

**CONEA**

**N. MARKETVIEW HEIGHTS**

**S. MARKETVIEW HEIGHTS**

**BEECHWOOD**

**BENSONHURST**

Hudson Av., North, Miller, 1st, 1st, Goodfellow, Rocket St., Bay St., Webster Ave., Grand Ave., Garson Ave., Parsells Ave., Leighton Ave., MacBeth St., Wisconsin St., E Main St., University, Rochester Broadway Theatre League / ...

City of Rochester Public Market, Rochester Main Street Armory

**Pathways to Prosperity**

# Survey Report

Led by

Rochester-Monroe Anti-Poverty Initiative

City of Rochester Flower City of Rochester

Consistent Communities

May 2016

AMERICORPS A FLOWER CITY

Believe.

City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council

Prepared by the Mayor's Office of Innovation & Strategic Initiatives  
May 2016

**Acknowledgements:**

Special thanks to the Flower City AmeriCorps program coordinators and members and Neighborhood Service Center staff involved in this project. Their input, time, and dedication to this project were essential to its completion and success. Thanks also to the City's Communications Department for design work associated with this project.

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## EXECUTIVE SUMMARY

The City of Rochester, in partnership with the Rochester-Monroe Anti-Poverty Initiative, is focusing resources to address poverty within a targeted geographic city location, the Pathways to Prosperity District. In collaboration with the Flower City AmeriCorps, the Office of Innovation designed and implemented a door-to-door survey in order to build on previous public outreach efforts and better understand residents' needs and concerns regarding neighborhood services and employment barriers. An initial analysis of the survey results led to the following preliminary findings and recommendations:

- 1) Mental and behavioral health are identified as major barriers to employment; counseling is one of the most desired services.**  
Recommendation: The City should work with local experts and service providers to improve its understanding of the landscape of mental health and addiction services, investigate the effectiveness of existing services, identify capacity issues, and ultimately expand and enhance services in a coordinated way.
- 2) Survey respondents identified significant barriers to employment, including lack of work experience, skills, and education and identified a desire for more complimentary services, like job search assistance and placement.**  
Recommendation: The City should engage and collaborate with job search assistance agencies and job placement or staffing agencies and align its own workforce development efforts within the Pathways to Prosperity area.
- 3) Responses were not significantly varied between neighborhoods. Variation in responses is more attributable to demographics (i.e. across income brackets).**  
Recommendation: When designing programs or initiatives, it is important that the particular demographic subset the program aims to reach is engaged and ideally involved in the planning process. To help encourage this, City should identify best practices and a framework for inclusive planning strategies.
- 4) There is a disparity between how long renters and owners stay in their neighborhoods; renters are almost twice as likely as owners to say they would move if they could. Housing is more of a priority for low-income respondents.**  
Recommendation: Programs and outreach efforts should be designed to promote neighborhood stabilization. For example, the City can continue work to improve the quality and affordability of housing, explore ways to incentivize residential retention, and encourage neighborhood groups and leaders to actively engage new residents, especially renters.
- 5) There is interest in a neighborhood-based employment vanpool program. Over 80% of respondents stated they would pay the \$1 per ride fee for direct transportation to their current jobs or to the jobs they would have if they became employed.**  
Recommendation: The City should consider piloting a vanpool program in the Pathways to Prosperity area. The planning process should include a concerted effort to connect with interested residents to inform the design and marketing of the program. The City should continue research to better understand resident's travel patterns, gaps in service, and transportation needs of regional employers.

## PROJECT BACKGROUND

The City of Rochester faces a serious poverty crisis, with over 33%<sup>1</sup> of its residents living below the federal poverty guidelines. The City is working to address this problem through its leadership in a number of new collaborations and initiatives, including the following:

- The Mayor's Office of Innovation and Strategic Initiatives (OISI), created in December 2014, has increased the capacity of the Mayor's Office to research and develop anti-poverty and community wealth-building strategies.
- The Rochester-Monroe Anti-Poverty Initiative (RMAPI) is a collaboration of public, private, and not-for-profit organizations supported by New York State's Anti-Poverty Task Force and is positioned to influence state regulations while addressing local barriers to economic and job opportunities.
- The City hosted the IBM Smarter Cities Challenge in October 2015 to provide a technology-driven assessment of and recommendations for Rochester's anti-poverty efforts.
- The Flower City AmeriCorps program, launched in October 2015, has placed 26 service-oriented individuals in anti-poverty and educational programming positions throughout the city.

Public engagement and feedback has been a key part of these initiatives. Over the past year, the City and RMAPI sought input from residents, particularly those impacted by poverty, through a variety of forums. RMAPI held several large town hall style meetings, drawing large crowds of well-informed residents, community leaders, and human service professionals. In an effort to better understand and connect with the chronically jobless population in the city, the Office of Innovation conducted focus groups with hard-to-place workers, one-on-one interviews with residents, and group discussions with human service organizations.

In early 2016, the City and RMAPI committed to strategically focus and launch pilot initiatives within a defined geographic location, coined the Pathways to Prosperity district (Figure 1a). The area includes the neighborhoods of Beechwood, Bensonhurst, EMMA, Marketview Heights, and a portion of CONEA. Understanding that residents living in different city neighborhoods may have unique concerns and perceptions, the Office of Innovation developed a targeted public outreach effort. As a first step to this strategy, the Office of Innovation planned and implemented a door-to-door survey within the district from March to May 2016. This report will provide an overview and preliminary analysis of the data collected through the door-to-door survey.

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<sup>1</sup> US Census Bureau: 2014 American Community Survey (ACS), 5-year estimates.

