

Twin Cities Focus Groups (St Joseph and Benton Harbor)

Community Asset Ranking

September 24, 2018

October 1, 2018

January 24, 2019

Three focus groups were conducted on September 24 and October 1 2018, and January 24, 2019 as part of the Twin Cities visioning charrettes. In these focus group, Q Methodology was used to determine the ranking of community assets by individuals in both their present community and looking into the future of their community.

Participants were given a community assets sheet and sixteen different community asset cards. Participants were then asked to rank **what community assets are most present in your community currently?** Each individual then sorted their community assets using the assets sheet and discussed their results as a group. After discussion, participants were asked to rank **What community assets are most important to you in the future of your community?** They then repeated the sorting exercise and discussed the results as a group.

This activity generated two sorts on the community assets sheet per participant (first sort and second sort). The results of this activity informed the design process that culminated in the work-in-progress preferred alternative that was presented on October 11. The fourteen sorts are included in Appendix A.

On September 24th, seven participants attended for a total of fourteen different sorts. Based on the responses to the First Sort, the three community assets that were ranked as **most present currently** were *Recreation*, followed by *Quality of Life* and *Tourism*. The three community assets ranked as **least present currently** were *Transportation System*, *Environmental Sustainability* and *Citizen Agency & Empowerment*. Based on the responses to the Second Sort, the three community assets that were ranked as **most important in the future** were *Public Access to Waterfront*, *Business Opportunities* and *Employment*. The three community assets ranked as **least important in the future** were *Social Networks*, *Citizen Agency & Empowerment*, and *Transparent Governance*. (Appendix A)

On October 1st, eleven participants attended, but only four completed the second sort activity giving a total of fifteen different sorts. Based on the responses to the First Sort, the three community assets that were ranked as **most present currently** were *Quality of Life*, *Recreation* and *Tourism*. The three community assets ranked as **least present currently** were *Transportation System*, *Population and Equity & Inclusion*. Based on the responses to the Second Sort, the three community assets that were ranked as **most important in the future** were *Transparent Governance*, *Quality of Life* and *Public Access to Waterfront*. The three community assets ranked as **least important in the future** were *Social Networks*, *Citizen Agency & Empowerment* and *Transportation System*. (Appendix B)

On January 24th, eight participants attended for a total of sixteen different sorts. Based on the responses to the First Sort, the three community assets that were ranked as **most present currently** were *Quality of Life*,

Employment and Recreation / Social Networks (a tie). The three community assets ranked as **least present currently** were *Transparent Governance, Citizen Agency and Empowerment* and *Tourism*. Based on the responses to the Second Sort, the three community assets that were ranked as **most important in the future** were *Quality of Life, Employment and Recreation / Social networks* (a tie). The three community assets ranked as **least important in the future** were *Citizen Agency & Empowerment, Transparent Governance* and *Tourism*. (Appendix C)

Q Methodology is a participatory technique used to identify individual as well as shared values, attitudes, and beliefs. The following excerpt is from Shinebourne, P. (2009). Using Q method in qualitative research. *International Journal of Qualitative Methods*, 8(1), 93-97:

“The Q method is considered particularly suitable for researching the range and diversity of subjective experiences, perspectives, and beliefs. At the same time, it facilitates the identification of similarities, the construction of broad categories of the phenomenon being investigated and the exploration of patterns and relationships within and between these categories. Participants are asked to sort a set of statements representing a broad diversity of opinions and perspectives on the phenomenon being investigated. Items for the Q set can be gathered from a variety of sources; for example, direct quotes and themes from interviews with participants, and statements originating from academic literature and popular media in addition to interviews.”

The OGL Social Metrics project used the following timeline and script in a series of focus groups:

- Intros (10min)
 - **Script:** This is a water town. As such, we’re interested in the ways that water impacts you and your experience living here. ¹
- Individual Q-sort about personal perception of ranking community assets (10min)
 - Prompt:** *The most important impacts of water for me are...* what community assets are most present in your community currently?
 -
 - **Script:** “Placed on the table before you is a diamond shaped grid and 16 community asset cards. We would like each of you to individually rank how water can contribute to our lives and our places based on the values listed on the cards. the community assets most present in your community currently. There is one blank card for you to fill in anything in case we’ve missed it. Your highest values go in the top and bottom points of the diamond. The values with less importance to you go in the middle. There are absolutely no right or wrong answers. The assets most present currently go at the top; the assets least present currently go at the bottom. Please fill in all of the spaces. Don’t worry about placement left to right within a row. All that matters for the ranking is the vertical placement. If you think an asset is missing from the selected options, use the plank card to write it in. These are personal responses that have meaning to you and your experience alone. All of these assets are important! That’s a wonderful thing. Applying our values in practice in the world, though, requires that we prioritize them, and that’s what this activity helps us do. You do not have to stay within the bounds of the grid, but it’s helpful if you do.”
 - Take pictures of final grids
- Short discussion (15min)
 - Ask participants to talk about their top three assets as well as the asset they have at the bottom, including what prompted them to place those assets where they did
- Individual Q-sort about perceived community values about water (10min)
 - **Prompt:** *The most important impacts of water for the Alpena/Manistee/Port Huron/Sault St. Marie community are...* What community assets are most important to you in the future of your community?
 - **Script:** “We’re going to repeat the same ranking process that you just completed, but this time, we’re interested in how you perceive the value of water for your community more widely. The most important community assets in the future of your community.”

¹ Highlighted in yellow are original prompts for value sort. Highlighted in blue are the revisions for the Twin Cities Focus Groups.

- Take pictures of final grids
- Short discussion (15min)
 - Ask participants to talk about their top three values as well as the value they have at the bottom, including what prompted them to place those values where they did
 - If there are substantial differences between the first and second sort, ask participants to talk about why that is
- Group sort about future visions related to water restoration priorities for the community (30min)
 - **Prompt: *In the future, water restoration projects in your community should prioritize...***
 - **Script:** "This is the same process as you've done on your own, but this time, we'd like you to have a discussion about your perceived community values related to water and collectively envision some priorities for which values should be emphasized in water restoration - beaches, boardwalks, habitat remediation, wetland restoration, etc. - projects in the future. What do you want your town to look and feel like in the future, and how can water play a role in realizing that vision?"
 - Take pictures of final grids
- Final discussion (10min) (did not do a third sort)

The community assets listed on the Q-sort cards (Table 1), are based on the findings from a literature review on natural resources values and interviews.

Table 1 Q Sort Cards

	Community Asset	Definition
1	Business Opportunities	Ability to attract / retain entrepreneurship & investments in income-generating opportunities
2	Citizen Agency & Empowerment	Ability to influence or create change at the local level
3	Community Engagement	Individuals & groups working collaboratively to achieve collective goals
4	Education & Training	Opportunities for formal & informal learning & skill-building
5	Employment	Jobs & income-generating opportunities related to the provision of local goods and services
6	Environmental Sustainability	Factors & practices that contribute to the long-term quality of the environment
7	Equity & Inclusion	Fair, respectful, & inclusive treatment of all residents
8	Population	Ability to attract / retain residents, especially younger generations
9	Public Access to Waterfront	Ability to approach & interact with local water resources
10	Quality of Life	The standard of health, comfort, and happiness experienced by residents
11	Recreation	Outdoor leisure activities done for enjoyment during non-work time
12	Social Networks	Opportunities to connect & build relationships with other people & communities
13	Tourism	Attraction of a place as a welcoming destination for visitors
14	Transparent Governance	Publicly available, reliable information about policy decisions used to engage citizens & stakeholders
15	Transportation System	Accessible modes of transportation, including public / private as well as motorized / non-motorized
16	(Blank)	Filled in by the participant for any value not represented

Write-ins for Blank Cards

	Community Asset	Participant ID	Focus Group Date
1	Housing	JCS2	September 24, 2018
2	Public Access to Waterfront by Boat	EJ1 & EJ2	October 1, 2018

Community Assets Sheet

Please use the Community Asset Statements to fill in the pyramid below. The assets most present currently or important to you go at the top; the assets least present currently or least important to you go at the bottom. Please fill in all of the spaces. Don't worry about placement left to right within a row. All that matters for the ranking is the vertical placement of the values cards. If you think an asset is missing from the selected options, use blank card to write it in.

Most

Least

Employment Jobs & income-generating opportunities related to the provision of local goods and services	Quality of Life The standard of health, comfort, and happiness experienced by residents	Equity & Inclusion Fair, respectful, & inclusive treatment of all residents	Population Ability to attract / retain residents, especially younger generations
Social Networks Opportunities to connect & build relationships with other people & communities	Recreation Outdoor leisure activities done for enjoyment during non-work time	Environmental Sustainability Factors & practices that contribute to the long-term quality of the environment	Tourism Attraction of a place as a welcoming destination for visitors
Public Access to Waterfront Ability to approach & interact with local water resources	Education & Training Opportunities for formal & informal learning & skill-building	Business Opportunities Ability to attract / retain entrepreneurship & investments in income-generating opportunities	Transportation System Accessible modes of transportation, including public / private as well as motorized / non-motorized
Transparent Governance Publicly available, reliable information about policy decisions used to engage citizens & stakeholders	Community Engagement Individuals & groups working collaboratively to achieve collective goals	Citizen Agency & Empowerment Ability to influence or creation change at the local level	

Date	September 24		October 1		January 24	
Sort	First	Second	First	Second	First	Second
Top Three	Recreation	Public Access to Waterfront	Quality of Life	Transparent Governance	Quality of Life	Quality of Life
	Quality of Life	Employment	Recreation	Quality of Life	Employment	Employment
	Tourism	Business Opportunities	Tourism	Public Access to Waterfront	Equity & Inclusion	Recreation / Social Networks
Bottom Three	Transportation System	Social Networks	Transportation System	Social Networks	Transparent Governance	Citizen Agency & Empowerment
	Environmental Sustainability	Citizen Agency & Empowerment	Population	Citizen Agency & Empowerment	Citizen Agency & Empowerment	Transparent Governance
	Citizen Agency & Empowerment	Transparent Governance	Equity & Inclusion	Transportation System	Tourism	Tourism

