



# Tribune Process Survey Results

April 2016

**Following are results of a survey administered by Network Impact to residents of south Wood County who participated in community meetings and opportunities connected with the Tribune Building Project**

Network Impact serves social-change agents with a mix of strategies, tools, research, and consulting expertise to design and use networks for increased impact [www.networkimpact.org](http://www.networkimpact.org)

# The Tribune Building Project

- The Tribune Building Project began in December 2012 when Incourage purchased a historic property along the Wisconsin River with the intent that residents would decide its future use
- To date, over 2,000 residents have participated in the user-centered process. The Tribune will serve as a "community accelerator" - accelerating economic growth and opportunity, environmental sustainability, learning, creativity, and connections for community benefit

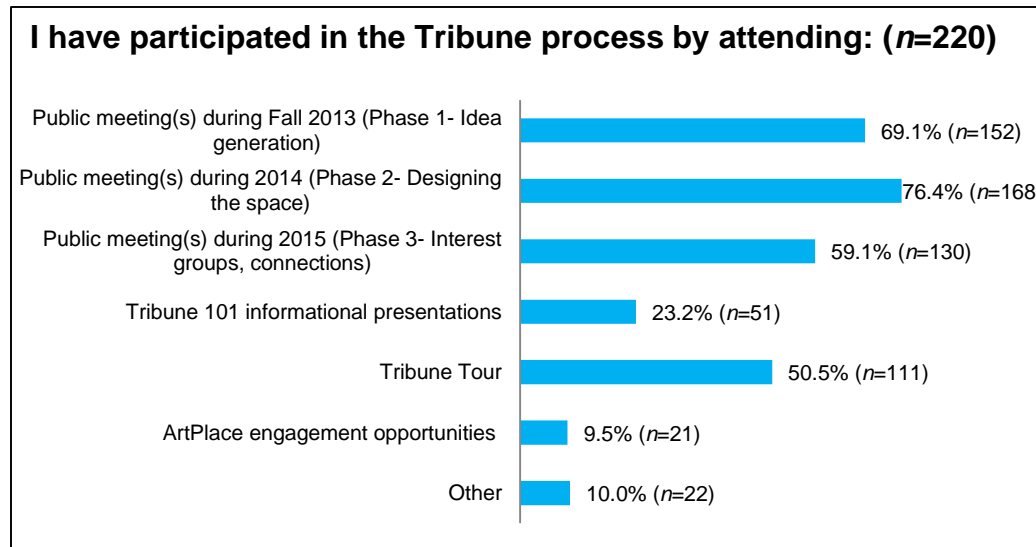
# The Tribune Process Survey

- Network Impact's survey was distributed in March 2016 to 480 residents who were active participants in the Tribune planning process
- In all, 226 residents responded to the online survey. The response rate (47%) is exceptionally high for a community survey, suggesting that the respondent population was highly motivated
- In survey results summarized below, we have noted disparities in patterns of response for people of different age, gender, income and level of educational achievement, where these differences are relevant and statistically significant.

# Tribune participation

Incourage supported a spectrum of opportunities for residents to link into the Tribune process. On the survey, residents were asked about ways they participated. Results show that large shares of respondents participated in public meetings during Phase 1, 2 and 3 of the Tribune process (no less than half of all respondents participated in this way). Smaller shares of respondents participated in Tribune 101 presentations and ArtPlace engagement opportunities.

