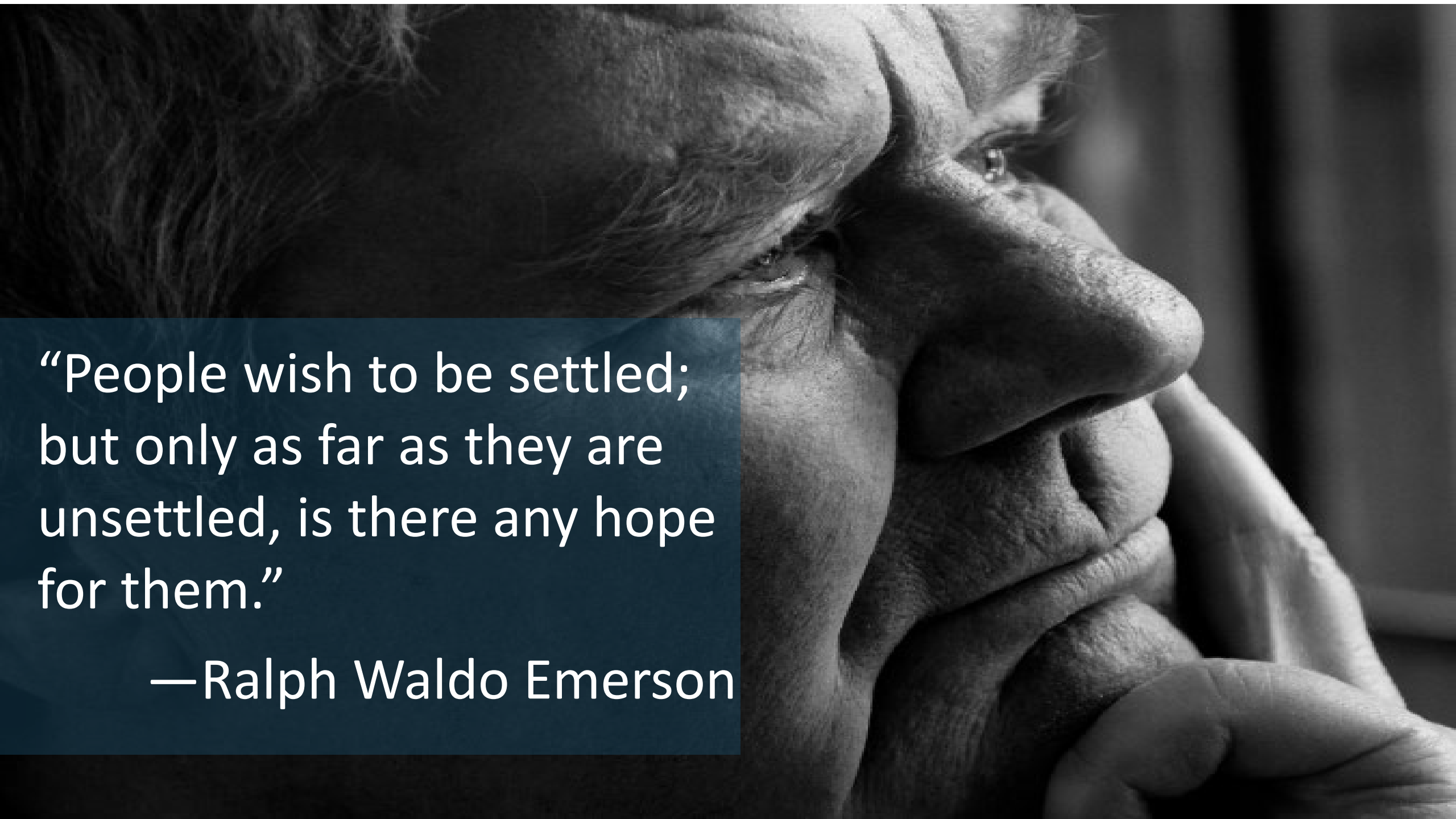


Quality of Life Survey Results Reveal

Quint Studer
May 17, 2022





“People wish to be settled;
but only as far as they are
unsettled, is there any hope
for them.”

—Ralph Waldo Emerson

Building the Foundation

Diagnose Before You Treat



Dashboard



Quality of Life



Vibrant Community Assessment

Jim Clifton, Chairman and CEO of Gallup

Why do some cities thrive?

They retain those local companies that receive revenue from outside the area

They help grow and support start-ups

They have a Vibrant Downtown

*Bonus – local college and/or university

Each community is different but have similar challenges.

- Alignment
- They Feel Overwhelmed and Gridlocked
- Coordination with Local Government
- Change Management Skills
- Inconsistent Messaging
- Allowing Generalities
- Being too Silent

The following help communities reach their full potential

- Solid Measurement
- Creating the Burning Platform
- Building the Critical mass
- Moving Through Turbulence
- Maximizing and Connecting the Wins

Safety

Civic IQ



Vibrancy/
Downtown



Quality
of Life

Education



Economic
Development

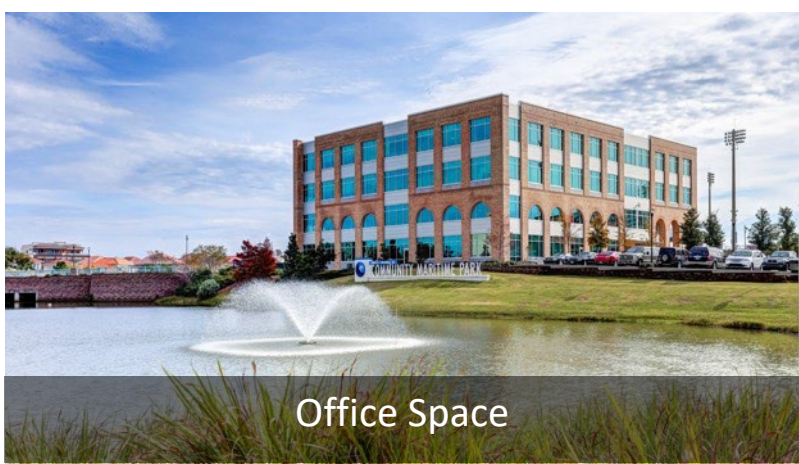




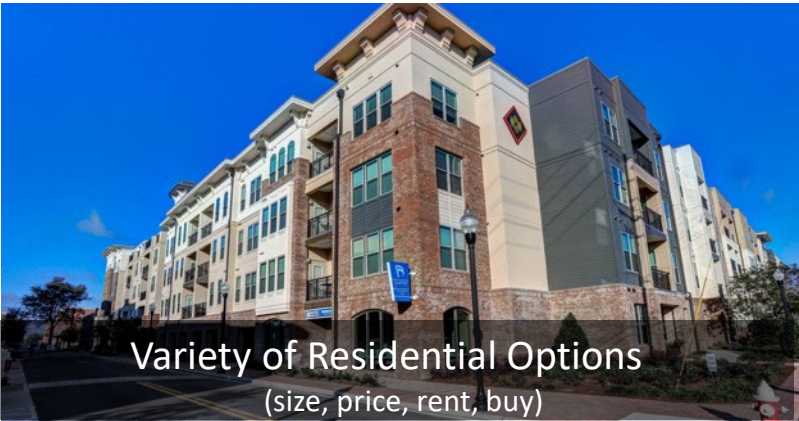
Retail and Entertainment



Retail and Entertainment



Office Space



Variety of Residential Options
(size, price, rent, buy)