Appendix A – September 24, 2018 Focus Group
First & Second Sort by Individual

Figure 1 – September 24, 2018 Focus Group Activity – First Sort Participant LG

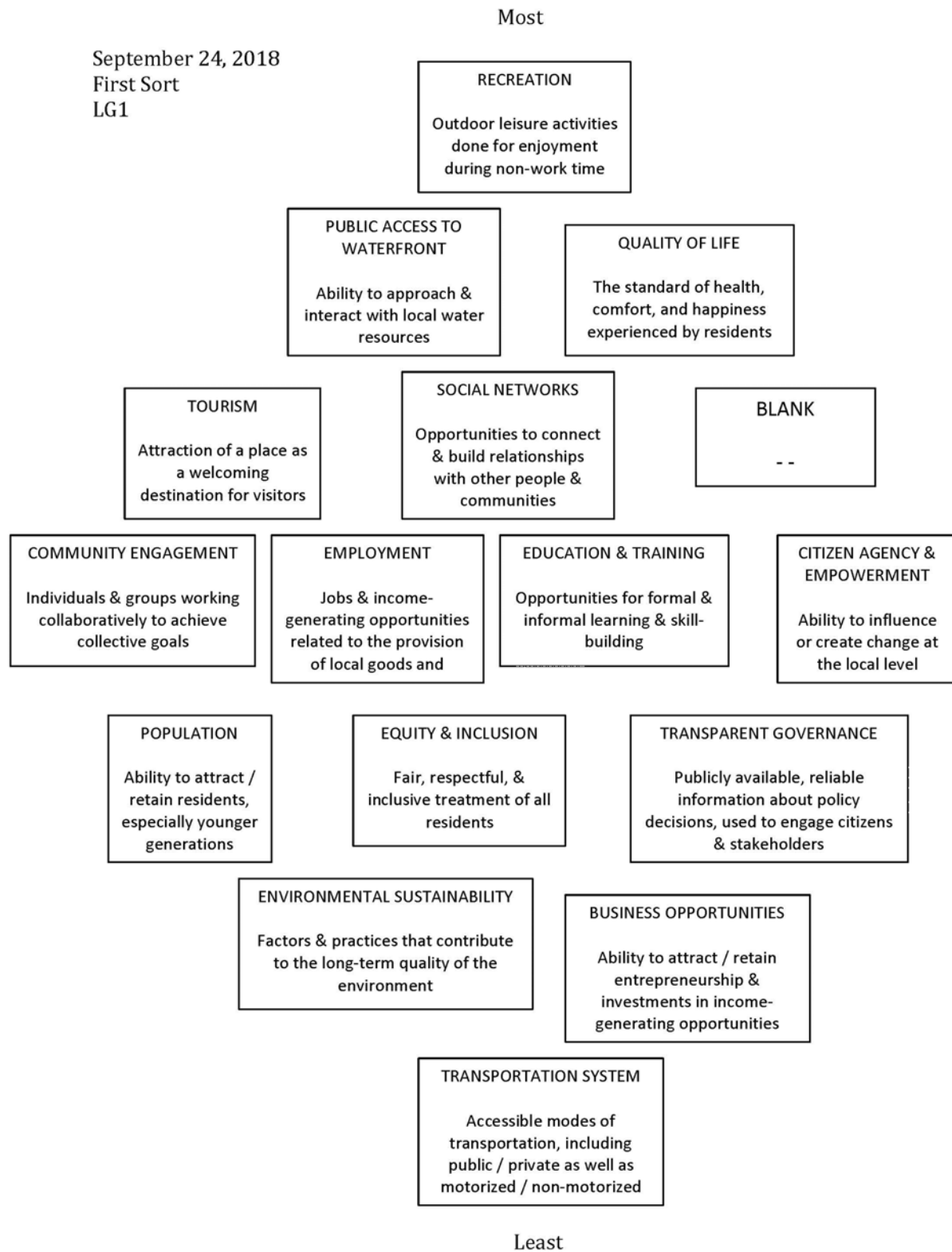


Figure 2 – September 24, 2018 Focus Group Activity – Second Sort Participant LG

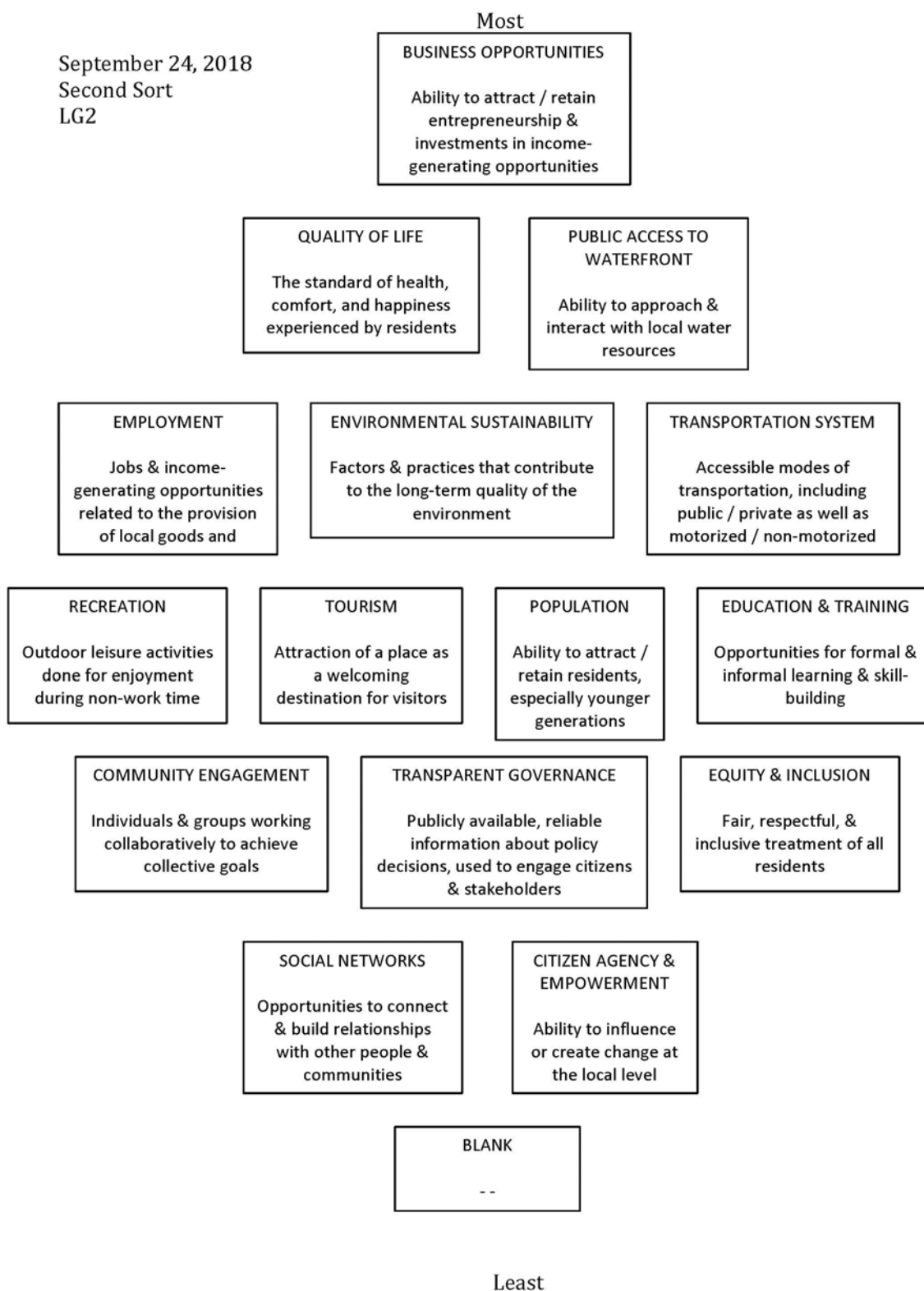


Figure 3 – September 24, 2018 Focus Group Activity – First Sort Participant BG

