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Toledo Recovery Plan: Public Engagement Summary

City of Toledo, OH

Notes on Initial Summary

- PFM was engaged to support City of Toledo in reviewing survey, public meeting, and email / contact form submissions related to the American Rescue Plan Act (ARPA) fund prioritization process.

- All data displayed in the slides, graphs, and tables in this presentation are considered a DRAFT and subject to final Quality Control measures – including but not limited to additional data cleaning for duplicate responses, "ballot stuffing" activity, and inappropriate comments through the open-end responses.

- Data considered here is intended as a descriptive summary, and not as an insights-focused analysis.

  - *This level of analysis will be provided at a later date to support a framework for prioritizing spending of the ARPA funding.*

- Survey design did not require all questions to be answered (i.e., participants could respond to any number of questions to submit a survey) – participant sizes (shown as N) are noted for each question.

- **PFM insists that data shown here are not used to make decisions about ARPA funding at this time, as additional research, analysis, and stakeholder engagement will be required to best leverage the community engagement process.**

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Public Engagement Methodology

- City of Toledo posted a survey link to the City's website, shared it through email newsletter(s), and made paper copies available to City residents.

  - The survey was fielded for approximately two weeks in late August.

- City also conducted a series of public meetings, across several neighborhoods (six total meetings).

- Contact form and email submissions were also accepted during the survey period.
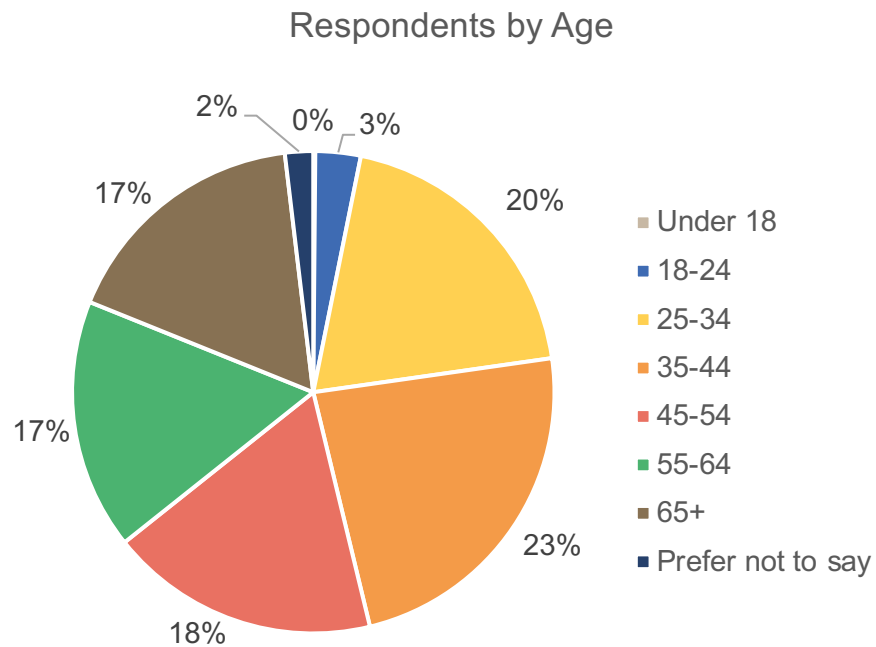
Survey Data – Respondents by age (N = 1,482)

- Respondents were over-represented in the 18-64 category based on 2019 American Community Survey (ACS) data, potentially due to the online nature of the survey, as these demographic groups are generally comfortable with technology.

  - City of Toledo, residents 18-64 = 62%

  - Survey participants, 18-64 = **81%**

- Young people were significantly underrepresented.