Programming – Holiday Celebrations



Programming – Outdoor Festival



Vibrancy/
Downtown



CivicCon Topics

- Public Private Partnerships
- Cities and Social Equity
- Smart Investments
- Getting Parking Right
- Creating Great Neighborhoods
- Resilient Waterfronts
- Walkable Cities
- Market Research
- Loving Your Community
- Diversity, Equity and Inclusion

Raising the Civic IQ: CivicCon

Homelessness, police reform, e

CivicCon brings some of the top experts from around the nation – and sometimes “what great looks like” in other communities. The goal is to encourage education and lead to positive change in our community. We sometimes refer to the impact of



Jan. 19: Quint Studer, founder of Studer Community Institute, and Clair Kirchham of Pensacola Young Professionals, providing a review of the annual Quality of Life survey results at a virtual CivicCon Town Hall. Since 2008, the Quality of Life survey has measured the attitudes and priorities of community members toward the place they live.



Jan. 26: Dr. Timothy Smith, the new Escambia County School District Superintendent, presenting on the topic “We Must Reach All Students” and sharing his impressions after his initial weeks on the job.



Feb. 4: Andrew Davis, author of *Towns Inc.*, shares how our community can use its improved quality of life ratings by U.S. News and World Report and other sources that rank communities to drive our economy.



March 25: Tim Keane, Atlanta Planning Commissioner and former planning director at Charleston, S.C., discusses the importance of plans and then executing on the plans. He came to Atlanta five years ago and will detail how planning during that time is already paying dividends to residents. And he will show how plans were integral to Charleston flowering into one of the nation’s most desirable cities to live.



April 19: Rachel Solotoff is president and CEO of Central City Concern and is a physician and a national voice on services for the homeless. Her non-profit in Portland has partnerships to provide and coordinate not only housing for the homeless but helping with health and job search needs. It has been touted as a national model for helping communities solve the homeless issue.



May 17: Jill Miller, President of Bethesda Inc., and b3 in Cincinnati, Ohio. The latter is the grants initiative that invests in innovative ideas with the ability to spark and scale new approaches to improving community health and healthcare.



June 14: Vincent Brown, CEO and president, V. R. Brown Consulting. He will share stories of 30 years of experience creating diverse workplace and the positive impact of intentional actions on lives in communities.

These speakers and topics are confirmed and event dates will be announced later on the Pensacola News Journal website pnj.com/civiccon



Quint Studer is founder of Studer Community Institute, author, health industry leader and businessman. Covid-19 is impacting our country like an Earthquake. Even after vaccinations there will be an aftermath. People and communities are feeling the pressure that the challenges at the destruction brought on by Covid. So, what can a person and a community do? Over the past 6 months Quint has been presenting to a wide range of audiences the difference between Stress and Trauma. The presentation will help individuals assess their own well-being, mental health of the community and what to take to be a healthier person and to help community be better.



Raymond Gindrea is co-founder and principal emeritus of Urban Design Associates in Pittsburgh. He recently was awarded the Seaside Prize for Innovation and Revitalizing Inner City Neighborhoods in Mixed Income Neighborhoods. He taught

Pensacola, Florida

2021



CIVICCON



Our community is a Strong Towns winner

Great cities begin
with great dialogue

CivicCon goes virtual



Early Brain Development



The Basics

- Basics approach was designed and launched in Boston by the Achievement Gap Initiative at Harvard University/Dr. Ronald Ferguson.
- Families of babies, infants and toddlers (ages 0 - 3) sign up for free weekly text messages that suggest activities to build learning into everyday life.
- Each text message is tailored to the child's age.



WHY?

