# Telosa Heart and Soul Survey

Given Telosa's values of being open, fair and inclusive, we are using surveys as one mechanism to engage, learn, and co-create with our community. We are using a leading community engagement firm, Polco, to lead our survey efforts and leverage work that they have done on a national level with existing cities. This gives us access to a wider set of ideas and perspectives to benchmark our community's response.

This is the first in a series of surveys that will focus on many topics including the environment, DEI, and governance. We thank all those who participated and look forward to creating Telosa together.

## Survey Summary

### Survey Background
Telosa's Heart and Soul Survey was administered with the intent to understand what people like best about their communities, the current challenges communities face and the priorities residents hold for community livability.

### Survey Methods
Respondents were recruited through a multi-contact method employing online invitations and social media campaigns. The outreach methods included:

- This was not a survey of randomly selected people. The respondents to the survey were self-selected people who expressed an interest in Telosa and learned about Telosa primarily through traditional media coverage.
- Invitations distributed by the Telosa Community Foundation--both via email and social media outlets.

The survey was administered on the Polco platform during the time period of May 24 to June 29, 2022. The outreach resulted in a total of 972 completed surveys.  The precision of this poll applying a Baysian credibility interval for a sample of 972 surveys is +/-3.5%*.  The intent is to build the representation of the Telosa panel over time so future surveys will bring not only a larger number of respondents but greater inclusivity to the survey results.

**What we learned:**

*What do people value in cities?*

## 1. What single thing do you love most about your community?



Telosa provides a chance to make communities more livable by designing the city based on the values and priorities of residents. Members of the Telosa community were asked what single thing they loved most about their community.  A word cloud demonstrating the main words used to describe community strengths is displayed below.

Polco staff also reviewed all of the comments and coded the responses into specific categories. The top categories of response were:
- The people
- A sense of community, community connectedness
- Proximity to nature, open spaces and trees
- Parks and recreation opportunities

The Telosa panel also was asked to rate the importance of 14 domains of community livability in terms of their importance in determining where one might want to live. Responses from Telosa's panel are presented in the table below and are compared to national data from Polco's National Research Center. Community characteristics Telosa respondents felt most important were safety, the natural environment and utility infrastructure. Members of the Telosa panel rated a number of community characteristics more important than the national samples. In only one area did they rate a characteristic lower – economic health.

| Importance of Factors in Determining a Community to Live In | | |
|---|---|---|
| When thinking about choosing a community where you want to live, how important would the following factors be in determining your choice? | Average Rating on a 100-Point Scale (100=Essential 0=Not at all important) | |
| | Telosa Community | Comparison to NRC@Polco Benchmark Database |
| Overall feeling of safety | 87 | Similar |
| Overall quality of the natural environment (e.g. air, water, green spaces, etc.) | 86 | Higher |
| Overall quality of the utility infrastructure (water, sewer, storm water, electric/gas, broadband) | 85 | Higher |
| A sustainable urban design that protects the environment and focuses on clean energy* | 81 | Higher |
| The city places a priority on being open, fair and inclusive* | 78 | Higher |
| Overall opportunities for education, culture, and the arts | 78 | Similar |
| A transparent, participatory government where residents are more involved in decision making* | 76 | Higher |
| A community design with a variety of housing that is close to work and leisure time activities (entertainment, food, recreation)* | 75 | Higher |
| Overall quality of parks and recreation opportunities | 74 | Similar |
| Overall quality of the transportation system (auto, bicycle, foot, bus) | 74 | Higher |
| Overall design or layout of the residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) | 73 | Higher |
| Overall economic health (employment, business activity and strong economic growth) | 73 | Lower |
| Overall health and wellness opportunities | 73 | Similar |
| Residents' connection and engagement with their community | 66 | Similar |

***What are the current struggles in Cities?***

Many American cities struggle to offer environments that take into account 21st century lifestyles, technological advances and evolving resident values. Members of the Telosa community reported key challenges in their current cities related to diversity, crime, land use, the dependence on the automobile and a lack of environmental sustainability. Income inequality and general community affordability also were common concerns.

## The Biggest Challenges for Communities

| | |
|---|---|
| 1 Diversity, inclusion and equity | 7 Parks and recreation |
| 2 Alternate transportation | 8 Environmental sustainability |
| 3 Community connectedness | 9 Green spaces and nature |
| 4 Safety | 10 Affordable Housing |
| 5 Walkability | 11 Improved infrastructure |
| 6 Social services | |

**Characteristics of Survey Respondents**

An important goal of Telosa is diversity.  To that aim, we are asking members of our panel information about their backgrounds.  We are using the information to 1) monitor our progress at attracting a diverse following, and 2) compare the key survey responses by respondent background to look for commonality and disparity in opinions.  For our first survey, our demographic representation was as follows.

| Demographic Characteristic | Telosa Respondents |
|---|---:|
| 20-24 | 6% |
| 25-34 | 21% |
| 35-44 | 33% |
| 45-54 | 23% |
| 55-64 | 12% |
| 65+ | 5% |
|  |  |
| Rent | 40% |
| Own | 60% |
|  |  |
| At least a bachelor's degree | 74% |
| A graduate/professional | 38% |
|  |  |
| Person of color | 30% |
| White | 68% |
|  |  |
| Of Hispanic, Latino/a/x, or Spanish origin | 16% |
| Not of Hispanic, Latino/a/x, or Spanish origin | 84% |
|  |  |
| Median household income | About $100,000 |