**Figure 1.** How have you participated in the Tribune process? (Please check all that apply.)

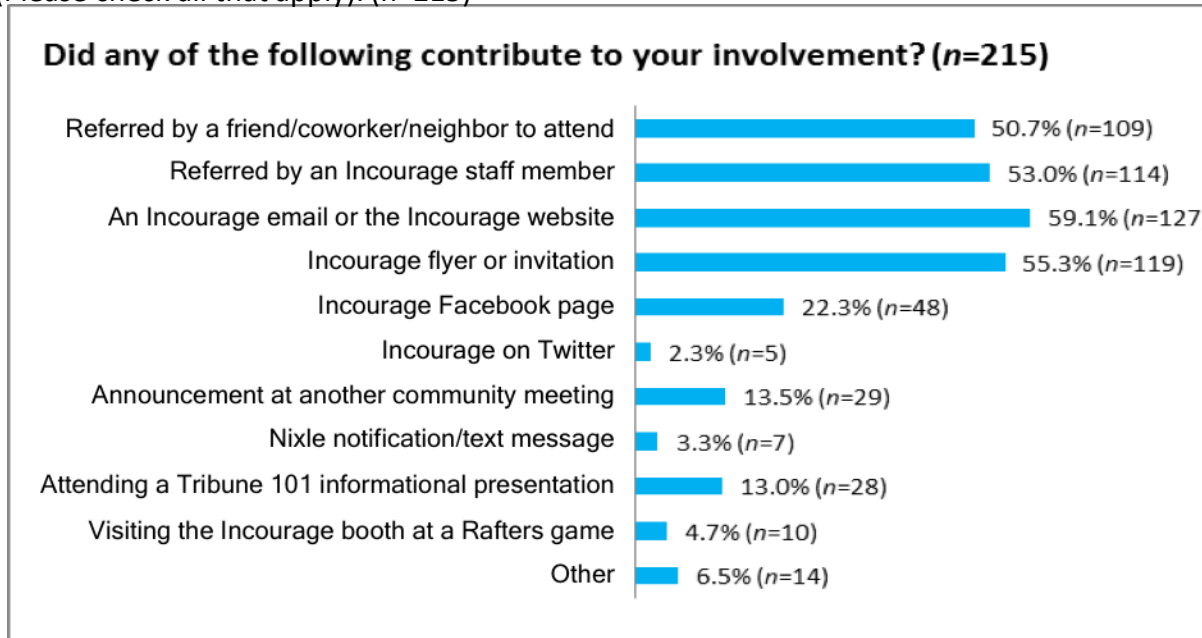


A significantly larger share of respondents with incomes \$60,000 or more participated in Tribune 101 informational presentations ( $p=.005$ ) and the Tribune Tour ( $p=.088$ ), compared with incomes under \$60,000.

# Information sources that encouraged participation

Residents were asked where they received information that contributed to their involvement in the Tribune process. More than half of respondents reported that they were referred by a friend or co-worker. Among Incourage outreach activities, referrals from staff, website and listserv emails, and flyers/invitations were the the most commonly cited sources

**Figure 2.** Did any of the following things contribute to your involvement in the Tribune process? (Please check all that apply). (n=215)



# Network dimension

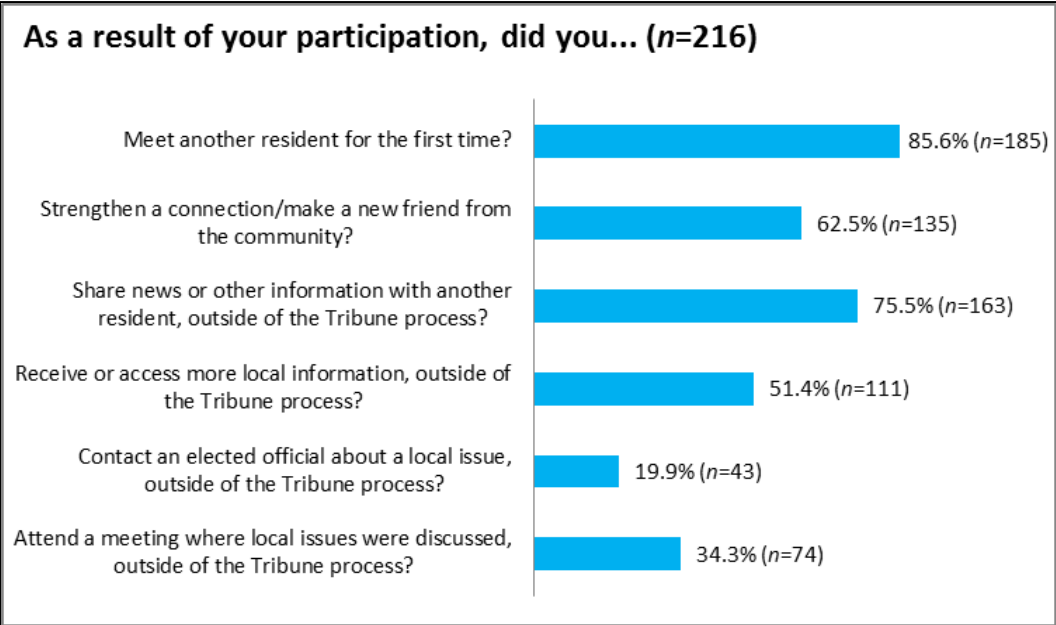
In order to better understand the structure of local social networks and the role these play in community information flows about opportunities to engage, residents were asked whether a) they recommended the Tribune process to another resident and/or b) received a recommendation from another resident to participate

- 74.5% of respondents encouraged another resident to join the process, with 89.2% of respondents reporting that they encouraged 2 people or more
- 70% of respondents reported that they were encouraged by another resident, with 60% of respondents reporting that 2 or more people encouraged them to be involved