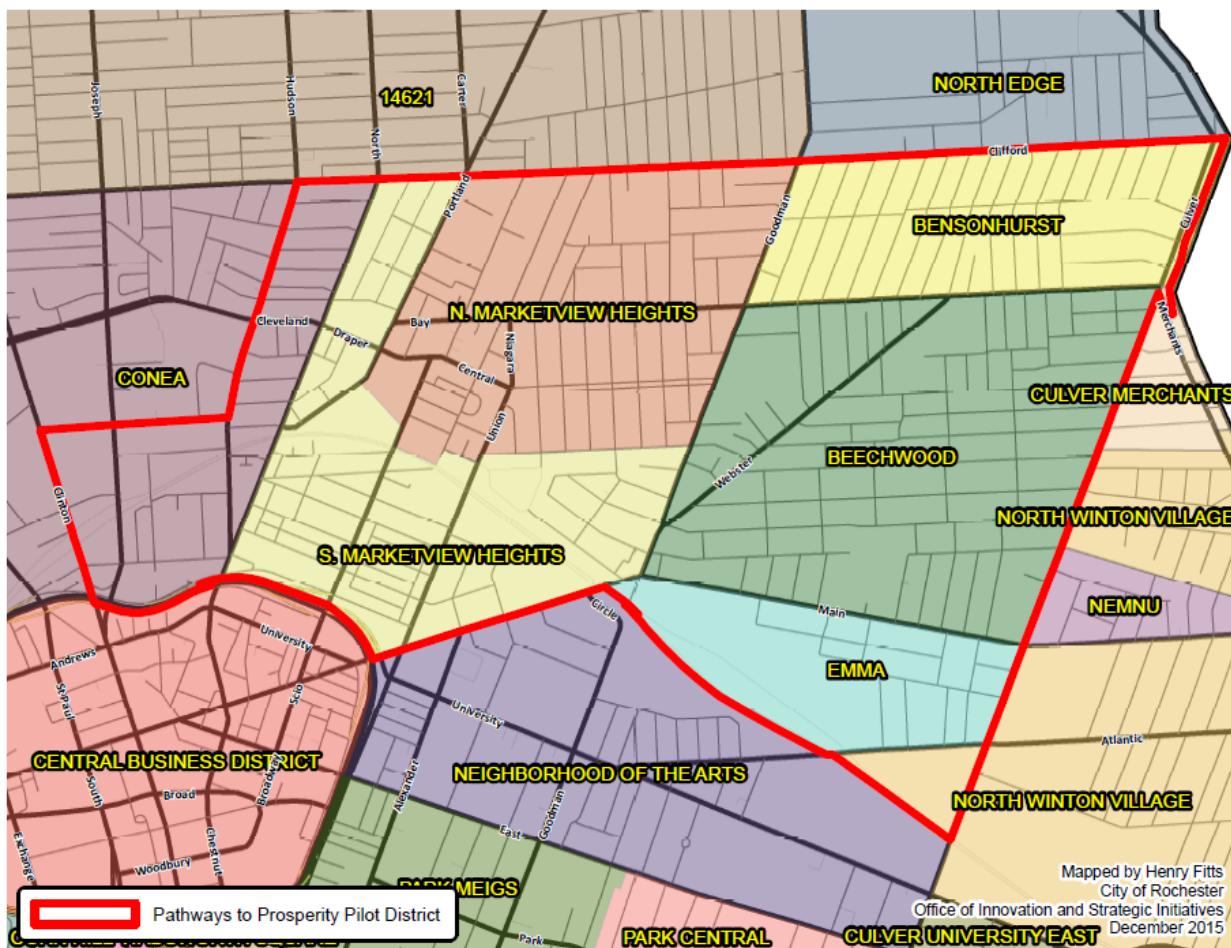


Figure 1a. Pathways to Prosperity Pilot District

## SURVEY OBJECTIVES AND DESIGN

The survey was designed to be administered door-to-door and in a paper format. Paper surveys were also distributed at pilot district neighborhood association meetings. An online version was available through the City's webpage. The survey drafting process took place over six weeks in early 2016. The Office of Innovation solicited feedback on the survey design and questions from the Flower City AmeriCorps, RMAPI, and Pathways to Prosperity neighborhood associations and community organizations. After discussions with these stakeholders, the survey was designed to meet the following agreed-upon objectives:

- Build on previous outreach efforts, with a focus on engaging a representative sample of the area.
- Better understand residents' perceived barriers to employment and service needs. Identify opportunities to improve employment outcomes and engagement efforts within the pilot district.
- Obtain a robust sample from each of nine census tracts within the pilot area. Collect data in a way that can be analyzed by census tract or neighborhood.
- Disseminate information about RMAPI, OISI, Connected Communities, and the City's Neighborhood Service Centers directly to residents.

- Increase coordination between Flower City AmeriCorps and other local anti-poverty efforts.
- Share results and make the raw data set as well as an interactive dashboard available to the public.

The survey included demographic questions, with a focus on information that can be used to measure poverty, including income, household size, home ownership, and employment status. Other topics included perceived barriers to employment, perceived availability of services in the neighborhoods, behaviors related to transportation, and access to resources. The survey format was designed to take approximately 15 minutes to complete and was written with accessible language, to ensure maximum comprehension and participation. Paper format surveys were serialized, increasing the accuracy of data entry. A Spanish translation of the survey was provided by the City's Communications Department. See Appendix A for the complete survey.

## METHODS AND IMPLEMENTATION

### *Staff Training*

All door-to-door surveys were implemented by Flower City AmeriCorps Members and City staff. Surveyors were required to attend a training session designed by the Office of Innovation and the City's Southeast Neighborhood Service Center. The program included safety training, professional etiquette, customer service, cultural sensitivity, standardized data collection methods and integrity, and survey delivery role play and practice. Surveyors were equipped with scripts, step by step procedures, and a list of anticipated frequently asked questions.

### *Community Notice*

Two methods were used to inform residents about the survey. First, OISI and NSC staff directly informed neighborhood leaders and associations of the survey initiative. Second, the Office of Innovation sent notification via a mailed postcard to all residential and non-vacant addresses within the district. The mailer encouraged participation and included project information such as key partners, basic logistics, and a link to the online survey. See Appendix B for a copy of the notification.

### *Target Population and Sample Size Calculation*

The target population for the survey was all households within the Pathways to Prosperity district, which according to the 2014 Census American Community Survey, consists of 7,699 households. The optimal sample size for the aggregate area was calculated using an online tool created by Raosoft<sup>2</sup>. The acceptable margin of error was set at 5%, confidence level was 95%, population size (number of households within the area) was 7,699, and the response distribution was set to 50%. The resulting minimum sample size was 366.

The OISI determined that obtaining a representative sample size within each of the nine census tracts would be infeasible and was not attempted. This is because as population size decreases, the proportion of households needed to be sampled to obtain a representative sample increases. Considering time constraints and other costs, the data from this survey is considered representative only at the aggregate level. The OISI also considered randomization, but deemed it infeasible given safety concerns, time constraints, and logistics. Instead, the OISI determined

<sup>2</sup> Raosoft. Sample size calculator. <http://www.raosoft.com/samplesize.html> (accessed February 2016).

the proportionate number of households and a corresponding target sample for each census tract (see map in Appendix C for details).

The OISI maintained the data sets for the responses from the online platform and responses collected through neighborhood association meetings separately from the door-to-door survey data to consider response bias from the different mediums.

### ***Survey Implementation***

On each survey day, the Flower City AmeriCorps were organized in to pairs and were matched with another pair to form a team. The team was assigned a route within each census tract and each walked door-to-door on opposite sides of the street. Routes varied in length from 0.6 miles to 1.3 miles and, to the greatest extent possible, were dispersed evenly throughout each census tract. Pairs used their own discretion when approaching each residence. The teams were permitted to avoid dangerous structures and any other situation in which they were uncomfortable. To compile participation data, surveyors maintained data on the number of: doors knocked on, residents who declined to answer, surveys completed, non-English speaking households, and incentive vouchers disbursed. Survey respondents were incentivized with a coupon redeemable for a \$5 gift token to the Rochester Public Market.

## **DATA VALIDATION**

To check that the sample of residents obtained in the survey was representative of the population of the catchment area, distributions of respondents among demographic categories were compared to those observed in the US Census' most recent available American Community Survey – the 2014 5-year ACS. A test of statistical significance was used to determine whether demographic disparities between our survey and the ACS were such that we could say with relative certainty that we had under- or over-sampled particular demographic subsets of the population in the area.

The results of this comparison to ACS data indicated statistically significant disparities between our survey respondents and US Census demographic estimates in 13 categories. By splitting the results out by survey source, however, we were able to see that most of this sampling bias was due to surveys administered online and at neighborhood meetings, with the door-to-door surveys showing a distribution of respondent demographics much closer to that measured by the ACS (see Figure 1b below).

With the door-to-door surveys accounting for most of the surveys administered providing a more representative sample of the households in the catchment area, we have decided to limit analysis and discussion in this initial report to the door-to-door sample. The surveys administered online and at meetings are still a valuable source of information, however, and we plan to use them in future analysis to better understand the perceptions and needs of residents.

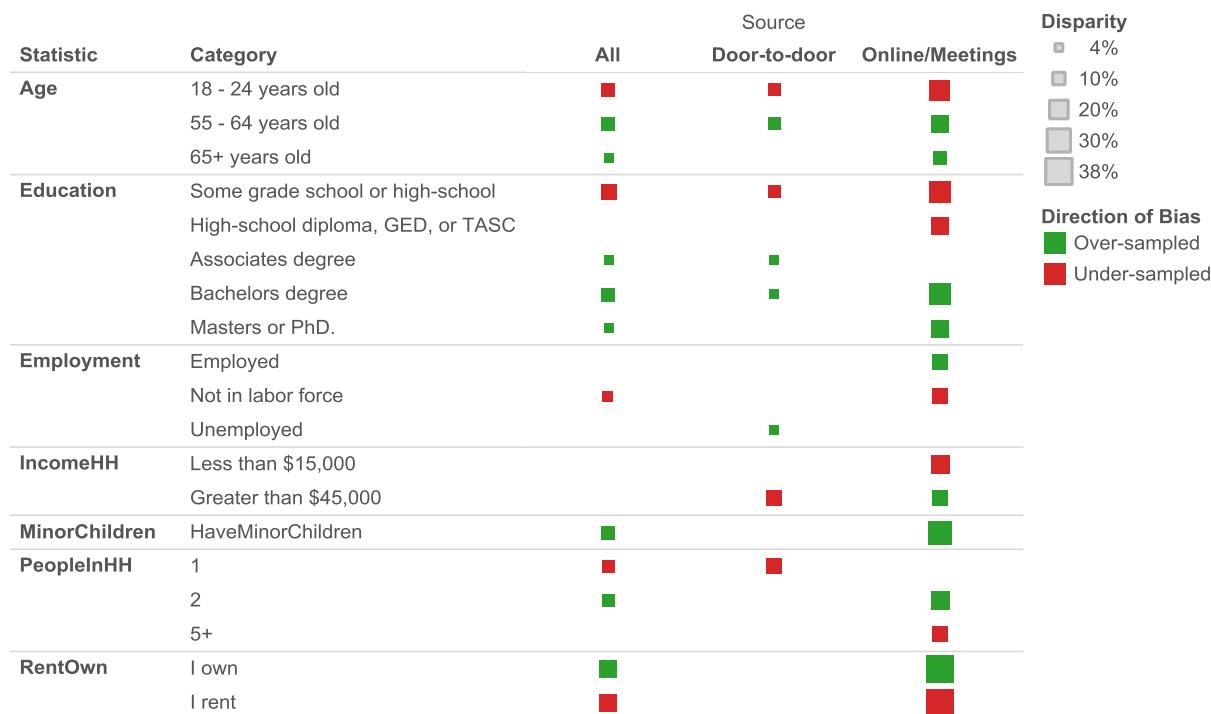


Figure 1b. Statistically significant sampling bias by survey source. (Disparity refers to the magnitude of the absolute difference between the estimated population proportions for each category when comparing this survey to the ACS).

