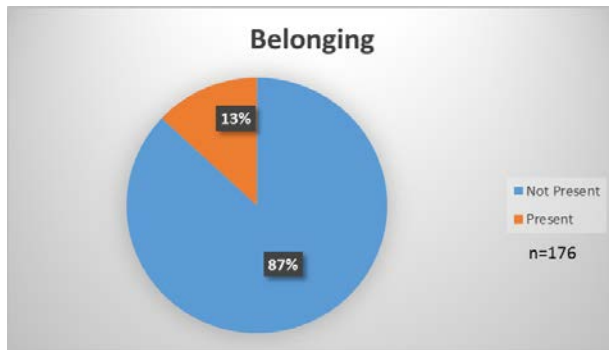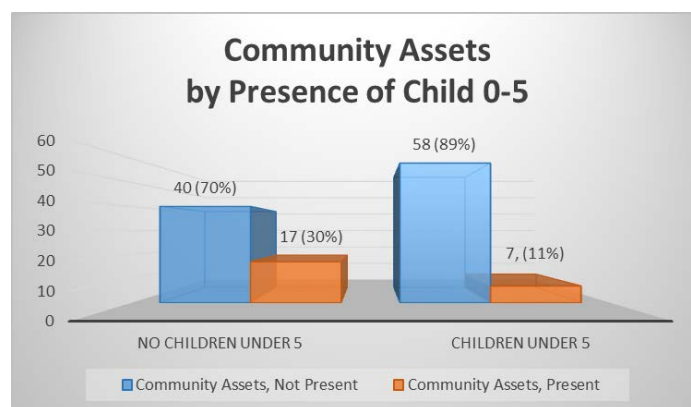
MCI Survey Results

Social efficacy was calculated as the average of seven items with a range of possible scores from 0-3. The mean score for all respondents was 2.61 (M = 2.61, *S.D.* = 0.67). This indicates that on average, respondents endorse social efficacy with "sometimes" and "most of the time." The scores for respondents with children under five were similar to those of respondents without children under five ($M = 2.53$ and M = 2.67, respectively).

The six remaining variables were calculated as present or not present and the results are shown in the figures below. In brief, for most of these variables, approximately 20% of the respondents had the neighborhood variable in place; and the responses of those with and without children under age five were similar to one another. The exception was civic engagement; only 6% of the respondents had civic engagement in place. Again, the responses for civic engagement were similar for those with and without children under age five. But please note that these composite results (comprised of three or more items) were calculated with a very conservative approach as the person had to answer "most of the time" on all of the items to have that composite item be rated as present. As the calculation for these variables was conservative, the item-level responses can be found in Appendix D. Overall, the data patterns in Appendix D indicate that there are areas where families have reasonably high levels of these neighborhood variables.

Protective Factors - Concrete Support

22%

78%

- Not Present
- Present

n=172

Concrete Support by Presence of Child 0-5

80 (82%)

53 (72%)

17 (18%)

21 (28%)

NO CHILDREN UNDER 5   CHILDREN UNDER 5

- Concrete Support, Not Present   - Concrete Support, Present

Protective Factors - Resilience
n=176

Resilience by Presence of Child 0-5

Protective Factors - Social Connections
n=172

Social Connections by Presence of Child 0-5

Belonging

Not Present
Present
n=176

Belonging
by Presence of Child 0-5

87 (88%)
66 (86%)
12 (12%)
11 (14%)

NO CHILDREN UNDER 5   CHILDREN UNDER 5

Belonging, Not Present   Belonging, Present

Civic Engagement

Not Present
Present
n=176

Civic Engagement
by Presence of Child 0-5

92 (92%)
73 (95%)
7 (7%)
4 (5%)

NO CHILDREN UNDER 5   CHILDREN UNDER 5

Engagement, Not Present   Engagement, Present

Community Assets

- Not Present
- Present

n=122

24%

80%

Community Assets by Presence of Child 0-5

40 (70%)

17 (30%)

58 (89%)

7, (11%)

NO CHILDREN UNDER 5   CHILDREN UNDER 5

- Community Assets, Not Present
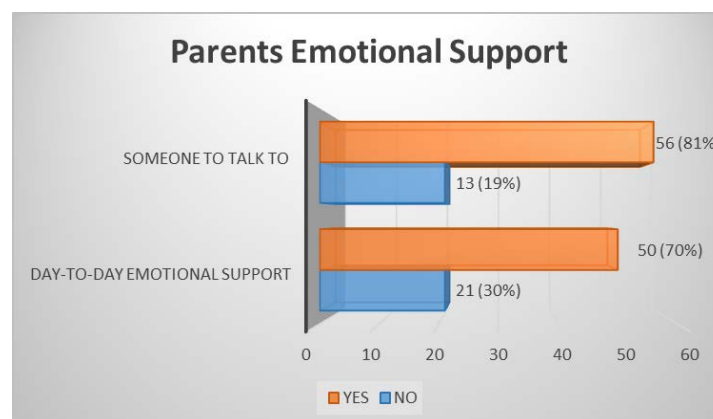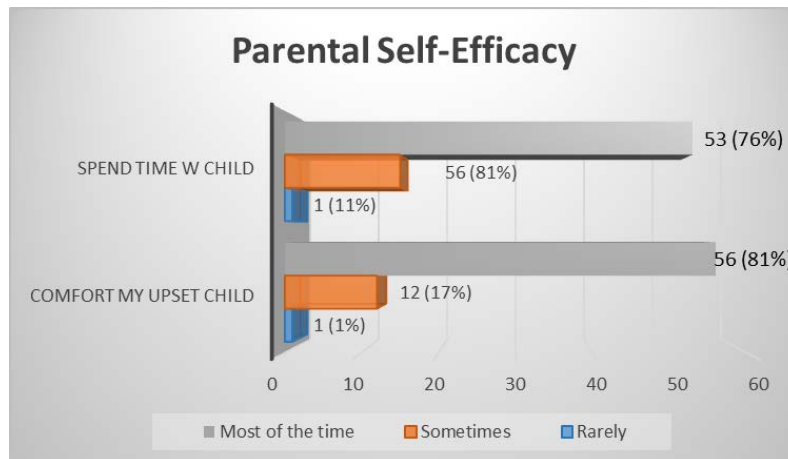- Community Assets, Present

