

Community Visioning Project Update

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BUILD A BETTER
GRINNELL

This information was presented in June, 2023 at multiple information sessions that took place at Drake Community Library, Grinnell, Iowa.

What is the Visioning Project?

Needs assessment beyond a list of needs

- Identify gaps in needs
- Identify strengths and resources available
- Identify values and attitudes
- Identify priorities
- Explore priorities in local context

Process as important as output

- Involve community
- Enhance organizational connections
- Build commitment to action

WHERE?



City of Grinnell is the focus in terms of understanding assets and envisioning change taking place to address quality-of-life improvements.



Research will focus on the “community” of people who live, work, and primarily depend on the City of Grinnell for services.

Key Players

- **Community**

- Individuals who live, work, and rely on the City of Grinnell
- Critical at every stage

- **Steering Committee**

- Non-partisan, representatives of 21 organizations in Grinnell

- **Research Team**

- Reports to Steering Committee
- Includes Research Director, Coordinator, Community Researchers

Backbone Support Team

- Administration and oversight of grant and funding
- Support project logistics and oversight

Interest Group

- Composed of community leaders, changemakers, and interested individuals
- Provided regular updates through listserv



United States
Department of
Agriculture

Rural Development



Grinnell College



Funding

Guiding Principles

- Maintain **open communication and transparency** with key stakeholders and the broader community
- Show **respect for all**
- Seek out **broad, inclusive participation**
- Use best practices in community assessment and in participatory methods
- Build trust and cooperation among organizational stakeholders and community participants
- Ensure the process is inviting
- Provide easy access to all to share their voice
- Pursue efficiency, but maintain flexibility
- Provide an accurate assessment of community strengths and needs

Research Phases (Overview)



Start broad



Limit through participatory
prioritization



Deeper dive into key issues

Research Update



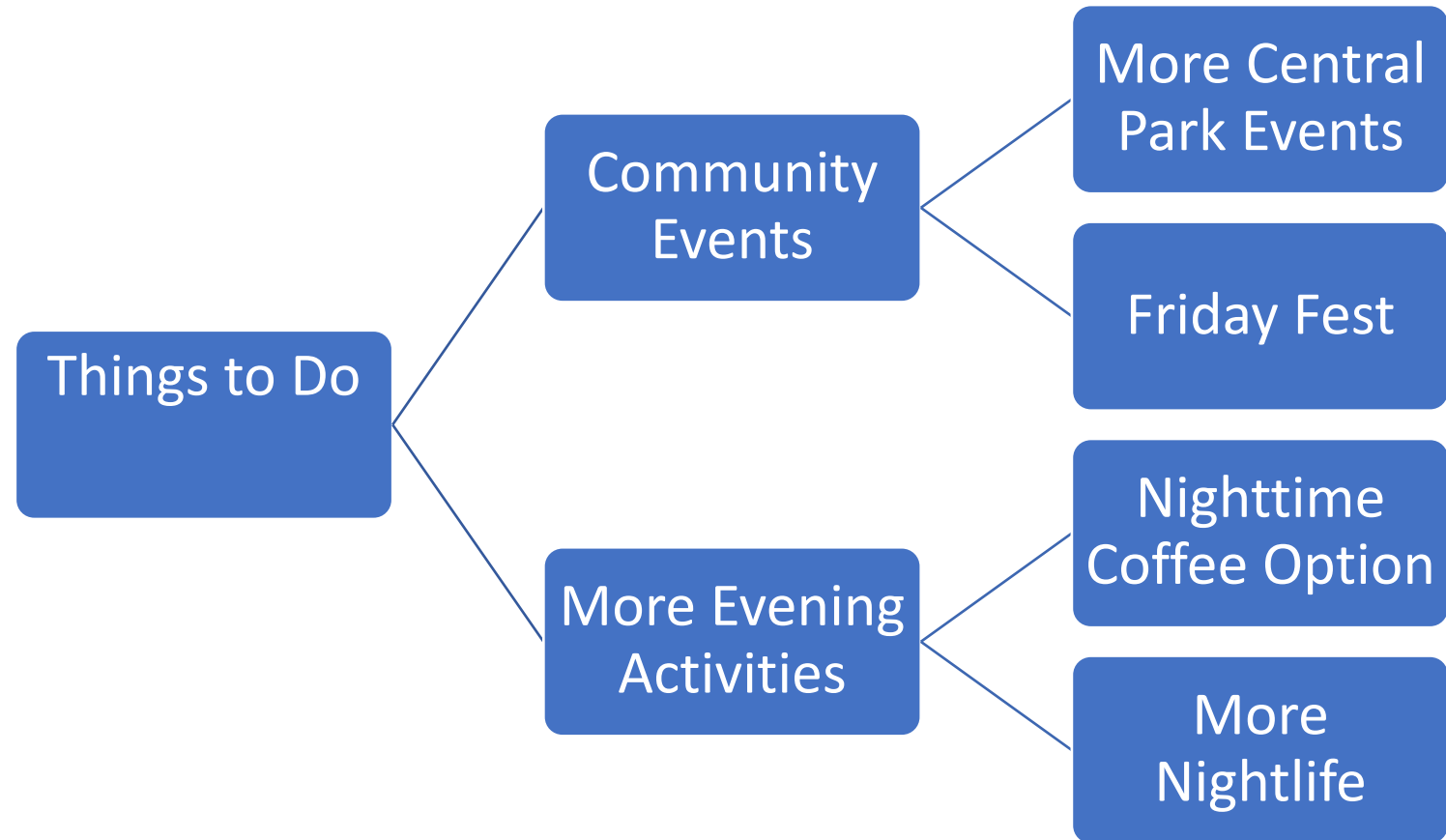
Surveys and Interviews	Responses
Phase I Visions Survey	602
Phase I Single Q Responses	120
Expressed Needs & Asset Mapping Interviews	63
Prioritization Survey	> 1000