As shown in the figure above, the door-to-door sample was largely not statistically significantly different from ACS estimates, but there were several instances of clear sampling bias:

Over-sampled Subsets	Under-sampled Subsets
Age: 55 - 64 years old	Age: 18 – 24 years old
Education: Associate's Degree	Education: Some grade school or high-school
Education: Bachelor's Degree	Household Income: Greater than \$45,000
Employment: Unemployed	People in Household: 1

While we had the option of re-weighting our sample such that responses from individuals in under-sampled categories would be weighed more heavily and those from individuals in over-sampled categories less heavily, we elected not to do so. For re-weighting a sample to be effective in correcting sampling bias, certain assumptions need to be made regarding the existing sample and nature of sampling bias that we did not feel we could make with certainty. The sources of sampling bias in our survey are not well understood at this point, including the role of non-responses to certain questions (notably, household income was not provided by a substantial proportion of respondents). While we will continue to investigate these issues, we can still draw meaningful and useful conclusions from the analysis of survey results. (For a more detailed table comparing our door-to-door sample to the ACS, see Appendix D).

## RESULTS

### Overview

Between March 19, 2016 and May 6, 2016, 444 surveys were collected door-to-door, 136 were completed online, and 32 were collected at neighborhood association meetings. Target and actual sample size from each census tract are shown below in Figure 2.

Census Tract	Total Households	Percent of Total Households	Target Sample	Actual Sample
1500	337	4%	16	20
5300	677	9%	32	51
5400	1442	19%	69	80
5500	753	10%	36	39
5600	789	10%	38	47
5700	617	8%	29	34
5800	1529	20%	73	93
5900	580	8%	28	29
9301	975	13%	46	51
<b>TOTAL</b>	<b>7699</b>	<b>100%</b>	<b>366</b>	<b>444</b>

Figure 2. Target sample size and actual sample by census tract.

Although census tracts and neighborhood boundaries do not align, the data can be sorted and analyzed by neighborhood. Of the 444 completed door-to-door surveys, 200 were collected in Marketview and CONEA, 81 were collected in Bensonhurst, and 163 were collected in Beechwood and EMMA.

The surveyors distributed over 2,500 informational packets to residences. The packets included the City's Pathways to Prosperity brochure, the Good Neighbors brochure, and a door hanger that encouraged online survey participation.

Flower City AmeriCorps members collectively surveyed for an estimated 500 hours and walked over 40 miles of unique routes within the Pathways to Prosperity district. 423 incentive vouchers were distributed directly to survey respondents.

The data from this survey and an interactive dashboard can be accessed through the Office of Innovation's webpage at [www.cityofrochester.gov/innovation](http://www.cityofrochester.gov/innovation).

### Aggregate Results Summary: Door-to-door collection

As discussed under the Data Validation section, the door-to-door survey respondents' demographics were largely representative of the area's population demographics. The following demographics (Figure 3) are presented so that readers can understand the specific demographics of the sample reached and are not intended to be used in lieu of more accurate and robust data sources, such as the US Census.

**Home ownership and Household Composition:** Respondents are more likely to rent than own their homes; the median years renters have lived in their neighborhood is around two years while the same measure for home owners is almost 18 years. Slightly less than half of respondents have one or more children under the age of 18. Average household size falls between two and three.

**Educational attainment:** 72% of respondents have educational backgrounds of less than a college degree. There is noticeable variation in educational attainment in Bensonhurst where 59% of respondents have obtained less than a college degree. Respondents' educational levels correlate with both income and employment.

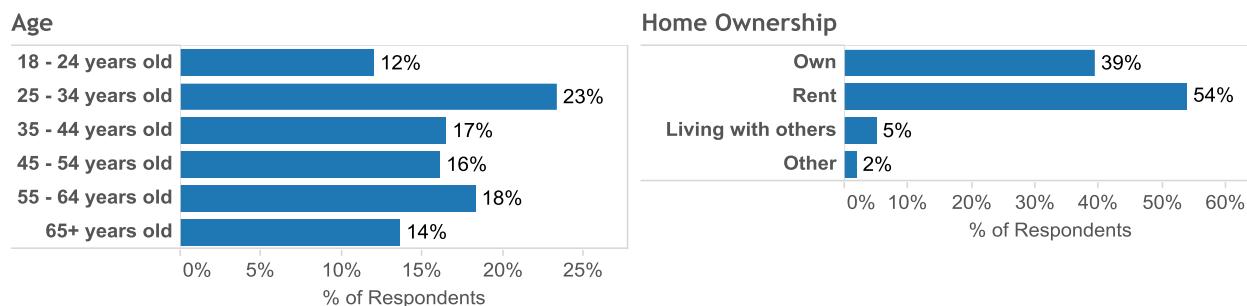
**Household income:** 37% of respondents earn less than \$15,000 annually. Around 90% of respondents earn less than the median income of Monroe County or \$52,591.<sup>3</sup>

**Employment status:** 52% of all respondents are unemployed and 47% of working age respondents are unemployed. Of the working age unemployed, 64% are looking for work.

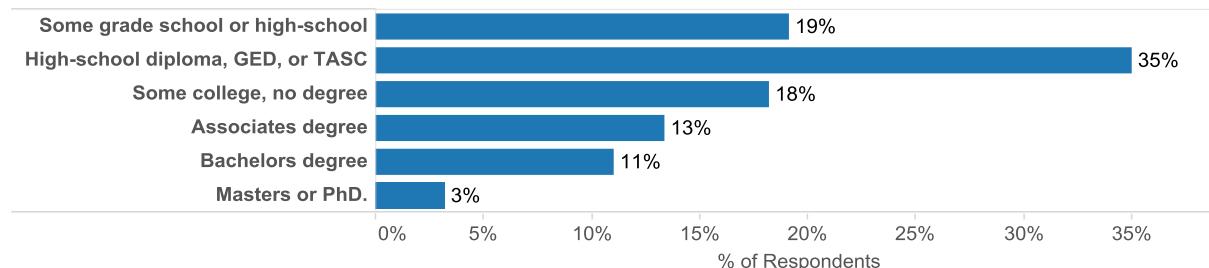


Photo credit: Arleen Thaler, Flower City AmeriCorps Member

<sup>3</sup> US Census Bureau: 2014 American Community Survey (ACS), 5-year estimates.



#### Highest Level of Educational Attainment



#### Household Income



#### Employment Status

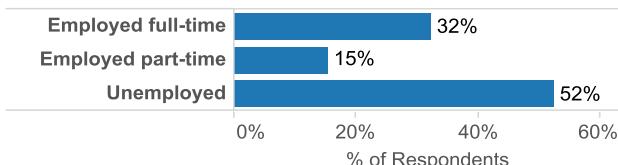


Figure 3. Aggregated key demographics for door-to-door survey respondents.

**Barriers to employment:** Collectively, there is little variation in how respondents identify barriers to employment (Figure 4). Skills and education, work experience, mental and behavioral health and criminal records are issues that were most commonly cited while language and discrimination were less frequently cited.

At the neighborhood level, respondents in Marketview/CONEA and Beechwood/EMMA demonstrate little variation between identified barriers to employment. Across all categories, respondents living in Bensonhurst view all categories of barriers less severely. Most noticeable, fewer than half of respondents in Bensonhurst identify childcare, information on and access to jobs, discrimination, transportation, or language as either major or minor barriers. This may be related to Bensonhurst's relatively higher rate of employment, at 57%.