**Because 80% of
brain growth happens
in the first three years!**



**Maximize Love,
Manage Stress**



**Talk, Sing,
and Point**



**Count, Group,
and Compare**



**Explore Through
Movement and Play**



**Read and
Discuss Stories**

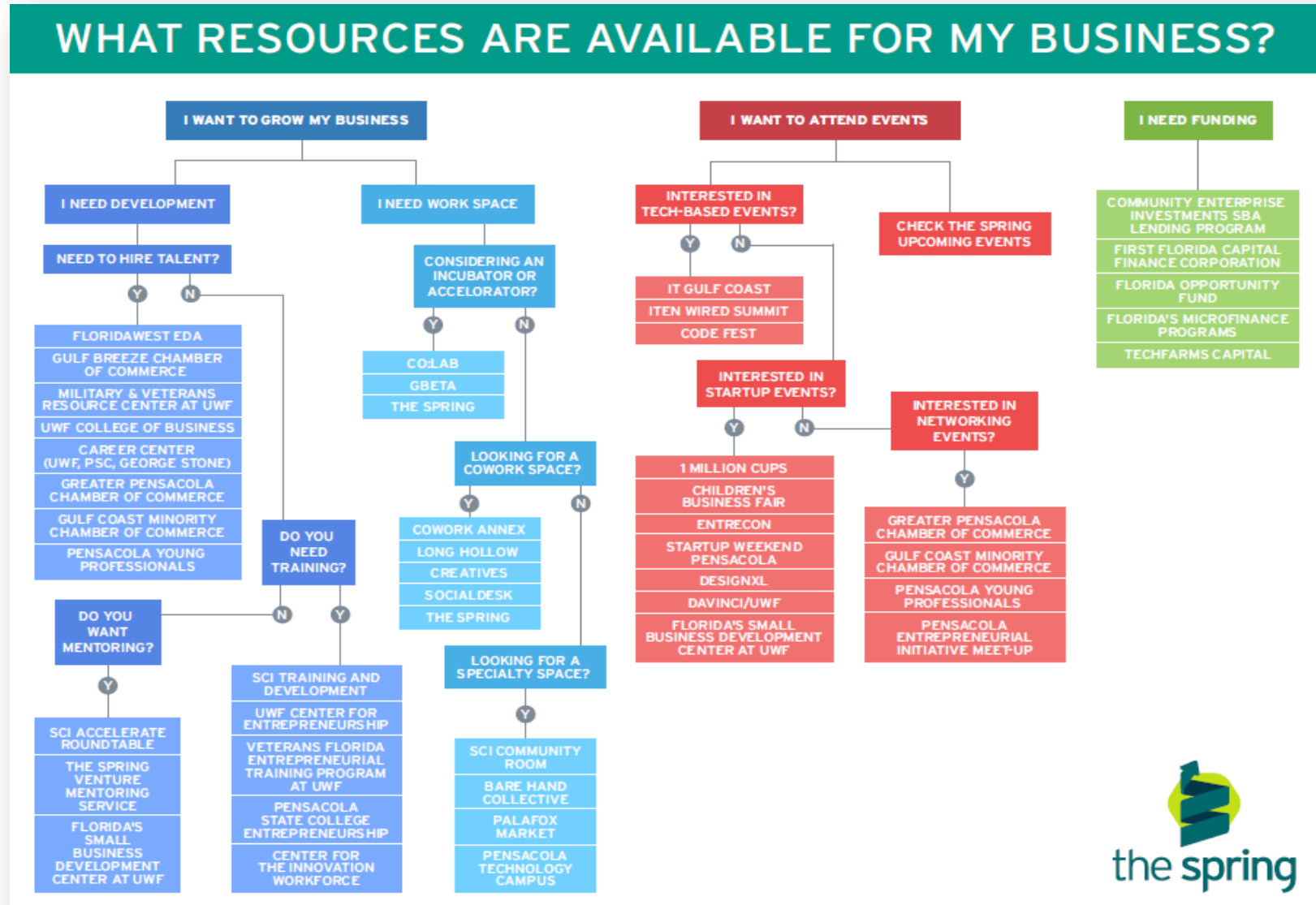
Economic Development - Level 1

- Skill Development
- Business Challenge
- EntreCon
- Accelerate Roundtable
- Online Training



Economic Development - Level 2

- Entrepreneurial Eco System
- Mentoring
- Asset Map



Beloit Quality of Life Survey

March 1 – 13, 2022

Conducted by Mason-Dixon Polling & Strategy

Mason-Dixon Polling & Strategy

- Mason-Dixon Polling & Strategy is an independent polling & communications consulting firm that provides public policy political polling and consulting services to news media, advocacy groups, trade associations, public and government relations and marketing professionals.
- Mason-Dixon brings clarity, focus and attention to your public policy agenda & communications efforts. They make the difference by supporting your strategic planning, messaging, outreach and earned media efforts.
- Mason-Dixon has conducted hundreds of economic development, community development, and Quality of Life surveys around the US.

Methodology

- This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Washington, D.C. from **March 1 – 13, 2022**. A total of **625** adult residents, each of whom resides in the **53511** Zip code, which more appropriately defines the Beloit area in relation to the goals and objectives of the survey. Residents were interviewed by telephone.
- Those interviewed were selected randomly from a commercially available file of residential landline and cellular phones. The resulting sample fairly reflects the demographic profile of **53511** Zip Code.
- The margin for error, according to standards customarily used by statisticians, is no more than plus or minus **4.0 percentage points**. This means that there is a **95 percent probability** that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a gender, income or race.

Background and Research Objective

- This survey was commissioned by Quint and Rishy Studer.
- The survey creates the opportunity for community dialogue, outreach and information sharing with the public, community leaders, business, and public policy makers.
- The objective of the survey is to gain an understanding of the public's awareness and attitude towards the items that relate to Quality of Life.

This is a baseline.

Why communities do not maximize the Quality of Life data:

- Denial
- Rationalization
- Blame
- Jumping to conclusions too quickly
- Play a gotcha game

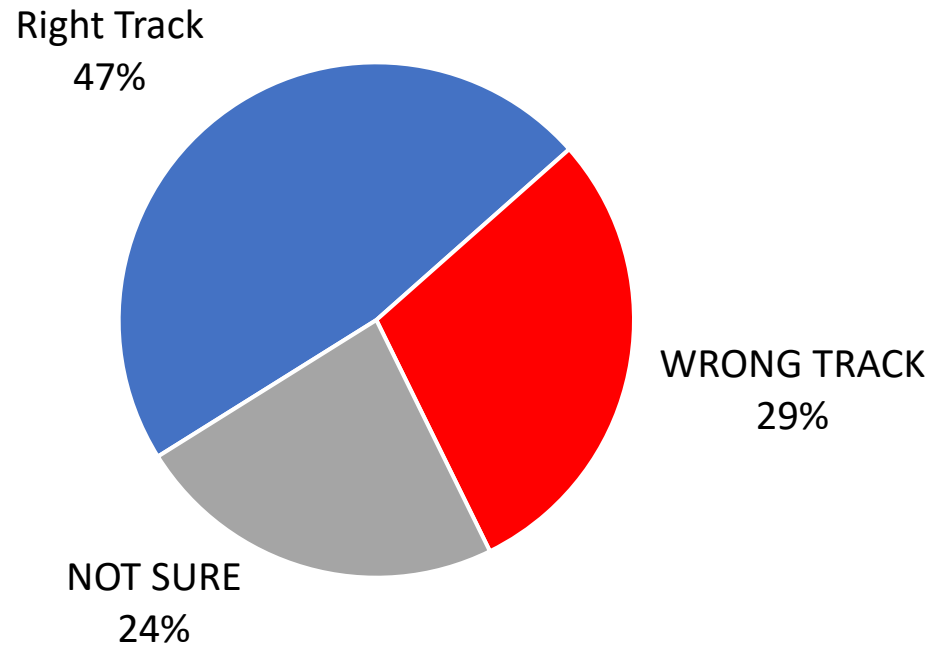
Demographics

Demographic Breakdown of the 625 QOL Survey Respondents

RESIDENCE		EMPLOYMENT		CHILD IN HOUSEHOLD			
	CITY OF БЕЛОIT	68%		FULL-TIME	51%	YES	36%
	TOWN OF БЕЛОIT	19%		PART-TIME	10%	NO	64%
	TURTLE	5%		RETIRED	25%		
	OTHER	7%		HOMEMAKER	9%	RACE	
				STUDENT	2%	WHITE	73%
EDUCATION				UNEMPLOYED	3%	BLACK	9%
	HIGH SCHOOL	21%		OTHER	1%	HISPANIC	15%
	SOME COLLEGE	29%		REFUSED	1%	ASIAN	1%
	COLLEGE GRAD	30%				MIXED RACE	1%
	GRAD DEGREE	19%	LENGTH OF RESIDENCE			OTHER	0%
	REFUSED	1%		<5 YEARS	13%	REFUSED	1%
				5-9 YEARS	14%		
AGE				10-19 YEARS	20%	INCOME	
	18-34	17%		20+ YEARS	54%	<\$25,000	11%
						\$25,000-	
	35-49	30%				\$39,999	18%
			GENDER ID			\$40,000-	
	50-64	29%				\$74,999	27%
	65+	24%		MALE	48%	\$75,000+	27%
	REFUSED	1%		FEMALE	52%	REFUSED	17%

Beloit: Right Track/Wrong Track

Do you think that things in the Beloit area are on the right track or are they on the wrong track?

