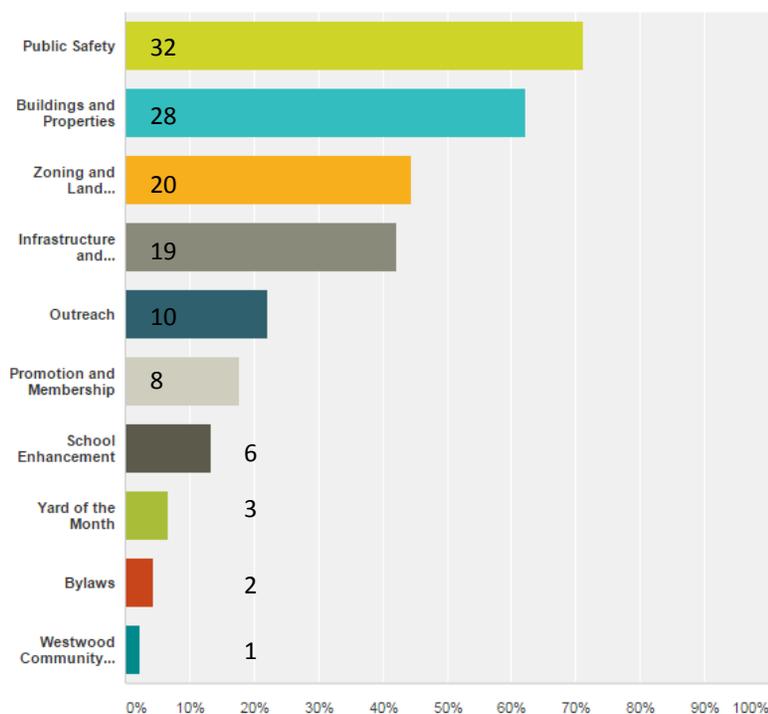


WESTWOOD CIVIC ASSOCIATION MEMBER SURVEY 2015

Introduction

In June 2015, a survey was distributed by WCA to its membership via social media, the website, and its newsletter *Westwords*. It was administered online via SurveyMonkey and in print via the newsletter, with the same questions on each version. Print responses were manually entered into SurveyMonkey for purposes of analysis. Forty seven members responded, representing 13.4% of the current WCA membership (350 voting members). Online survey programs say that 10-20% response rate is expected. The results of this survey should be reviewed by the Board and should then guide WCA priorities, initiatives, and meetings over the coming year.

Q1. Westwood Civic Association has a number of initiatives, projects, and committees. From the list below, please select what you think should be the top three areas of focus or action items. Check three. R=45



Q2. Besides the items listed in the previous question, what additional areas of focus do you recommend for WCA? R=28

Respondents listed a wide range of focuses or concerns for WCA to consider. Public safety and crime were mentioned by many respondents. A large portion of the responses talked about rebranding Westwood to promote Westwood in a positive manner, showing the rest of the city the good things happening in Westwood and to attract new residents to Westwood. Another suggested focus by four survey participants was to work with other organizations and to continue the effort for the revitalization of the business district. There were a few responses that asked to focus on changing perceptions, having better communication with residents, being racially tolerant, and more inclusive on a broader spectrum of Westwood residents, especially African American residents. Some responses suggest WCA focus on working with other community councils, looking at what other councils are doing, and mimicking

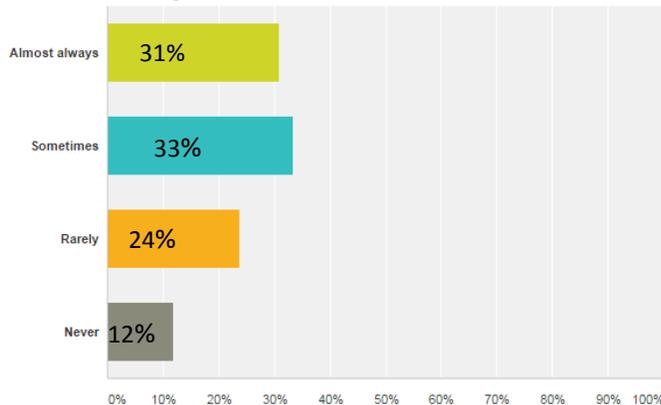
Northside/what other neighborhoods are doing. School enhancement and changing school perception were mentioned as a reason people leave Westwood, and one respondent suggested attending private school exclusively. One subject of note was for WCA to focus on the arts and Westwood was leading there, but that Price Hill has caught on and the respondent didn't want to see Westwood get left behind in this regard. A few said WCA's focus is comprehensive or detailed.

