



**COMMUNITY
PRIORITIES
MODEL:**
A PROGRESS REPORT



WHAT'S GOOD DETROIT!

2020 is wrapping up and we're all doing a lot of reflecting on the year. Time Magazine recently called 2020, "the worst year ever" and I'm certain that many Americans share that same sentiment. A year of incomprehensible loss, collective trauma, and deep uncertainty. Many people are frightened by present circumstances and have little hope toward the future because it feels so out of reach. In the wake of the Covid-19 pandemic, folks were forced into a daunting confrontation with their own mortality especially here in the city of Detroit. Detroit was one of the early hotspots for coronavirus infections and we paid a high price with lives that were intricately connected to our own.

The pandemic laid bare the deeply rooted inequities that have existed for decades and we got to see these disparities up close because the world was literally on pause. Long lines at grocery stores & pharmacies, overcrowded morgues, massive unemployment, and disparate healthcare all came front and center during the early stages of the pandemic and it was underscored by the largest civil rights movement in modern history after the killing of George Floyd.

BridgeDetroit launched publication on May 18, 2020 just seven days before the world watched the murder of George Floyd on video. Our team knew intrinsically that the city needed a hyper local public record of all of the things happening in Detroit by reporters who have skin in the game as residents. The team had only met in-person once before the launch for a socially distant photoshoot at the Dequindre Cut to encapsulate the moment.

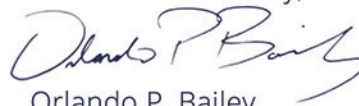
During launch, the bar was set high. I remember saying during the presser that "BridgeDetroit will be a newsroom that is responsive to the information needs and gaps that Detroiters themselves identify through an iterative process that will build out our Community Priorities Model."

The challenge then became how we were going to reach the residents most affected by information disparities absent face-to-face interaction in a city that has a significant digital divide? We also put together a Community Advisory Council made up of a cross-section of leaders from around the city that met virtually to oversee the fidelity of the process and implementation. We partnered with community development organizations and grassroots groups to help gather their resident constituencies virtually for focus groups.

This process was no small feat as everyone was in transition trying to figure out the new 'zoom world', get PPP loans to sustain operations for their organizations, and for some: embark on an agonizing process of having to furlough or terminate employees. We trudged along anyway by partnering with over 10 organizations and talking to a little over 100 Detroiters about their experiences.

This following is the first progress report toward the building out of the Community Priorities Model and we will release quarterly reports as we continue to employ creative new methods of communicating with residents and asking new questions.

Yours In Community,



Orlando P. Bailey
Director of Engagement





COMMUNITY PRIORITIES MODEL

The Community Priorities Model will continually engage Detroiters to identify and prioritize the issues that challenge their understanding of and connection to vital civic information.

The Community Priorities Model will take in information from a number of sources (e.g., surveys, polling, publicly available data, social media) and refine it into a quarterly report that will guide the responsive work of BridgeDetroit’s journalists and influence the work of other local media organizations. BridgeDetroit’s ongoing in-person and digital engagement activities with Detroiters will also be determined according to the results of the Community Priorities Model and the journalism it produces.

In the challenging circumstances surrounding Covid-19, BridgeDetroit launched in advance of completing the work of the Community Priorities Model. To guide our work until the Community Priorities Model can be completed, we have turned to a list of “Community Critical Information Needs” developed by the Federal Communications Commission (FCC) for a 2012 report. These eight categories encompass the information necessary for community members “to live safe and healthy lives; have full access to educational, employment, and business opportunities; and to fully participate in the civic and democratic lives of their communities should they choose.” Categories include:

- ▶ **Emergencies & Risks (COVID-19)**
- ▶ **Health & Welfare**
- ▶ **Education**
- ▶ **Transportation**
- ▶ **Jobs & Economic Opportunities**
- ▶ **Environment**
- ▶ **Civic & Community Info**
- ▶ **Political & Public Policy Info**



DATA COLLECTION METHODS

- ▶ **Focus Groups**
- ▶ **Phone Polling**
- ▶ **Surveys**
- ▶ **In-Person Meeting**