# Impact of the Tribune Process

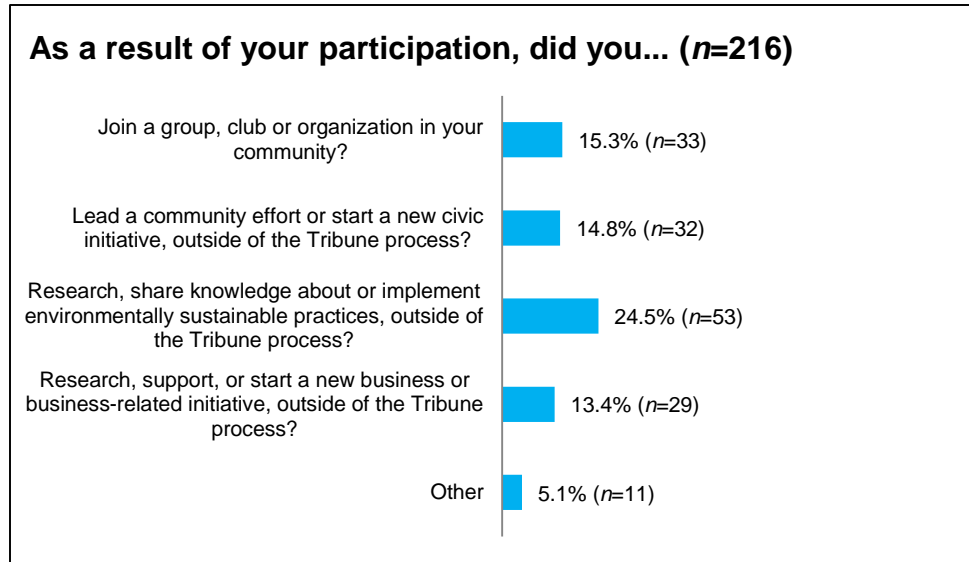
Residents were asked about the results of their participation in the Tribune process. Large shares of respondents reported that, as a result of their participation, they met another resident for the first time (85.6%) or shared news or other information with another resident (75.5%). More than half of respondents reported that they received or accessed more local information or strengthened a connection/made a new friend in the community.

**Figure 3.** As a result of your participation in the Tribune process thus far, did you...(Please check all that apply.)



# Impact of the Tribune Process

**Figure 3. continued.** As a result of your participation in the Tribune process thus far, did you...  
(Please check all that apply.)



A larger share of respondents ages 19 – 39 researched, supported, or started a new business or business-related initiative ( $p=.054$ ), compared with those ages 40 and above, while a larger share of respondents with less than a bachelor's degree researched, shared knowledge about, or implemented environmentally sustainable practices ( $p=.036$ ), compared with those with at least a bachelor's degree.

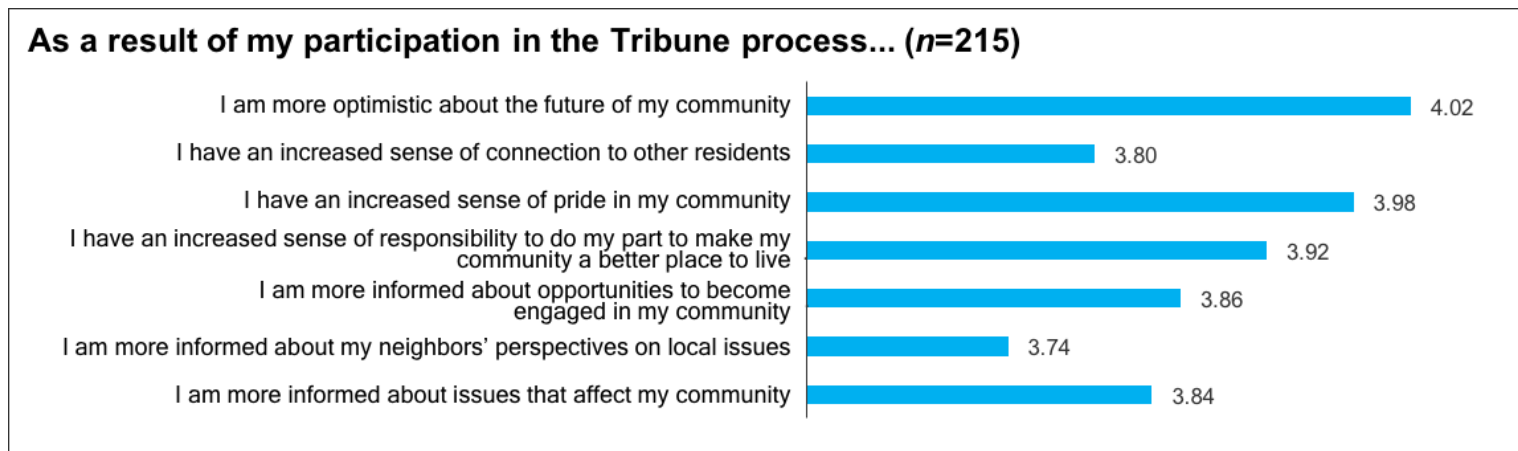
A larger share of male respondents contacted an elected official about a local issue ( $p=.001$ ), compared with female respondents. Larger shares of male respondents also joined a group, club or organization ( $p=.030$ ), and researched, supported, or started a new business or business-related initiative ( $p=.006$ ), compared with female respondents.



Residents were also asked how much they agreed or disagreed with a series of statements about how their participation in the Tribune process affected their relationship with their community. Respondents rated each survey item on a scale from 1 (strongly disagree) to 5 (strongly agree). Values below show the mean scores for each item.

