

2015 Project 20/20 Stakeholder Survey Summary and Results

The **Project 20/20 Stakeholder Survey**, powered by Survey Monkey, registered stakeholders' perceptions of the current work and that work going forward. The survey consists of 10 Likert scaled statements and two write-in questions.

Employing Mail Chimp's (the email software Project 20/20 uses to email messages), member activity rating system, a purposive (non-random) sample consisting of 364 survey prospects was identified from among P20/20's 720 unique stakeholders. Each of the selected stakeholders had at least three (3) out of a possible five (5) star member activity rating. The ratings are based on 20 items that analog responsiveness and may predict future behavior. Of the 364 prospects, 57 participated in the survey for a response rate of approximately 16%. This sampling approach may have increased the response rate and number of participants who have favorable views of P20/20. The survey was issued on June 26, 2015 and July 8, 2015 and closed on July 15, 2015.

Summary of Main Findings

The findings suggest participants are aware of the work, value the work, hold the work in high regard in light of activities underway that have similar goals, and are not certain the work will continue effectively without Project 20/20 proper. Provided is a simple overview of the survey process and results.

Likert Section

The ten statements below compose the Likert items section of the survey.

	1 - Strongly Disagree –	2 - Disagree –	3 - Neither Agree nor Disagree –	4 - Agree –	5 - Strongly Agree –	Total –	Weighted Average –
1. I am familiar with the activities of Project 20/20.	0.00% 0	0.00% 0	8.77% 5	49.12% 28	42.11% 24	57	4.33
2. I feel included in Project 20/20 activities.	0.00% 0	3.57% 2	14.29% 8	46.43% 26	35.71% 20	56	4.14
3. My experience(s) with Project 20/20 has been worthwhile.	0.00% 0	3.57% 2	17.86% 10	50.00% 28	28.57% 16	56	4.04
4. I am confident in the work of Project 20/20.	0.00% 0	7.02% 4	21.05% 12	42.11% 24	29.82% 17	57	3.95
5. Project 20/20 has a good reputation.	0.00% 0	7.27% 4	9.09% 5	52.73% 29	30.91% 17	55	4.07
6. Besides Project 20/20, there are organizations in Battle Creek that are effective at informing, engaging, and connecting people to solve problems in my community.	5.26% 3	14.04% 8	19.30% 11	54.39% 31	7.02% 4	57	3.44
7. Leaders in Battle Creek are aware of my concerns.	0.00% 0	14.04% 8	42.11% 24	42.11% 24	1.75% 1	57	3.32
	0.00%	24.56%	38.60%	35.09%	1.75%		

		1 - Strongly Disagree –	2 - Disagree –	3 - Neither Agree nor Disagree –	4 - Agree –	5 - Strongly Agree –	Total –	Weighted Average –
8.	Leaders in Battle Creek are working to address my concerns.	0	14	22	20	1	57	3.14
9.	The work of Project 20/20 is important to the growth and vibrancy of Battle Creek.	1.75% 1	1.75% 1	24.56% 14	45.61% 26	26.32% 15	57	3.93

Q1. This statement sought participants' self-assessed opinion of their individual familiarity with P20/20 activities. Be mindful that we did not ask about their familiarity with the nature of the organization, mission, operations, the budget, and such (behind the curtain). Almost 92% of the participants agree or strongly agree that they are familiar with the P20/20 activities. Eight percent were neutral in their response. That said; we have a large number of participants who believe they are familiar with the work of P20/20. Expressed awareness, regardless of the true, actual, valid level of awareness (which we cannot know) may tend to portend participant confidence in their answers to next questions or statements.

Q2. The statement is about feeling included (not engaged). Nearly 82% percent of participants agree or strongly agree with feeling included in P20/20 activities. The balance of the participants, 14% neutral and nearly 4% disagree with the statement. Feeling included is overall, a positive. Note that we did not ask about perceptions of P20/20 not including or excluding other individuals. That particular statement was not included because we chose to focus on the individuals' personal experiences and the need to keep the survey short.

Q3. The statement sought perceptions about P20/20 organization and perhaps operational effectiveness, impact and value to the survey participants; i.e. is P20/20 worthwhile considering the activities participants perceive P20/20 were doing or compared to activities of others organizations having similar goals. A full 50% of the participants agreed with P20/20 being worthwhile and 29% strongly agreed that their experience was worthwhile. Almost 18% were neutral; close to 4% did not find their experience worthwhile. While the later number is important, we can with discernment state that participants feel good about having spent time with P20/20. Stakeholders may be inclined to participate again. This positive experience may be extended to stakeholders having other expectations met through P20/20 activities.