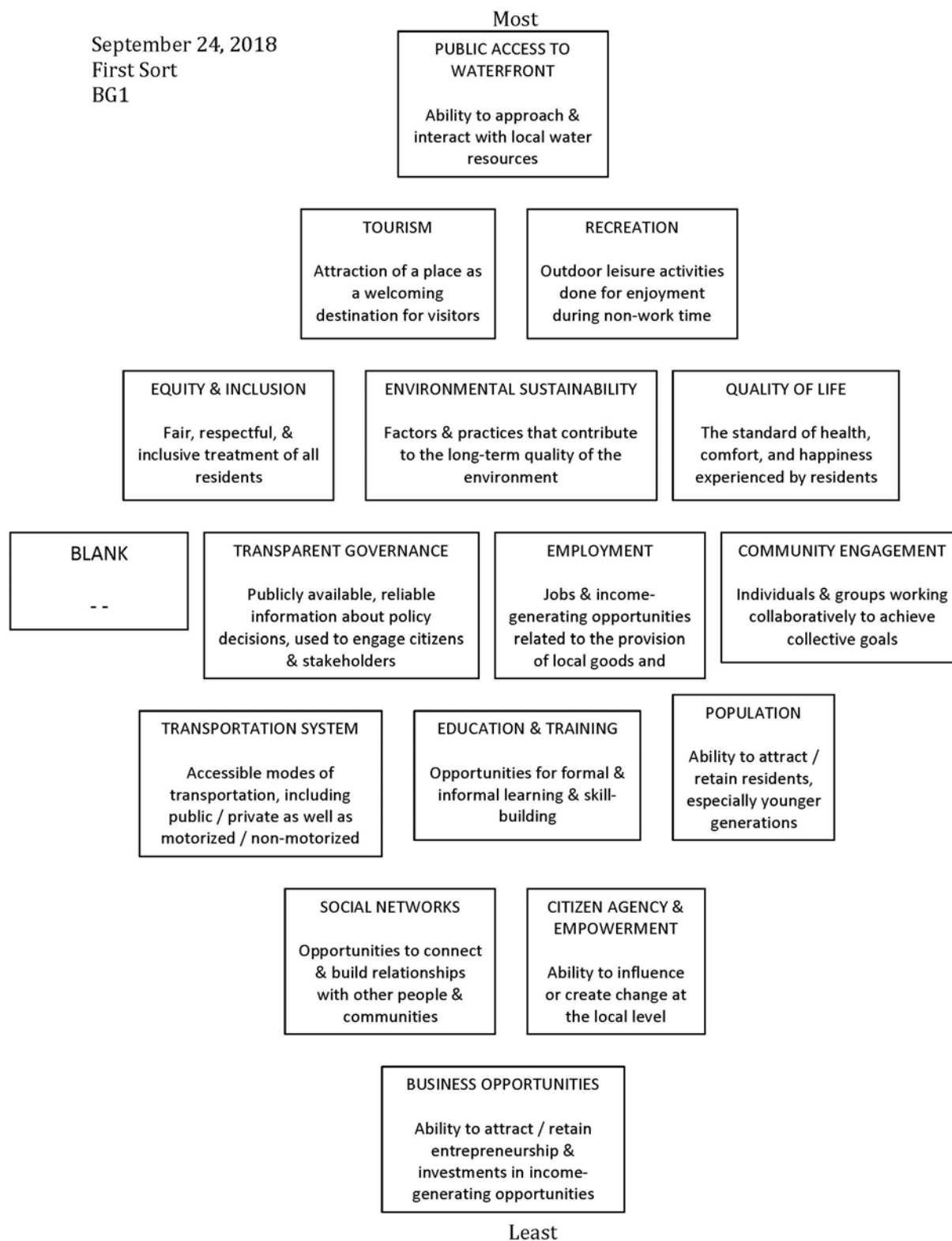


Figure 4 – September 24, 2018 Focus Group Activity – Second Sort Participant BG

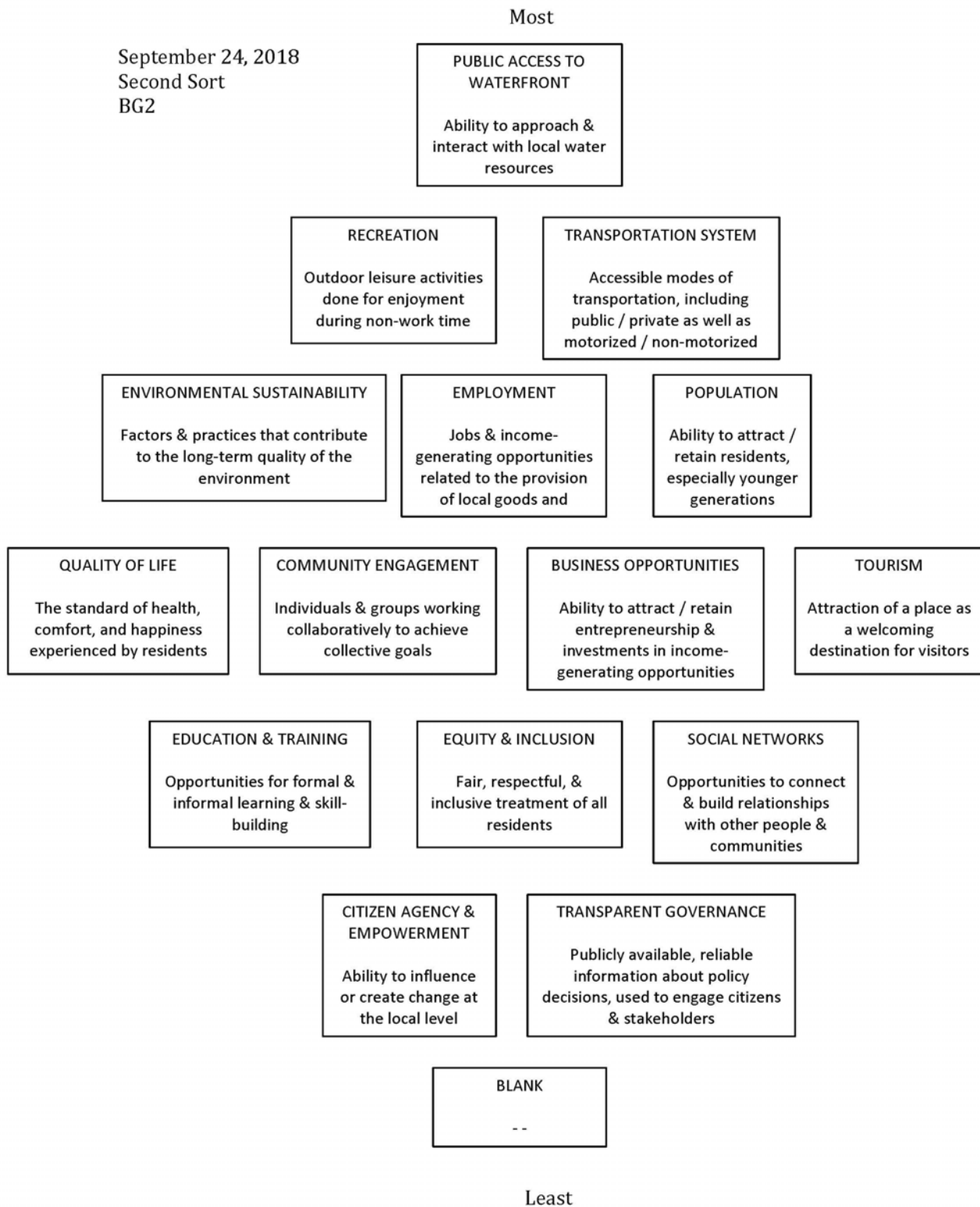


Figure 5 – September 24, 2018 Focus Group Activity – First Sort Participant DK

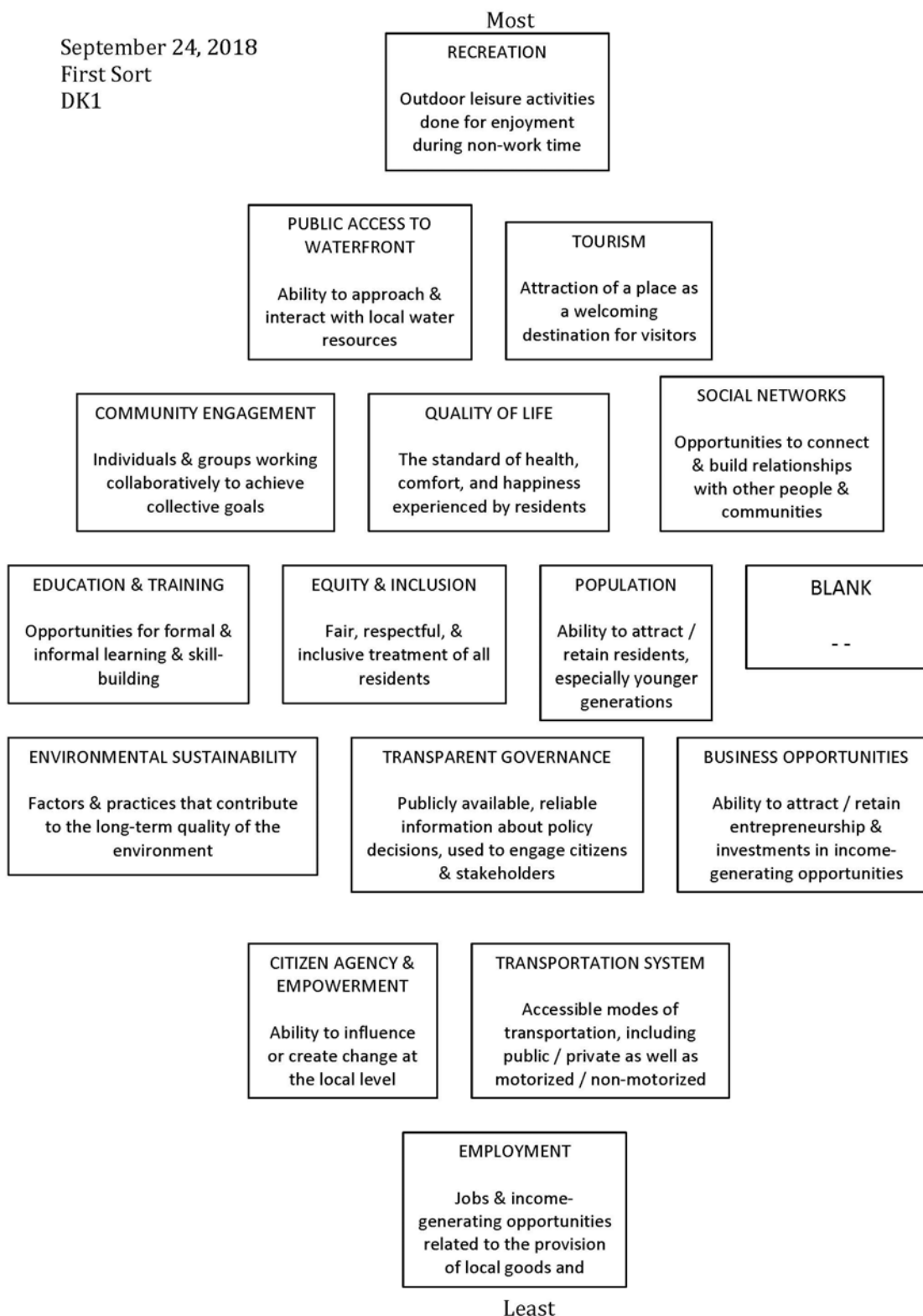


Figure 6 – September 24, 2018 Focus Group Activity – Second Sort Participant DK

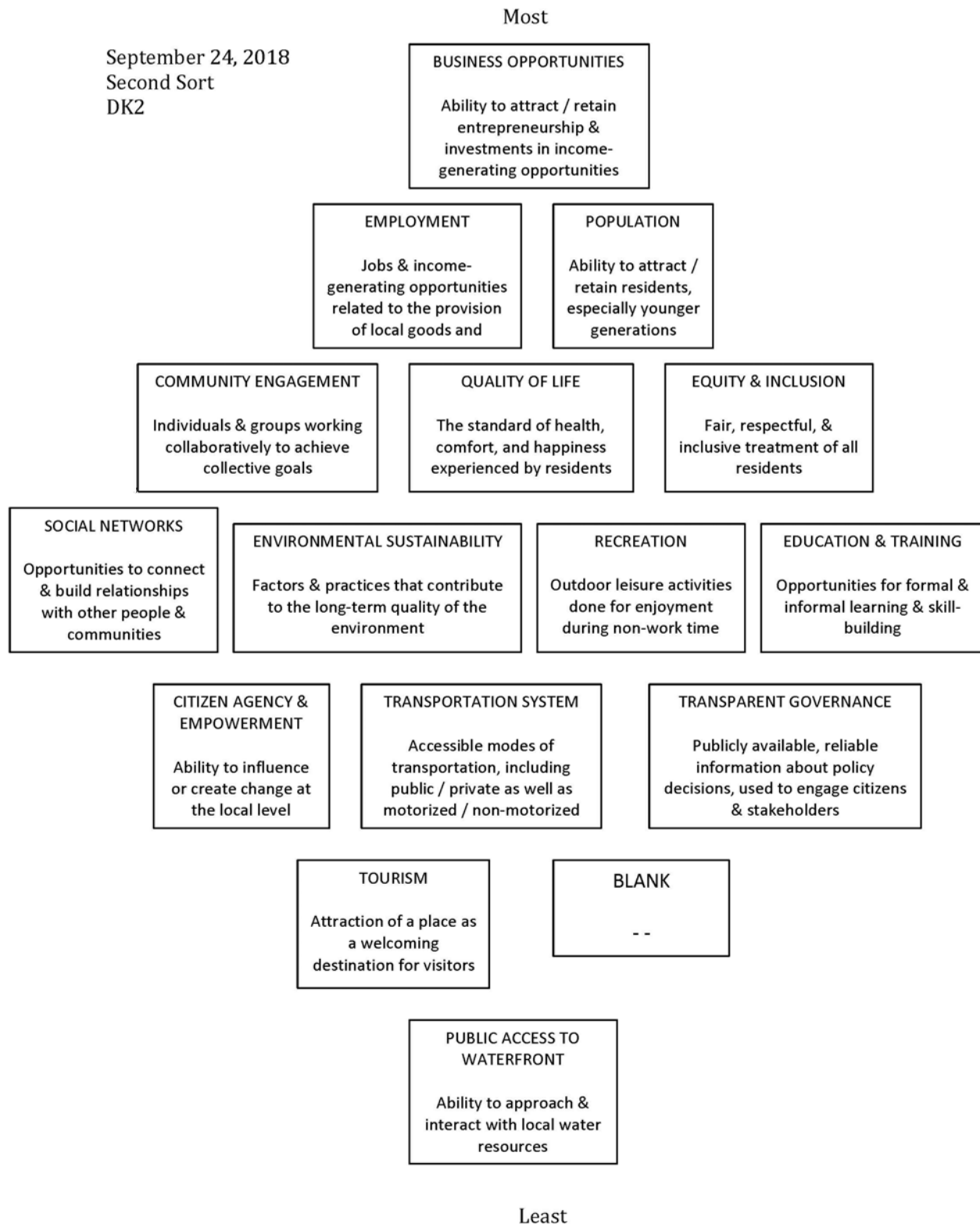