### Barriers to Employment in Neighborhood

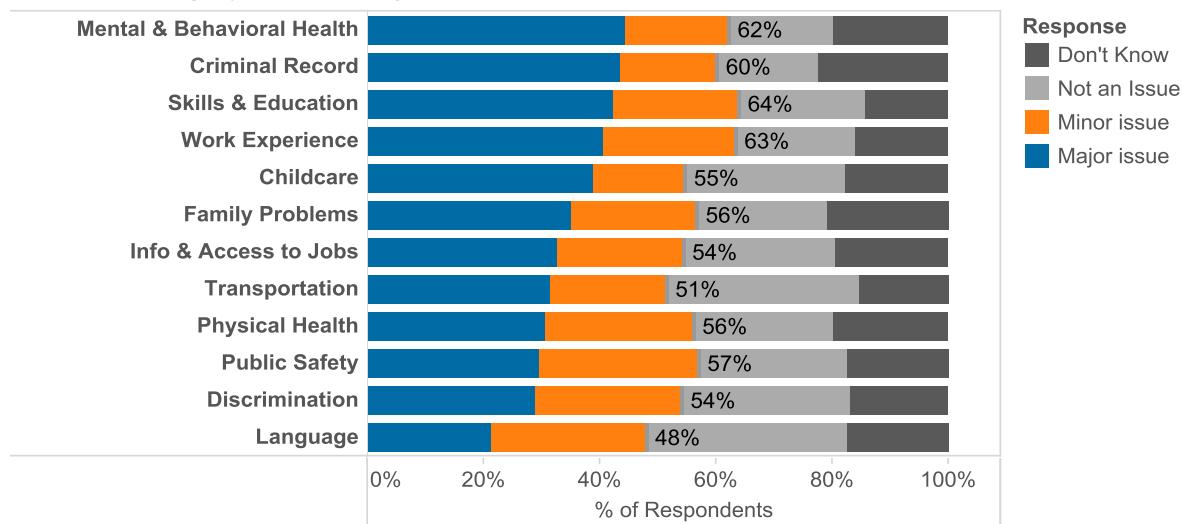


Figure 4. Aggregate response to question 13. The percentages shown represent the combined proportion of respondents who say the issue is a major or minor barrier to employment.

**Services available in the neighborhood:** Respondents generally perceived childcare and healthcare to be available within their community (Figure 5). Fewer perceive adult education, social work, and job placement as services that are available in their neighborhood. Between 20 to 30% of the respondents did not know whether certain services were available for any given service. Some respondents pointed out that other resources are available in their neighborhoods, like libraries and recreation centers. Between neighborhoods, there is little variation in which services are identified as available.

### Services Available in Neighborhood

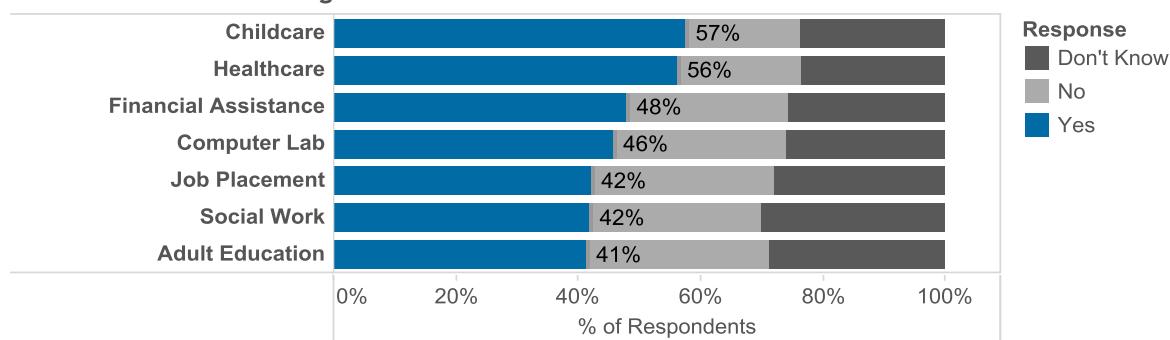


Figure 5. Aggregate response to question 14. The percentages shown represent the proportion of respondents who think the given service can be found in their neighborhood.

**Services desired in neighborhood:** The majority of respondents indicated a desire to see more services in their neighborhoods (Figure 6). Counseling, job placement, and job coaches or mentors were the top three services respondents definitely want to see more of in their neighborhoods. Younger, lower-income, and unemployed subsets of the sample also indicated a desire for family planning and housing services. There is little variation in responses when filtered by neighborhood, with the exception of Bensonhurst, who had a smaller percentage of respondents that indicated a desire for more housing services, at 47%.

### Services Desired in Neighborhood

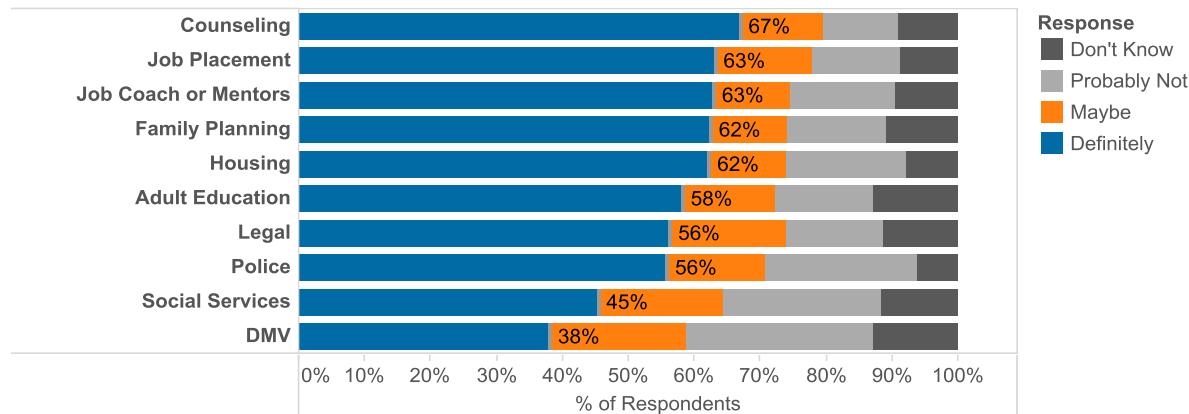


Figure 6. Aggregate response to question 15. The percentages shown represent the proportion of respondents who said they definitely wanted to see more of the service.

**Technology possessed:** Most respondents have cellphones and internet connections at home (Figure 7a). Nearly three quarters have smartphones and close to 70% have computers at home. Less than half of those sampled have landlines.

### Technology Possessed

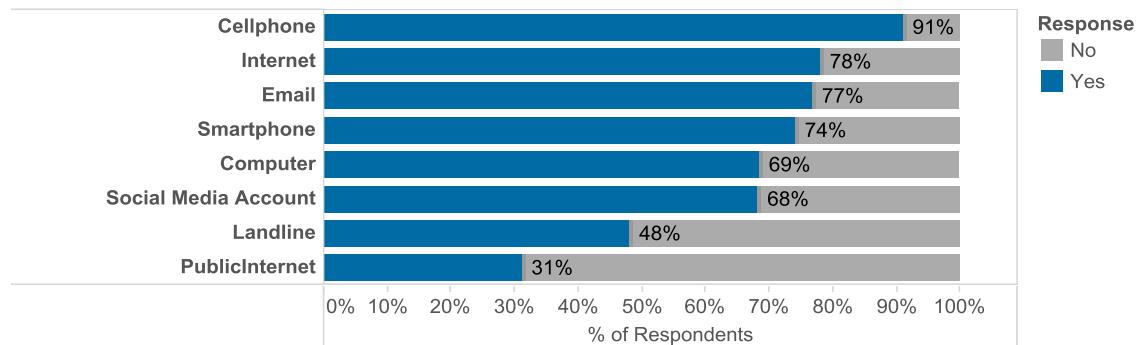


Figure 7a. Aggregate response to question 17. The percentages shown represent the proportion of respondents who have the given technology.

Those that are working age and employed are more likely to be connected through technology when compared with those that are working age and unemployed. The difference in technology access is significant in some categories, as outlined below in Figure 7b.

	Smartphone	Computer at home	Internet at home	Email
Employed	90%	80%	88%	87%
Unemployed	69%	56%	71%	74%

Figure 7b. Comparison of technology possessed between working aged respondents.

**Job search resources used:** Online job searches, friends and family, and applying on-site are the most popular resources and techniques respondents use when searching for jobs. Those who are looking for work show an increased proportion of job search resource usage, particularly in their use of job placement and temporary employment agencies, at 74%, compared to 57% for the whole sample. Respondents with at least a 2-year college degree also report lower usage of computer labs, job placement or temp agencies, and RochesterWorks!. There is little difference between how respondents in different neighborhoods use job search resources.