Interviews – Asset Mapping and Expressed Needs

- Jail Diversion Director, Capstone Behavioral Health
- Unity Point GRMC
- Mid Iowa Community Action (MICA)
- Iowa Kitchen
- LINK
- Drake Community Library
- GN School District
- People Rides Grinnell
- Grinnell Area Chamber of Commerce
- Area Churches
- Grinnell Mutual Foundation
- Business Owners/Managers
- Grinnell Housing Authority
- Grinnell Area Arts Council
- Grinnell Parks and Rec
- Claude and Dolly Ahrens Foundation
- Poweshiek County Emergency Management
- Fire Department
- Police Department
- Mayflower Community
- Greater Poweshiek Community Foundation
- City of Grinnell Manager
- Welcoming Communities
- Hey Grinnell, Facebook Page
- Grinnell School of Music/Studio E
- Grinnell Early Learning Center
- Community Support for Immigrants (COSI)
- Grinnell Counseling
- United Way
- Grinnell College Community Engagement
- Rotary Club
- KGRN
- Grinnell College

Phase I Visions Survey - Processing Data

Pile Sorting



Visioning Survey Findings



DATA AVAILABLE ON WEBSITE



IDENTIFIED 46 ISSUES FOR
PRIORITIZATION PHASE USING 1%
THRESHOLD

Category	Things to Do General				
Issue	General and Misc: More Activities & things to do. (NOTE: The general response is too vague to carry through. Should be covered by specific issues: community events, restaurants, recreation, etc..)	More Community Events	More Activities for Families or Kids	More Activities or Hangout Spaces for Teens	More Things to do in the Evenings & Nighttime
Total Count	225	91	53	31	43
As % of all Responses	5.50%	2.20%	1.30%	0.80%	1.00%
General Community Responses	Activities/things to do (118) , variety (2), free/affordable (6), dog friendly (3), to promote diversity (1). Adults: For couples (1), for retired/seniors (5), for single women (2) for young adults (8). Specific times: Sundays (1), summer (5), holiday (1), during school breaks (1), weekend (3). No alcohol (4). Winter (11), more winter rec (9)	Community events (35), festivals (14) , community meals (4), cultural events (6), central park events (4), downtown events (4), public talks (1), outdoor movies (2), arts events (2), summer carnival (2), fall fests (1), Friday fest (2), county fair (2), communal eating (4), farm to table events (1)	For families (23) For kids (24) , kids animation classes (1), kids coding (1), kids pottery (1), for middle school hangout (3)	Events/activities for teens (16), spaces for teen hangout (15) ,	evening/night (9), increased restaurant hours (5), Longer business hours (2), longer hours for second mile (1), evening coffee (8)
Gen. Count	181	84	53	31	25
Grinnell College Responses	Boredom/nothing to do (15), more things to do/events (16) , more to do in town (1), more party scene on campus (1), affordable (1). College students: College students (1), accessible (1). Specific times: weekend (2). No alcohol (3). Winter (2), winter recreation (1)	Community events (2), festivals (1), more Harris events (3), more community events open to college (1)			Nightlife (4), things close too early (5), longer hours (4), Thrift stores longer hours (1), Restaurants open later at night (3), Later hours coffee shop (1)
GC Count	44	7			18

Phase II. The Prioritization Survey

- Demographic Data
- Select and Rank 7 Priorities
- Indicate Willingness to Participate in Phase III
- Sign up for Weekly Drawing

How to Participate

- Visit Website (www.buildabettergrinnell.org)
- Use QR Code
- Take Paper Version (available at library)

How Will We Process the Data?

- “Ranked Choice Voting”
 - 1st choice worth 7 pts
 - 2nd choice worth 6 pts
 - 3rd choice worth 5 pts, etc.

Selecting the “Winners”

- Select top two issues from low-income households
- Select next three issues from top 3-5 selected by the entire community.
- Up to two issues selected by steering committee, considering rankings and detailed data on community development.



Phase III. The “Deep Dive”

- Greater focus on Prioritized Issues
- Looking at greater understanding and possible solutions
- Significant community input
- More “Asset Mapping”
- What have others done?

Final Products of the Research

Assessment of the strengths and assets in the community.

Identification and prioritization of “needs” (gaps affecting quality-of-life).

Assessment of prioritized needs (further detail on local context, assets, challenges/constraints, experiences)

Review of local ideas for addressing needs.

Review of broader policy alternatives.

Phase IV – Working Groups & Action Plans



Made up of
community
members



Review
findings



Develop
action plans



Initiate
change





QUESTIONS?