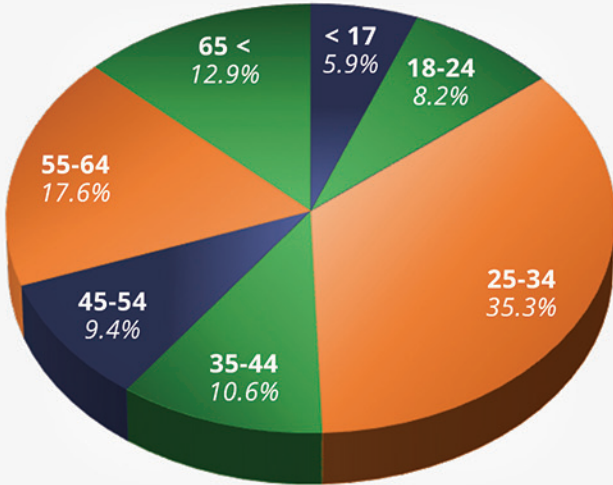
Amid the COVID-19 pandemic and strict restrictions on being able to gather well into the summer, BridgeDetroit opted to partner with community development organizations and grassroots organizations to reach as many residents as possible. We spoke at length to over 100 residents in the city of Detroit and it is our intention to speak with more. The process is iterative and opportunities to engage year-round will be available.

BridgeDetroit conducted a total of 12 focus groups (11 virtually and one socially distanced outdoors at a vacant lot with the East Davison Village Community Group). Following the sessions, participants were sent a digital survey to complete. Phone polling was also used to reach residents who were unable to join focus groups.

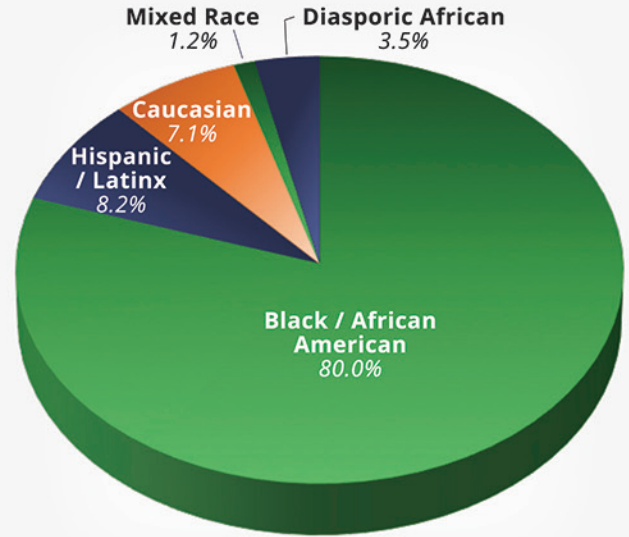
In total, 127 Detroit residents participated in Phase 1.

PRELIMINARY RESULTS* DEMOGRAPHICS

* The survey has a margin of error of 6%.



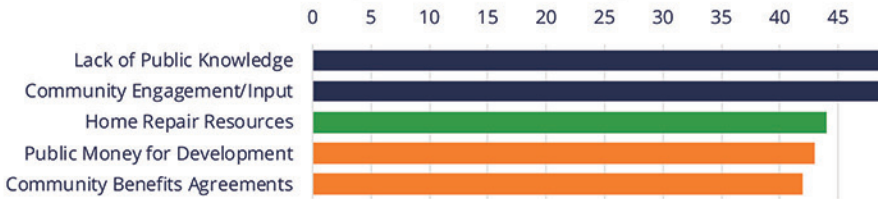
Age Distribution



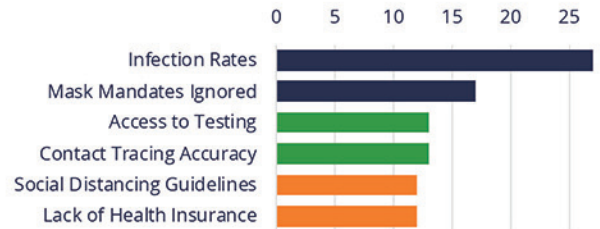
Ethnicity

MOST IMPORTANT ISSUES [# of Responses Detailed]