Job Search Resources Used

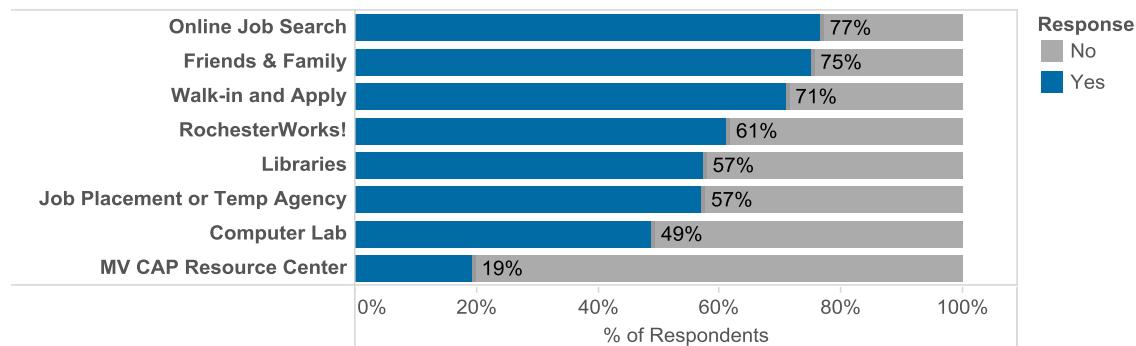


Figure 8. Aggregate response to question 18. The percentage shown refers to how many respondents report that they have used the given resource.

**Forms of transportation used:** 78% of respondents regularly get around using their own vehicle (Figure 9a). Respondents are also likely to walk, but less frequently. The unemployed and looking for work subset report much more frequent bus usage, at 63%, and significantly less personal car usage, at 58%. On the other hand, those working full-time are highly likely, at 95%, to rely on their own vehicle and to less frequently rely on other modes of transportation.

Forms of Transportation Used

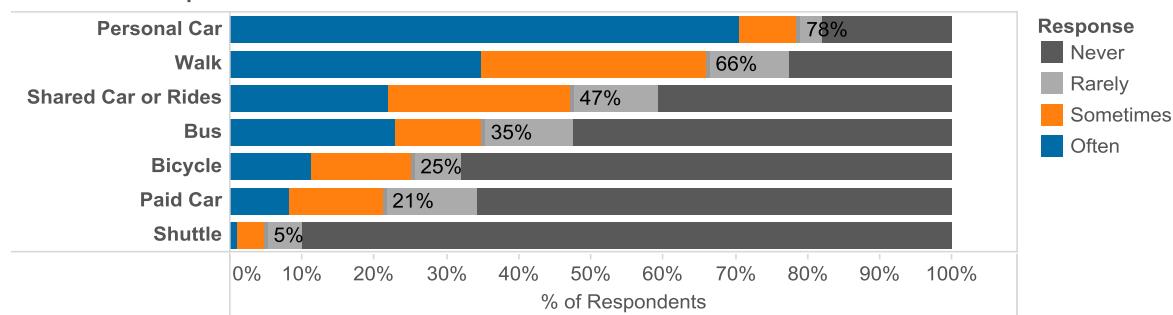


Figure 9a. Aggregate response to question 19. The percentages shown are the combined proportions of respondents who said they use each transportation mode often or sometimes.

A high proportion of respondents, 81%, state they would be interested in paying for a neighborhood vanpool to take them to current or prospective job locations.

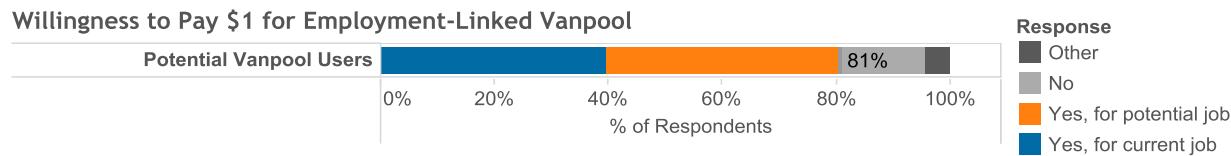


Figure 9b. Aggregate response to question 20.



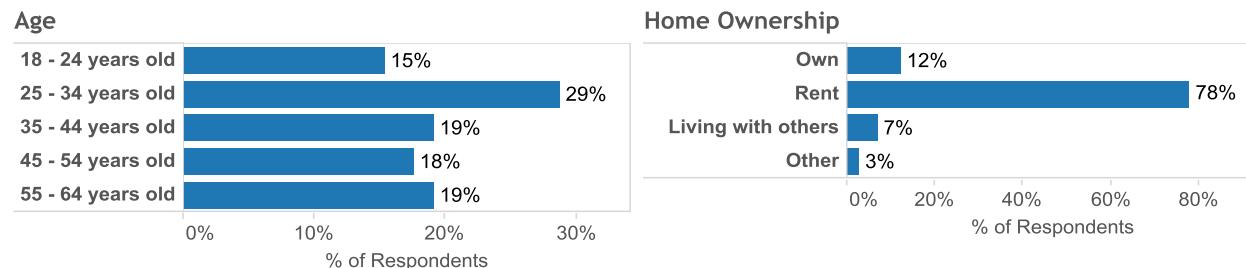
Photo credit: Arleen Thaler, Flower City AmeriCorps Member

### Analysis of Example Target Population

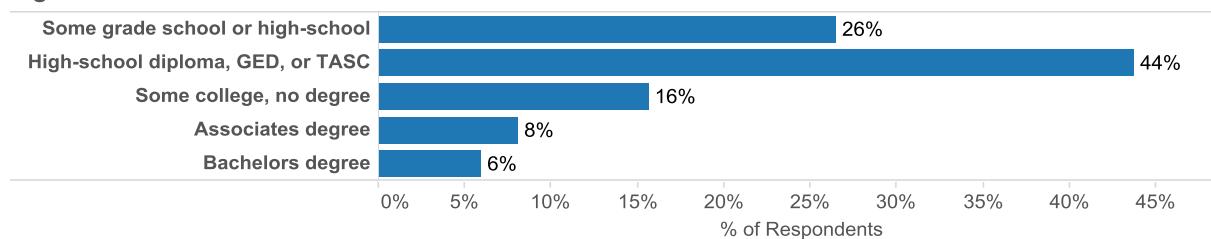
The following analysis identifies a subset of the population that would likely be target group for anti-poverty efforts. We defined a set of criteria, filtered the results, and looked to identify unique characteristics in the responses. For the purposes of this analysis, the group that meets the criteria below will be referred to as the low-income sample.

- Households of 1 living under 133% of the federal poverty guideline (roughly \$15,000) or households of 2 or more living with less than \$25,000 annually **AND**
- Contain at least one working age adult.

Of the 444 respondents to the door-to-door survey, 188 households fall into the low-income sample. Figure 10 shows key demographics of this group. Noticeably, 78% of this group rents, 86% have less than a college degree, and 63% are unemployed. If they are working, they are almost equally likely to work at either a part or a full time job. Those that are unemployed are slightly more likely to be looking for work, at 43%, compared with the aggregate sample of working age unemployed, at 37%.



### Highest Level of Educational Attainment



### Household Income

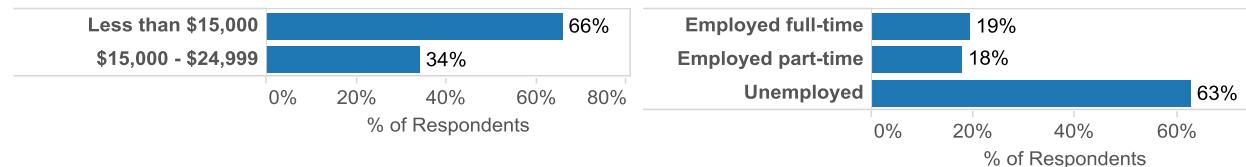


Figure 7. Low-income sample key demographics.

**Barriers to employment:** When comparing the low-income sample to the aggregated sample, there are few significant differences in identified barriers to employment (Figure 11). Respondents in the low-income sample are more likely to identify each indicator as a barrier. One major difference from the aggregate sample is that the low-income sample has an increased proportion of respondents who view transportation and childcare as barriers to employment.

