Telosa

Innovation and Technology for Building Community

Survey Background

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 was our fourth survey working with the Telosa community to design the city. This survey focused on a key component of Telosa – Community Engagement. The survey was administered with the intent to understand the engagement opportunities and activities currently happening in cities across the nation and respondent's preferences for community engagement in the future.

Survey Methods

Respondents were recruited through a non-probabilistic, multi-contact method employing online invitations and social media campaigns. Respondents to the survey were self-selected people who expressed an interest in Telosa and learned about Telosa primarily through traditional media coverage.

The survey was administered on the Polco platform during the time period of November 15 to December 15, 2022. The outreach resulted in a total of 52 completed surveys. 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.

Highlights

Highlights of the survey are presented on the following pages. A full set of results is presented in a separate report.

Ratings of Community Engagement in Current Cities
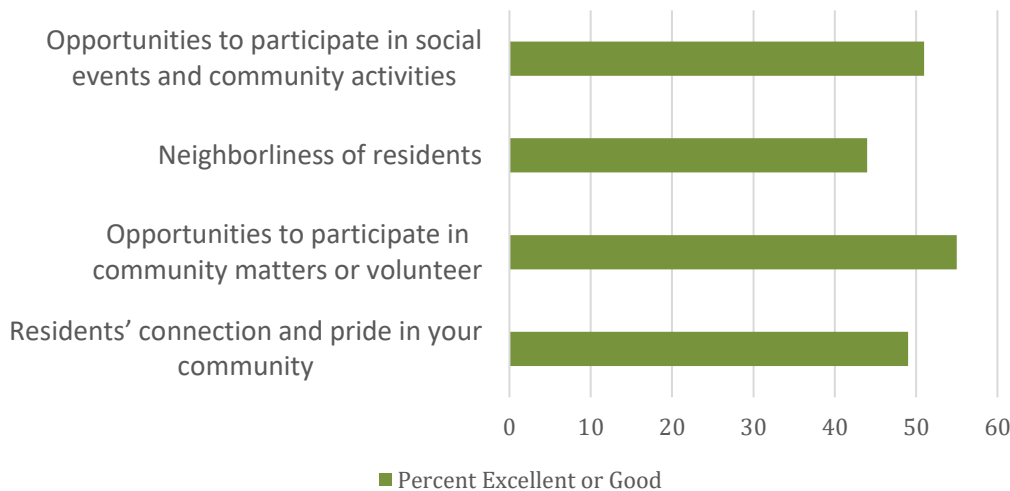
Telosa followers gave average ratings to their cities in terms of engagement and rated the current inclusivity of their communities similarly. About 6 in 10 respondents indicated they would be likely to participate in a number the current activities offered (e.g. subscribe to emails, participate in a community forum.)

Factors Important to Increase Community Engagement

- The amount of time I had to commit
- If it's entertaining (like fun events, or platforms like TikTok)
- If I have something to contribute based on my experience or beliefs
- If the community is based on my values or beliefs
- If it were easy for me to use a virtual platform or gather in person

■ Percent of Respondents

When asked which factors would be important in increasing their community engagement, **having something to contribute based on their experience and beliefs and interacting with a community of shared values were the most common responses.** The time commitment also was an important factor to many.

How Respondents Feel About the Technology to Help with Building Communities

- ■ Not really needed, most community building should be done in person
- ■ I'm willing to try a new way if it were easy to learn and access
- ■ We need a better way to gather using all the new technology available

Although many of the Telosa respondents already were active on tech platforms, more than half felt a better way to gather using new technology was needed.

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Survey Results
INTERIM

12/06/2022

Please rate your community on the following characteristics:

Question	Excellent	Good	Fair	Poor	Don't know
Residents' connection and pride in your community	20%	29%	31%	16%	4%
Opportunities to participate in community matters or volunteer	12%	33%	31%	18%	6%
Neighborliness of residents	13%	31%	50%	6%	0%
Opportunities to participate in social events and community activities	12%	39%	24%	22%	2%

Expand all / Collapse all

| Excellent | Good | Fair | Poor | Don't know |

Residents' connection and pride in your community

| 20% | 29% | 31% | 16% |

Opportunities to participate in community matters or volunteer

| 12% | 33% | 31% | 18% | 6% |

Neighborliness of residents

| 13% | 31% | 50% | 6% |

Opportunities to participate in social events and community activities

| 12% | 39% | 24% | 22% |

Please rate the job you feel that your community does at each of the following:

Question	Excellent	Good	Fair	Poor	Don't know
Attracting people from diverse backgrounds	17%	27%	29%	27%	0%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	8%	16%	35%	31%	10%
Making all residents feel welcome	10%	24%	53%	10%	2%
Openness and acceptance of the community toward people of diverse backgrounds	15%	42%	33%	10%	0%

Expand all / **Collapse all**
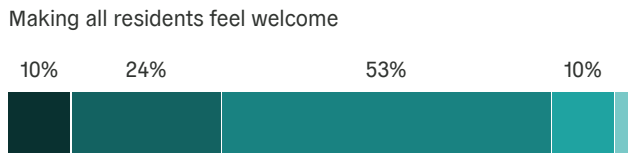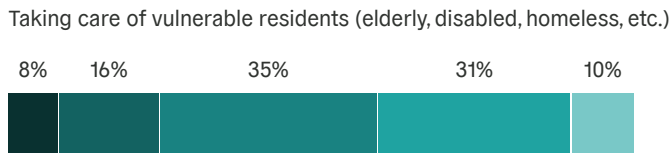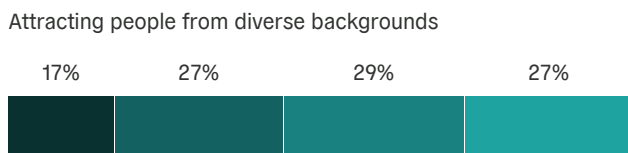
| Excellent | Good | Fair | Poor | Don't know |

Attracting people from diverse backgrounds

| 17% | 27% | 29% | 27% |

Taking care of vulnerable residents (elderly, disabled, homeless, etc.)

| 8% | 16% | 35% | 31% | 10% |

Making all residents feel welcome

| 10% | 24% | 53% | 10% |

Openness and acceptance of the community toward people of diverse backgrounds

15%	42%	33%	10%

In what ways does your city or town do a good job of building community?

Socially it does well (Community events, parades, "First Fridays", etc). Community REC center for fitness and activities, community youth sports organization is strong, promotion of small and local businesses seems healthy.

Non existent

Local events

They organize and communicate often about city events.

Holiday and annual events downtown, farmers market

New England towns have easy access to elected officials and many downtown events

Open to all backgrounds and military communities bringing them together for a common goal. To want better for future generations.

My city does a good job as a university town because everyone can connect to the university whether they work there, attend the school, or know someone who works there.

Homeless shelters and city clean ups are a thing that is common

Events, downtown central location for business and events, good communication

The keeping austin wierd vibe seems to still be a thing but just barely.

It's incredibly walkable and heavily family oriented. So the public spaces (like parks and playgrounds) provide social connection spaces.

renew bad ways

Infinite Everything!

Community events,

None.

Santa Rosa does a good job of building the community by hosting events to build a more engaged and active community. There are also many activities that the city offers, such as access to parks, restaurants, and recreation.

Bringing diverse viewpoints into community organizations.

My community has a fairly good structure in place of support services for disadvantaged residents which include homeless shelters, meal services for both homeless and low-

income residents, and social workers that work directly with this population.

There aren't many. A couple of community gardens exist, but aren't promoted.

We are an arts community and we have gotten quite good at promoting the arts

Lots of community activities and opportunities for interaction with elected and government officials.

University brings diverse students to the area.

I'm from Elkhart Indiana and there's just a lot of racism and homophobia and stuff like that on the side I've always seen soooo uh, not much

There are a number of community events throughout the year where all are welcome. Several service groups are represented.

community board hearings on Zoom or in person; surveys; task forces; access to local leaders

Not really done

There are opportunities for everyone to tap into communities of their interests, talent, and diverse backgrounds.

Friendly and enterprising neighbors. I don't think the town does anything.

Sacramento arden arcade area is very diverse the community center has a good summer program and swim program for the kids. I don't hear about to much else except the Fulton old school car show that happens yearly. But some of the surround arden areas fo have big community festivals and host events throughout the year. And then I actually run a homeless food kitchen at a nearby church. But not in my direct community.

Grassroots organizations and events

WE are very progressive, unless you are homeless, have a drug addiction problem or no money.

Little festivals, good parks, downtown events (first friday art walk, bi-weekly farmers market), recreation services, library programs

They provide well for anybody with enough money to spend.

Friendly

Community events are posted in local restaurants and online.

They provide a number of opportunities for people to come together - free holiday & seasonal celebrations; free outdoor concerts; Memorial Day Parade; farmers market; library free events; parks- athletic fields/ courts, trails, picnic areas; community garden; volunteerism

My city is easily serviceable.