Figure 7 – September 24, 2018 Focus Group Activity – First Sort Participant CS

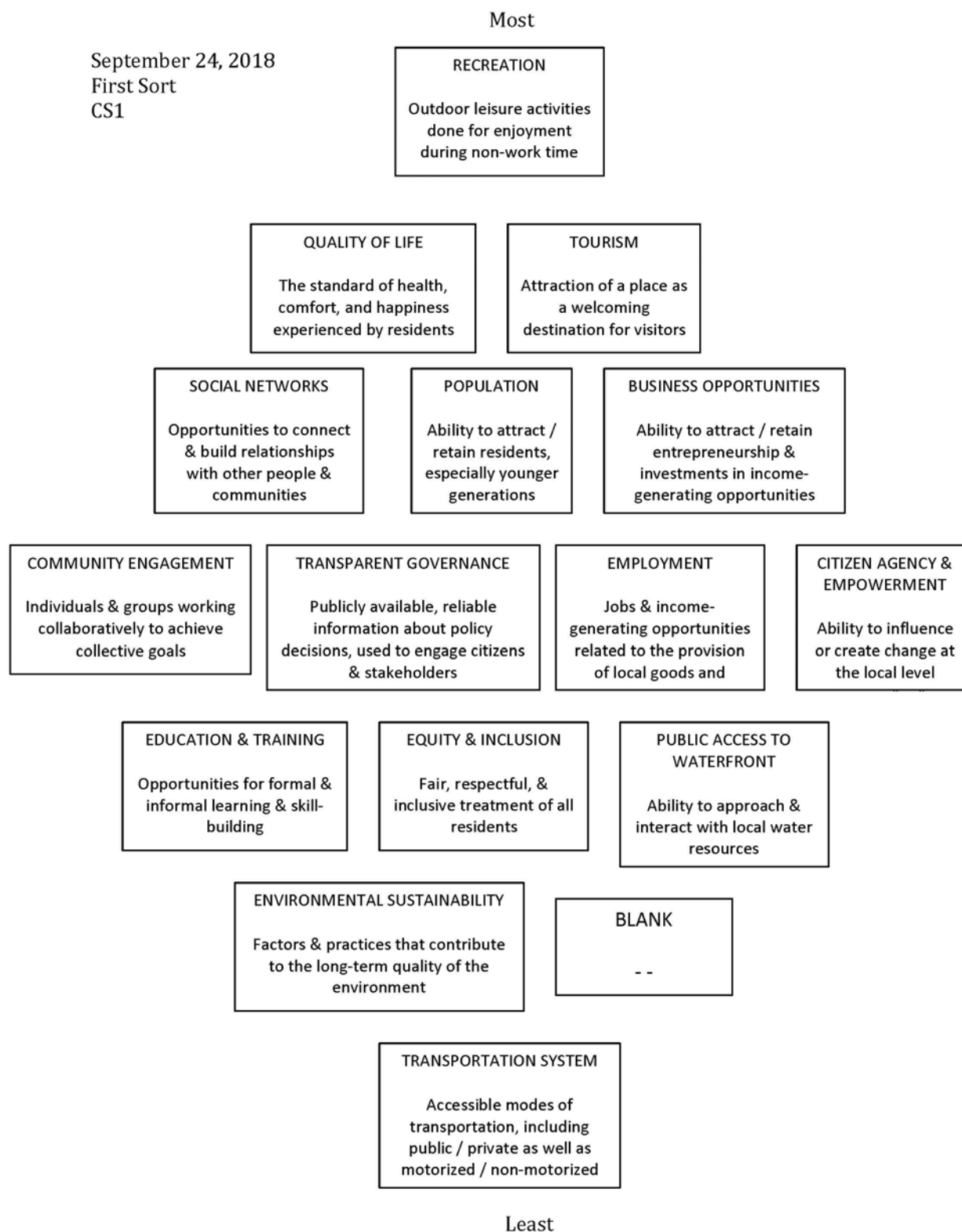


Figure 8 – September 24, 2018 Focus Group Activity – Second Sort Participant CS

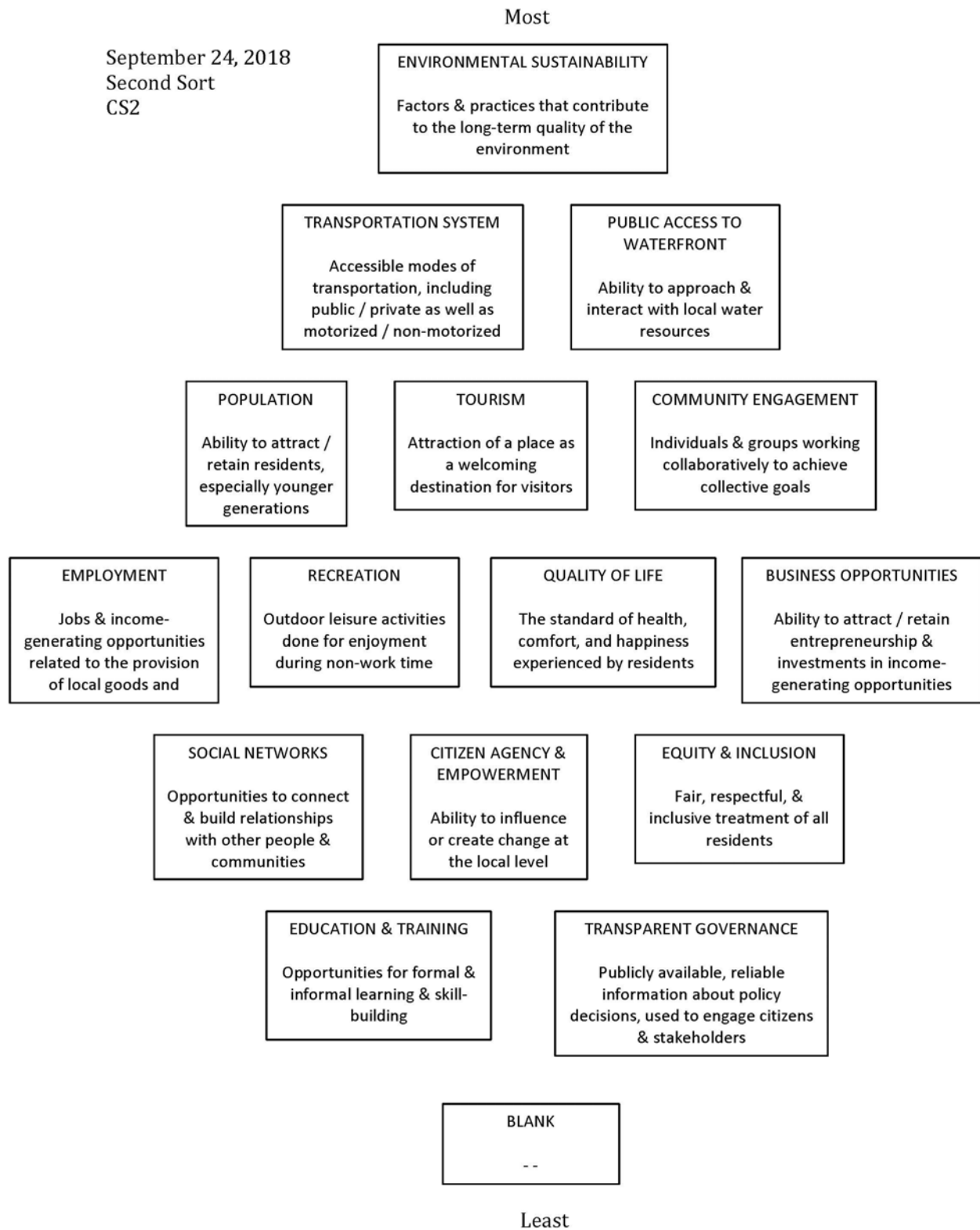


Figure 9 – September 24, 2018 Focus Group Activity – First Sort Participant JCS

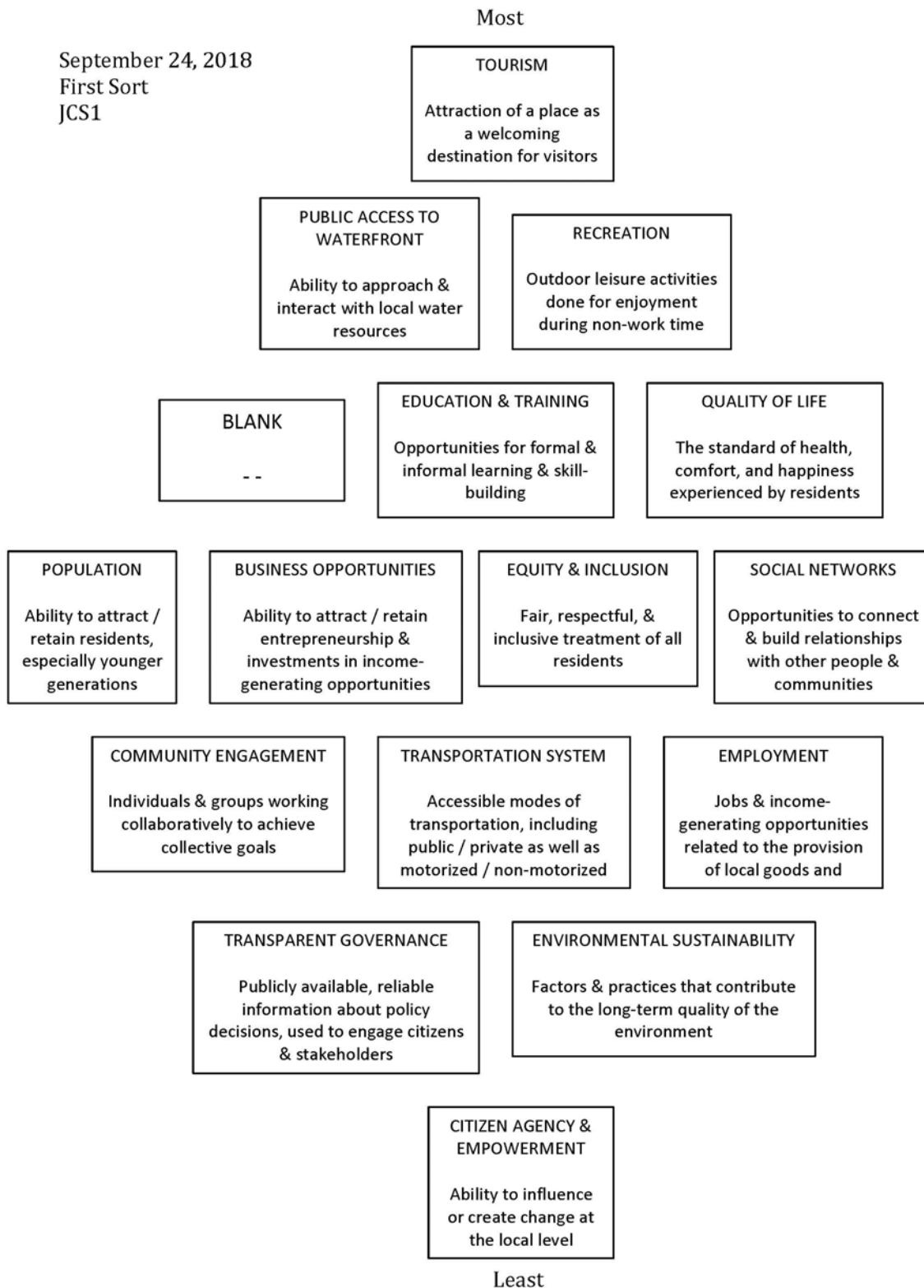


Figure 10 – September 24, 2018 Focus Group Activity – Second Sort Participant JCS