Q4. The statement is about confidence in P20/20. Broadly, confidence is high. However, relative to the preceding statements, participants' confidence is somewhat spread and the weighted average is the lowest among the similar statements at 3.95 compared to 4.14 feeling included and 4.04 feeling activities are worthwhile. One may infer that participants' appreciate the effort and are not certain what outputs or outcomes may be attributed to the activities. Responses to this statement have great weight as perceptions of confidence in this case may tend to be about not being 'let down' or disappointed.

Q5. The statement is about perception of reputation. Reputation is a matter of judgment. The percentages of participants who agree or strongly agree is the second highest among all statements. However, the spread of responses on the neutral to disagree are also relatively high.

Q6. This statement is about the core work of P20/20 being done effectively by other organizations. This is an important statement. Slightly over 54% agree that other organizations would do the work effectively. Nearly 40% selected a neutral to strongly disagree rating that the work would be done. One may interpret the data to suggest that a large number of participants are not confident that the work will be done effectively by other organizations.

Q7 & Q8. These statements inquire about Battle Creek leaders' awareness of and responsiveness to participants' concerns in the context of P20/20 work. With both statements, the percentage of respondents (1.75%) who strongly agree is in light of responses to the other statements very low. As interesting is the relatively high percentage (8% and 14% respectively) of participants who disagree with the statements that community leaders are aware and responsive to concerns is relatively high. In light of the other questions, there is on the one hand general agreement that P20/20 is doing good work. On the other hand, P20/20 may not be perceived as communicating to leaders in such a way that participants are relatively confident that their concerns are known or that leaders are working to address concerns. Note: Given the timing of this survey in light of other community initiatives, the participant's perception of community leaders may warrant additional attention.

Q9. This statement inquired about the importance of P20/20 to the growth and vibrancy of Battle Creek. Overall, the data suggests that P20/20 is integral and a catalyst.

Written Response Section

Provided next for your review are two questions that invited written responses. Overall, the statements tend to corroborate responses made in the Likert scale section the survey. The written responses are concise and thoughtful and offer across participants relatively strong and supportive views of the work. The comments are not edited. The large number of written responses (36) may reflect participants' sheer interest in supporting Project 20/20 by offering their views- beyond the Likert scaled items.

Q1. How has Project 20/20 made a difference for you individually and/or some aspect of your community?

- Answered: 36
- Skipped: 21

- *no*
- *awareness of issues and creating a feeling that activity of 20/20 is attempting to move the community forward*
- *20/20 started the discussion when it needed to happen. Since then other activities in BC have raised the level of awareness. Going forward BC has a lot of work to do, but good things can happen when the community pulls together for a common goal.*
- *It has brought together individuals who would otherwise never have worked together to move the community forward.*
- *Utilize to gather info or raise consciousness.*
- *workshops and sharing of concerns and issues of our community has been enlightening.*

- *I feel more involved. I was invited to be involved just because. I didn't have to be part of a special group.*
- *It has been a collective place to discuss community issues and to discuss potential solutions. Awareness is great as we cannot change what we do not understand.*
- *We have developed a good connection with our school and the P20/20 initiative.*
- *It has provided information about BC programs and issues that I was not previously aware of and are useful.*
- *Provided a platform for people to meet, learn, listen and plan*
- *Project 20/20 has been very good at gathering the voice of many people in BC. As a member of a local organization we benefitted from a project they did to convene people around a certain topic.*
- *In general, Project 20/20 has done a great job of informing, engaging, and connecting people. There may be more opportunity to better communicate what was learned as a result, and, what actions others may have taken as a result of that learning to help people better understand the role of Project 20/20 and how it fits within community. Overall, I think our community needs to get better at communicating in this way, and further, we need the necessary communications supports to do so.*
- *Provided a venue for awareness, learning and sharing to take place, much like "Bridges to Cultural Understanding," This is "Bridges to Understanding Battle Creek."*
- *It has brought information forward and increased awareness about needs and issues in Battle Creek*
- *Resident feedback, engagement, and ownership has been enormous as a result of Project 20/20.*
- *I haven't seen any difference yet.*
- *Project 20/20 has given Early Childhood Connections a forum to promote the birth to five services offered to Battle Creek and Calhoun county.*
- *Have appreciated the existence of a group that is focused on identifying and promoting the good things that are underway in Battle Creek. I like the attempt to be 'asset based'.*
- *Provided a forum for open honest conversation*
- *It is giving people an outlet to share their concerns and hopes for B.C.*
- *Has provided a voice for those who don't usually have the opportunity to be heard.*
- *work to improve community is small ways. community garden, reading buddy*
- *I do not see a significant improvement.*
- *Participating in Project 20/20 has educated me about issues in Battle Creek, has allowed me to meet and get to know leaders across sectors, and let me be part of the discussions. It seems like the BC Vision action teams and the role of TCC replace the functions of Project 20/20. It seems like Project 20/20 set the stage for BC Vision. Changes at BCU also will also make this organization more accountable to the community. Transparency is important for community organizations to be trusted by the community. Project 20/20 has helped rebuild trust among leaders and among the community. Now with the changes at Summit Pointe, we have not seen the new leaders at community meetings.*
- *Helped me connect with people who are doing work in my areas of concern - education, children, and housing*
- *Most definitely. One meeting ended with the question "How can you help our community?" I decided to run for school board. I enjoyed meeting regularly. I appreciate the efforts of Amand Lanker. She is genuine, works hard, helps everyone to feel comfortable, asks reflective questions well, and is organized. The follow up news/updates after each meeting was valuable.*