This particular community is great for taking care of its less fortunate, such as the homeless and drug-addicted. It is also good for providing an array of events and opportunities for donating and volunteering.
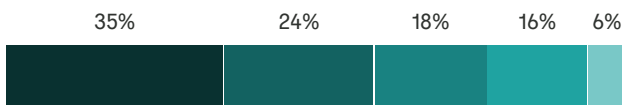
How likely, if at all, are you to do the following in the next year?

Question	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Attend a community class or workshop either in person or virtually	35%	24%	18%	16%	6%
Get involved in a local community group or volunteer in a community program	37%	31%	12%	18%	2%
Attend a local government meeting	24%	16%	29%	29%	2%
Subscribe to emails from your local government or follow on social media	31%	24%	29%	12%	4%
Participate in an online community forum	31%	35%	22%	6%	6%

Expand all / **Collapse all**

| Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know |

Attend a community class or workshop either in person or virtually

| 35% | 24% | 18% | 16% | 6% |

Get involved in a local community group or volunteer in a community program

| 37% | 31% | 12% | 18% |

Attend a local government meeting

| 24% | 16% | 29% | 29% |

Subscribe to emails from your local government or follow on social media

31%	24%	29%	12%	

Participate in an online community forum

31%	35%	22%	6%	6%
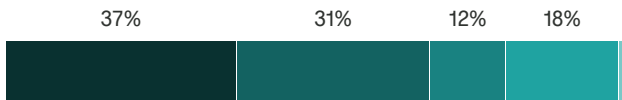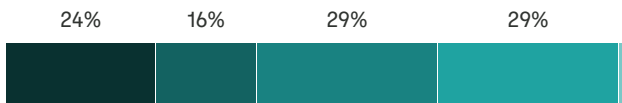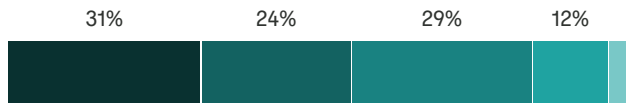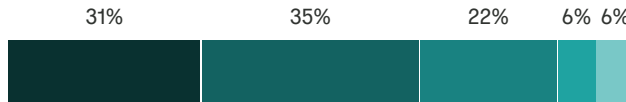
What is your preferred means of gathering in your community or meeting new people?

In person locally   39% (19)

Virtual events or classes   10% (5)

Hybrid - both in person and online   47% (23)

None of the above   4% (2)
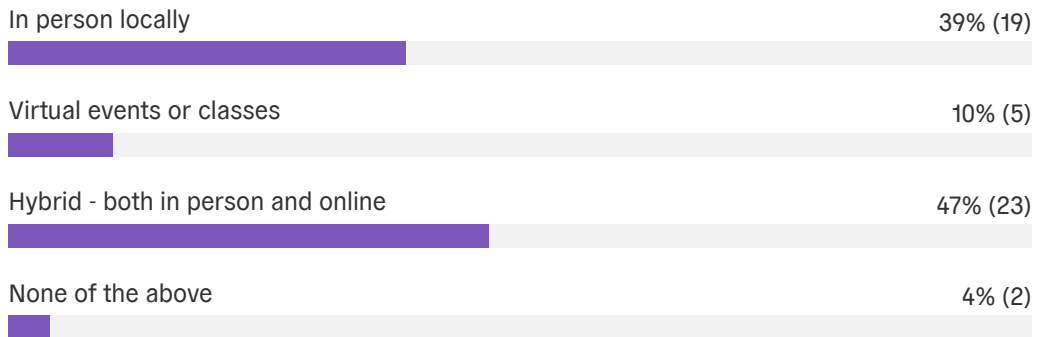
What factors are important to get you to be more engaged in your community? (Please check all that apply.)

If it were easy for me to use a virtual platform or gather in person
50% (24)

If the community is based on my values or beliefs
73% (35)

If I have something to contribute based on my experience or beliefs
73% (35)

If it's entertaining (like fun events, or platforms like TikTok)
40% (19)