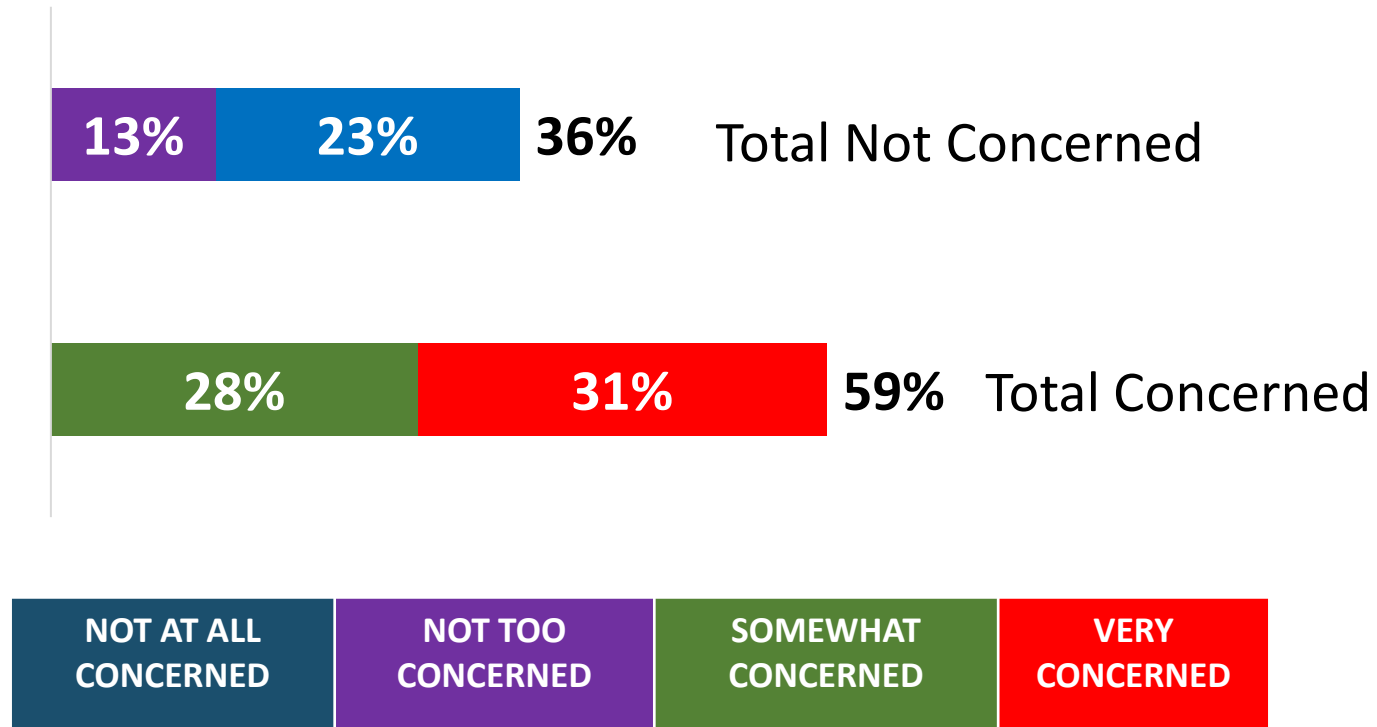


Most Important Issue Facing the Beloit Area

CRIME/PUBLIC SAFETY	40%
EDUCATION ISSUES	16%
ECONOMIC ISSUES	12%
HIGH COST OF LIVING	6%
POVERTY/HOMELESS	5%
HIGH TAXES	4%
DRUGS/OPIODS	3%
DOWNTOWN	2%
HEALTHCARE	1%
HOUSING	1%
SOCIAL ISSUES	1%
TRAFFIC/ROADS	1%
RACE RELATIONS	1%
OTHER	4%
NOT SURE	2%

Level of Concern about Personal Job Security

How concerned are you about the security and future of your own job, or the jobs of any close family members in Beloit area?

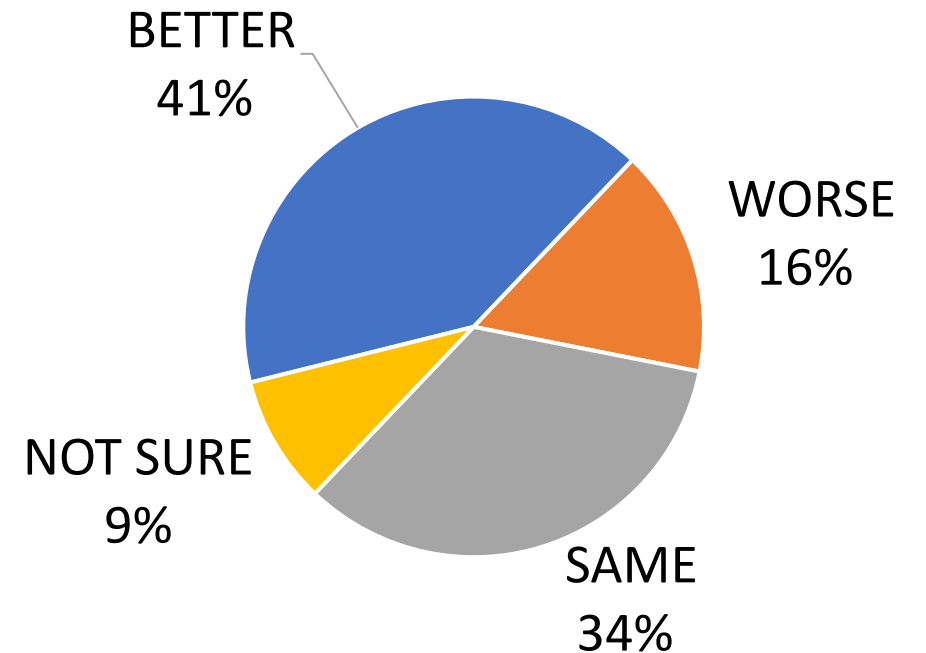


Rating Economic Conditions in Beloit

How would you rate economic conditions in the Beloit area?