Q3. Public safety is a long-term priority for Westwood Civic Association. What approaches or strategies should WCA consider to improve public safety? R=38

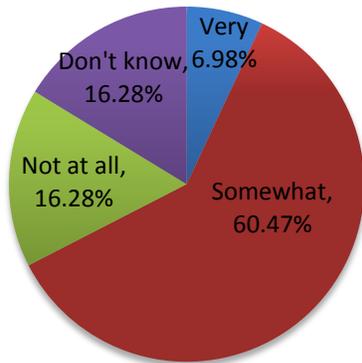
There was consensus on what strategies that WCA should consider when addressing public safety. One third of the respondents considered a combination of approaches, like continued work with D3, working with Westwood COPP, building more block watches, and working with neighborhood watches in areas of concern would be a good strategy. One fourth of responses suggested building membership and reaching out to racially and economically diverse residents. Five respondents suggested more police presence and for police to be seen. Several people mentioned creating a coalition designed to work with police, churches, schools and other organizations as an alternate route to improve public safety. Three said that a positive difference would be made by promoting Westwood as a great community, having positive PR messages going out on social media and with traditional media, and making sure community leaders represent Westwood in a positive light.

Q4. How frequently do you attend WCA meetings? Check one. R=42

27 respondents sometimes or almost always attend meetings. 15 respondents said they rarely or never attend meetings.



Q5. How effective are WCA meetings? Check one. R=43



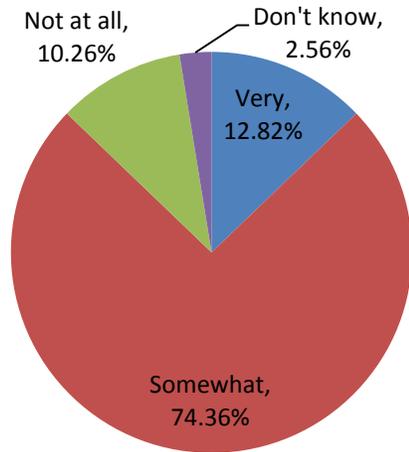
Q6. What would encourage you or other community members to attend WCA meetings more frequently? R=35

More than a third of the respondents said that the climate of the meetings was a problem for them; negativity, in-fighting, bickering, and meanness kept them from coming, but several commented that recently those issues seem to have gotten better. Some of those 15 respondents also mentioned not feeling welcomed and that in the past they noticed the board and its membership not fully representing the neighborhood. Six respondents remarked on timing of the meetings, suggested limiting time for speakers/topics, time constraints, and scheduling conflicts as reasons for lack of attendance. A few said getting out the agenda online in advance of meetings and any background information about topics prior to meeting time would be helpful. Finally, several respondents suggested staying focused in meetings on key issues, increasing membership, increase property values, addressing crime and public safety, and stabilizing the neighborhood.

Q7. What topics would you like to see addressed at upcoming WCA meetings? R=30

Seven respondents expressed an interest in getting more neighbors involved. One respondent asked why the WCA board is not racially diverse in a very diverse neighborhood. Five want to hear more good news going on in Westwood and improve Westwood’s reputation. Three mentioned beautification, one specifically requesting additional garden areas. Seven mentioned items related to safety and crime reduction, with one of those seven asking for the police report at WCA meetings to be more related to action items, rather than just statistics.

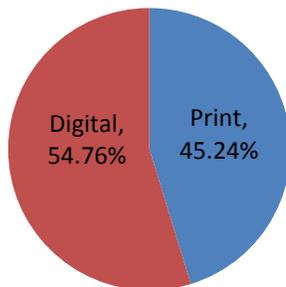
Q8. How effective is WCA in communicating with its membership outside of meetings using its newsletter, website, and social media sites? Check one. R=39



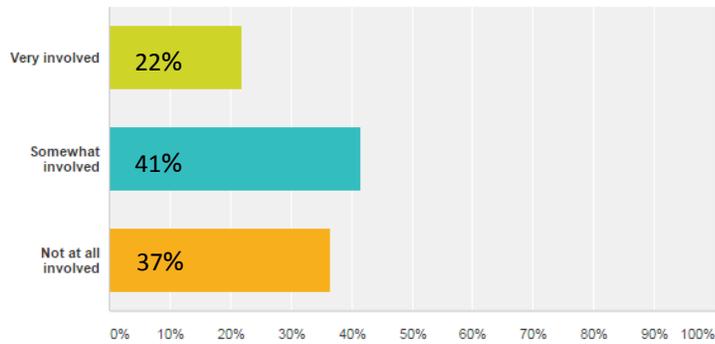
Q9. Please add any comments about WCA communications. R=26

Five respondents commented that the newsletter arrives too late, or that the information within is out of date by the time they receive it. Four mentioned support for the newsletter having an electronic option. Eleven noted an improvement as of late on the newsletter, another three wished to see additional improvements on the website and social media. Three respondents commented negatively about the new board but nothing specific to communications.