Birth to Five Survey

Emotional Support. Most parents endorsed that they have somebody to talk to about their personal problems (81%) and that they have day-to-day emotional help with parenting (70%).
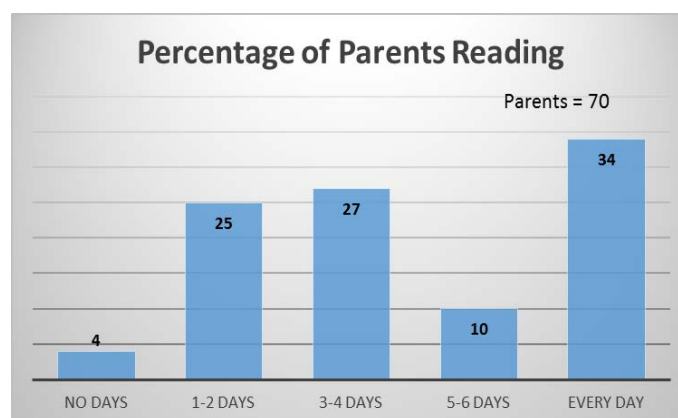

Parents Emotional Support

SOMEONE TO TALK TO

56 (81%)

13 (19%)

DAY-TO-DAY EMOTIONAL SUPPORT

50 (70%)

21 (30%)

0   10   20   30   40   50   60

- YES
- NO

Parental Self-efficacy. Additionally, most parents endorsed that they spend time with their child doing things their child likes to do and that they are able to comfort their child when their child is upset.

Parental Self-Efficacy

SPEND TIME W CHILD: 53 (76%), 56 (81%), 1 (11%)

COMFORT MY UPSET CHILD: 56 (81%), 12 (17%), 1 (1%)

Legend: Most of the time · Sometimes · Rarely

Depression Screener. Twenty percent of the parents surveyed screened positive for depression risk on the Patient Health Questionnaire (PHQ-2).

PHQ-2 Depression Screen

13 (20%)

52 (80%)

Legend: Positive for Depression · Negative for Depression
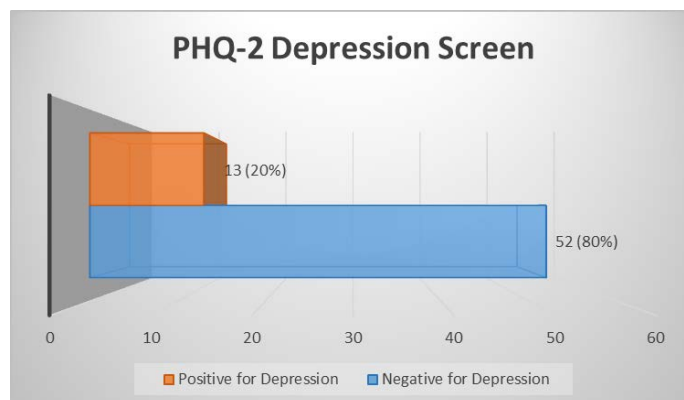
Weekly Reading. Ninety-six percent of the 70 parents responding to this survey read to their child at least one day per week. The emphasis is to help parents make reading a family routine so that they are reading to their children five or more days per week, and 44% of these parents report doing that. Ideally, parents will read to their children daily and one in three parents (34%) report reading to their children daily.

Percentage of Parents Reading

Parents = 70

NO DAYS: 4
1-2 DAYS: 25
3-4 DAYS: 27
5-6 DAYS: 10
EVERY DAY: 34

Discussion

The canvassing effort had four objectives: (1) capture accurate data for the focus area residents' housing units, (2) test the door-to-door strategy for survey data collection, (3) engage residents in neighborhood involvement through the Belong Campaign, and (4) keep the project costs to a minimum. Thus this effort leveraged the Belong Campaign with a data collection effort, using the MCI Belong Campaign staff to engage participants and collect data as they canvassed the neighborhood for accurate housing unit information. The project was done without a budget other than staff time.

The MCI Canvassing effort resulted in a cleaned resident database for the 2,556 housing units in the focus area, contact with 626 residents, survey responses from 176 residents, Belong Campaign interviews for 16 residents, and three engaged residents. It took approximately five months to complete and cost just under $39,000 in employee time.

Objective 1: Capture accurate housing unit data

The door-to-door canvassing resulted in a cleaned, accurate resident database. It is an asset that can be used with confidence for future data collection and other projects by the MCI partners as well as other strategies that come into the area. The MCI research and evaluation team intends to use the resident database to identify a small random sample of families whom they can follow longitudinally to assess and inform the impact of MCI.

The resident database also demonstrated the inaccuracy public of records for this area: 20% of the housing units in the focus area were not represented in the publicly available data that MCI had accessed. In short, while the MCI research and evaluation team was correct in their assumption that the data that they bought would need cleaning, the result that one in five housing units was not represented was surprising. Whether this is because housing units are not legal, such as converted garages or homes used as apartments is not certain. What does seem a safe assumption is that neighborhoods, similar to this low-income, immigrant neighborhood, are less likely to have accurate representation in public record than higher income neighborhoods.