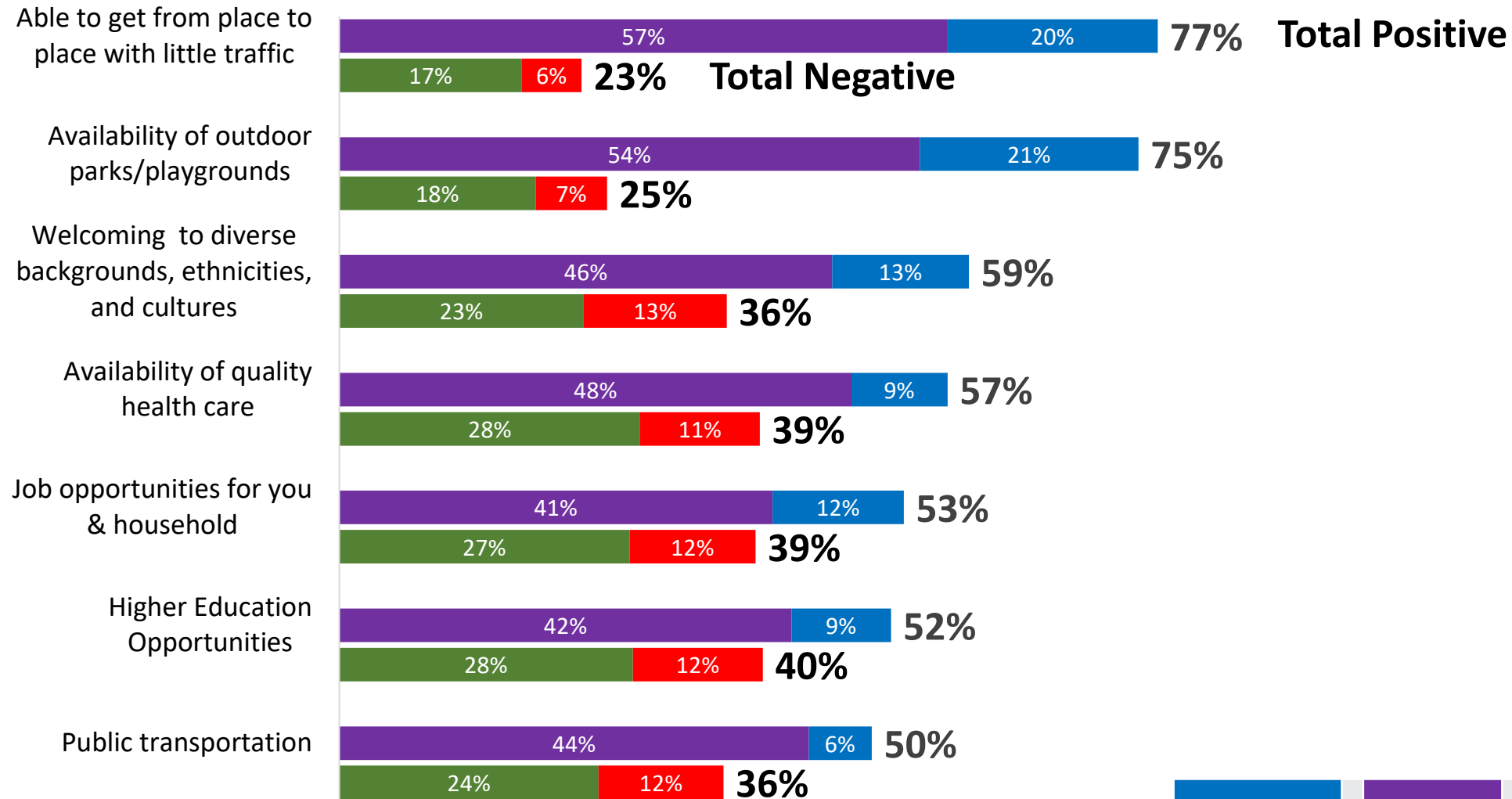
Five years from now, do you think that the economy in the Beloit area will be better off, worse off, or about the same as it is today?



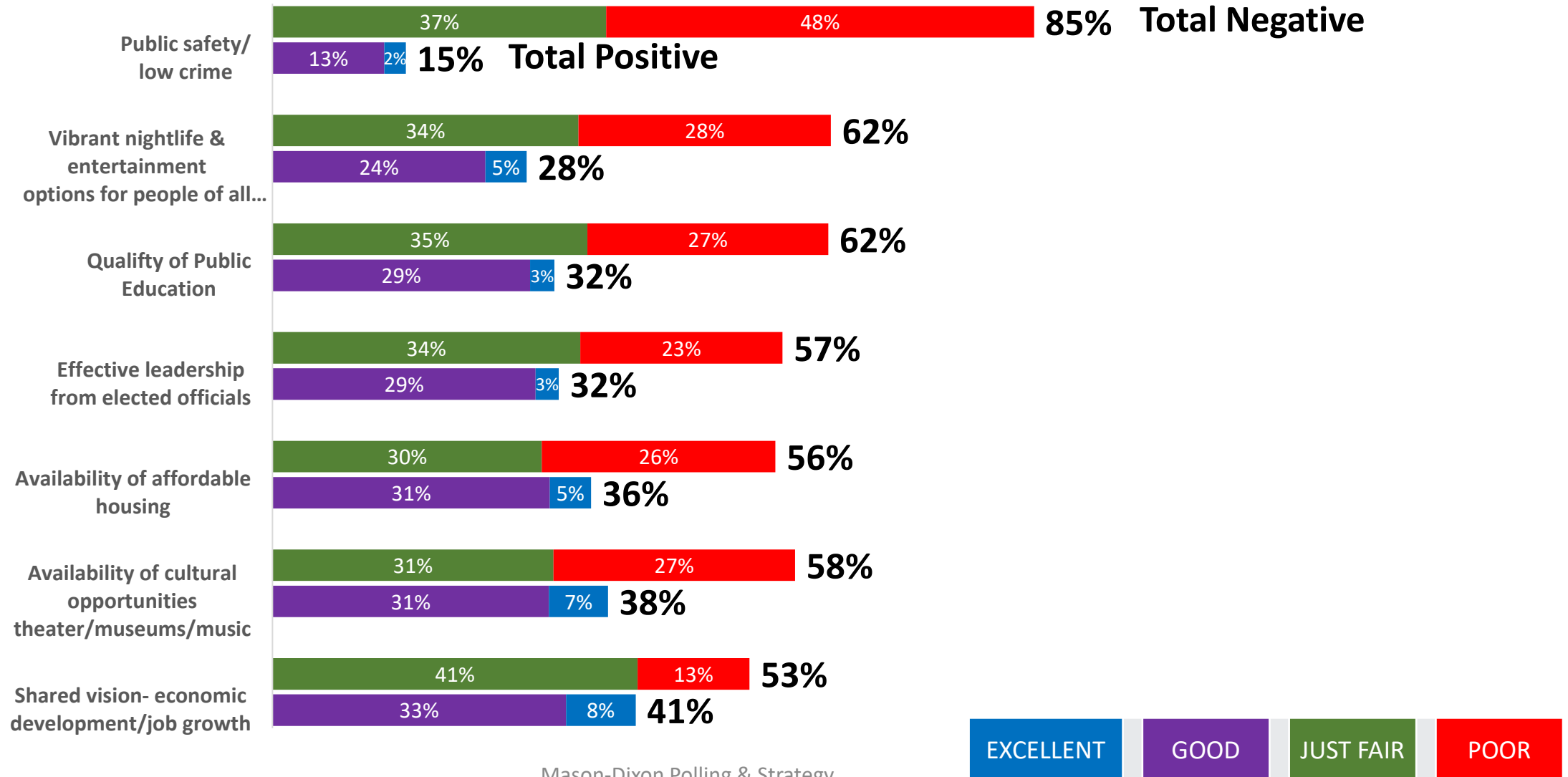
Rating Quality of Life Factors

“I’m going to read a list qualities and characteristics that contribute to the quality of life in a community. Please tell me how you rate each in the Beloit area, excellent, good, only fair, or poor.”