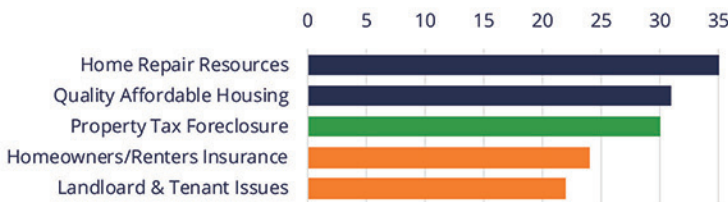
Neighborhood Development



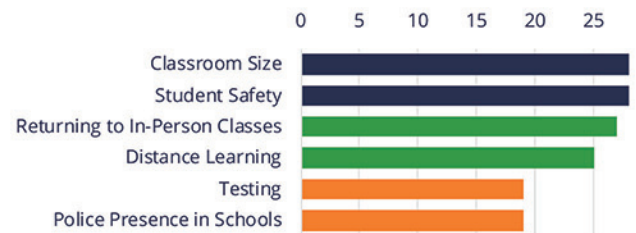
Covid-19



Housing Stability



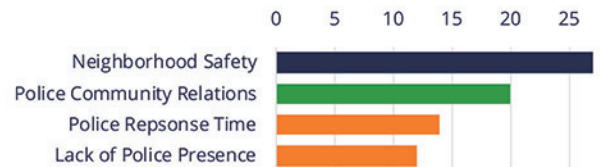
Education



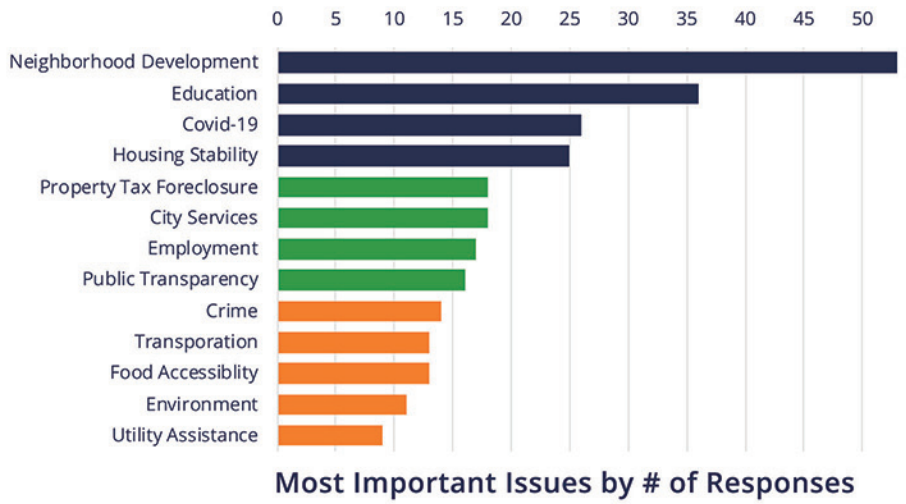
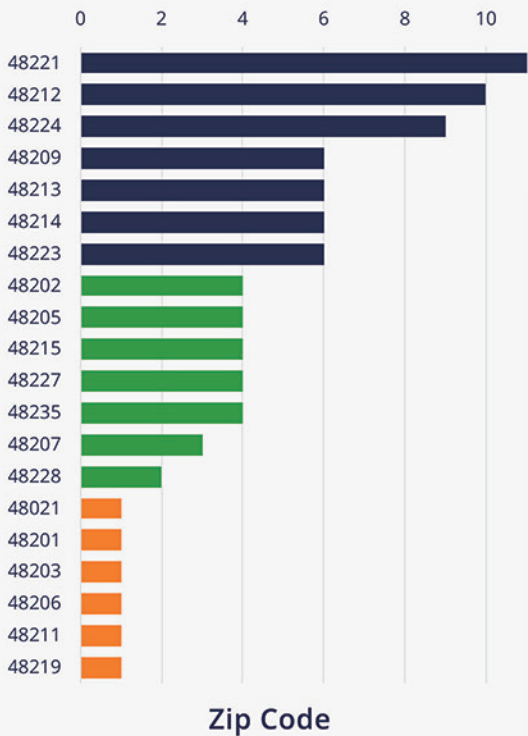
Public Transparency



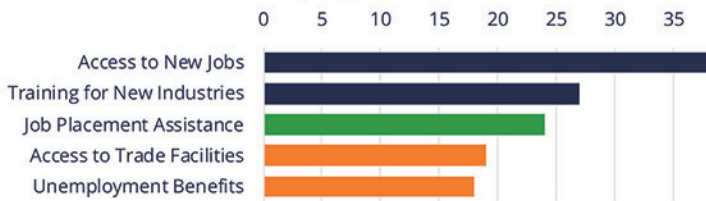
Crime



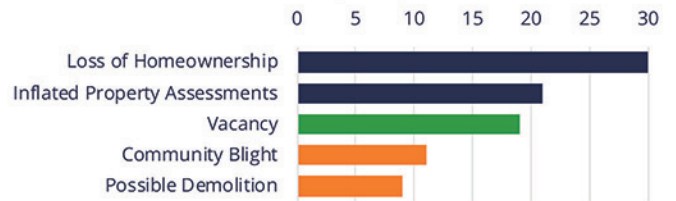
85 Total Participants (8 via phone polling) with **1,873** Years Combined Experience in the City of Detroit