The amount of time I had to commit
56% (27)
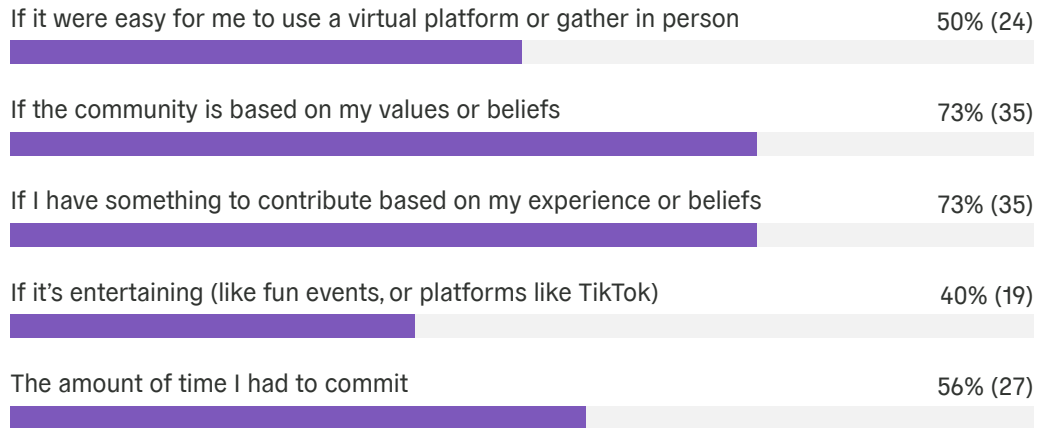
How often do you use the following social media platform communities?

Question	Several times a day	A few times per week	Not very often	Never
Largest popular sites like Facebook, Instagram, Twitter	44%	17%	27%	13%
Specialized platforms (Discord, Clubhouse)	17%	19%	27%	38%
Specific apps for an organization or friend group I'm part of	15%	42%	31%	13%

Expand all / **Collapse all**

Several times a day	A few times per week	Not very often	Never

Largest popular sites like Facebook, Instagram, Twitter

44%	17%	27%	13%

Specialized platforms (Discord, Clubhouse)

17%	19%	27%	38%

Specific apps for an organization or friend group I'm part of

15%	42%	31%	13%
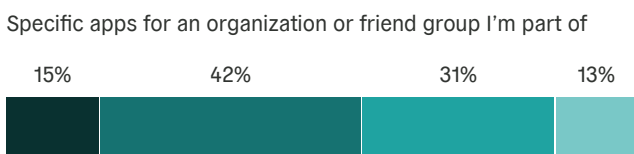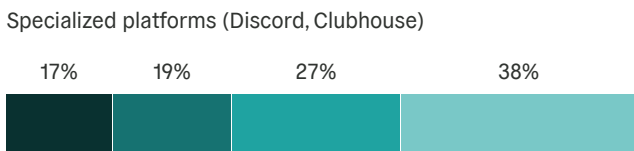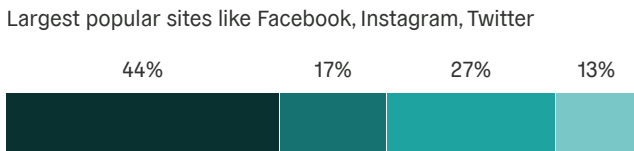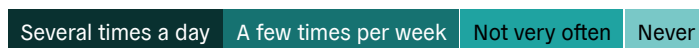
If you engage in communities using social media platforms, what are the reasons? Please check all that apply.

Stay in touch with family and friends & existing connections in your network

52% (25)

Meet new people to build friendships or other types of affiliations

17% (8)

Post or "like" material or comments on political or social issues

21% (10)

For work

13% (6)

I don't use social media

13% (6)

Other

4% (2)

If you selected "other" above, please specify:

The first two... But only lets me pick one

I answer questions on Quora.

How do you feel about the technology to help with building communities?

Not really needed, most community building should be done in person

4% (2)

I'm willing to try a new way if it were easy to learn and access

43% (20)

We need a better way to gather using all the new technology available

53% (25)
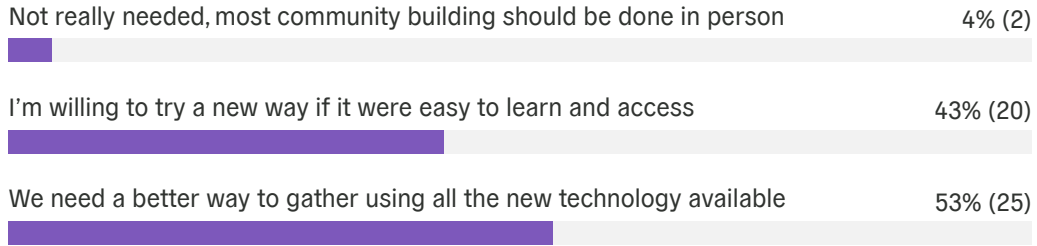
Why would you be hesitant to use technology to be part of a community? Please check all that apply.