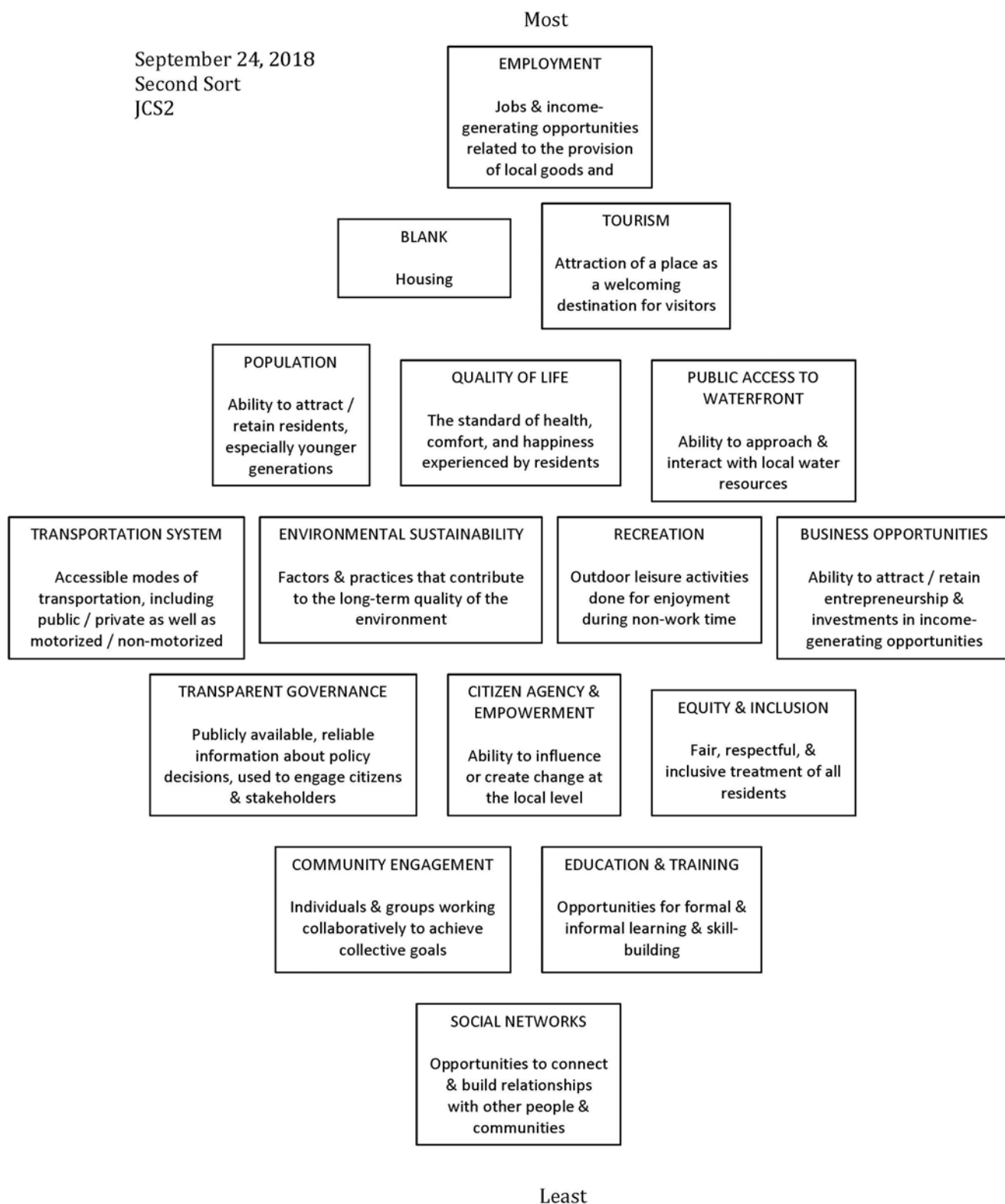


Figure 11 – September 24, 2018 Focus Group Activity – First sort Participant JA

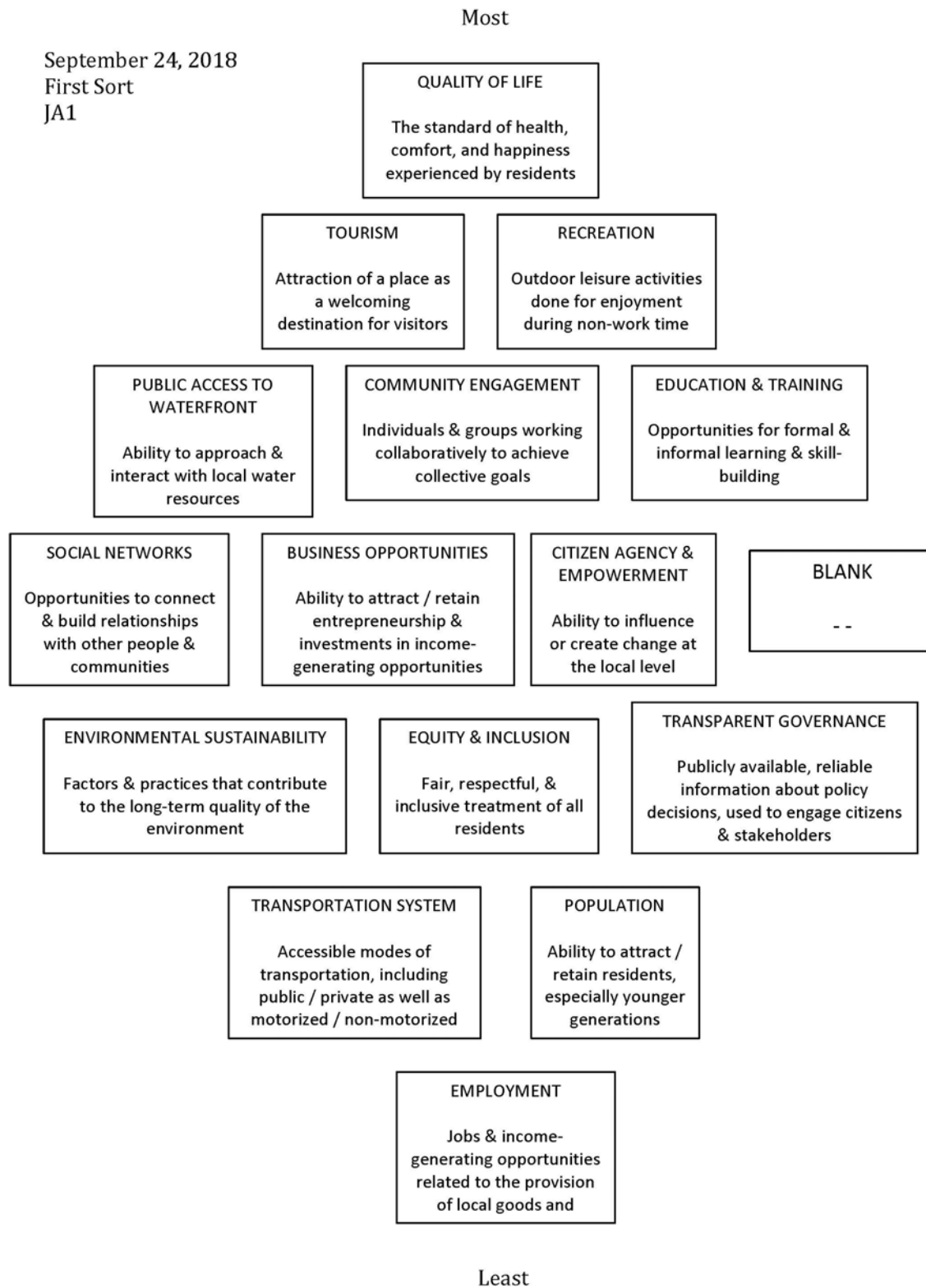


Figure 12 – September 24, 2018 Focus Group Activity – Second Sort Participant JA

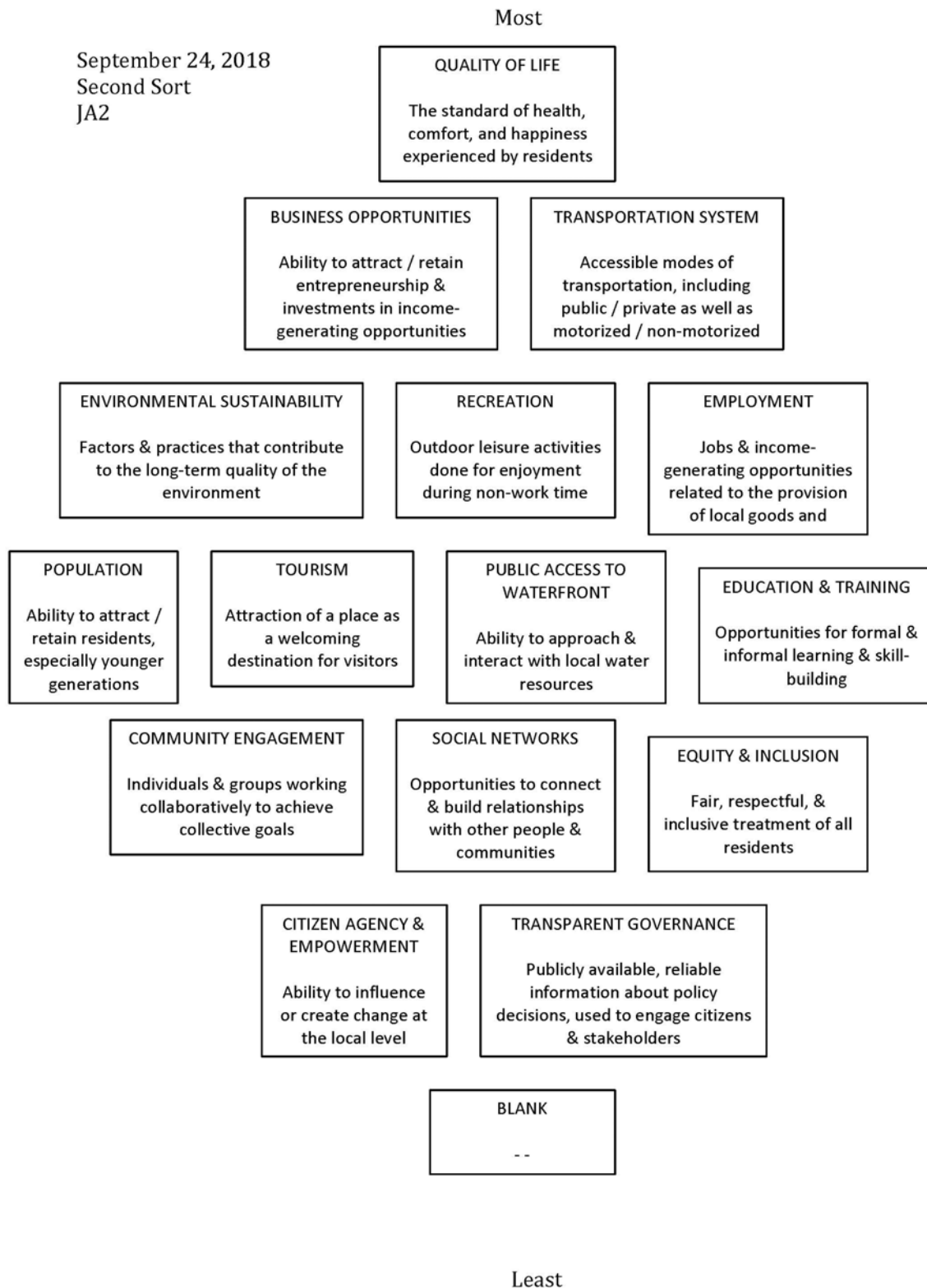