Rating Quality of Life Factors: Net Positive Ratings:



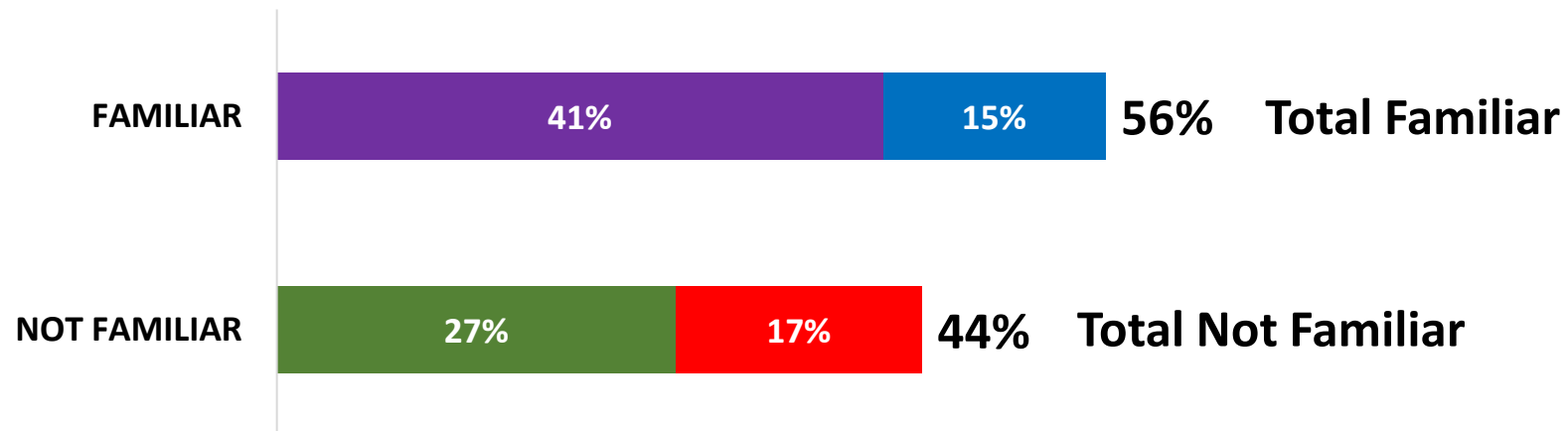
Rating Quality of Life Factors: Net Negative Ratings



Familiarity with Vision, Plans, and leadership for Economic Development

Statement read to respondent: *“Economic Development generates investment, wealth, tax base and jobs from which many community benefits are created.”*

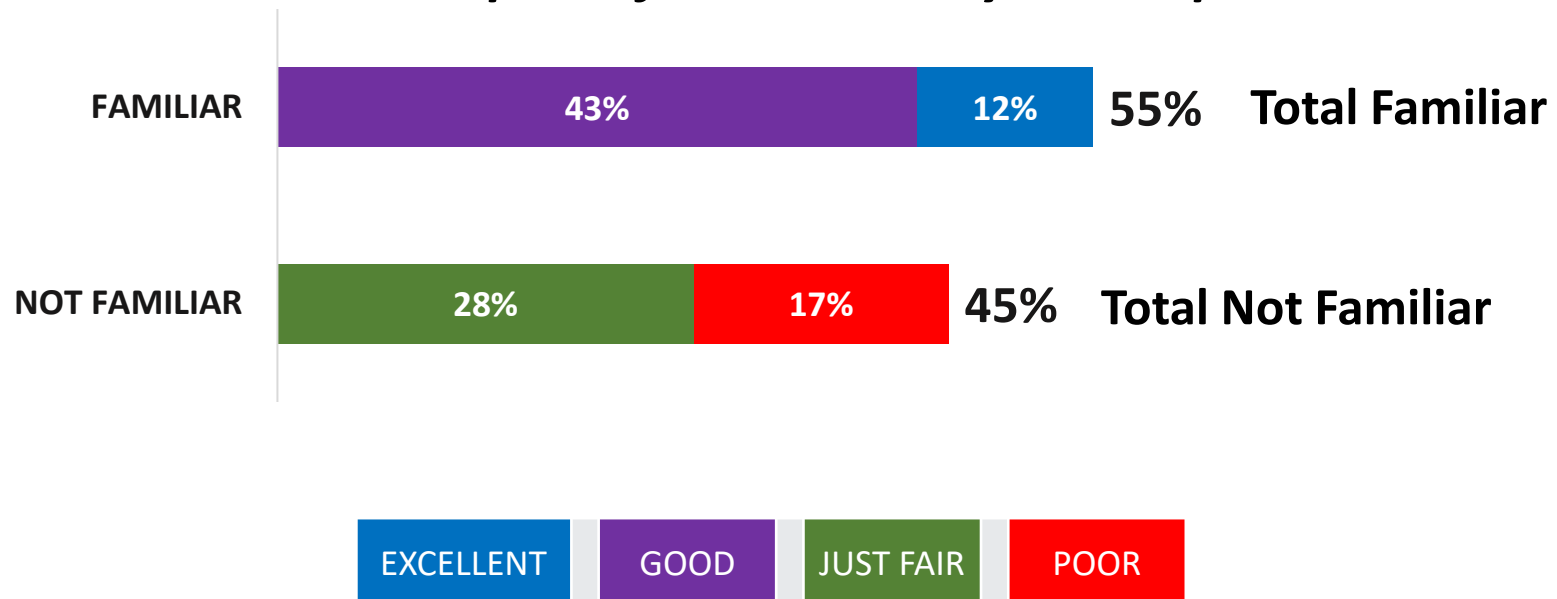
How familiar are you with the vision and plans for economic development in the Beloit area?



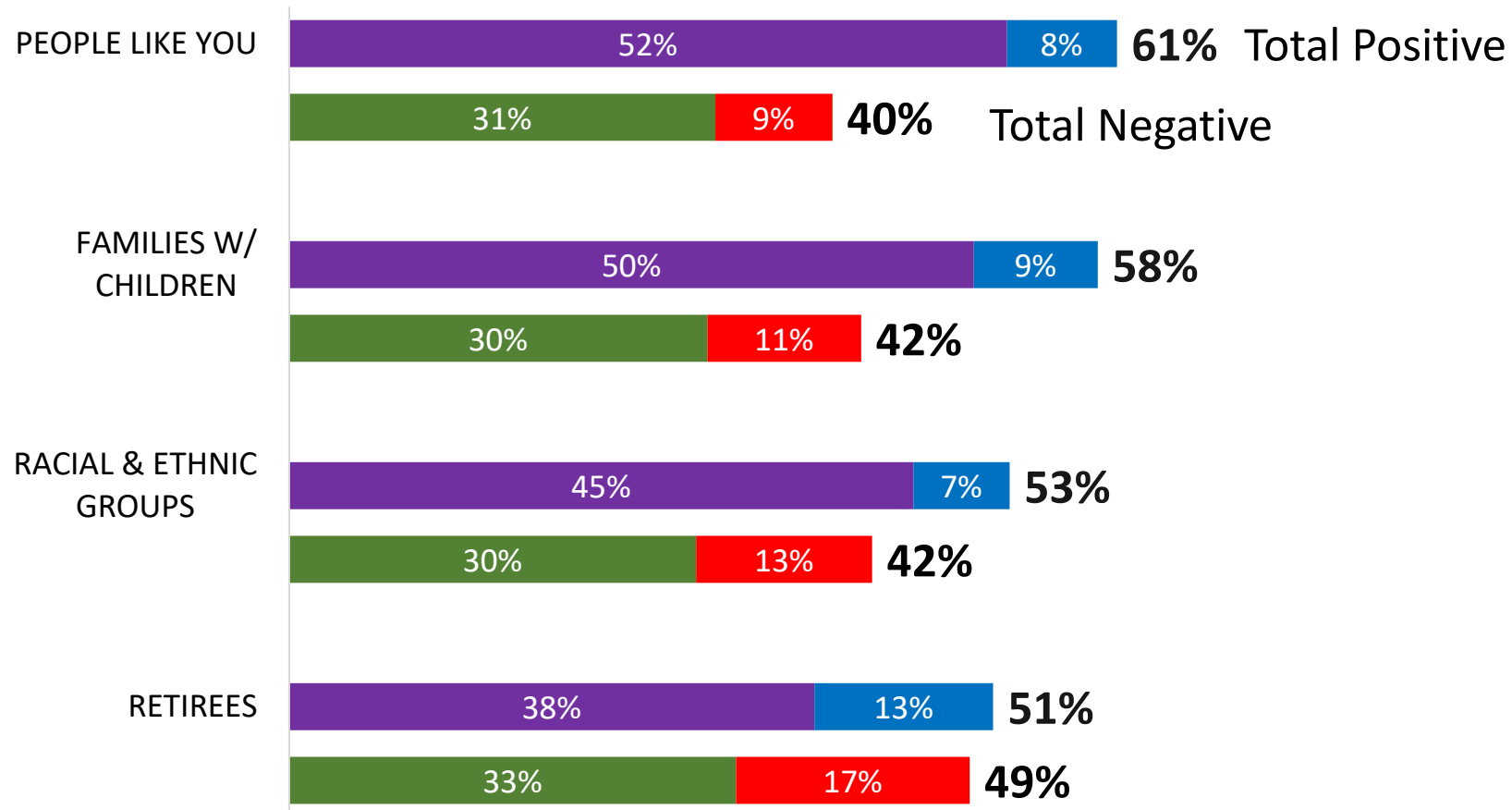
Familiarity with Vision, Plans, and leadership for Community Development