Barriers to Employment in Neighborhood

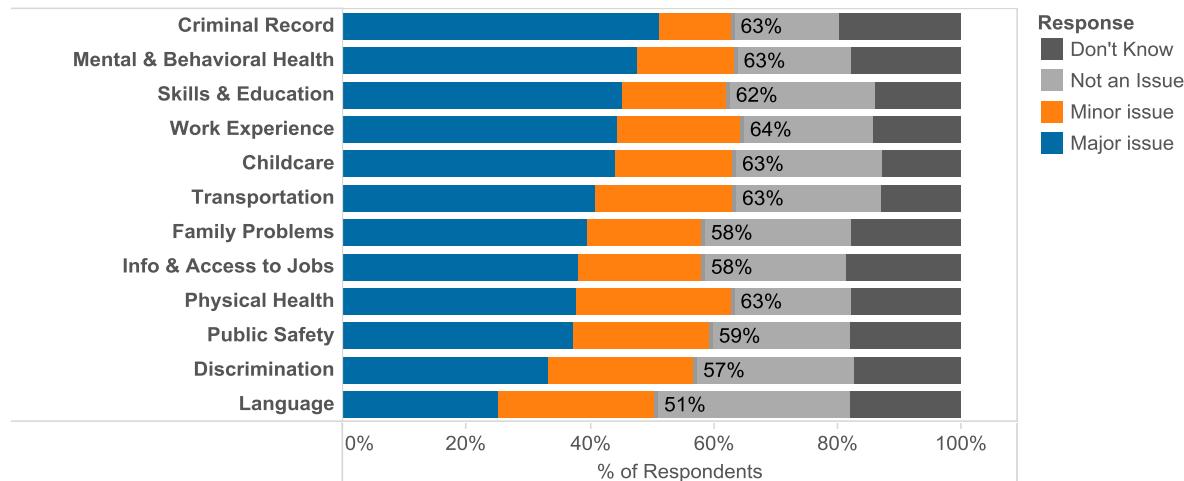


Figure 11. Low-income sample response to question 13. The percentages shown represent the combined proportion of respondents who say the issue is a major or minor barrier to employment.

**Services available in the neighborhood:** The low-income sample's perception of services in their neighborhood show little difference from that of survey respondents overall (Figure 12).

Services Available in Neighborhood

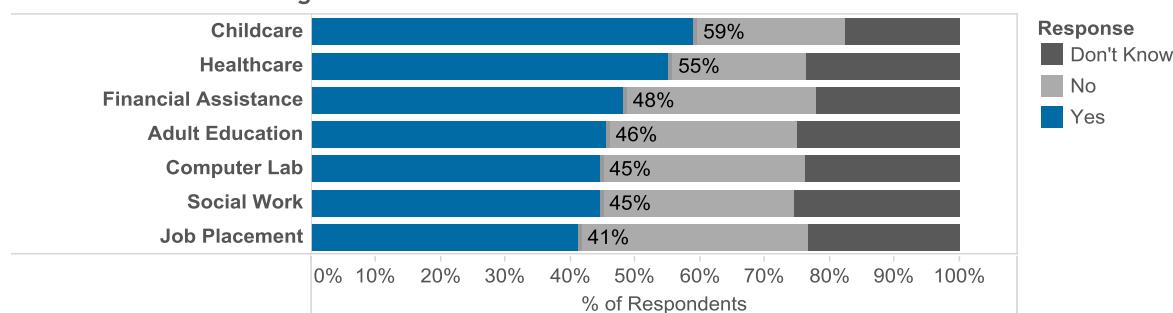


Figure 12. Low-income sample response to question 14. The percentages shown represent the proportion of respondents who think the given service can be found in their neighborhood.

**Services desired in neighborhood:** The low-income sample is more likely to indicate a desire for more services to be located in their neighborhood (Figure 13). Similar to the aggregate sample, counseling, job placement, and job coaches or mentors are among the most requested services. There is an increased desire for more housing and family planning services.

Services Desired in Neighborhood

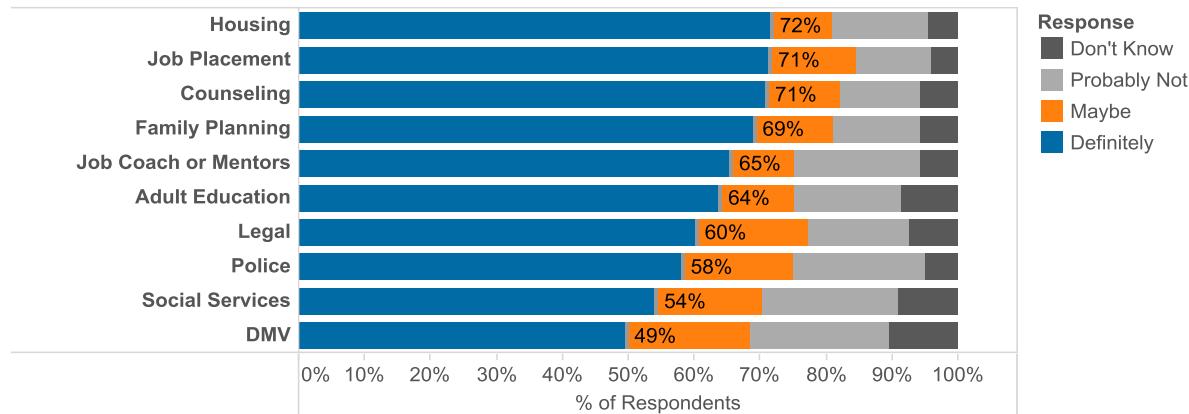


Figure 13. Low-income sample response to question 15.

**Technology possessed:** The low-income sample is as likely to have a cellphone, email, and smartphone as the aggregate sample (Figure 14). Although the majority of low-income respondents have a computer or internet connection at home, this group reports having these technologies at a rate of 10% less than the aggregate sample.

Technology Possessed

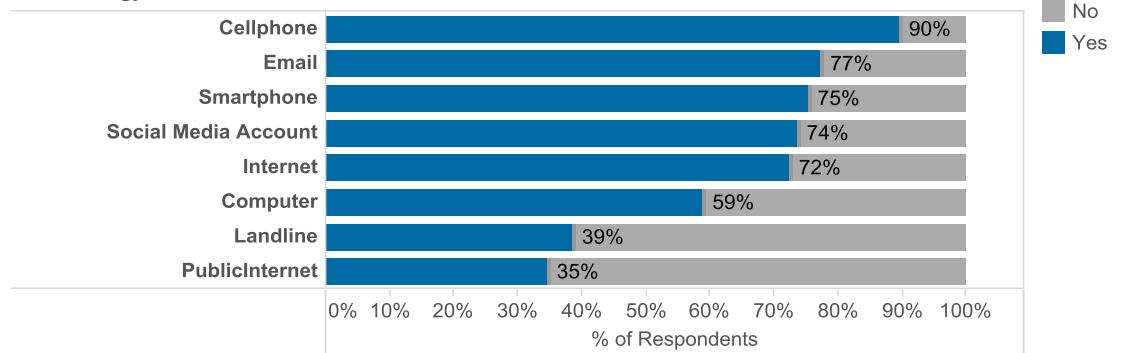


Figure 14. Low-income sample response to question 17. The percentages shown represent the proportion of respondents who have the given technology.

**Job search resources used:** The low-income sample are more likely to report using any given job search resource than the aggregate sample (Figure 15). Similar to the larger group, friends and family, online job search, and walk-in and apply on site are the most used job search resources and techniques.

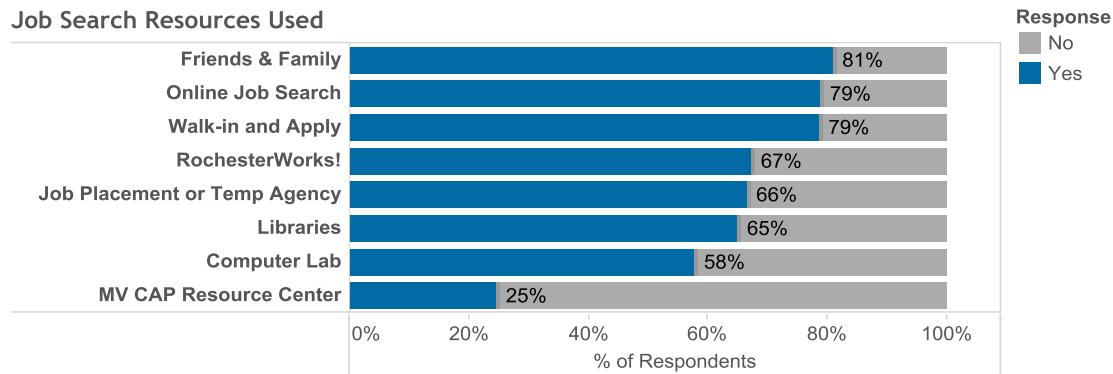


Figure 15. Aggregate response to question 18. The percentage shown refers to how many respondents say they use the given resource.