I don't understand it and need more training

4% (2)

I am worried that my data is being tracked and could be used

21% (10)

I'm already overwhelmed with all the technology I use today in my life

10% (5)

I prefer in person connection

27% (13)

I'm not hesitant - I would be willing to use technology to be part of a community

77% (37)
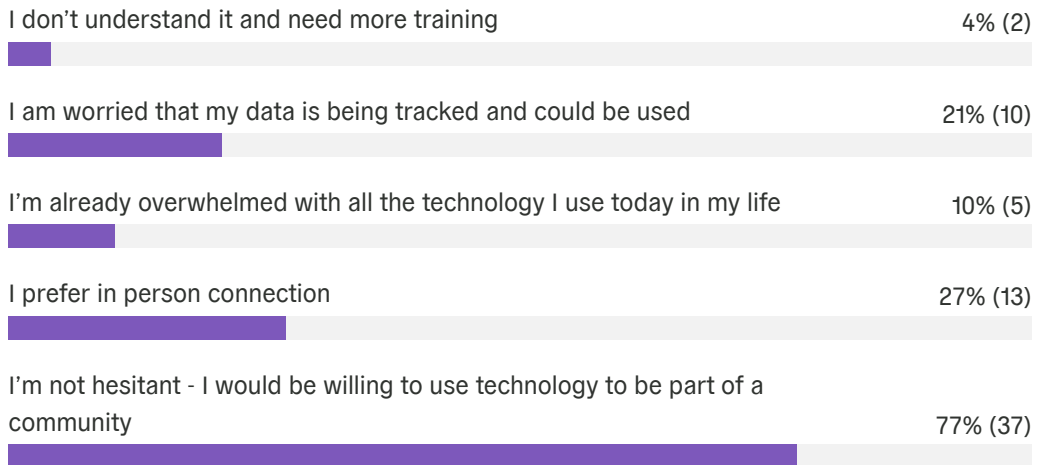
How would you respond if you were invited or could apply to be part of a special interest group in an area of your interest/expertise with other knowledgeable individuals to create something?

Yes, I would like to meet and contribute where I can   71% (34)

Maybe, depends what the incentives to being part of this are   10% (5)

Maybe, depends what the overall mission is   17% (8)

No, I have too much going on in my life or I'm not interested right now   2% (1)
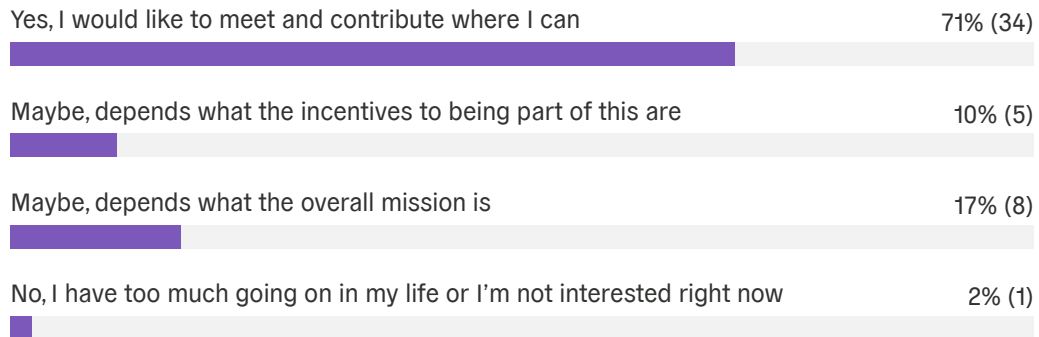
In which category is your age?

18-24 years   9% (4)

25-34 years   15% (7)

35-44 years   32% (15)

45-54 years   21% (10)

55-64 years   15% (7)

65-74 years   9% (4)

75 years or older   0% (0)

What is your gender?

Woman   34% (16)

Man   64% (30)