Figure 13 – September 24, 2018 Focus Group Activity – First Sort Participant RJR

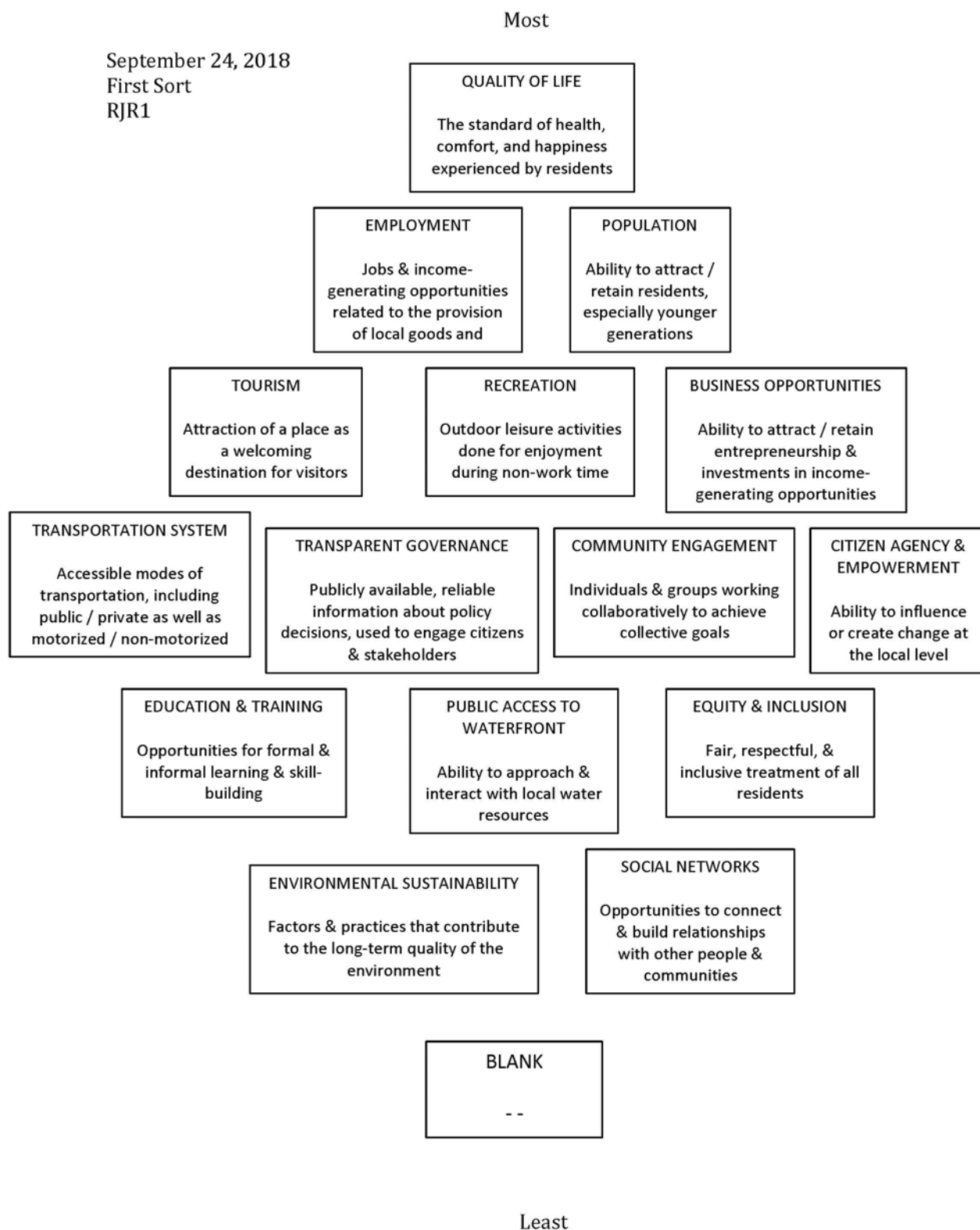
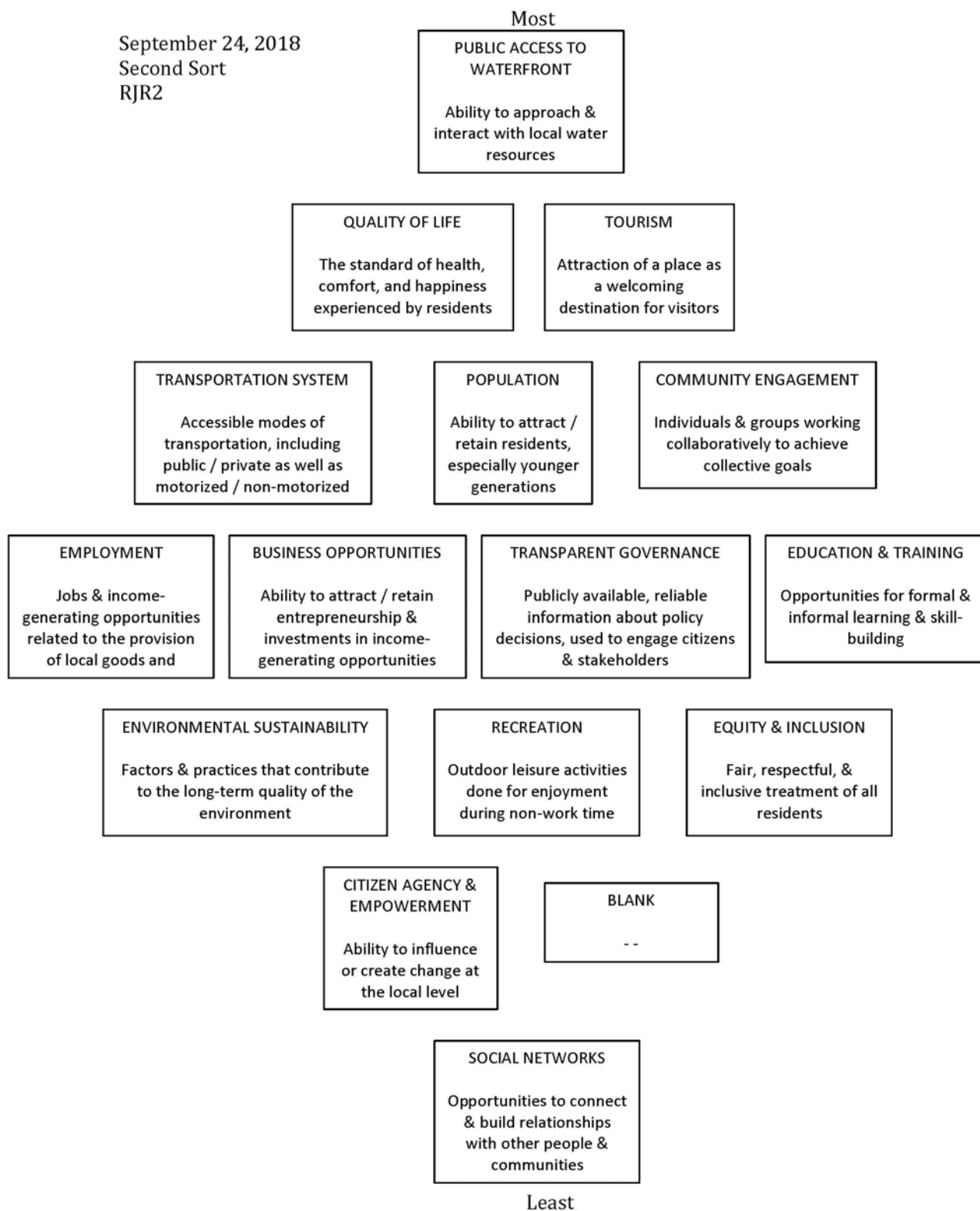


Figure 14 – September 24, 2018 Focus Group Activity – Second Sort Participant RJR