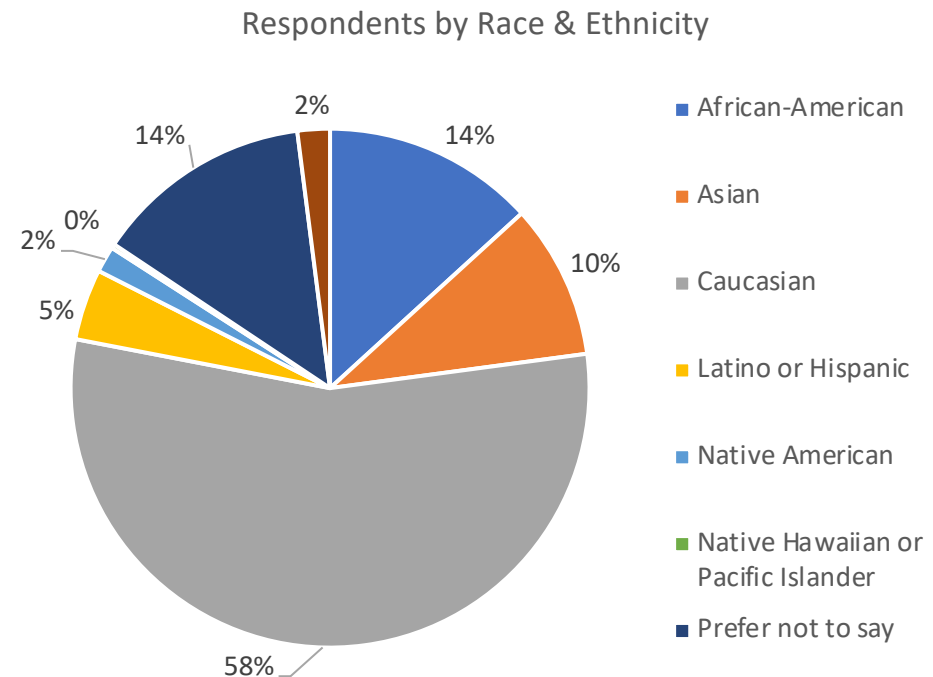 - City of Toledo, residents Under 18 = 23%

  - Survey participants, Under 18 = **0.1%**

Respondents by Age

Legend:
- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to say

Pie chart values: 2%, 0%, 3%, 20%, 23%, 18%, 17%, 17%

Survey Data – Respondents by Race & Ethnicity (N = 1,458)

- Latino or Hispanic and African-American respondents were underrepresented based on 2019 ACS data.

  - City of Toledo, Latino or Hispanic = 9%

  - Survey participants, Latino or Hispanic = **5%**

  - City of Toledo, African-American = 28.0%

  - Survey participants, African-American = **14%**

- Asian participants were over-represented compared to 2019 ACS data.

  - City of Toledo, Asian-American = 1%

  - Survey participants, Asian-American = **10%**

Respondents by Race & Ethnicity

Pie chart:
- African-American = 14%
- Asian = 10%
- Caucasian = 58%
- Latino or Hispanic = 5%
- Native American = 2%
- Native Hawaiian or Pacific Islander = 0%
- Prefer not to say = 14%
- 2%

Survey Data – Participant Zip code (N = 1,321)

● Currently, PFM lacks context for the relative demographics at the zip code level – this could be a potential target for further analysis.

- *Is zip code the most relevant geographic unit? Or would Toledo prefer to consider neighborhoods, Council Districts, etc.?*

Count of Participant Zip codes		
Zip Code	**Count**	**Percent of Total**
43613	166	12.6%
43614	154	11.7%
Not Listed	138	10.4%
43615	134	10.1%
43606	114	8.6%
43623	101	7.6%
43612	89	6.7%
43604	75	5.7%
43611	71	5.4%
43607	68	5.1%
43605	56	4.2%
43609	47	3.6%
43620	43	3.3%
43617	27	2.0%
43610	23	1.7%
43608	11	0.8%
43601	2	0.2%
43603	2	0.2%
Grand Total	**1321**	**100%**

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Community Meetings, Email, and Contact Form – Demographics

- No demographic information was available for participants in public / community meetings, emails, or contact forms.