The inaccuracy of the housing records is very likely related to the low income in these neighborhoods. Over 60% of the respondents reported household incomes of $1000 or less per month. In the year prior to this survey (August, 2012 to August, 2013) the average one-bedroom apartment in Koreatown (part of this neighborhood) rented for $1235/month and renting costs continue to increase, having gone up by 10% in the past 6 months alone.[17, 18] Additionally, 60% of the residents with children said that they had trouble putting food on the table at least once over the past 12 months. The recent UNICEF report indicates that the recession is affecting children in poverty harder than any population, but in that report the

---

[17] *A Neighborhood-by-Neighborhood Breakdown of Rent Prices in Los Angeles.* Radpad. Retrieved November 26, 2014, from http://blog.onradpad.com/los-angeles-apartment-rents-august-2013/

[18] *Rent Trend Data in Los Angeles, California.* Rentjungle.com. Retrieved November 26, 2014, from http://www.rentjungle.com/average-rent-in-los-angeles-rent-trends/

statistic for "difficulty putting food on the table" is 47 million out of the 316 million Americans--that's 15% compared to 60% of the residents in MCI.[19] The questions are different, but this indicator highlights the severe challenges faced by this community. Understandably, households earning $250 less per month than average renting costs alone (not including food, utilities, transportation) would turn to alternative options such as converted spaces.

The findings from the resident database indicate that in neighborhoods with a high incidence of poverty, researchers, funders, and special initiatives should be cautious about assuming that publicly available data represent the full scope of the population. The door-to-door canvassing effort created an unusually accurate database of housing units.

Objective 2: Collect survey data from a representative sample

Despite the challenges in this neighborhood, the surveyors were able to make contact with 24% (about one out of every four) of the 2,556 housing units. This is consistent with the expected assumptions of contact from voter contact formulas; six contacts can be made for every 25 doors knocked or 24%.[20]

Additionally, apart from the initial Saturday launch day, the surveyors were knocking only during business hours partially because of safety concerns. Typically, door-to-door efforts occur during the early evening and/or weekend hours. Those safety concerns also led surveyors to canvass in groups of three. It should be noted that the volunteer who had decades of experience in door-to-door work and volunteered for months on the project, never expressed safety concerns and according to the Belong Campaign staff themselves, "She would just go and do it." According to MCI administration, the volunteer returned from her efforts with many more completed surveys than the MCI staff, suggesting that surveyor experience, training, and/or temperament were important.

Even so, in terms of making contact with residents, overall expectations about the door-to-door methodology were met, but there was a low survey response rate. The surveyors were able to contact one in four residents and if the results were consistent with other door-to-door efforts, they would have obtained a high response rate (60-95%). Unfortunately, the surveyors achieved a 27% survey response rate with the residents they contacted, representing only 7% of the MCI focus area. As far as using this methodology for data collection, it did not prove as fruitful as one would expect. This is a particular area for improvement.

The resulting sample of the MCI canvassing effort differed from the MCI catchment and a previous 2009 focus area sample in a few notable ways. One, there was a disproportionate number of women in this sample. Two, the educational attainment was lower for this sample than it is in the MCI catchment. Three, focus area residents identifying as Hispanic/Latino are

---

[19] UNICEF Office of Research (2014). *Children of the Recession: The impact of the economic crisis on child well-being in rich countries.* Innocenti Report Card 12, UNICEF Office of Research, Florence.

[20] Wellstone (n.d.). *Voter Contact Formulas and Pricing.* Retrieved November 25, 2014, from http://www.wellstone.org/resources/voter-contact-formulas-and-pricing.

overrepresented and those identifying as Korean are underrepresented. The door-to-door canvassing could be improved to obtain a more representative sample.

Finally, the script used by the surveyors says that the survey will only take five minutes, but the survey actually took 20 minutes. Additionally, the surveyors said they read the survey to eight out of ten participants. It is possible that the survey language and/or length was not a good match to the community if in fact 80% of the participants needed support in completing the survey. It is possible too that some residents may have seen how long neighbors were with the surveyors, and declined to take the survey to avoid the 20 minute interruption.

The low response rate may be due to many factors, but given that the administrators noticed that the experienced volunteer who did not feel afraid returned with more completed surveys than others leads one to suspect that the surveyors' feelings, as well as a lack of experience and training may have impacted the response rate. Certainly if they were worried about their safety and/or lacked confidence, one would expect to see that reflected through lower response rates.

Objective 3: Engage community residents

Surveyors seeking to engage community residents saw mixed results. While the outreach strategy proved successful at making contact and engaging residents, the follow-up stage was not executed according to strategy and few residents became involved in a lasting way. In their outreach, the surveyors engaged residents by telling stories about themselves and finding things they shared in common (e.g., children in the same school, challenges with teens). While this did not result in a high response rate for the surveys, it did help make interpersonal connections for the Belong Campaign, at least in that moment. Of the 176 residents surveyed and invited to attend a one-on-one meeting, 76 agreed to attend (more than four in ten), but only 16 actually attended the meeting. It is important to note that contrary to MCI's planned procedures, residents were not called for weeks or even up to four or more months to schedule the meeting after they had agreed to participate. Of the 16 residents interviewed, three went on to participate further as a Neighborhood Ambassador or a Block Captain for several months, but a year later none were involved due to changes in employment or residence.

Objective 4: Complete these tasks affordably

Meeting evaluation objectives at a reasonable cost is always an important challenge for nonprofit organizations operating with real-world constraints. Efforts at creating a resident database, surveying a representative sample of residents, and engaging residents needed to be economical.

The costs of the Magnolia Initiative Community Survey and Belong Campaign collectively are estimated at $38,668 in employee payroll. In addition to the financial costs, all three of the MCI surveyors reported that they felt concerned for their safety and frustrated with the work process of the door-to-door canvassing. Additionally, they reported that they felt the duties of the canvassing effort were not consistent with how they understood their job duties when they were initially hired.