**Forms of transportation used:** The low-income group have different patterns in how they get around when compared with the larger group (Figure 16). While they frequently use personal cars, they report walking more, sharing more rides, paying for taxis more frequently, and using the bus more.

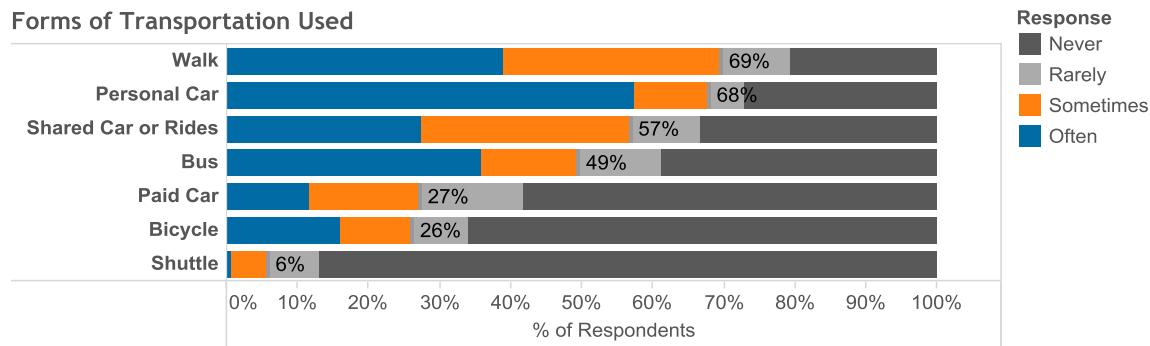


Figure 16. Low-income sample response to question 19. The percentages shown are the combined proportions of respondents who said they use each transportation mode often or sometimes.

## KEY FINDINGS & RECOMMENDATIONS

The results reveal some themes upon which preliminary recommendations can be drawn. Further analysis, research, and stakeholder engagement should follow.

- 1) Respondents identify mental and behavioral health as a major barrier to employment. All subsets of the sample want more counseling services available in their neighborhood.**

Recommendation: The City should improve its understanding of the landscape of mental health and addiction services in Rochester. The City should work with the Monroe County Department of Human Services, particularly with the Office of Mental Health, to investigate the effectiveness of existing services, identify capacity issues, and ultimately expand and enhance services in as part of a coordinated effort.

- 2) Identified barriers to employment include lack of work experience, skills, and education. Respondents would like to see an increase in complimentary services offered, such as job search assistance and job placement.**

Recommendation: The City should engage job search assistance agencies and job placement or staffing agencies to discuss opportunities for collaboration within the Pathways to Prosperity area. The City's Operation Transformation Rochester (OTR), Flower City AmeriCorps, and Summer of Opportunity programs should also be engaged. These programs currently focus on workforce development, aim to impact poverty, and may be able to be tailored to better serve the Pathways to Prosperity district.

- 3) Responses were not significantly varied between neighborhoods. Variation in responses is more attributable to demographics (i.e. the low-income sample).**

Recommendation: The City and its partners should be careful in making assumptions about neighborhood boundaries and how those boundaries correspond with resident feedback. The rigidity of these boundaries should not be overemphasized or misconstrued. While the City tends to engage neighborhood groups separately, there may be significant common ground between neighborhoods that can unify residents. When designing programs or initiatives, it is important that the particular demographic subset the program aims to reach is engaged and ideally involved in the planning process. To help encourage this, City should identify best practices and a framework for inclusive planning.

- 4) There is a disparity between how long renters and owners stay in their neighborhoods; renters are almost twice as likely as owners to say they would move if they could. Housing is more of a priority for the low-income individuals.** These findings may not be unique to the Pathways to Prosperity district, however, resident tenure is an important indicator to consider when evaluating the stability of a neighborhood. There are important implications to the success of geographically focused anti-poverty strategies based on residential stability, mobility, and sense of community.

Recommendation: Design programs and outreach efforts that promote neighborhood stabilization. For example, the City can continue work to improve the quality and affordability of housing, explore ways to incentivize residential retention, and encourage neighborhood groups and leaders to actively engage new residents, especially renters.

The City, RMAPI, and Connected Communities should continue establishing an online platform to better engage and inform residents.

- 5) **There is interest in a neighborhood-based employment vanpool program.** Over 80% of respondents stated they would pay \$1 per ride to work for jobs they already have or they would have if they became employed. Unemployed and low-income residents report more frequent use of the bus and ride sharing; they also see transportation as a greater barrier than the larger sample.

Recommendation: The City should consider piloting a vanpool program in the Pathways to Prosperity area. The planning process should entail connecting with interested residents to inform the design and marketing of the program. The city should continue research to understand resident's travel patterns, gaps in service, and transportation needs of regional employers.

## NEXT STEPS

The conclusions and findings contained in this report are preliminary and can be seen as a first step in an ongoing public engagement process. The following are suggested next steps.

- Report results to community groups and neighborhood associations for input and follow-up. Launch an interactive dashboard and gather input from the community and stakeholders.
- Continue to explore the data, looking more deeply for predictive variables, correlations, and themes.
- Build on survey efforts with ongoing and continued engagement with respondents via an email list.
- Plan service projects collaboratively with Flower City AmeriCorps, neighborhood associations, and other stakeholders as opportunities arise.
- Continue to build visibility and tap into social networks beyond neighborhood associations.

## APPENDIX A

FOR OFFICIAL USE ONLY:

Survey performed by (initials): \_\_\_\_\_ Date: \_\_\_\_\_

Neighborhood: \_\_\_\_\_  Confirmed Census Track: \_\_\_\_\_

**1. What age group are you in?**

- 18-24       25-34       35-44       45-54       55-64       65+

**2. Do you live here?**

- Yes     No

**3. Do you rent or own your home?**

- Rent       Own       Live with others       Other \_\_\_\_\_

**4. About how long have you lived in this neighborhood?**

\_\_\_\_\_ Months \_\_\_\_\_ Years

**5. What is the highest level of education you have completed?**

- Some grade school or high-school       High-school diploma, GED/TASC  
 Some college, no degree       Associates degree       Bachelor's degree       Masters or PhD.

**6. Are you employed?**

- Yes, Full-Time       Yes, Part-Time       No

**7. Are you currently looking for work?**

- Yes       No

**8. What is your annual household income?**

- Less than \$14,999     \$15,000-\$24,999     \$25,000-\$34,999     \$35,000-\$44,999     \$45,000-\$54,999     \$55K+

**9. How many children under the age of 18 do you have?**

- 0       1       2       3       4       5+

**10. How many people live in your household?**

- 1       2       3       4       5+

**11. What do you like most about this neighborhood?**

--

**12. Would you move to a different neighborhood if you could?**

Yes       No       Not Sure

**13. In your neighborhood, what do you think are the biggest issues people face in finding and keeping a job (select major issue, minor issue, not an issue, or you don't know)?**

	Major Issue	Minor Issue	Not an Issue	Don't Know
Transportation				
Childcare				
Criminal Records				
Information or Access to Available Jobs				
Skills & Education				
Work Experience				
Language (ESOL)				
Mental Health or Substance Abuse				
Physical Health				
Public Safety				
Discrimination				
Family Problems or Responsibilities				
Other:				

**14. Can you find the following services in your neighborhood?**

	Yes	No	Don't Know
Social work			
Childcare			
Computer Labs			
Job Placement			
Adult Education & ESOL			
Healthcare & Family Planning			
Financial Assistance or Social Services			
Other:			

**15. What services would you like to more of in your neighborhood?**

	Definitely	Maybe	Probably Not	Don't Know
Department of Motor Vehicles or driver training				
Social Services				
Housing				
Police				
Job Search Assistance or Placement				
Adult Education & English Language				
Legal Services				
Job Coach or Mentor				
Counseling				
Family Planning				
Other:				

**16. When do you typically have free time? (Check all that apply)**

	Morning (8am - noon)	Afternoon (noon- 5pm)	Evening (5pm - 9pm)	Night (after 9pm)
Weekdays				
Weekends				