Identify in another way   2% (1)
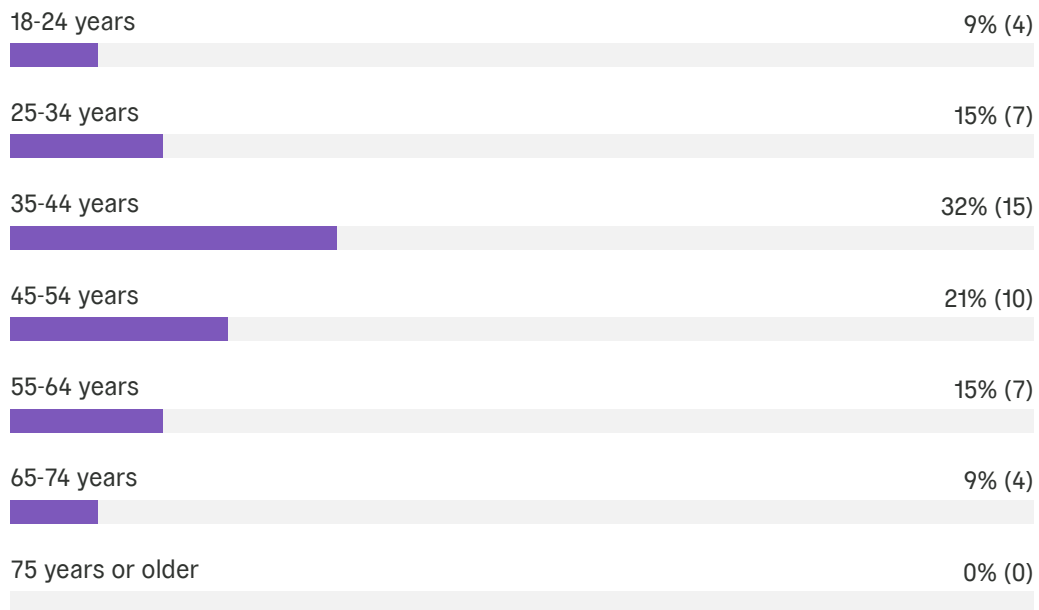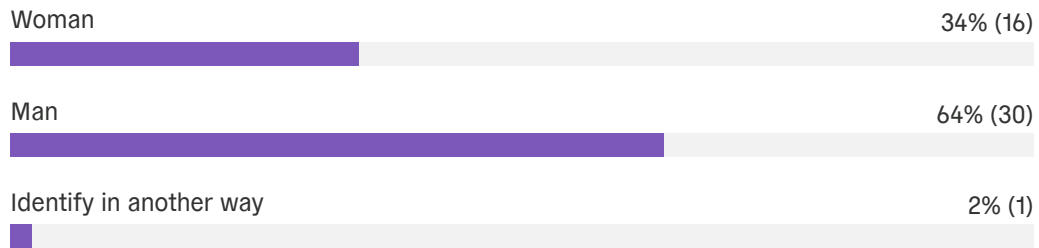
What is your highest completed level of education?

Some high school   2% (1)

Completed high school/GED   2% (1)

Some college/technical degree/associates degree   28% (13)

Bachelor's degree   34% (16)

Master's degree or Doctoral degree/Professional degree   34% (16)
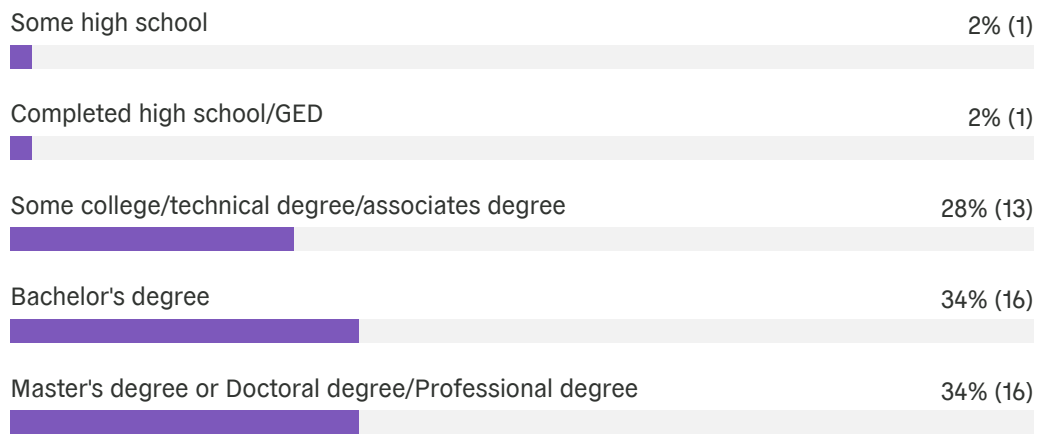
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

Less than $25,000

7% (3)

$25,000 to $49,999

13% (6)

$50,000 to $74,999

9% (4)

$75,000 to $99,999

13% (6)

$100,000 to $149,999

22% (10)

$150,000 to $199,999

18% (8)

$200,000 or more.