- PFM recommends that future public engagement includes some level of record-keeping detail, that balances any local context around prior collection or use of this data with practical considerations of who the source of specific pieces of feedback might be.

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Survey Data – Priorities for ARPA Funding (N = 1,601)

- **Safe and Livable Neighborhoods** was the number one priority among the top five priority areas included in the survey.

  - It also received the most "2" votes in terms of priority, and the fewest "5" votes.

- **Green and Healthy Housing** received the fewest "1" votes, and the most "5" votes.

Priority Area	Rank by Number of "1"s	Count of "1" Ranks
Safe and Livable Neighborhoods	1	598
Youth, Recreation, and Parks	2	460
Avoiding Cuts to City Services	3	290
Job Creation and Economic Development	4	216
Green and Healthy Housing	5	101

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Survey Data – Top "Sub-priorities"

- Among participants in the survey, these priority areas were selected as most important, most often.

  - Please note the N values for each item.

- Anecdotally, these priorities, and specific programs or services meant to address them, appear to be the dominant themes in the open-ended questions and non-survey submissions, as well.

Priority Area	Top "Sub-Priority"	Count of "1" Ranks within each Sub-priority
Safe and Livable Neighborhoods (N = 1,482)	Increased programming to reduce gun violence	403
Youth, Recreation, and Parks (N = 1,548)	Making improvements to recreational facilities (basketball courts, ball diamonds, tennis courts)	428
Avoiding Cuts to City Services (N = 1,308)	Provide premium pay to City workers essential during the pandemic	313
Job Creation and Economic Development (N = 1,312)	Grants or loans to small businesses to recover from the pandemic	277
Green and Healthy Housing (N = 1,274)	Replacement of lead water service lines	445

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Survey Data – Rank of Safe & Livable Neighborhoods "Sub-priorities"

Sub-priorities of Safe & Livable Neighborhoods	Count of "1" Ranks for each Sub-priority
Increased programming to reduce gun violence	403
Demolition of abandoned homes	383
Additional ShotSpotter equipment for Toledo Police	250
New street lighting where it is missing	169
Sidewalk improvements for accessibility	126
Removal of dumping and debris from right of way and alleys	112
Planting additional trees to improve neighborhood air quality	111

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Survey Data – Rank of Youth, Recreation, and Parks "Sub-priorities"

Sub-priorities of Youth, Recreation, and Parks	Count of "1" Ranks for each Sub-priority
Making improvements to recreational facilities (basketball courts, ball diamonds, tennis courts)	428
Creating summer job opportunities for youth	298
Increasing recreational programming for youth	248
Providing high-quality daycare services	246
Providing pre-k services to Toledo's 4-year-olds	199
Replacing outdated playground equipment	117
Improving the City's pools	76

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Survey Data – Rank of Avoiding Cuts to City Services "Sub-priorities"

Sub-priorities of Avoiding Cuts to City Services	Count of "1" Ranks for each Sub-priority
Provide premium pay to City workers essential during the pandemic	313
Rehire City staff that were temporarily laid off during the pandemic	286
Replace old equipment and vehicles for first responders (police & fire)	271
Keep capital improvements dollars for capital improvement projects	263
Maintain city services by filling the budget shortfall caused by COVID-19	242

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Survey Data – Rank of Job Creation & Economic Development "Sub-priorities"

Sub-priorities of Job Creation and Economic Development	Count of "1" Ranks for each Sub-priority
Grants or loans to small businesses to recover from the pandemic	277
Water and sewer improvements to keep and retain jobs	258
Demolition of large unsafe buildings (old apartment buildings, factories, etc.)	244
Job skills training	212
Environmental clean-up of abandoned properties	171
Construction of affordable multi-family housing	140
Construction of energy-efficient single-family housing	83