In an effort to investigate the cost of hiring a professional surveying organization to create a resident database and conduct the survey, MCI received bids suggesting costs of $25,000 to $55,000 or up to $200/survey. While the low end is below what MCI eventually spent, that does not account for the additional time that MCI staff would have spent orienting an outside firm to MCI. Moreover, as discussed previously, MCI was concerned about the accuracy of the resident database that they would have bought from an outside firm and most importantly the lack of engagement coming from an outsider representing MCI. Probably the biggest limitation of using an external survey firm is that there is no guarantee that the firm would employ neighborhood residents to conduct the survey.

Determining the cost savings of folding the Belong Campaign into the Magnolia Initiative Community Survey requires estimating the cost of an alternative, independently conducted version of the Belong Campaign. This estimation process confronts several challenges. The Belong Campaign started by asking residents if they would want to learn and do more while other campaign efforts typically have more specific requests such as "vote this coming Tuesday" or "recycle." Additionally, campaigns are typically solely focused on the campaign without additional objectives as this project had. Effective campaigns sometimes have high costs that extend beyond the time that it takes to go door-to-door, such as training, t-shirts, and incentives for participants and/or communities. For example, in 2005, an effective recycling campaign program cost $6.30 per household.[21] In 2014, that would cost $7.77 per household; and for this focus area of 2,556 the cost would be over $20,000.00. On the low end, if one were to calculate the cost of the campaigning alone using voter contact formulas, one would need 102.25 hours to knock on all 2,556 doors (at 25 doors/hour). At local hourly rates of $15 per hour, the cost would come to $1533, but given that the staff worked in teams of three due to their safety concerns, the cost is $4,599. As this campaign did not include a budget for any of those additional items, the conservative estimate of $4,599 is probably the most comparable. That said, the recycling program tested out two additional strategies to reduce costs, and each effort that attempted the program at lower costs resulted in no change in recycling.

Taken together, the survey and Belong Campaign cost approximately $39,000 – where two separate efforts could have cost between $29,599 (plus staff time) on the low end to $60,000 on the high end. Additionally, much of those costs were absorbed as standard payroll costs and not as additional outlays. While folding the efforts together may have lowered survey response rates, surveyor satisfaction, and community engagement efforts, costs were kept manageable. A future resident survey and Belong Campaign effort could easily take steps to substantially increase survey response rates and community engagement results.

---

[21] Aceti Associates and the Town of Randolph Recycling Staff (December 2005). *Door Hangers and Door-to-Door Visits: Testing Strategies to Promote Participation in Curbside Recycling.15*

Lessons Learned and Recommendations

Lesson 1: Response Rates

For future iterations of survey data collection, MCI can estimate time and associated costs. Literature suggests surveyors can reach 25 doors/hour and MCI had a contact rate of 24%, reaching 6 out of every 25 housing units. Based on those numbers, MCI can calculate how long it will take to reach a given sample number of housing units. The response rate for the surveys was 27%. The response rate could be improved as typical response rates are between 60-95%. Increasing the response rates would improve the efficiency of future data collection efforts

Recommendation 1. Implement strategies to increase response rates

Surveyors employ a range of tested strategies to increase response rates that may be useful in the dissemination of future surveys. First, repeated and varied contact with residents can improve response rates.[22] A suite of strategies could include preparing residents via mail to let them know that they will be contacted, trying to contact residents in person several days later, and finally sending a postcard asking residents to call a dedicated hotline if they missed the in-person visit. Second, personalizing mail contact has also been shown to increase response rates for paper and telephone surveys.[23] A third strategy is to prominently display the name of a sponsoring or associated institution that is well respected among respondents.[24] Fourth, MCI could send residents a small incentive in the mail with a note letting residents know that the surveyors will be coming and/or calling ahead of time. Fifth, letting residents know that their neighbors are participating (without revealing any personal information) could improve response rates, "The last three people that I asked on your street did the survey," as well as any real testimonials, "They said it was easy."[25] Sixth, a simple recommendation shown to increase response rates is to end the survey invitation with a simple choice statement, "but you are free to accept or refuse."[26]

Recommendation 2. Address the survey format and length

The survey as written appears to be challenging for this community. The survey format and language could benefit from simplification as 8 out of 10 respondents had the survey read to them. Alternatively, the format could be changed to an oral survey.

---

[22] Dillman, D. A., Christian, L. M., Smyth, J. D. (2014) *Intern, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (Fourth Ed.), Hoboken, NJ: John Wiley & Sons.

[23] Dillman et. al., (2014)

[24] Dillman et. al., (2014)

[25] Goldstein, M.J., Cialdini, R.B., Martin, S.J. (2007). *Yes! 50 Secrets from the Science of Persuasion.* London, United Kingdom: Profile Books.

[26] Guéguen, N. & Pascual, A. (2005). *Improving the Response Rate to A Street Survey: An Evaluation of the "But You Are Free to Accept or Refuse" Technique.* The Psychological Record, 55, 297-303.

Additionally, now that a year has passed it may be worth reviewing how much action has been taken based on the various scales/items. If no action is being taken for a particular scale/item, consider deleting those items to shorten the survey.

Another recommendation is to test the length of the final survey for the next iteration with a small pilot sample and ensure that the script and the surveyors accurately represent the length of the survey when they invite participants into the study. Additionally, if the surveyors are then going to ask additional questions, that time should also be factored into the invitation even if some participants won't participate in additional questions, "It will take 20-30 minutes."

Recommendation 3. Offer incentives

Consider offering incentives to residents in the form of food baskets, diaper packs or gift cards to local merchants to honor the time of residents spent completing the survey and boost response rates.

Lesson 2: Existing staff

The staff felt that the canvassing effort was not consistent with the jobs they were hired to do. Additionally, they expressed worry about their safety and frustration with their work after experiencing situations that they perceived as threatening. Staff who feel concerned about safety and frustrated with their job will not be able to focus on the task at hand. MCI administration noticed that the three concerned surveyors returned with fewer surveys than the non-concerned volunteer who also had extensive door-to-door experience.