Notably, all mean scores lie on the Agree spectrum (above a mean score of 3). The highest mean scores were recorded for “I am more optimistic about my community” and “I have an increased sense of pride in my community.”

**Figure 4.** Please tell us whether you agree or disagree with the following statements...As a result of my participation in the Tribune process...



On average, respondents ages 40 and above became more informed about issues that affect their community ( $p=.102$ ), compared with those ages 19 – 39. In contrast, respondents ages 19 – 39 reported becoming more informed about neighbors’ perspectives on local issues ( $p=.084$ ) and opportunities to become engaged in the community ( $p=.029$ ) compared with those ages 40 and above.

Respondents ages 19 – 39 also reported having an increased sense of responsibility to do their part to make their community a better place to live ( $p=.083$ ), an increased sense of pride in their community ( $p=.015$ ) as well as an increased optimism about the future of their community ( $p=.056$ ), compared with those ages 40 and above.

# What other changes have you noticed in yourself or others as a result of participating in the Tribune Process? (open-ended)

- *I am more aware of challenges and influences within our community that are opposed to or resistive to change*
- *I am noticing that more residents are asking more relevant questions about why things are or are not happening. I am noticing that more residents are feeling like their showing up and providing input actually matters and they appreciate being heard*
- *People are becoming more open minded; the dialog has shifted from 'me' to 'we' in many cases*

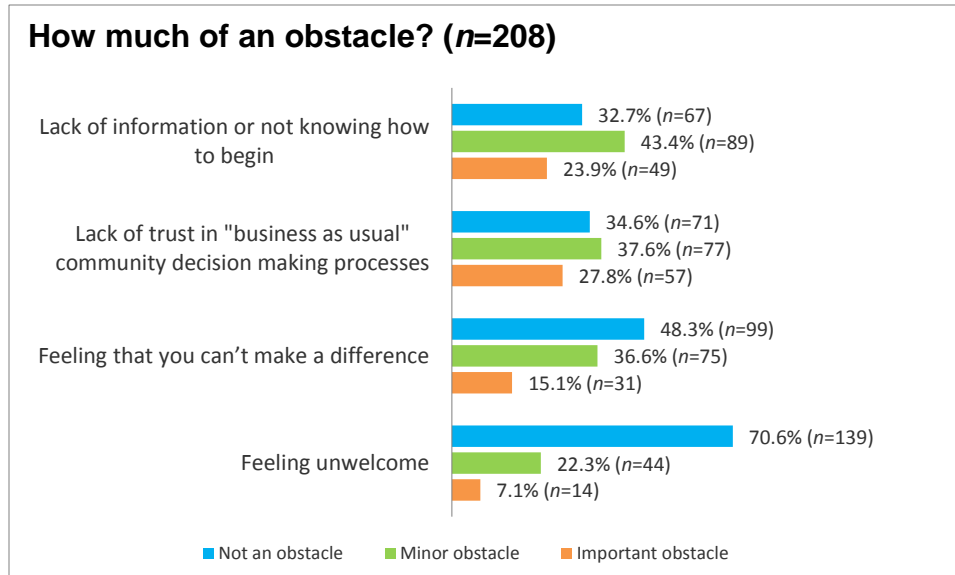
# What other changes have you noticed in yourself or others as a result of participating in the Tribune Process? (open-ended)

- *It has made me think about new businesses that would add to our community. I would like to see an art supply shop/gallery space for local artists and I am very excited about the Makers space!*
- *More engaged in the downtown development process. More aware of opportunities for young adults*
- *It's fueled or validated our entrepreneurial spirit and drive to start up a new business*
- *I have tried to mimic the resident-led engagement process in my own work*

# Obstacles to engagement

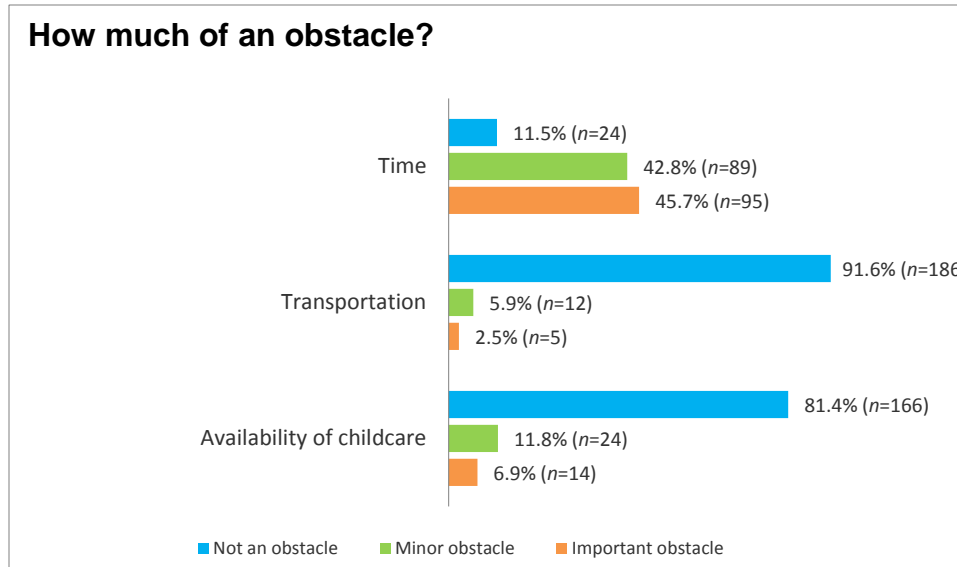
Respondents were asked about obstacles that keep them from being as involved in their community as they would like. After “time,” the biggest obstacle cited by residents was “Lack of trust in ‘business as usual’ community decision making processes.”