18% (8)
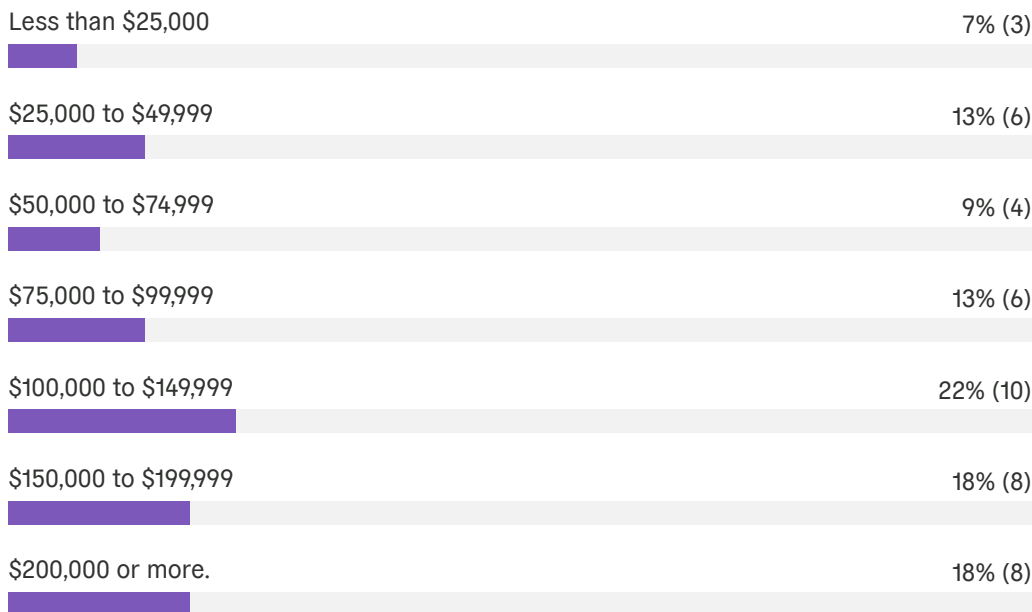
Do you rent or own your home?

Rent

45% (21)

Own

55% (26)
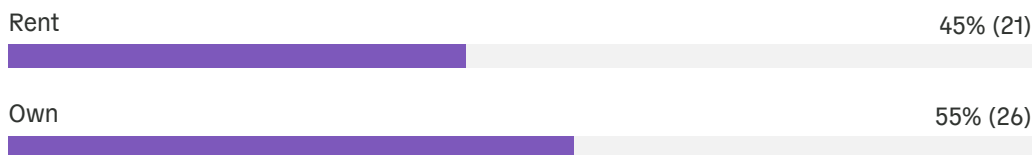
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

American Indian or Alaska Native
13% (6)

Asian
6% (3)

Black or African American
15% (7)

Native Hawaiian or Other Pacific Islander
0% (0)

White
77% (36)

A race not listed
6% (3)
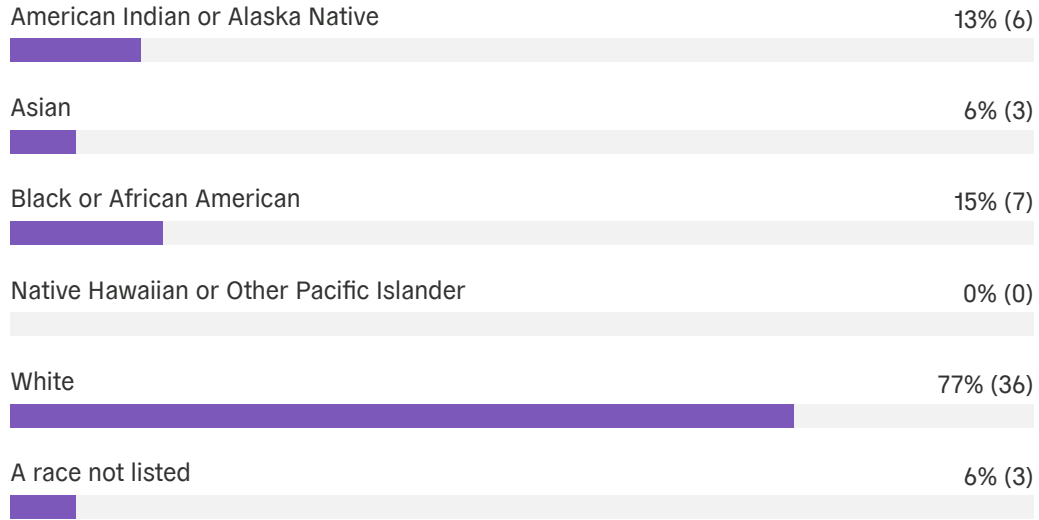
Are you of Hispanic, Latino/a/x, or Spanish origin?