- *I think the youth outreach has been particularly good. I think Project 2020 made a real effort to bridge the many divides in the Battle Creek area. I know Project 2020 has given a venue for people to feel their voices are heard.*
- *Project 20/20 seems to operate outside of the influencers in Battle Creek which i believe is important to changing the momentum of perpetually doing what we have always done regardless of the profound evidence that what we have always done does not work.*
- *Due to health problems during the past 6 years I have not been as active in Project 20/20 as I would have liked to be know just what I have read..*
- *Increased awareness of problems and advantages we share... but will this awareness translate to upgrades in the quality of life of our residents? Other past efforts have fizzled.*
- *Project 20/20 has the trust of the community and has brought about positive change.*
- *I have met people in the community I would have never otherwise met. Also I learned more and in more detail about my community than I knew before. Sometimes I felt that more. I liked the themed meetings. If something was very important to me, I tried my best to attend.*
- *never could figure out its purpose. it seemed redundant to other orgs in BC, and confusing with its links to TCC.*
- *I don't hear much about the work in tangible real world actions outside of meetings, committee, taskforces. Battle Creek is still lagging behind. ESPECIALLY with education and income gaps. What are sustainable/consistent projects and improvements in these areas? We need real change and less committees and meetings. We know what's needed. The constant surveys are helpful, but only so far, as we've done this for decades. Education, jobs, housing, commerce, and racial/class healing from the generational issues we have in this region.*
- *I better understand the key issues.*

Q2. Please share additional thoughts about Project 20/20.

- *Answered: 26*
- *Skipped: 31*

- *Need more diverse leaders and participants*
- *the community needs to know who is actually going to do the work of moving the process forward.*
- *Its continued presence is vital to the Battle Creek community.*
- *It is a capacity to delve into issues and inform that does not exist elsewhere. It is a known BRAND*
- *Amanda did a good job making everyone feel like their opinion matters.*
- *If it was intended to be action oriented then it has underachieved. If achievement was intended for others then that responsibility has not be passed on well. Clearly, I may need more information about Project 20/20 but the lack of action led me to be disinterested in continuing with any regular frequency.*
- *I'll try to be more consistent in my attendance next year.*
- *I have always thought they needed to do more to go to where residents meet to get the voice of the community instead of hearing from people who have influence already. With rare exception this didn't seem to happen. I would have also like to see a regular distribution of the learning that went on to the wider community.*