**Figure 5.** Many obstacles keep people from becoming as engaged in their community as they would like. Please tell us how relevant the following obstacles are for you.



# Obstacles to engagement

**Figure 5. continued.** Many obstacles keep people from becoming as engaged in their community as they would like. Please tell us how relevant the following obstacles are for you.



On average, respondents ages 40 and above reported feeling unwelcome was more of an obstacle ( $p=.093$ ), compared with those ages 19 – 39. On average, respondents with an income of \$60,000 and above reported lack of trust in “business as usual” community decision making processes as more of an obstacle ( $p=.051$ ), compared with those with incomes under \$60,000.

# Obstacles to Engagement (open-ended)

- *Overcoming the "us vs. them" or the "it's not what we've always done so I'm not going to do something new and different" mentalities.*
- *Lack of transparency in old power and control related to decision making; lack of shared, clear vision for downtown development.*
- *I hate to say the word...money. But I believe that's a huge factor. Most everything costs money. A young family with average earnings, after being frugal and planning for life's events, are left with very little for discretionary spending.*
- *Our family in particular, does not even consider certain activities or events due to related expenses. Club dues, memberships, subscriptions, and other optional expenses are heavily scrutinized for value and purpose. Local banquets, fundraisers, benefits, fun runs, and the like, are simply ignored.*
- *Community engagement is not only participating in what's free, but also about having the ability to participate without the stress of monetary constraints.*

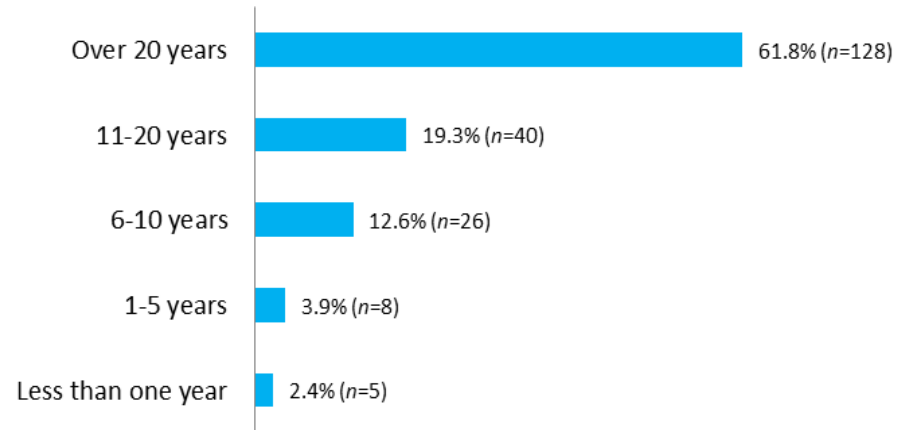
# Ideas for how to engage more residents (open-ended)

- *Online meeting rooms to discuss? Posting topics to Facebook for open discussion and then narrowing down the focus? Everyone seems to have something to say on line - it's hard to get everyone to come together at a certain time for so many hours. Just a thought.*
- *Online forums to allow those with transportation difficulties or others who are shy/or do not comfortable/welcomed to have a way to voice their opinions.*
- *I think we often miss out on engaging the most down-trodden of our residents. We may have invited low-income people to come to meetings, but we need to better communicate that this is their opportunity to become part of a solution to problems that they face... The underlying cause of hunger is poverty, but the underlying cause of poverty is that affected individuals abstain from taking part in a democratic society by failing to vote or failing to be part of bigger conversations. There are a lot of attitudes of helplessness and hopelessness that need to be overcome*
- *Reaching out to marginalized members or our community*

# Respondent Characteristics

## Years in South Wood County

How many years have you lived in south Wood County? (n=207)