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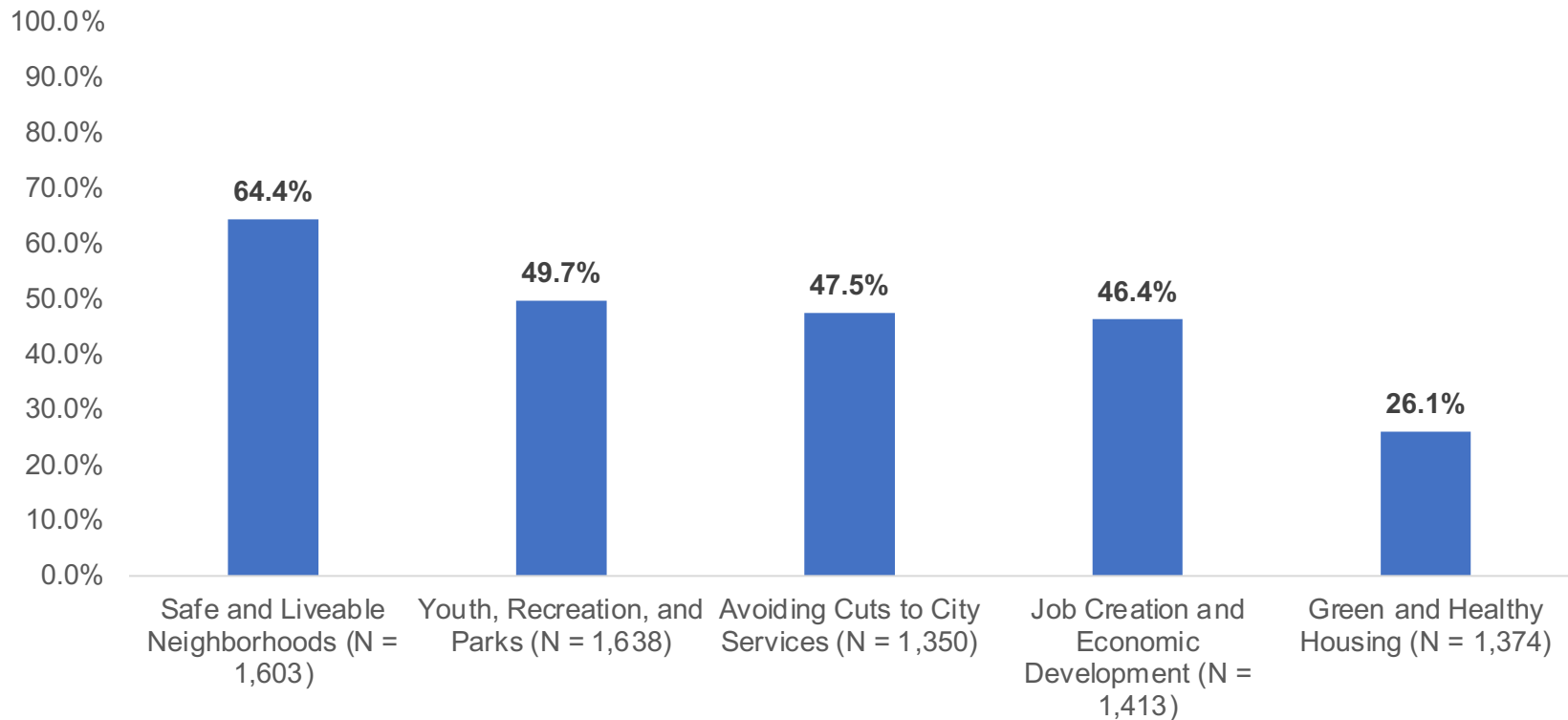# Survey Data – Rank of Green & Healthy Housing "Sub-priorities"

Sub-priorities of Green & Healthy Housing	Count of "1" Ranks for each Sub-priority
Replacement of lead water service lines	445
Assistance to providers to reduce the number of unhoused people	253
Renovation of empty properties to create new homeowners	229
Code compliance grants or loans to improve homes	124
Roof replacement grants	107
Grants to homeowners to eliminate lead hazards	90
Grants to landlords to make their properties lead-safe for tenants	78

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Survey Data – Importance of Priority Areas, "Very Important"

- Safe and Livable Neighborhoods once again ranked as the most important priority area.