Q10. Would you prefer to get your WCA newsletter, Westwords, in print or digitally via email? Check one. R=42



Q11. How involved are you in WCA? Check one. R=41



Q12. What, if anything, prevents you from getting more involved in WCA? R=35

Nineteen respondents are prevented by their schedules and prior commitments. Three cited the current board as the reason, four cited the previous board, while another two mentioned negativity in general.

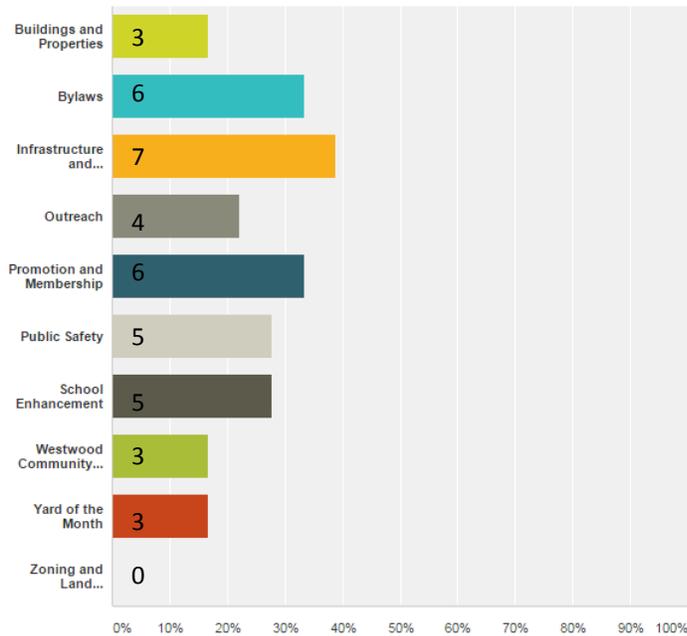
Q13. How could WCA increase its membership? R=29

Four responses suggested advertising, including getting information into the press and being present at community events. Five people suggested outreach through promoting a positive, inclusive environment, encouraging current members to bring a friend, engaging members of the community that have not been included in the past, contacting schools, churches, people on social media, and sending gifts to new home buyers with information about Westwood. Seven responses focused on changing/rebranding the WCA reputation to be more positive. One comment encouraged WCA to communicate about the importance of rejoining each year. A couple of responses were negative, suggesting WCA needs a new board and that neighborhood don't care. A few responses challenged WCA to show measurable change and follow through on actions to create positive change. Overall, the message is to improve the reputation of WCA and be more visible and intentional in our outreach.

Q14. What interests or talents could you share with WCA to help Westwood? R=16

Talents and interests are varied. They include gardening, litter control, mediation through constructive dialogue, clean up and beautification, technical IT skills, writing, public speaking, experience in schools, connections to other community organizations and schools, graphics/arts abilities, opinions and actions, knowledge of Westwood history, financial help (retired CPA), landscaping, and helping to revitalize Westwood and its image. One response mentioned that he/she has given up and is moving out of the city.

Q15. Here is a list of current WCA initiatives. Which would you like to be involved in? Note: If you choose not to provide your name at the end of the survey, please send your interests to ... R=18



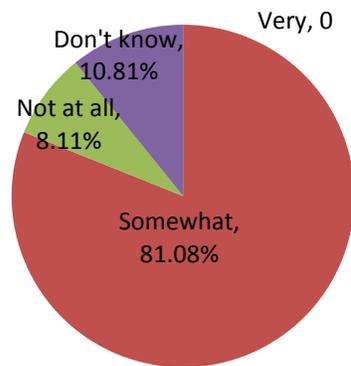
Q16. Speaking of the neighborhood generally, what is Westwood’s biggest strength? R=36

Many responses focused on the great people of Westwood, referring to them as loyal, down to earth, passionate, and good solid citizens. Six responses celebrated diversity of the people. There were many responses about the historical aspect of the neighborhood, as well as comments about the beautiful homes and old architecture. A few referred to the neighborhood as walkable with large lots and tree-lined streets. Someone praised the neighborhood for its great community groups and how their positive work is improving the image of Westwood with the City and funders, in addition to establishing great events for the community. A few people mentioned the size of the community being a strength and one comment mentioned that we should have more clout with the city as such a large community. A few responses mentioned the housing stock and one person sees owner-occupied homes as a strength of Westwood. A few individual comments included proximity to downtown, blue collar values, the age of the citizens, and the kids outreach. One specific comment expressed the concern of a “Maginot Line” that slices Westwood in half. The respondent feels South Westwood rarely is the focus of agendas. Overall, there were many very positive comments.