Statement read to respondent: *“Community Development generates solutions to problems, like housing, education, transportation and neighborhood renewal, making the community a better place to live and work..”*

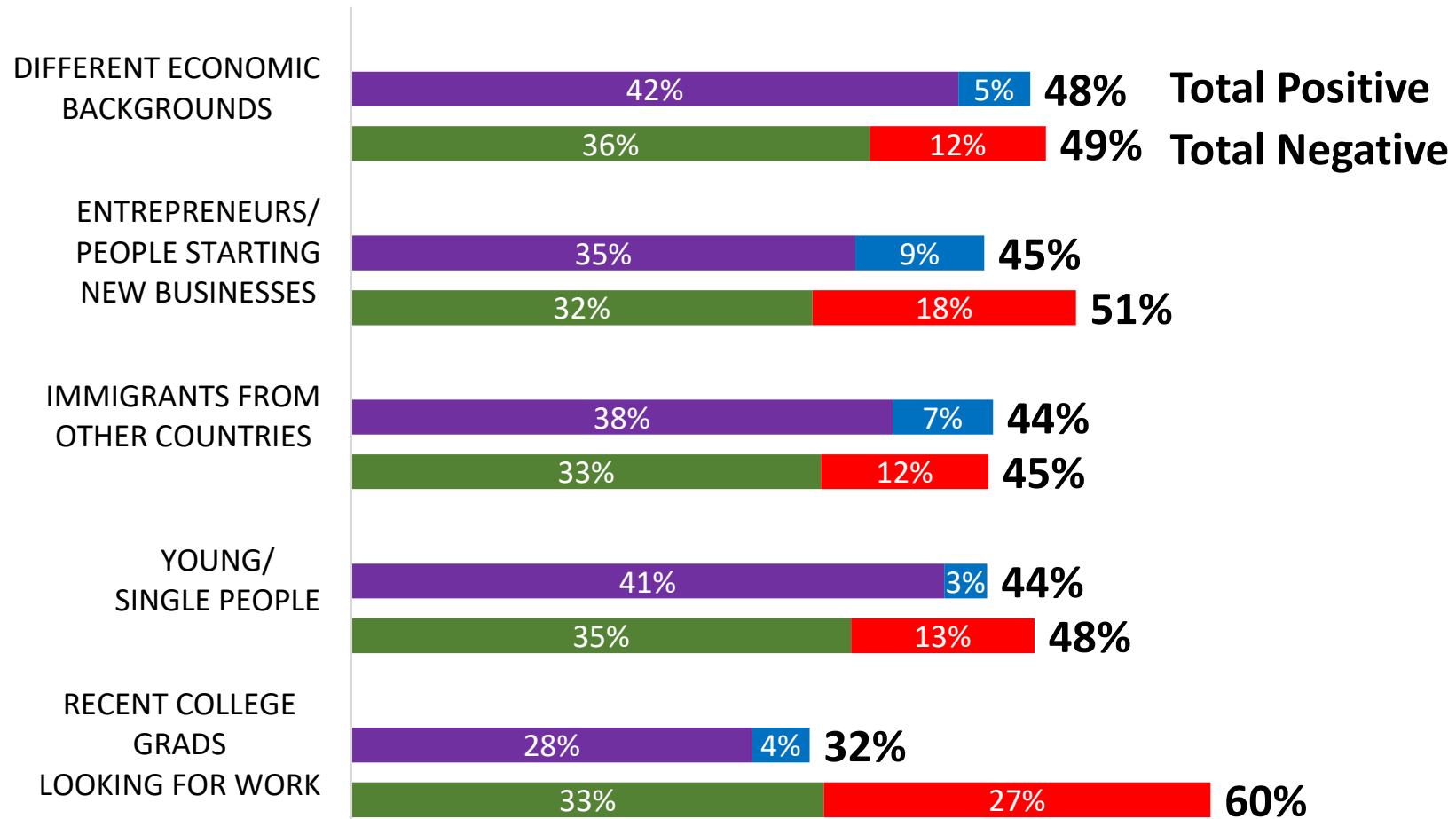
How familiar are you with the vision and plans for community development in the Beloit area?



“Now please rate the Beloit area as a place to live for the following types of people”