  - Please note the "N" for each question in the graph.
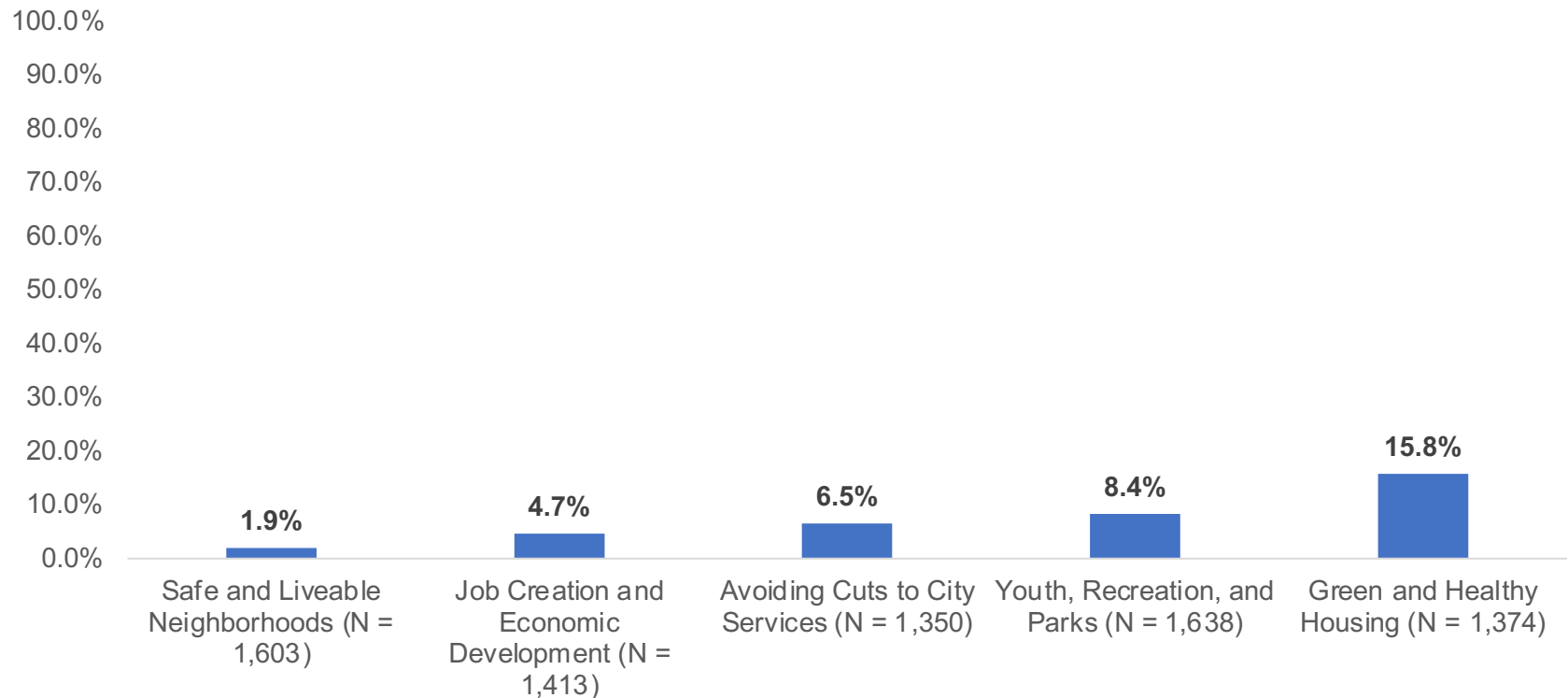
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Survey Data – Importance of Priority Areas, "Not Very Important"

- Green and Healthy Housing was again the least important priority area.