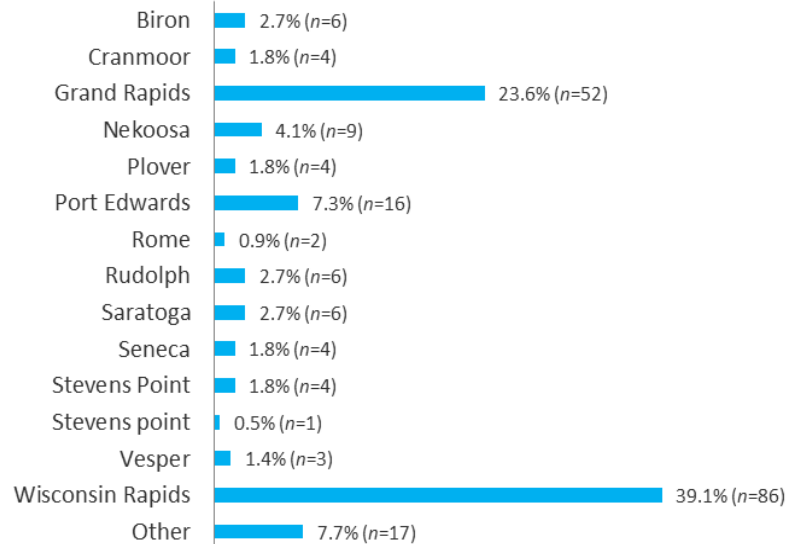




# Respondent Characteristics

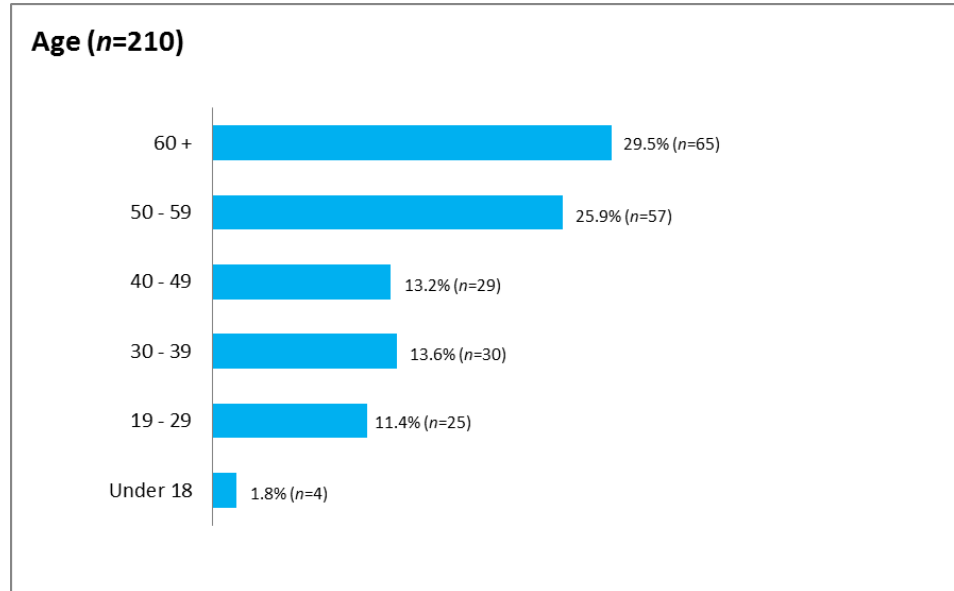
## Residence

In which local municipality do you currently reside? (n=220)