Appendix B – October 1, 2018 Focus Group
First & Second Sort by Individual

Figure 15 – October 1, 2018 Focus Group Activity – First Sort Participant EJ

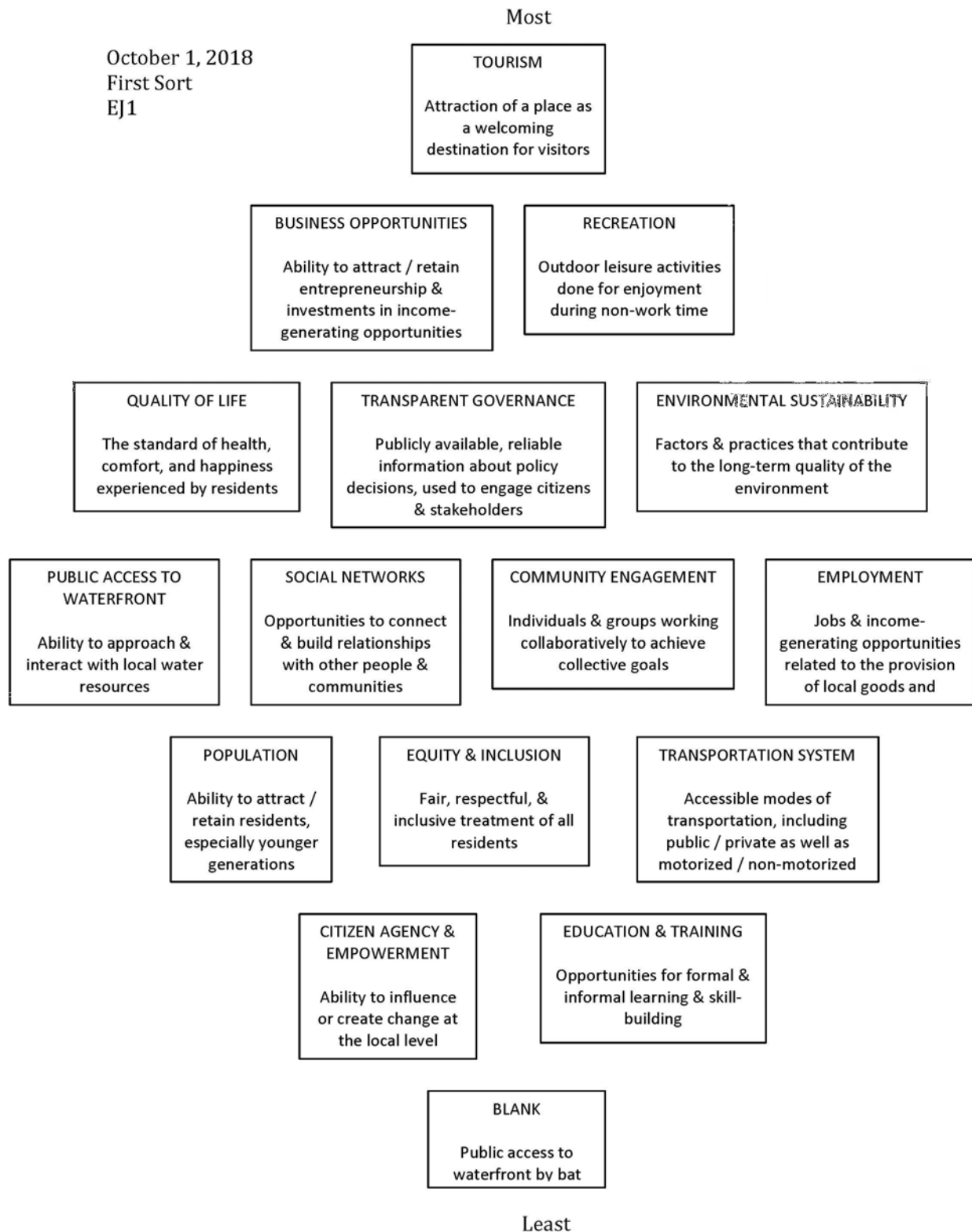


Figure 16 – October 1, 2018 Focus Group Activity – Second Sort Participant EJ

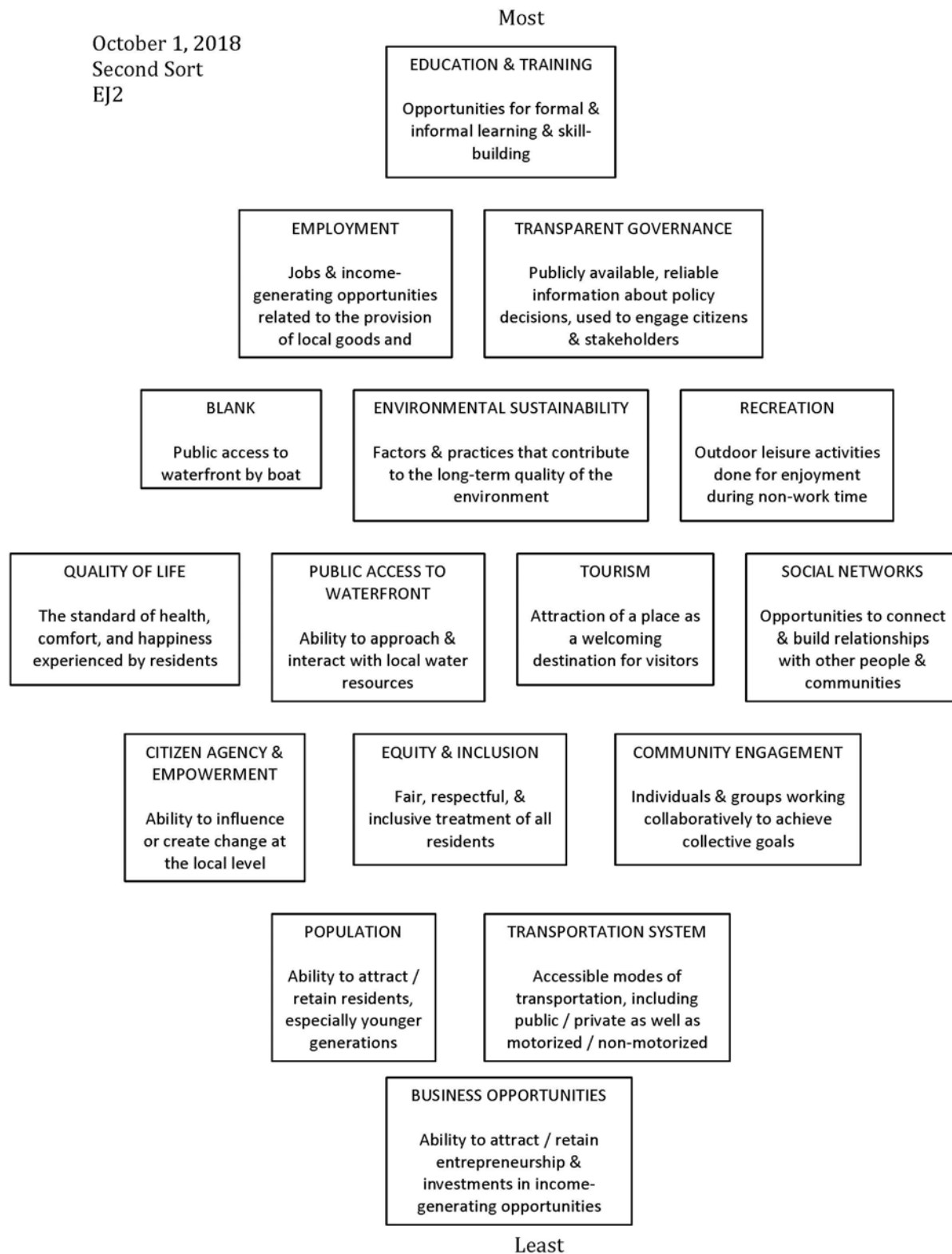


Figure 17 – October 1, 2018 Focus Group Activity – First Sort Participant KM

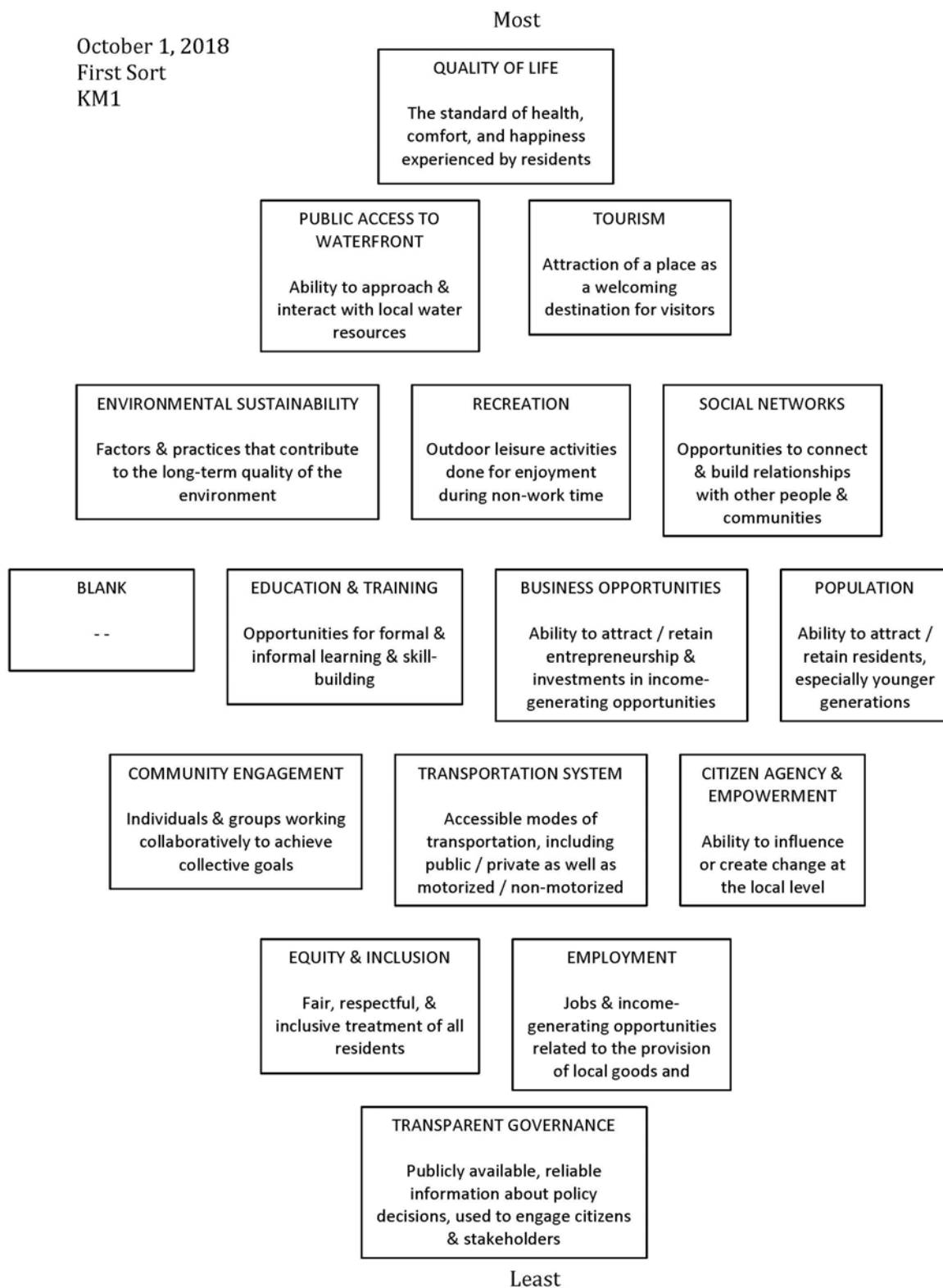


Figure 18 – October 1, 2018 Focus Group Activity – Second Sort Participant KM

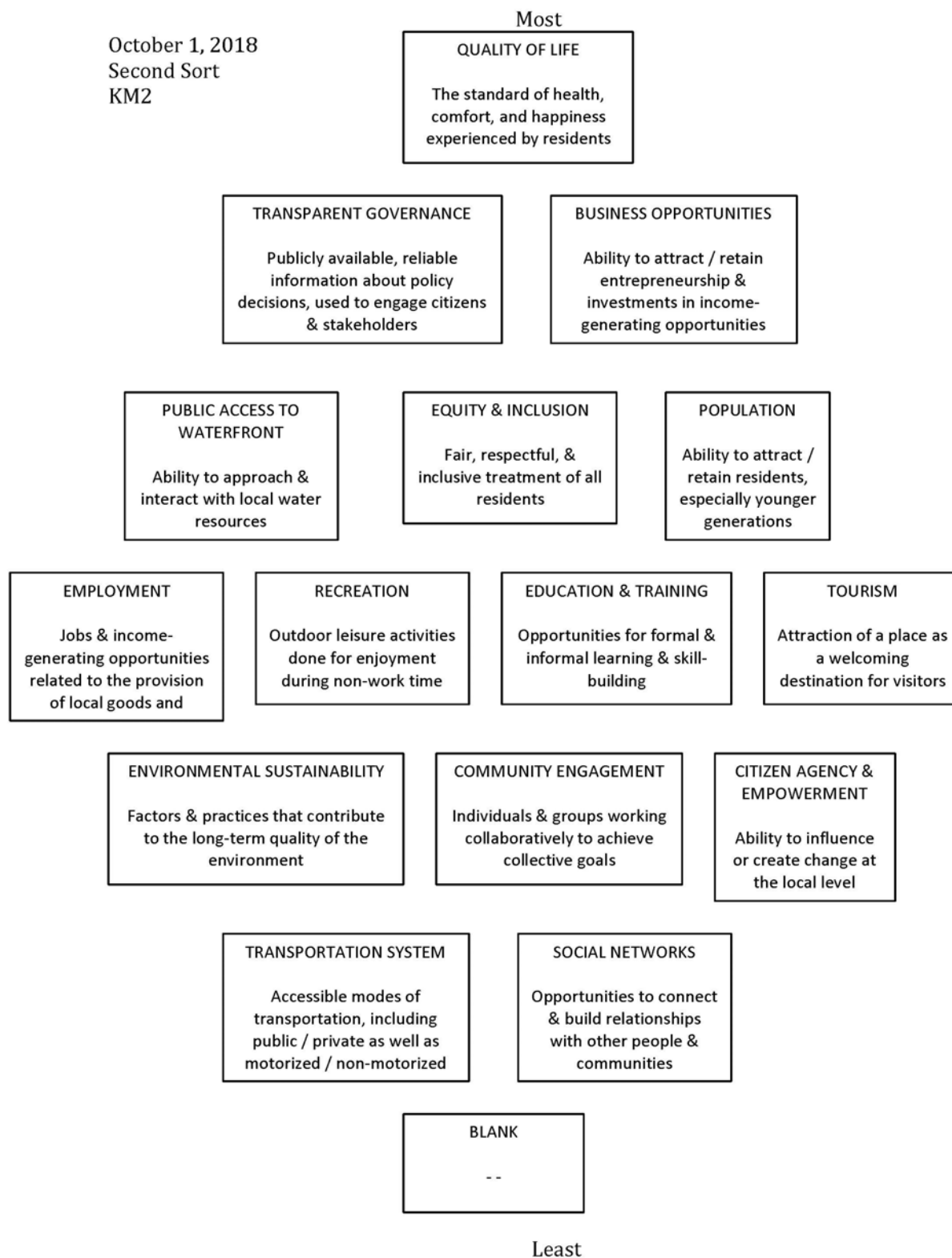