- *I'm slightly concerned this survey isn't going to tell you what it is you need to know to establish an improved or new direction. Curious as to what you perceive will be accomplished through these particular questions and looking forward to the related outcomes.*
- *I'm thinking Project 20/20 could be a source for resources in BC. Too me this project really only "preached to the choir" there weren't many "everyday folk" coming to events unless it was a public forum of some sort, then you got a mixture. This type of organization really needs to reach "all people" and for whatever reasons, I don't think this project every really got there. So unless the advisory committee plans to roll up its sleeves and become a working committee of volunteers, I don't see this surviving.*
- *It needs to now focus on more details and specific actions. Also, additional focus in regard to downtown development is needed*
- *I think the work has been valuable and hope that another entity assumes the leadership in continuing opportunities for community voice to play a role in shaping this community.*
- *The work of the action teams is most important, and so hopefully there will be funding identified to actually implement the actions.*
- *I hope that BC Vision and Project 20/20 are aligned and working on the same community goals but as always I wonder who is going to lead the work and who is going to fund the work?*
- *In addition to the goals outlined, I feel the city really needs to address the high crime rate and high drug use (esp. meth.) if there's hope of recruiting people to live here long term.*
- *I am concerned that the educational process is not serving our youth or our community. \$40 million is spent to improve the high school, but \$0 is spent to provide textbooks so that all students will have at least some of the necessary tools for learning. Institutionalized discrimination and racism has still not been addressed at all.*
- *Improving community trust in the Battle Creek Public Schools is important to the vitality and vibrancy of Battle Creek. People do not feel "safe" with the public schools. Lakeview is organizing a mileage currently for needed renovation of elementary schools and the middle school, it is hard for me to support this when I know that Battle Creek has to merge these two school systems to unify our community. We need to think of our selves as one community. Our 17% of people on poverty is a shared responsibility for both school systems, our community college and all our public institutions. I would like to see leadership from the Calhoun County Department of Health And Human Services involved in BC Vision, TCC and Project 20/20. Clergy should also be more involved in these collaborative efforts. Thank you Project 20/20 to improve the connections among leaders and community members to increase community capital.*
- *i have lived in Battle Creek since 2001 and have only been familiar with Project 2020 since 2013. I was surprised at the hiatus email.*
- *Project 20/20 was the beginning group who tackled issues and modeled excellent listening for all participants. I just wished that the Kellogg Company as well as the W. K. Kellogg Foundation has participated regularly with early Project 20/20 meetings. Please continue Project 20/20. It seemed when 20/20 joined with TCC Project 20/20 lost its identity. I have learned a lot from TCC but I don't want Project 20/20 to disappear.*
- *It is my hope that the foundation that 20/20 has established will become the center of real change in our community. I truly hope that all that knowledge and voice will go to the next step and be empowered. Please please please no more million dollar new initiatives. No more Beacons and Visions that put millions of dollars in consultants bank accounts and leave the people of Battle Creek in the same dang place we were when they came.*
- *I think it is a most worthwhile project and should continue.*

- *Am not confident that the various efforts and initiatives embraced by 20/20 will result in positive change in BC. So far, we note that we have spent hundreds of million\$ with little change in our demographics. Much rhetoric, little change. How will this effort be different?*
- *Participating in surveys at the meetings felt like my voice was being heard. For example the focus groups on education. 2) I witnessed new community leaders meeting each other for the first time at the table discussions. From that planning on meeting again. 3) Greatly appreciated the meetings starting and ending on time. The predicability was helpful. 4) Felt the organization was neutral. I never felt a bias. 5) Appreciated the social time before the start of the meeting, but it was not clear to me when I first started attending meetings that I could come earlier. 6) Appreciated the collaboration of this organization with others 7) Appreciated the steady attendance of the advisory committee 8) Liked the alternating morning and evening meetings so that attendance could be more inclusive. However, I found the morning meetings primarily attended by community leaders rather than just "community members", I felt the only way to get more community leaders to attend the meeting was to offer it during their work hours. If it works, I will support it. It would be nice if people had more of a personal vested interest in their community whether they work &/or live here. 9) AccessVision recording the meetings I hope helped others connect to Project 20/20. Not sure if people viewed it. 10) Not sure that the local media did a good enough job to promote this organization. Or was that the task of Project 20/20 itself. 11) I felt that there could be some collaboration with Bridges to Cultural Understanding in terms of presenting of the the facts & discussion at Project 20/20 and further exploring the theme with Q&A at Bridges to Cultural Understanding. Some overlap would be acceptable since the audiences would be a bit different. Sometimes I leave a meeting and I want to talk more about what I just heard. 12) Thank you for enlightening me. Not being a community leader, sometimes it's hard to find your place in your community. I always felt more than welcome.*
- *Talia's work and passion for Battle Creek exceeds anyone else in Battle Creek. It has come a long way from the third floor of her office. Thanks for your work to improve life in Battle Creek.*
- *Kudos to working to make this city better. Just would like to see more diversity in the movement and meeting the community where they are at, and not bringing in so many external folks to run things. It would help to have homegrown leadership to lead their own communities.*
- *I never knew what 20/20 stands for.*

Conclusion

The data suggests that Project 20/20 is a highly valued program among the survey participants. Given the sampling method, it is likely that survey participants have knowledge to compare critically multiple local community development activities and to do so in a historical context. In light of this context, their favorable views project 20/20 are powerful indicators of support.