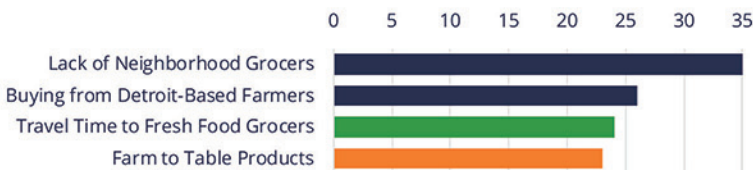
▶ Employment



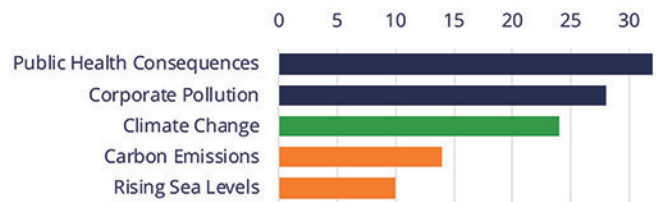
▶ Property Tax Foreclosure



▶ Food Accessibility



▶ Environment



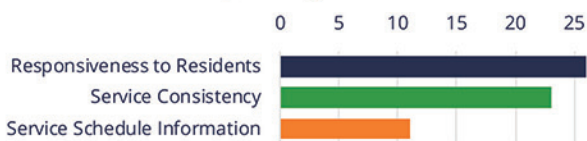
▶ Transportation & Mobility



▶ Utility Assistance



▶ City Services



BIGGEST CHALLENGE

Summary of participant survey responses when asked
 "What Is the Biggest Challenge You'll Face in the Next 10 Days"

ISOLATION FAMILY/FRIENDS

Vacation needs vs
 Travel restrictions

WORK

Completing projects
 Leading others
 in uncertain times

FINANCES

Keeping up with expenses
 Providing for my kids

IMMIGRATION
 VOTING

Funding for
 community
 food drives

FOOD

Having enough/Finding fresh & local

Free snow removal for seniors

Winter weatherization
 Financing home repairs

HOME

Property tax exemption
 Fighting foreclosure

BLIGHT
 GENTRIFICATION

COVID-19

RISKS/PREVENTION

TESTING/TREATMENT

HEALTH

Access to my doctor
 for regular checkups

Balancing working from home
 with home schooling my child

SCHOOL

KEEPING UP GRADES

NEXT STEPS



BridgeDetroit will continue to engage with the community and refine the Community Priorities Model by:

- ▶ Producing journalism that will help address community priorities while attempting to speak with as many Detroiters as possible.
- ▶ Partnering with Outlier Media to leverage their responsive text service to interface with residents to ascertain their needs.
- ▶ Conducting more phone polling & eventually face-to-face interviews with residents once it is safe to do so.
- ▶ Publishing quarterly progress reports on the Community Priorities Model given the fluidity of needs.
- ▶ Meeting with the Community Advisory Council for guidance on coverage of these issues while leveraging their networks to attract widespread attention to our model and journalism.



ACKNOWLEDGEMENTS

BridgeDetroit would like to thank our entire staff, our Community Advisory Council, Focus Group Partners, curators, and every Detroit resident who took the time to speak with us during this iteration of the process.

BRIDGEDETROIT STAFF



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Natasha T. Miller	Poet / Activist
Tara J. Young	SEIU Local (Committee Chair)
Michael Rafferty	New Detroit, Inc.
Nathaniel Wallace	Knight Foundation
Chase Cantrell	Building Community Value
Anika Goss	Detroit Future City
Erica Raleigh	Data Driven Detroit
Margaret Trimer	Delta Dental
Kevin Ryan	Ford Foundation
Madhavi Reddy	Community Development Advocates of Detroit
Regina Bell	Council of Michigan Foundations
Bryan Barnhill	Ford Motor Co.
Donna Givens Davidson	Eastside Community Network
Sarah Alvarez	Outlier Media
Candice Fortman	Outlier Media
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Biba Adams	Freelance Writer
Yusef Shakur	Michigan Roundtable for Diversity & Inclusion
Joel "Fluent" Green	Detroit Poet
Angela Reyes	Detroit Hispanic Development Corp.

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Chase Cantrell	Building Community Value
Miriam Smith	East Davison Village Community Group
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Kevin Irwin	Reading While Black
Gracie Xavier	Global Detroit
ReShoUNn Foster	Northend



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