  - Please note the "N" for each question in the graph.

Bar chart showing percentages:
- Safe and Liveable Neighborhoods (N = 1,603): 1.9%
- Job Creation and Economic Development (N = 1,413): 4.7%
- Avoiding Cuts to City Services (N = 1,350): 6.5%
- Youth, Recreation, and Parks (N = 1,638): 8.4%
- Green and Healthy Housing (N = 1,374): 15.8%

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Survey Data – Open-end Question

- PFM reviewed and broadly categorized 707 responses to the question, "*Are there other ideas that were not mentioned that you believe would be a worthwhile investment?*"

  - Note: There were a significant number of repeat comments about a specific project that were not included in this initial summary – further analysis will be needed to determine how many entries were valid.

- Each response received up to three (3) associated codes specifying to the main idea or topic of each comment.

- This resulted in 57 unique codes, and 957 total codes applied to the comments.

- The table to right shows codes that applied to at least 2% of the comments.

  - A full codebook, including potential recategorization based on analysis, will be made available in the next round of reporting.

Count of Codes for Open-end Responses		
Codes	Count	Percentage
Public Safety	135	14.1%
Youth / Parks	102	10.7%
Personnel Costs	80	8.4%
Street Paving	69	7.2%
Infrastructure	45	4.7%
Housing	35	3.7%
Economic Development	33	3.4%
Other	32	3.3%
Education	29	3.0%
Environmental Projects	28	2.9%
Direct Relief to Families	27	2.8%
Blighted Properties	25	2.6%
Public Transit	24	2.5%
Sidewalks	24	2.5%
Broadband / WiFi	22	2.3%
Mental Health	22	2.3%
Senior Services	22	2.3%
Bike Lanes	19	2.0%

Email and Letter Submissions (N = 22)

- The table to the right shows the codes applied to the email and letter submissions.

  - Email submissions followed a similar pattern to the open-end responses, though on a much smaller scale.

Email Submission Codes	Count
Public Safety	3
Youth / Parks	3
Environmental Projects	2
Community Organizations	2
Homeless Services	2
Community Organization	2
Education	2
Street Paving	1
Street Sweeping / Litter	1
Fund Allocation	1
Senior Services	1
Infrastructure	1
Racial Equity	1
Mental Health	1
Sidewalks	1
Childcare	1
Economic Development	1
Lighting in Public Spaces	1
Blighted Properties	1
Animal Control	1
TOTAL	**29**

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Survey Data – Communication Channel Preference (N = 1,529)

● Survey participants generally preferred digital channels, though this may be slightly biased due to the survey being fielded online (through the City of Toledo website)

Communication Channel	Count	Percentage
City of Toledo's website	837	54.7%
Social Media	796	52.1%
News conferences covered by local media	736	48.1%
City of Toledo weekly email newsletter	543	35.5%
Articles in the Toledo Blade and other local newspapers	379	24.8%
In-person meetings at City Hall	268	17.5%
TOTAL	**1529**	**100.0%**

Toledo Recovery Plan, Citywide Meetings

- In addition to the survey and other online submissions, Toledo hosted six public meetings citywide.

  - Meetings focused on the five focus areas from the survey, in addition to ideas beyond those categories.

- Many of the specific ideas for programs and services are similar to those listed in the survey; issue areas that were most prominent include:

  - Gun violence reduction

  - Additional funding and opportunities for youth through parks and recreation centers

  - Addressing water quality issues – both lead pipes and pollution of local water sources

  - Street paving, sidewalk repairs / maintenance, tree / grass cutting, etc.

  - Returning blighted properties to productive use

  - Grants to fund home repairs / maintenance

  - Funding and assistance for small businesses, entrepreneurs, job creation, and economic development

  - Direct relief to residents (e.g., stimulus payments, tax refunds, etc.)

  - One-time payments and/or increased salaries to city workers for working through the pandemic, returning them to higher paid roles, rehiring employees who were laid off, etc.

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