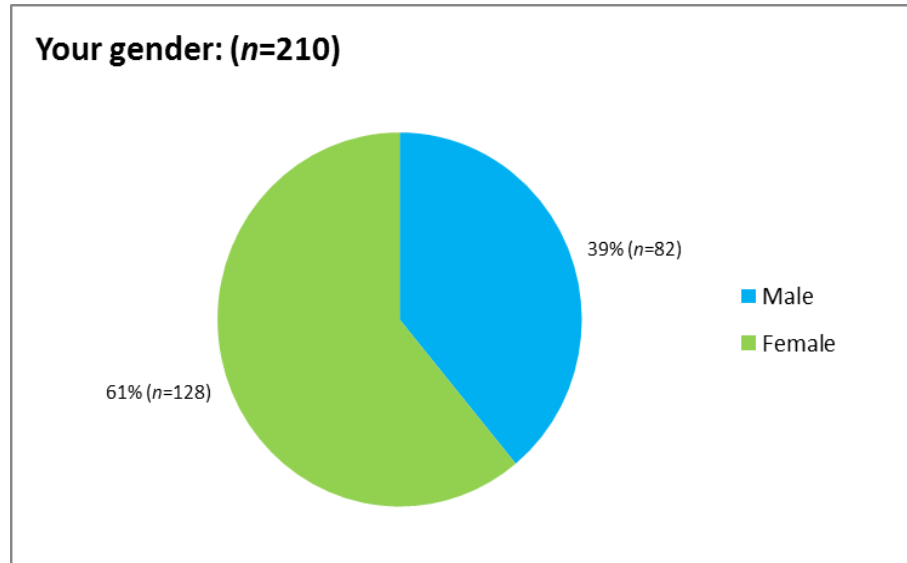
# Respondent Characteristics

## Age



# Respondent Characteristics

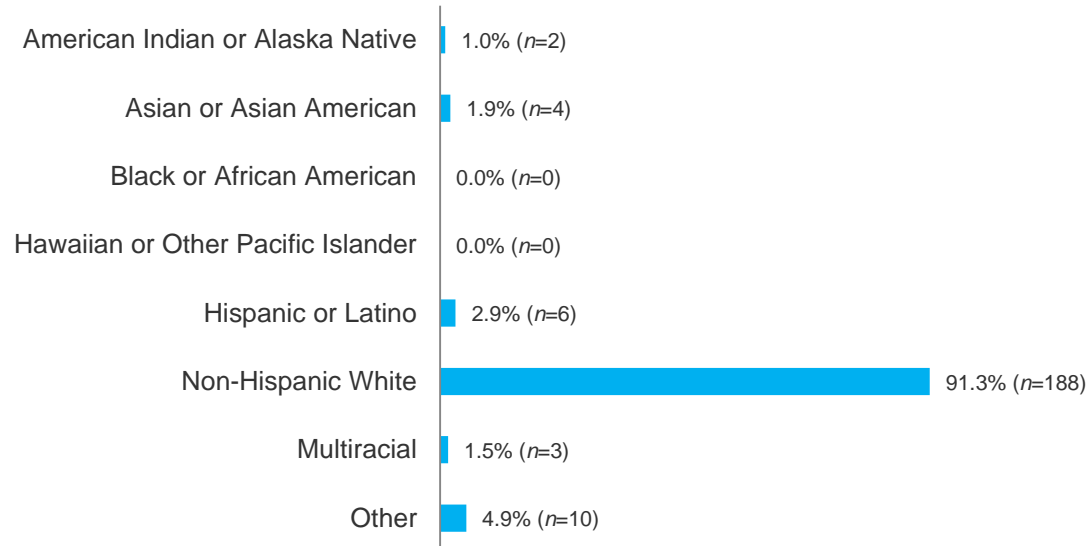
## Gender



# Respondent Characteristics

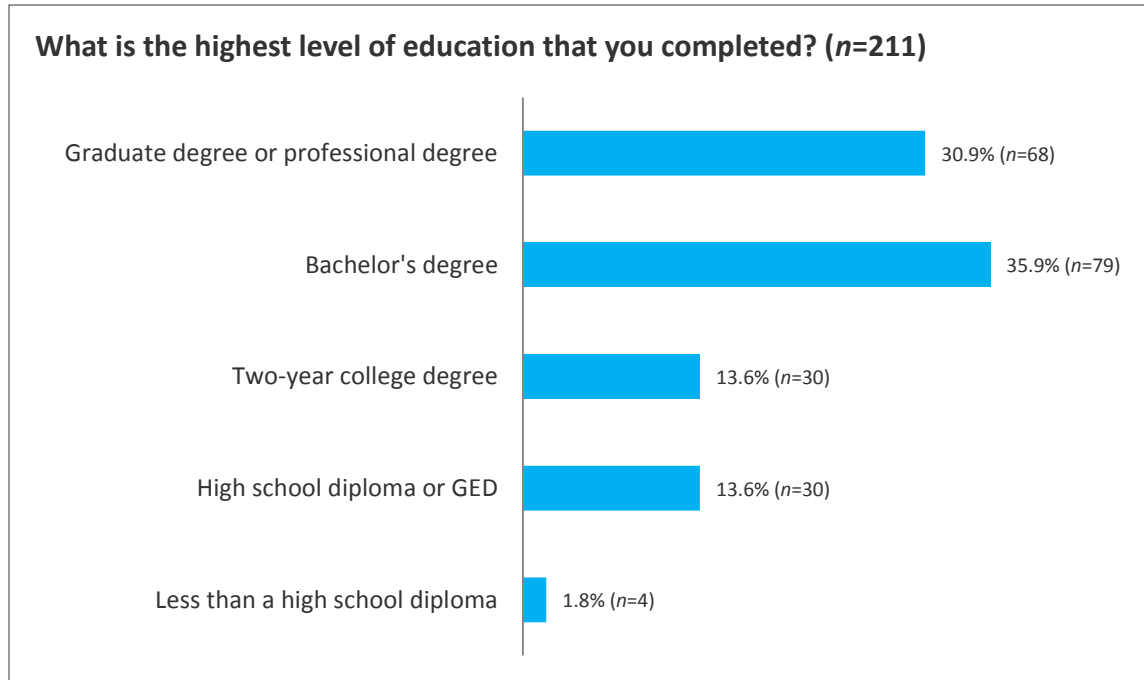
## Race

Please select one or more of the following that best describes your race:



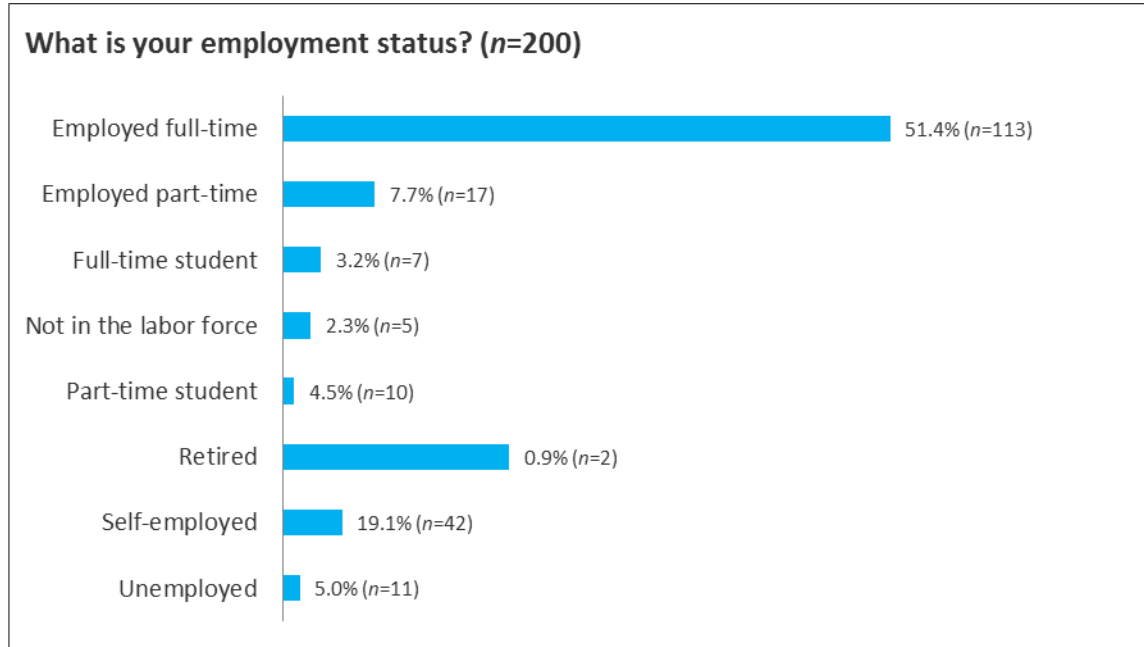
# Respondent Characteristics

## Educational Attainment



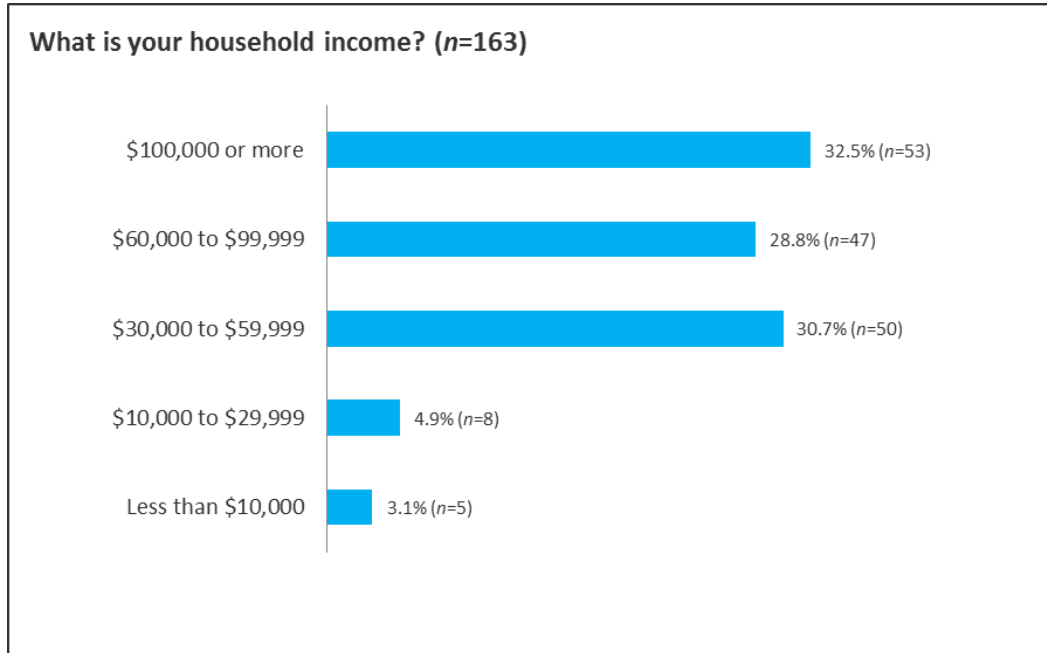
# Respondent Characteristics

## Employment



# Respondent Characteristics

## Income



Respondents were also offered to select “prefer not to say.” 46 selected this option, and are not represented in this chart.

# Respondent Characteristics

## Role in Community