Recommendation 1. Clarify the job description/role

When existing staff are being considered to carry out a door-to-door data effort, organizations are encouraged to think about and communicate clearly to staff what the change means for their job role. For example, an organization may consider revising the job description(s), sharing the revisions with staff, and addressing the staffs' concerns prior to starting the door-to-door effort.

For future MCI efforts, if the Belong Campaign staff are engaged for survey data collection, it would be worth revisiting what the additional role means in terms of their job description, hearing what it means to the staff, and addressing the staffs' concerns.

Finally, if possible, we recommend that the Belong Campaign staff be included in the survey design decision-making because having a sense of control and choice would likely improve their feelings about the project and the decisions made, regardless of what was decided.

Recommendation 2. Directly address safety concerns

The initial launch-day training offered door-knocking safety but once the surveyors experienced threatening situations, they could have benefited from on-going training and support to avoid and manage the specific situations that they encountered. This could have

improved their confidence and may have ameliorated their fears, allowing them to better focus their attention on the tasks at hand.

Specific recommendations to address staff safety concerns include; (1) clear communication feedback loops that facilitate staff reporting concerns to supervisors, (2) on-going training and support to avoid and manage the specific situations that staff encounter and/or fear, (3) group meetings or retreats where surveyors could discuss experiences and develop strategies to increase safety and recruitment based on what's worked for them, (4) a means for staff to communicate with one another, with the office, and with police if necessary while they are in the field (e.g., cell phones, walkie talkies), (5) safety training on preventing harm and when and how to seek assistance, and (6) invite safety officers to engage with and talk with MCI administration and surveyors about concrete strategies to maintain and address safety. Surveyors need to feel confident in their capacity to address safety concerns and know where to turn when they don't have the answers.

Recommendation 3. Add training to increase response rates

The initial launch-day canvassing training was focused on the survey and collecting unbiased data. The surveyors did not receive the type of training usually offered prior to a door-to-door campaign which would have benefited the campaign and the survey data collection projects. That type of training helps staff be prepared to hear "no" and offers strategies to help people who are on the fence, say "yes." For example from the social science literature there are six universal principles of persuasion – social proof (people you trust are doing it), reciprocation (we feel obligated to return favors paid to us), authority (we look to others to show us the way), commitment/consistency (we want to act consistently with our commitments and values), scarcity (the less available something is, the more we want it), liking (the more we like people, the more likely we are to say yes).[27]

The surveyors naturally have some of these skills in place - they used the principle of "liking" when they connected with residents on similarities. They could have employed other strategies such as social proof (speaking generally about other neighbors who completed the survey, using testimonials "they said it was easy"). In terms of follow-through, prompt scheduling would help residents who were interested in further engagement attend a meeting with Belong Campaign staff.

Recommendation 4. Consider using outside surveyors

An option worth considering is contracting out the surveying to professional surveyors who will already have skills and strategies in place to encourage participation, and who will already be experienced with door-to-door work and safety. However, they would then be separating the Belong Campaign engagement from the survey data collection efforts.

---

[27] Goldstein, M.J. et. al. (2007).

Lesson 3: Representative sample

Using surveyors from the community does not necessarily result in a representative sample of the community if the survey team does not represent the diversity of the community. In this case, the sample is underrepresented for the Korean and male populations in the neighborhood as well as those with higher educational attainment.

Recommendation 1. Expand surveyors to represent the neighborhood

The surveyors stated that even the Korean residents who did speak English, did not want to speak with the surveyors. Including Korean-speaking, Korean-heritage surveyors is a logical recommendation to increase the representation of the Korean residents in the neighborhoods.

Recommendation 2. Expand the hours of door-to-door efforts

In order to increase the representation of males and those with higher educational attainment surveying should be expanded to weekends and early evenings when residents who work during those hours would be more likely to respond. MCI administration asked the surveyors to modify their hours, but at that point the surveyors were afraid and frustrated and so the work was limited to business hours.

Lesson 4: Belong Campaign

MCI leveraged multiple efforts in this project but typically campaigns focus solely on the campaign and offer incentives either for individuals or for the community. A recommendation for future campaign efforts would be to focus on the campaign itself (rather than adding it to another effort) and to have a specific, actionable ask of residents that could be tested for action.

If future engagement efforts have a follow-up meeting as a next step, the meeting should be scheduled on-the-spot when the resident is already agreeing to the meeting and should be held within one to three days of the accepted invitation. If the Belong Campaign staff work on the campaign as part of door-to-door surveying, the break in surveying to conduct one-on-one meetings may come as a welcome relief from the door-to-door work.

Lesson 5: Data on the process

From implementation science, a core component of successful implementation is putting in data systems that inform the process.[28] In this case, something as simple as tracking data for each surveyor regarding number of doors knocked and number of responses would provide feedback regarding which surveyors have effective strategies that could be replicated and which surveyors may need additional support. Other potentially useful data is day and time to assess if adding weekend and early evening work is in fact more effective in obtaining responses or a representative sample. For example, one could assess if the ratio of contact to

---

[28] Fixen, D. L., Blasé, K. A., Naoom, S. F., Wallace, F. (2009). Core Implementation Components. Research on Social Work Practice, 19(5), 531-540.

door-knocking is higher on a Saturday compared to a Wednesday afternoon. Finally, it is worth keeping the original data set. In this case, the resident database was updated live and the changes from the initial resident database to the current one are based on the recollection of the data manager.

Summary

The MCI canvassing effort had four objectives: (1) capture accurate data for the focus area residents' housing units, (2) test the door-to-door strategy for survey data collection, (3) engage residents in neighborhood involvement through the Belong Campaign, and (4) keep the costs to a minimum. Thus the canvassing effort was a test of using one method to address four objectives without a budget other than staff time.