17. Speaking of the neighborhood generally, what is Westwood’s biggest challenge? R=39

Eighteen respondents identified crime as the biggest challenge for Westwood, with specific concerns raised about drug activity and unsupervised youth. Eight respondents identified improving Westwood’s image as the biggest challenge. Specific responses focused on attracting businesses and residents, effective outreach to and engagement of the City, reporting more positive stories, and eliminating inaccurate negative information and defeatist attitudes they feel have been propagated by some in the past. Seven respondents identified the biggest challenge as the ability to broaden involvement that reflects the size and diversity of Westwood. Specific thoughts included building bridges between the “old and new guard” and eliminating the perceived divide between “two Westwoods”. Six respondents identified blight as the biggest challenge, with specific concerns raised about bad apartment buildings and bad landlords.

18. Overall, how effective is WCA? Check one. R=37



19. What does WCA do especially well and should continue doing? R=26

Ten respondents mentioned WCA’s role as liaison to the City. Specific comments focused on working with the City on blighted properties, and the relationship with City Council, CPD and CFD. While most described the desired approach as a partnership, one respondent suggested the desired approach was “fighting the City”. Four respondents mentioned WCA’s role in monitoring issues such as zoning changes, variances and crime hot spots. Four respondents spoke of the positive community activities WCA is involved with including the community gardens, the art show, yard of the month, and the student awards. A suggestion was made that WCA expand such involvement. Three respondents mentioned communication with membership. Specific items mentioned were the monthly newsletter and providing a forum for members to raise issues. Three respondents mentioned the improved meeting organization, action-orientation and more positive atmosphere of late. A point was made that the arguing, that has too often occurred in the past, accomplishes nothing.

20. How could WCA change to be more effective as a community council? R=28

One respondent indicated no change was needed for WCA, but the majority of respondents identified areas of opportunity. Fourteen respondents spoke of the need for broader input and involvement. Specific responses focused on being more welcoming and open to new ideas, being more inclusive and diverse, better representing the entire community, involving businesses, significantly increasing membership, and learning from other community Councils, e.g. Northside, in terms of both their successes and challenges. Two respondents focused on meeting logistics including providing agendas in advance, shortening meetings and reducing the frequency of steering meetings. Other ideas raised include creating and communicating a brand/image of Westwood as a great and safe community, continue influx of new board members and new ideas, and better prioritizing areas of focus.

21. What do you suggest WCA should do to promote Westwood and to communicate its positive attributes to attract and retain residents and businesses? R=30

One respondent described Westwood as a lost cause, but the rest of the thirty respondents offered concrete suggestions for promoting Westwood and its attributes. Specific responses called for developing a media strategy, more promotion via mainstream and social media, fostering a positive relationship with the media, having a physical presence at events, and making a consistent effort to tell a positive story. Eight respondents suggested developing stronger relationships with businesses throughout Westwood and promoting them. Six respondents pointed to the value of continued clean ups, blight reduction, and crime reporting to show that Westwood is improving. Five respondents called for more activities; suggestions included concerts, community picnics, art and food events, and a presence at other events in the city. Four responses focused on social media, like Instagram and

advertising and a website focus on new residents. The Outreach and Membership committees will find plenty of good ideas in the responses to this question.

22. We often hear that WCA should do more to represent its community. What specific suggestions do you have for addressing this? R=23

Seven responses focused on more members and more representation of the broader Westwood community, including renters and more racial diversity. Seven respondents spoke to the political clout of WCA when it speaks on behalf of the neighborhood and has a strong, visible relationship with city government. Several people commented on the benefits of collaborating with other organizations, including churches and businesses. And a couple of respondents called for correcting inaccuracies in the media and getting the word out more frequently about Westwood's positive attributes.

23. Please share any additional comments. R=16

Three respondents spoke of moving out of Westwood, fatigued by crime or other factors. Four respondents expressed aggravation or disappointment with new board members or a letter to the editor in *Westwords*. Overall, the responses were positive, with seven respondents specifically commenting on the board or the survey as an indication of improvement, including several expressions of thanks for hard work. A few respondents included a comment about a particular issue.

24. Contact information (optional) R=18

We will provide each committee chair or project lead the contact information for respondents who indicated interest in specific initiatives or committees.

We urge the Board to review the report and identify the activities and approaches for the coming year that best reflect the membership's responses to the survey. Further, we suggest that this report be shared on the WCA website for information sharing purposes.

Respectfully submitted,

Member Survey Committee, *ad hoc*
Mary Jenkins
Sara Overstake
Shawnteé Stallworth Schramm
Larry Eiser
Emily Reynolds