No, not of Hispanic, Latino/a/x, or Spanish origin
85% (39)

Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin
15% (7)
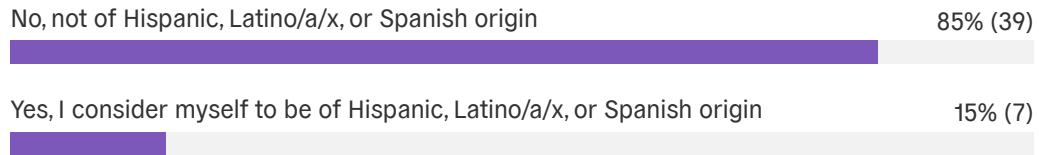
Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

Republican   11% (5)

Democrat   32% (15)

Independent   43% (20)

Something else   11% (5)

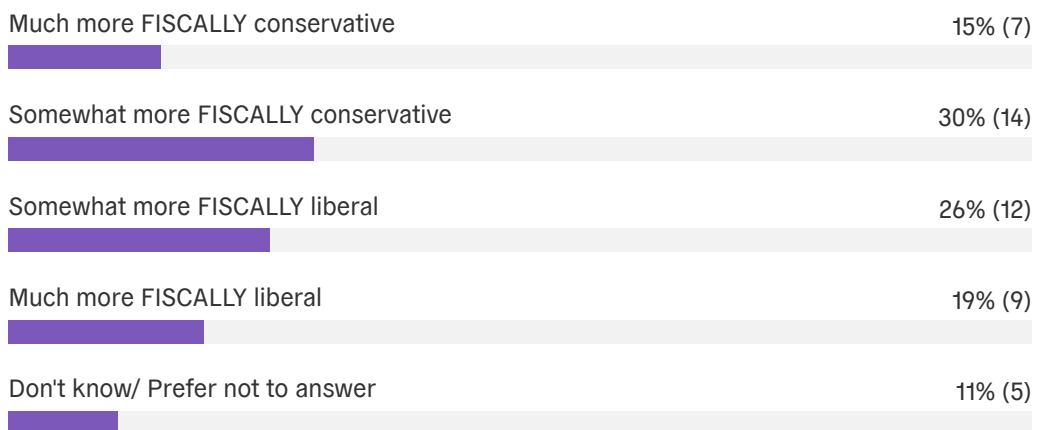Don't know/ Prefer not to answer   4% (2)
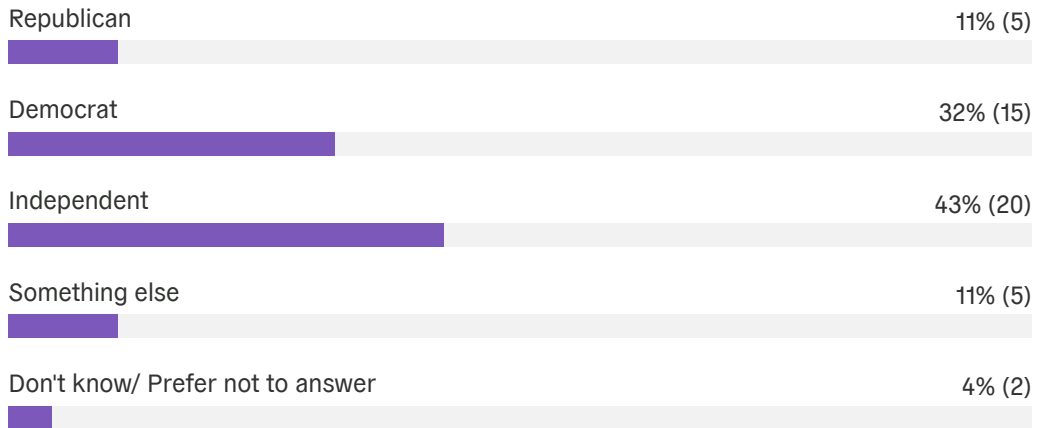
Would you say you tend to lean more FISCALLY conservative or liberal?

Much more FISCALLY conservative   15% (7)

Somewhat more FISCALLY conservative   30% (14)

Somewhat more FISCALLY liberal   26% (12)

Much more FISCALLY liberal   19% (9)

Don't know/ Prefer not to answer   11% (5)

Would you say you tend to lean more SOCIALLY conservative or liberal?

Much more SOCIALLY conservative   9% (4)

Somewhat more SOCIALLY conservative   17% (8)

Somewhat more SOCIALLY liberal   15% (7)

Much more SOCIALLY liberal   53% (25)

Don't know/ Prefer not to answer   6% (3)