MCI accomplished the objectives of gathering data themselves and succeeded in canvassing the entire focus area. The canvassing effort resulted in a complete resident database for the 2,556 housing units; correcting what was available in public data by removing 200 housing units that were no longer in existence and adding 500 housing units that were not represented in publicly available data. The resident database will broaden the range of viable survey approaches available in future years. They made contact with 626 residents (a 24% contact rate) and of those 176 residents completed surveys (27% response rate from the 626 contacted residents, 7% response rate from all available housing units). The response rate is low and the sample is overrepresented by women, Hispanic/Latinos, and those with lower education but the lessons learned will improve future data collection efforts. The survey data indicates that about one in five residents have the outcome variables such as protective factors in place and that one-third of the parents report that they are reading to their children daily (a family routine and indicator of strengths in the family system). The effort was initially successful in the third objective of engaging residents in neighborhood involvement. Nearly half of the residents surveyed (76 of the 176 residents) agreed to learn more and attend a one-on-one Belong Campaign meeting but only 16 of the 76 did so possibly due to slow follow-through by staff. Finally, MCI were able to keep their costs manageable: the project was completed in approximately five months and cost just under $39,000. For their future efforts, MCI has a clean, complete resident database, a baseline survey data set that is certainly from the focus area, and lessons learned that will improve future data collection efforts.

Appendix A

COMMUNITY LEVEL CHANGE MODEL[29]
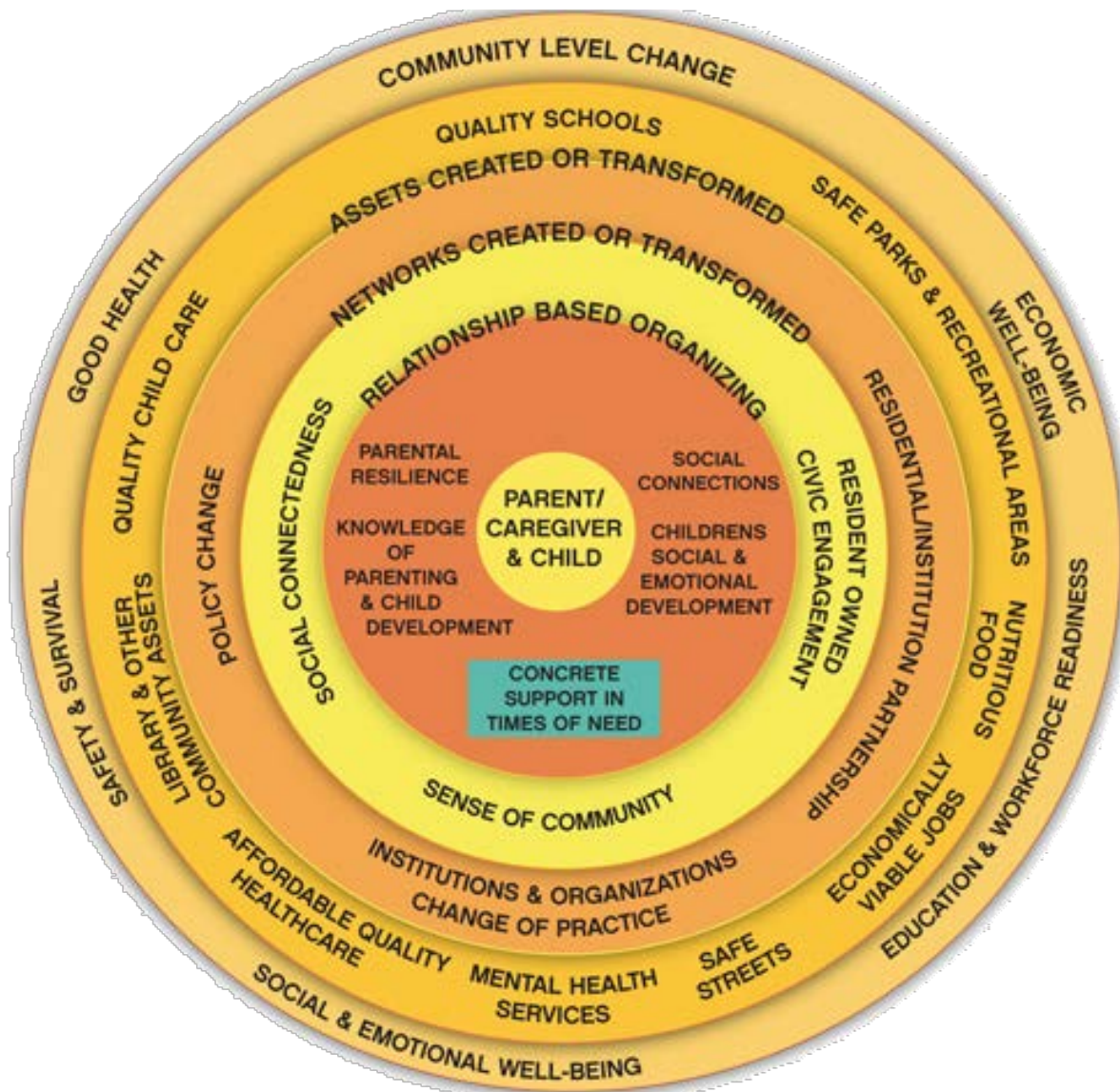
Development facilitated by Patricia Bowie and Cheryl Wold in partnership with
The Children's Council, the Magnolia Place Network, and First 5 LA

---

[29] Magnolia Community Initiative (2008). *Theory of Change.* Retrieved December 1, 2014 from http://magnoliacommunityinitiative.org/index.php?FileName=theory-of-change

Appendix B

MAGNOLIA INITIATIVE
COMMUNITY SURVEY

magnolia
community initiative

Local organizations are interested in partnering with community members. This survey will help us learn more about you and your neighborhood. **What you tell us is private.** Your name is not on this survey. Thank you!