**17. Which of the following do you have?**

	Yes	No
Computer at home		
Internet access at home		
Internet access through shared or public space		
Landline		
Cell phone (calls/texts)		
Smart phone (calls/texts/internet)		
Email account		
Social media account (i.e. Facebook, twitter)		

**18. When looking for a job, what resources or services do you use?**

	Yes	No
Libraries		
Public Computer Lab		
Job placement or temp agency		
RochesterWorks!		
Marketview Heights CAP Resource Center		
Friends and family		
Online job search		
Walk-in and apply on site		
Other:		

**19. How do you get around? (often, sometimes, rarely, never)**

	Often	Sometimes	Rarely	Never
Personal car				
Shared car or rides				
Taxi or paid car				
Bus				
Shuttle				
Bicycle				
Walk				

**20. If there were a vanpool or shuttle service available to take you from a convenient location in your neighborhood to your job, would you pay \$1 per ride to use it?**

Yes (for my current job)    Yes (if I had a job)    No    Other: \_\_\_\_\_

**21. Please provide your email address if you would like to be added to our mailing list.**

## APPENDIX B



**Dear Neighbor, The Mayor's Office and the  
Flower City AmeriCorps will be in your neighborhood to  
conduct door-to-door surveys from March 19 - April 16.**

Your feedback will help the us develop projects and work with partners to *connect your neighborhood with the resources and services it wants.*



The survey can also be completed online at (La encuesta también puede ser completada online en): [www.cityofrochester.gov/innovation](http://www.cityofrochester.gov/innovation) or at the following locations (o en los siguientes lugares):

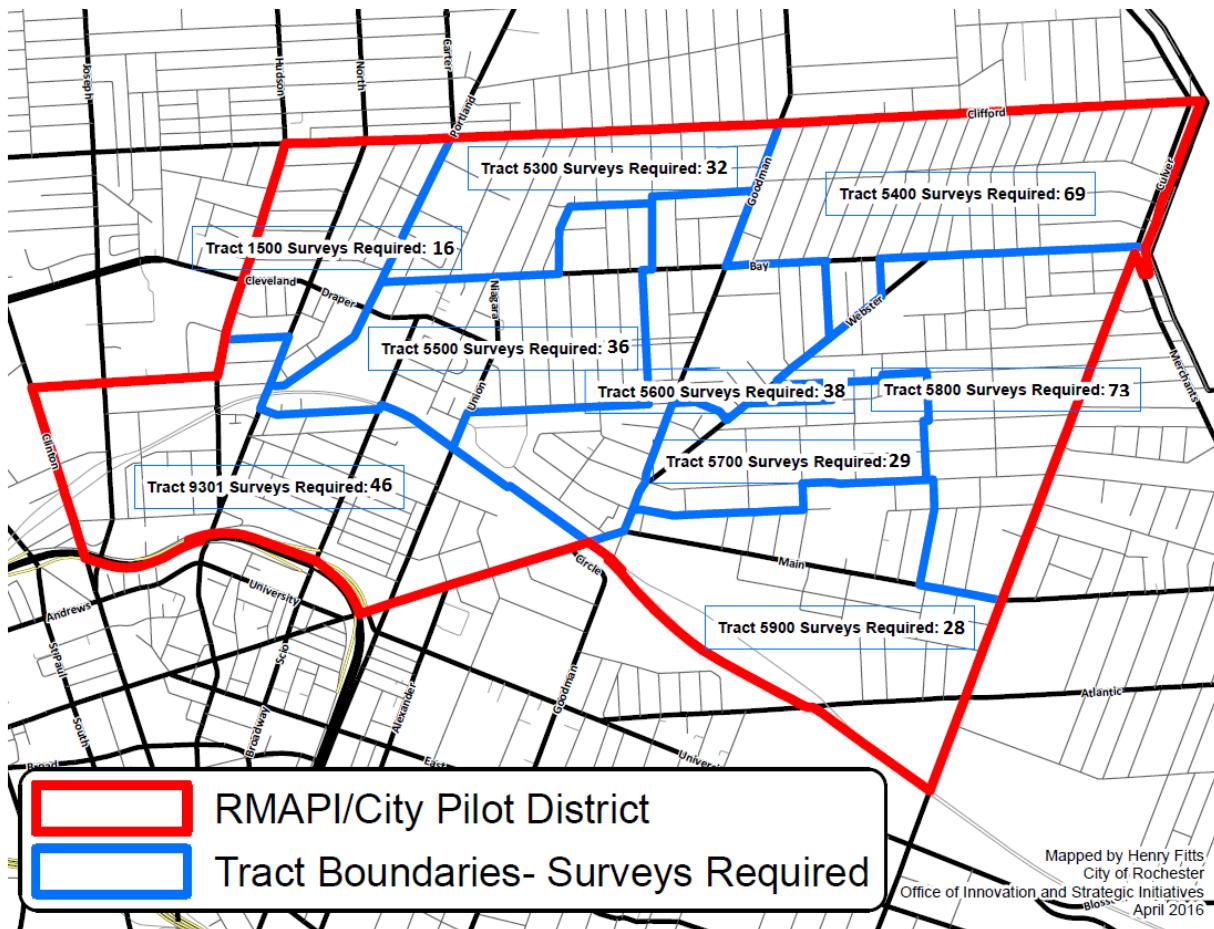
Sully Branch Library: 530 Webster Ave.  
Marketview Heights Collective Action Project's Resource Center: 144 Weld St.  
The Southeast Neighborhood Service Center: 320 Goodman St. N.  
The Northeast Neighborhood Service Center: 500 Norton St.

**Believe.**



## APPENDIX C

Target surveys by census tract.



## APPENDIX D

### Door-to-door data validation

Stat	Cat	CensusEst	CensusSE	SurveyEst	SurveySE	Significant
Age	18 - 24 years old	19.2%	1.2%	12.0%	1.5%	TRUE
Age	25 - 34 years old	22.8%	1.3%	23.4%	2.0%	FALSE
Age	35 - 44 years old	19.2%	1.2%	16.6%	1.8%	FALSE
Age	45 - 54 years old	17.7%	1.0%	16.1%	1.8%	FALSE
Age	55 - 64 years old	10.6%	0.8%	18.4%	1.8%	TRUE
Age	65+ years old	10.4%	0.8%	13.6%	1.6%	FALSE
RentOwn	I own	36.6%	1.5%	42.2%	2.4%	FALSE
RentOwn	I rent	63.4%	2.0%	57.8%	2.4%	FALSE
Education	Some grade school or high-school	26.0%	1.5%	19.1%	1.9%	TRUE
Education	High-school diploma, GED, or TASC	32.1%	1.5%	35.0%	2.3%	FALSE
Education	Some college, no degree	22.5%	1.3%	18.2%	1.9%	FALSE
Education	Associates degree	9.2%	0.9%	13.4%	1.6%	TRUE
Education	Bachelors degree	7.3%	0.8%	11.1%	1.5%	TRUE
Education	Masters or PhD.	2.9%	0.6%	3.2%	0.8%	FALSE
Employment	Employed	48.3%	1.3%	48.7%	2.4%	FALSE
Employment	Unemployed	10.9%	1.0%	15.3%	1.7%	TRUE
Employment	Not in labor force	40.8%	1.7%	36.0%	2.3%	FALSE
IncomeHH	Less than \$15,000	32.0%	2.1%	36.8%	2.5%	FALSE
IncomeHH	\$15,000 - \$24,999	19.3%	1.8%	24.6%	2.2%	FALSE
IncomeHH	\$25,000 - \$34,999	11.5%	1.3%	15.1%	1.9%	FALSE
IncomeHH	\$35,000 - \$44,999	9.8%	1.2%	7.8%	1.4%	FALSE
IncomeHH	Greater than \$45,000	27.5%	2.0%	15.7%	1.9%	TRUE
MinorChildren	MinorChildren	48.6%	2.0%	51.7%	2.4%	FALSE
PeopleInHH	1	26.3%	1.8%	14.3%	1.7%	TRUE
PeopleInHH	2	24.1%	1.8%	29.0%	2.2%	FALSE
PeopleInHH	3	20.6%	1.7%	24.0%	2.0%	FALSE
PeopleInHH	4	14.5%	1.4%	16.6%	1.8%	FALSE
PeopleInHH	5+	14.5%	1.7%	16.1%	1.8%	FALSE