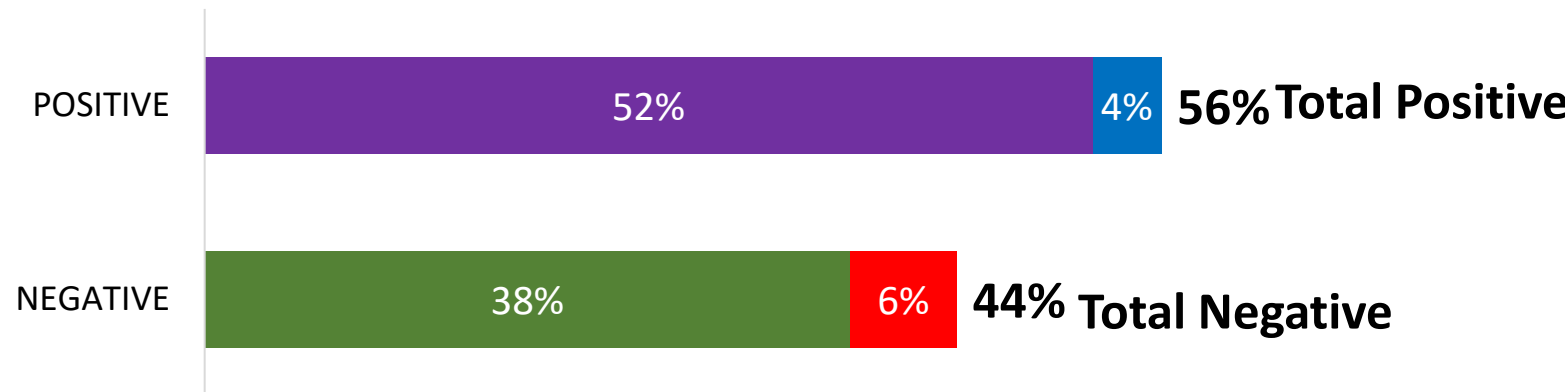
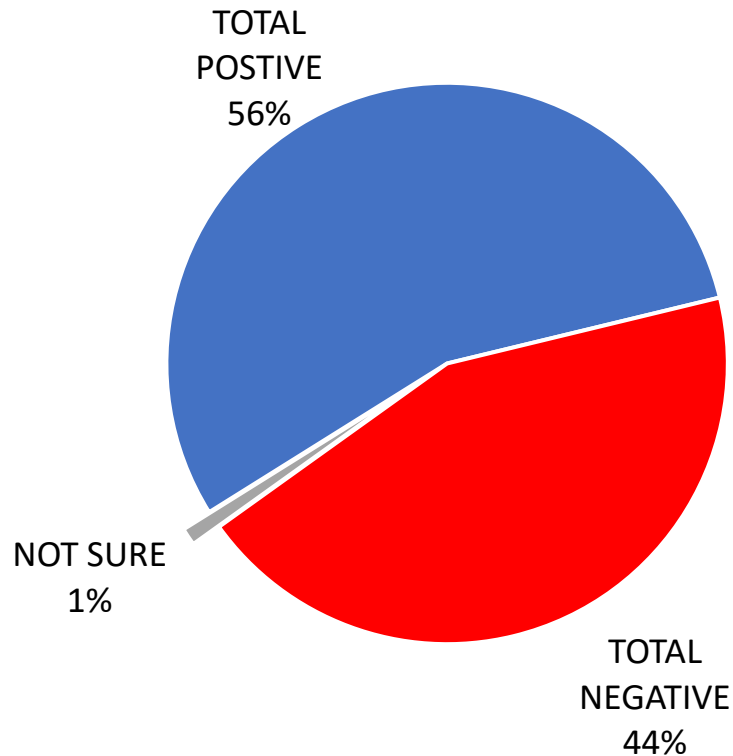


“Now please rate the Beloit area as a place to live for the following types of people”

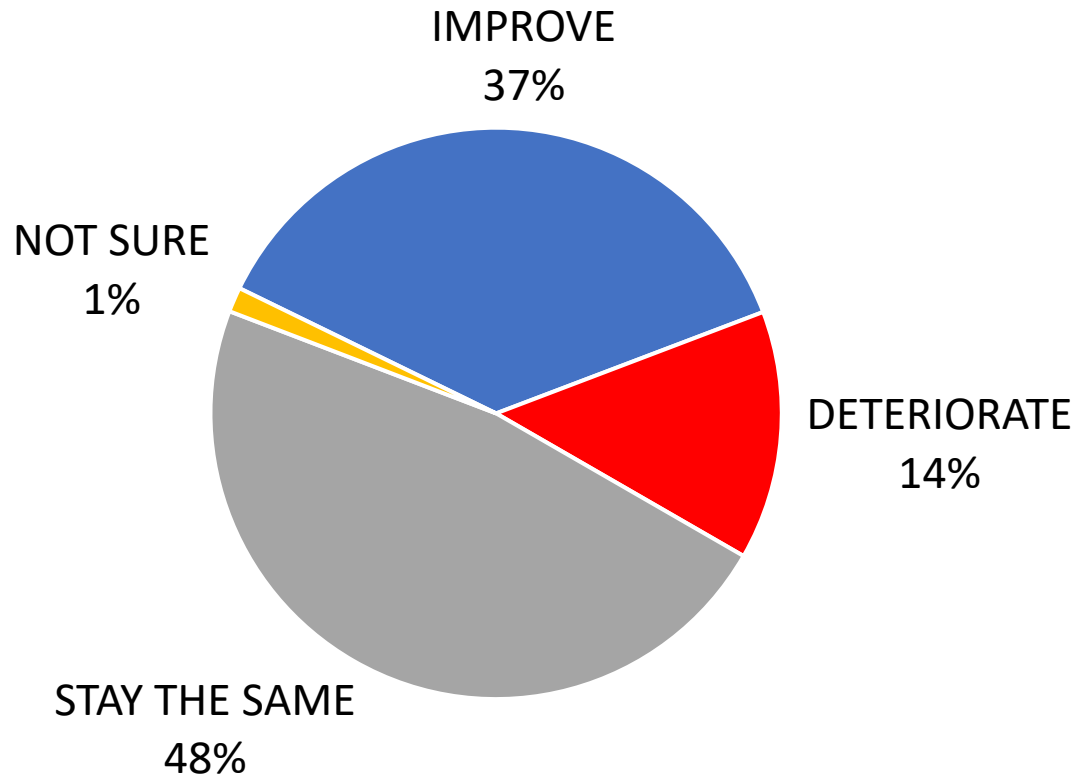


Rating the Overall Quality of Life

How would you rate the overall quality of life in the Beloit area?



Over the next 5 years do you think that the quality of life in the Beloit area will improve, deteriorate or stay about the same?



REASONS GIVEN FOR DETERIORATION (of the 14% saying "deteriorate")	
INCREASED CRIME	43%
ECONOMY/JOB	23%
COST OF LIVING	16%
POOR EDUCATION	11%
LACK OF LEADERSHIP	6%
NOT SURE	1%

Positive items to feel good about:

- 47% right track versus 29% wrong track (24% not sure)
- 41% feel 5 years from now the Economy and Beloit will be better off versus the 16% who rated it would be worse off.
- Availability of parks/playgrounds
- Welcoming people of diverse backgrounds
- 56% rate the quality of life excellent or good
- Only 6% rate the quality of life poor

Opportunities:

- Perception of safety
- Messaging – To move the 24% of people not sure Beloit is moving in the right direction to feeling the city is moving in the right direction.
- Quality of Life – Only 6% rated the quality of life poor and 38% rated it fair – Move those that rated fair to good.
- Keep progressing culture opportunities and vibrant nightlife and entertainment.

Telling the Story:

1. Beloit is doing so many exciting things in Entrepreneurship
2. Revitalization and programming happening in downtown
3. Additional educational opportunities
4. Success in building both local businesses and attracting new businesses
5. Welcoming people of diverse backgrounds, ethnicities, and cultures
6. Collaboration between entities to improve the quality of life

Chuck Yeager



“The world belongs to people that believe that we can do something that people tell us we normally can’t do.”

-Quint Studer