What is your zip code?

What is your home address (or nearest cross-streets)?

Please place a check in the box next to the name(s) of any organizations that anyone in your home has used in the past 12 months. Please check all that apply. Please fill in bubble: ⟶ ●

○ All People's Christian Center

○ Angelica Center for the Arts

○ Best Start Metro LA (Para los Ninos)

○ Camino Nuevo Charter School

○ Children's Bureau

○ Children's Institute, Inc. (CII)

○ Children's Nature Institute (CNI)

○ Church of the Redeemer

○ Community Financial Resources Center (CFRC)

○ Crystal Stairs

○ Esperanza Community Housing (Promotoras)

○ Hope Street Family Center

○ Hoover Recreation Center & Park

○ Jewish Free Loan Association (JFLA)

○ Leo Politi Elementary School Services

○ LIFT

○ Los Angeles County Department of Public Social Services (DPSS)

○ Los Angeles County Child Support Services Division (CSSD)

○ Los Angeles County Department of Children and Family Services (DCFS)

○ Magnolia Elementary School

○ Magnolia Place Family Center

○ NAC (Neighborhood Action Council) (Alianza Magnolia)

○ Normandie Recreation Center & Park

○ Public Counsel

○ PACE Head Start

○ Pan American Bank

○ Pathways

○ Red Shield: Salvation Army

○ Rightway Foundation

○ Strategic Actions for a Just Economy (SAJE)

○ St. John's Health Clinic

○ St. Thomas the Apostle Catholic Church

○ Toberman Park

○ USC Family Medicine / Eisner Pediatric and Family

○ Welcome Baby (Maternal and Child Health Access)

○ WIC

○ 1736 Family Crisis Center

○ 211

○ Other: (_____)

○ Other: (_____)

For Office Use Only - SEGMENT:

TURN OVER

magnolia
community initiative

Please fill in bubble ➝ ●

	Less than 6 months	6 months to a year	1 to 2 years	3 to 5 years	6 to 10 years	More than 10 years
How long have you lived in this neighborhood?	○	○	○	○	○	○

	Most of the time	Sometimes	Rarely	Never
My neighborhood is a great place to raise a family.	○	○	○	○
My neighborhood has safe places for kids to play.	○	○	○	○
It is safe to walk around my neighborhood after dark.	○	○	○	○
I am flexible even when things in my life don't go as planned.	○	○	○	○
When I apply myself to something, I am confident I will succeed.	○	○	○	○
I usually get by one way or another.	○	○	○	○
I can get medical care when I need it.	○	○	○	○
My family pulls together when things are stressful.	○	○	○	○
I feel a part of the neighborhood I live in.	○	○	○	○
I participate in neighborhood activities.	○	○	○	○
I work with others to make my neighborhood a better place.	○	○	○	○
My actions make a difference in my neighborhood.	○	○	○	○
I know my neighbors and feel we care about our neighborhood.	○	○	○	○
My neighborhood has a lot of people involved in community projects.	○	○	○	○

	Most of the time	Sometimes	Rarely	Never	Does Not Apply
I can find someone to watch my child when I need to do an errand.	○	○	○	○	○
I can find child care for the hours I need.	○	○	○	○	○
I am active in my child's school.˙	○	○	○	○	○
I feel welcome in my child's school.	○	○	○	○	○

TURN OVER

magnolia
community initiative

	Strongly agree	5 gree	8]gagree	Strongly X]gagree
My neighborhood is generally free from litter.	○	○	○	○
Adults in this neighborhood know who the local children are.	○	○	○	○
Parents in this neighborhood generally know each other.	○	○	○	○
You can count on adults in this neighborhood to watch out that children are safe and don't get into trouble.	○	○	○	○
People around here are willing to help their neighbors.	○	○	○	○

How likely is it that your neighbors would do something about it if:	J Yfm]_Ym	@_Ym	I b`]_Ym	J Yry i b`]_Ym
a group of neighborhood children were skipping school and hanging out on a street corner?	○	○	○	○
some children were spray-painting graffiti on a local building?	○	○	○	○
a child was showing disrespect to an adult?	○	○	○	○

	5 or more	3 or 4	1 or 2	None
How many people in this neighborhood know they can depend on you?	○	○	○	○
How many of your neighbors do you know well enough to ask them to keep watch on your house or apartment?	○	○	○	○

	Yes	No
I or someone in my home has a bank account.	○	○
I have access to the internet at home.	○	○

	Under 18	18-25	26-35	36-45	46-55	Over 55
How old are you?	○	○	○	○	○	○

What do you consider to be your ethnicity/race?

African American/Black	Alaska Native/ Native American	Asian Pacific Islander	Hispanic/ Latino	White	Multi-Ethnic/ Racial
○	○	○	○	○	○

TURN OVER
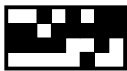
How would you describe your gender?

Female	Male
○	○

How much schooling have you completed?

8th grade or less	Grades 9-12 but not high school graduate	High school/ GED	More than high school
○	○	○	○

Which choice best describes your household monthly income?

Less than $200 per month	Between $200 and $1,000 per month	Between $1,000 and $2,000 per month	Between $2,000 and $3,500 per month	More than $3,500 per month
○	○	○	○	○

How many people are in your household (including yourself)? ☐☐

How many adults, including yourself, are in your household (18 years or older)? ☐☐

How many children in your household are younger than 5? ☐☐

*** If you are a parent or primary caregiver of a child <u>younger than age 5</u>, please continue to the next page. ***

If you are a parent or primary caregiver of a child <u>younger than age 5</u>, please answer the following questions:

	Yes	No
Is there someone you can turn to for day-to-day emotional help with parenting?	○	○
Do you have someone you feel comfortable talking to about personal problems?	○	○

	Often true	Sometimes true	Never true
Thinking about your family in the **last year**, how true was the statement: "the food that we bought just didn't last, and we didn't have money to get more."	○	○	○

	Nearly every day	More than half the time	Several days	Not at all
Over the last **2 weeks**, how often have you had little interest or pleasure in doing things?	○	○	○	○
Over the last **2 weeks**, how often have you felt down, depressed or hopeless?	○	○	○	○

* Please answer these questions about your child who is <u>younger than age 5</u>.

* If you have more than one child younger than age 5, please answer these questions about <u>just one</u>.

How true are the following statements in your life:	Most of the time	Sometimes	Rarely
a) I am able to comfort my child when he/she is upset.	○	○	○
b) I spend time with my child doing things that he/she likes to do.	○	○	○

	No Days (0 days)	1-2 days	3-4 days	5-6 days	Everyday (7 days)
How many days in a typical week do you or other family members read stories or look at picture books with your child?	○	○	○	○	○

When was your child born?

A. What month was your child born?
(for example, January is 01, February is 02)　□□

B. What year was your child born?　□□□□

Thank you for your time and help!

Appendix C

Magnolia Community Initiative Community Script_English

Introduce yourself as a representative (or leader) of Magnolia Community Initiative. Be sure to explain who you are, and the organization you represent.

Ensure the respondent is 18 years of age or older. The Community Survey will not be administered to anyone under the age of 18 years. If the person who answers the door is younger than 18, the community representative will ask if there is adult at home who could speak to the representative.

<u>Survey Script</u>

"Hi, I'm _____ a volunteer working with local organizations and residents to make our neighborhoods better places for families to live. Our goal is for our local children to thrive. May I have about 5 minutes of your time to complete a short survey? This information will help us describe how residents view our neighborhoods, so we can organize our efforts. The survey is anonymous. Your name will not be on the survey, and we will combine your answers with those of other people in this neighborhood. You don't have to answer any questions that you don't want to."

Hand the person the Research Information Sheet during this explanation.

Appendix D

Variable *Item Content*	Number and Percent of Residents with Each Response				
Social Efficacy					
	Strongly Agree	Agree	Disagree	Strongly Disagree	
Neighborhood adults know the children	26 (16%)	66 (41%)	39 (24%)	32 (20%)	
Parents know each other	31 (19%)	67 (40%)	34 (20%)	35 (21%)	
Adults watch that children are safe	30 (18%)	48 (29%)	47 (28%)	42 (25%)	
Neighbors willing to help each other	25 (15%)	65 (39%)	37 (22%)	42 (25%)	
Neighbors would do something about it if…	Very Likely	Likely	Unlikely	Very Unlikely	
children were skipping school	39 (23%)	69 (41%)	33 (20%)	28 (17%)	
children were spray painting graffiti	56 (33%)	59 (35%)	29 (17%)	26 (15%)	
child was disrespecting an adult	49 (30%)	53 (32%)	35 (21%)	27 (17%)	
Concrete Support					
	Most of the time	Some-times	Rarely	Never	
Can get medical care	109 (64%)	41 (24%)	15 (9%)	6 (4%)	
	Most of the time	Some-times	Rarely	Never	Does Not Apply
Can get child care for an errand	60 (35%)	20 (12%)	2 (1%)	27 (16%)	63 (37%)
Can get child care	54 (33%)	20 (12%)	11 (7%)	19 (11%)	62 (37%)
	5 or more	3 or 4	1 or 2	None	
How many neighbors do you know well enough to watch your house/apt	40 (23%)	36 (21%)	60 (35%)	35 (21%)	

Resilience

	Most of the time	Some-times	Rarely	Never
Flexible when things don't go as planned	94 (56%)	53 (33%)	14 (9%)	2 (1%)
If I apply myself, I am confident I will succeed	134 (79%)	34 (20%)	2 (1%)	0 (0%)
Usually get by one way or another	135 (80%)	30 (18%)	4 (2%)	0 (0%)
Family pulls together when things are stressful	101 (60%)	35 (21%)	18 (11%)	16 (10%)

Social Connection

	5 or more	3 or 4	1 or 2	None
How many neighbors know they can depend on you	49 (29%)	47 (28%)	41 (24%)	34 (20%)

Belonging

	Most of the time	Some-times	Rarely	Never
Feel a part of the neighborhood	105 (60%)	33 (19%)	19 (11%)	17 (10%)
Participate in neighborhood activities	30 (18%)	32 (19%)	42 (25%)	64 (38%)
Know my neighbors and we care about neighborhood	76 (44%)	44 (25%)	27 (16%)	27 (16%)

Civic Engagement

	Most of the time	Some-times	Rarely	Never	
Work with others to make my neighborhood safer	35 (20%)	40 (23%)	47 (27%)	96 (56%)	
Actions make a difference in my neighborhood	66 (39%)	40 (24%)	27 (16%)	35 (21%)	
A lot of my neighbors are involved in community projects	36 (22%)	45 (28%)	41 (25%)	41 (25%)	
	Most of the time	Some-times	Rarely	Never	Does Not Apply
I am active in my child's school	71 (41%)	23 (13%)	5 (3%)	9 (5%)	64 (37%)

Community Assets

	Most of the time	Some-times	Rarely	Never	
Neighborhood is a great place to raise family	98 (56%)	57 (33%)	9 (5%)	10 (6%)	
Neighborhood is safe for kids to play	57 (36%)	48 (31%)	20 (13%)	32 (20%)	
Neighborhood is safe after dark	63 (37%)	58 (34%)	20 (12)	31 (18%)	
	Most of the time	Some-times	Rarely	Never	Does Not Apply
Feel welcome in my child's school	87 (52%)	11 (7%)	2 (1%)	7 (4%)	6 (36%)
	Strongly Agree	Agree	Disagree	Strongly Disagree	
Neighborhood is free from litter	14 (8%)	42 (25%)	52 (30%)	63 (37%)	