Figure 19 – October 1, 2018 Focus Group Activity – First Sort Participant TC

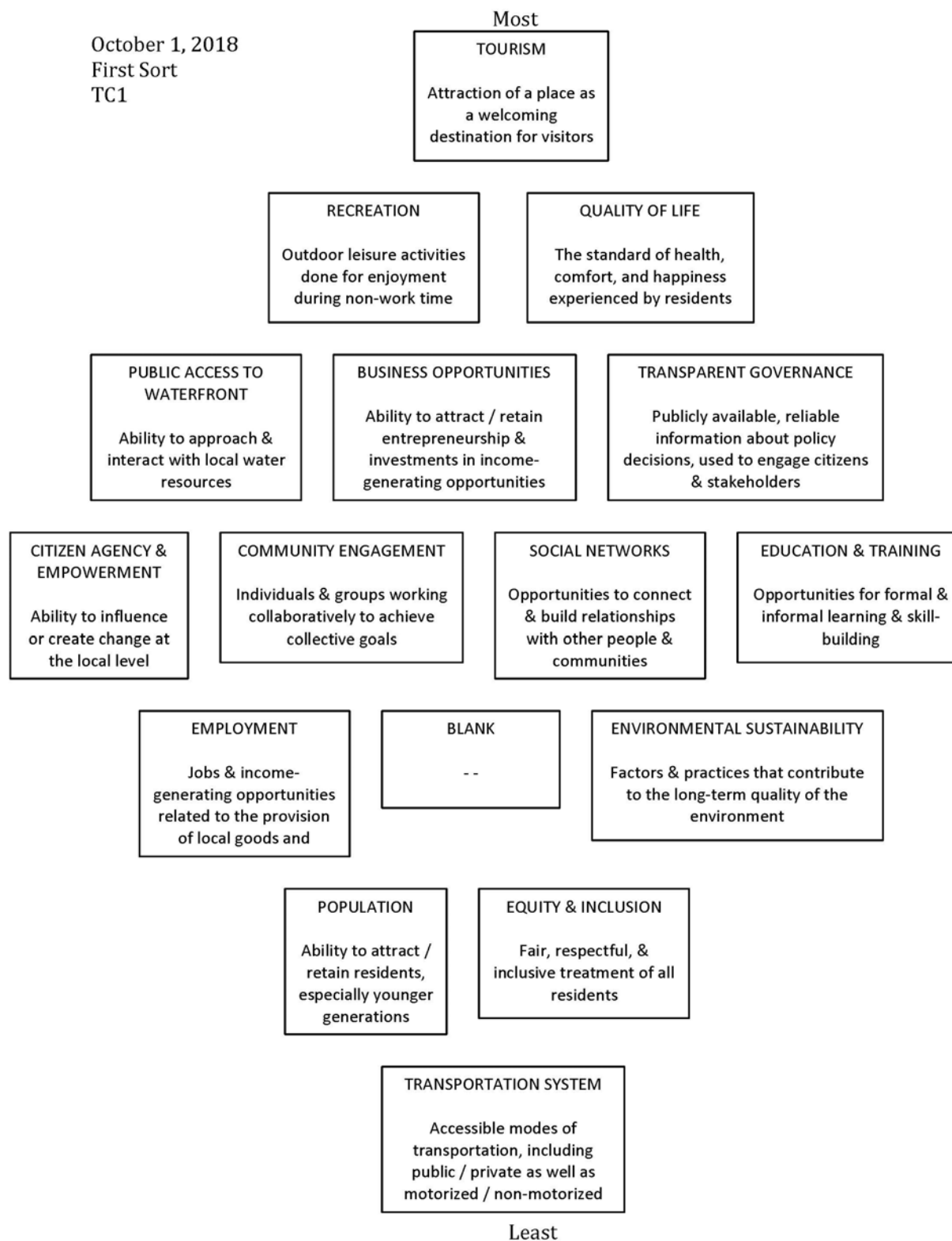


Figure 20 – October 1, 2018 Focus Group Activity – Second Sort Participant TC

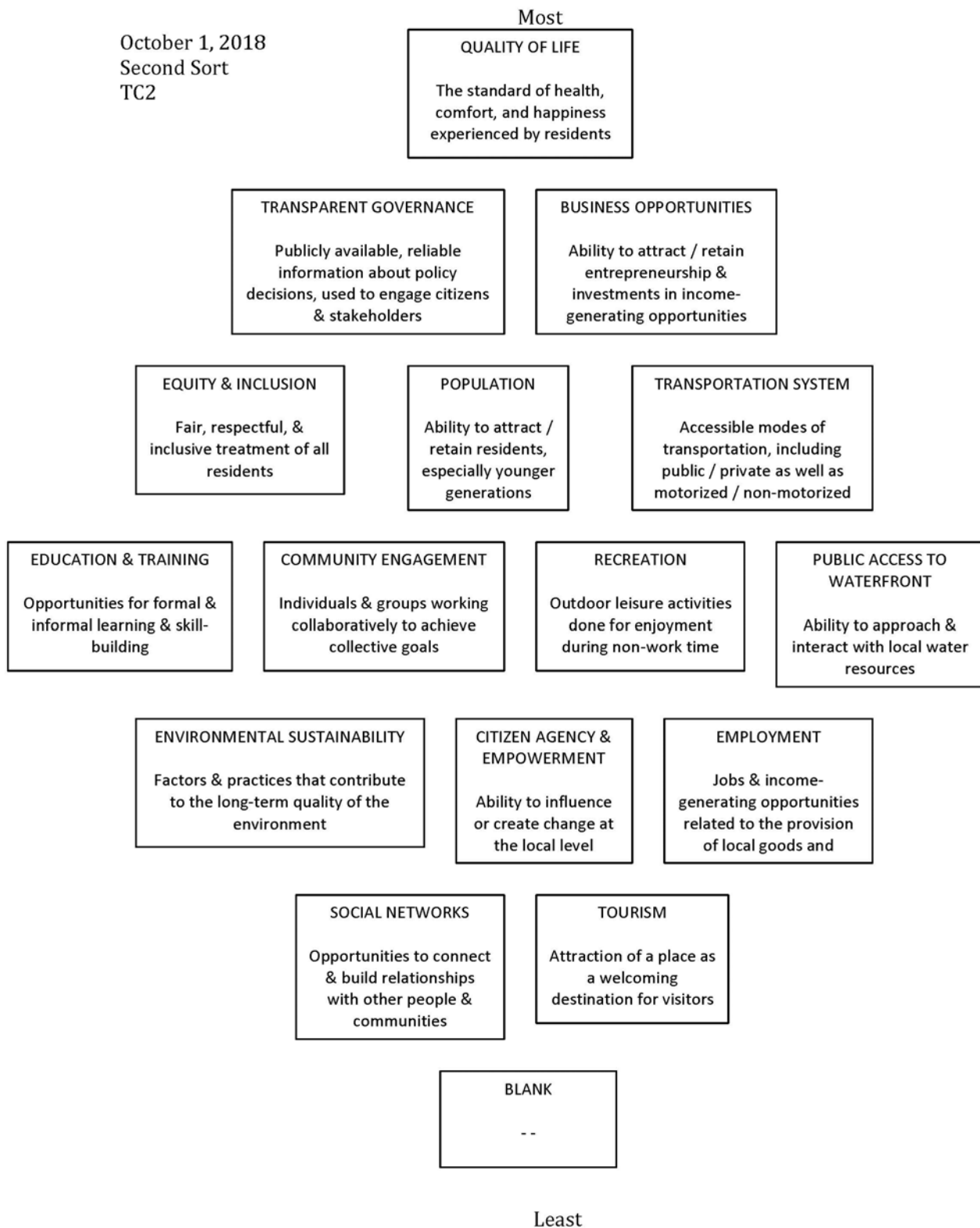


Figure 21 – October 1, 2018 Focus Group Activity – First Sort Participant CM

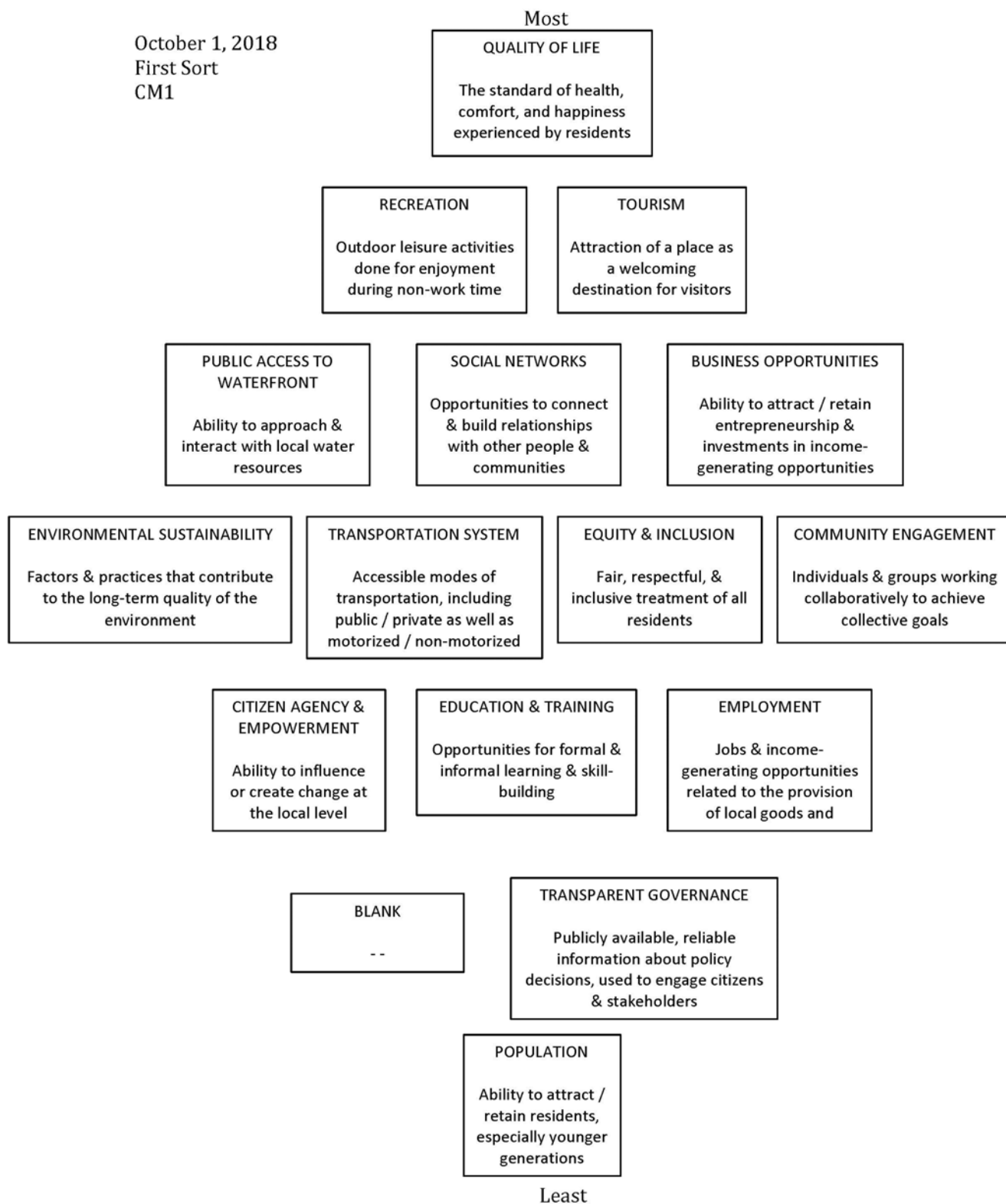


Figure 22 – October 1, 2018 Focus Group Activity – Second Sort Participant CM

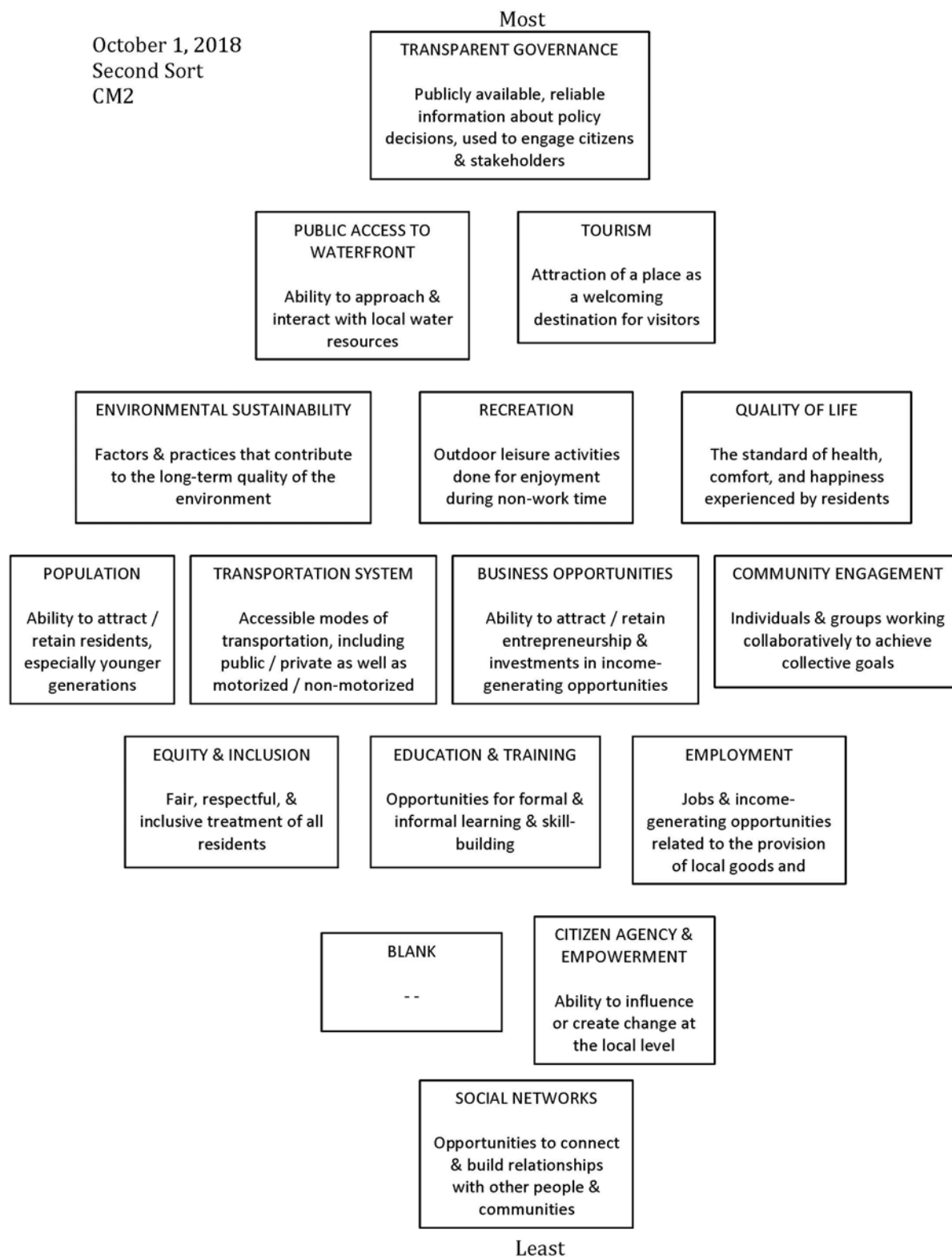


Figure 23 – October 1, 2018 Focus Group Activity – First Sort Participant AP

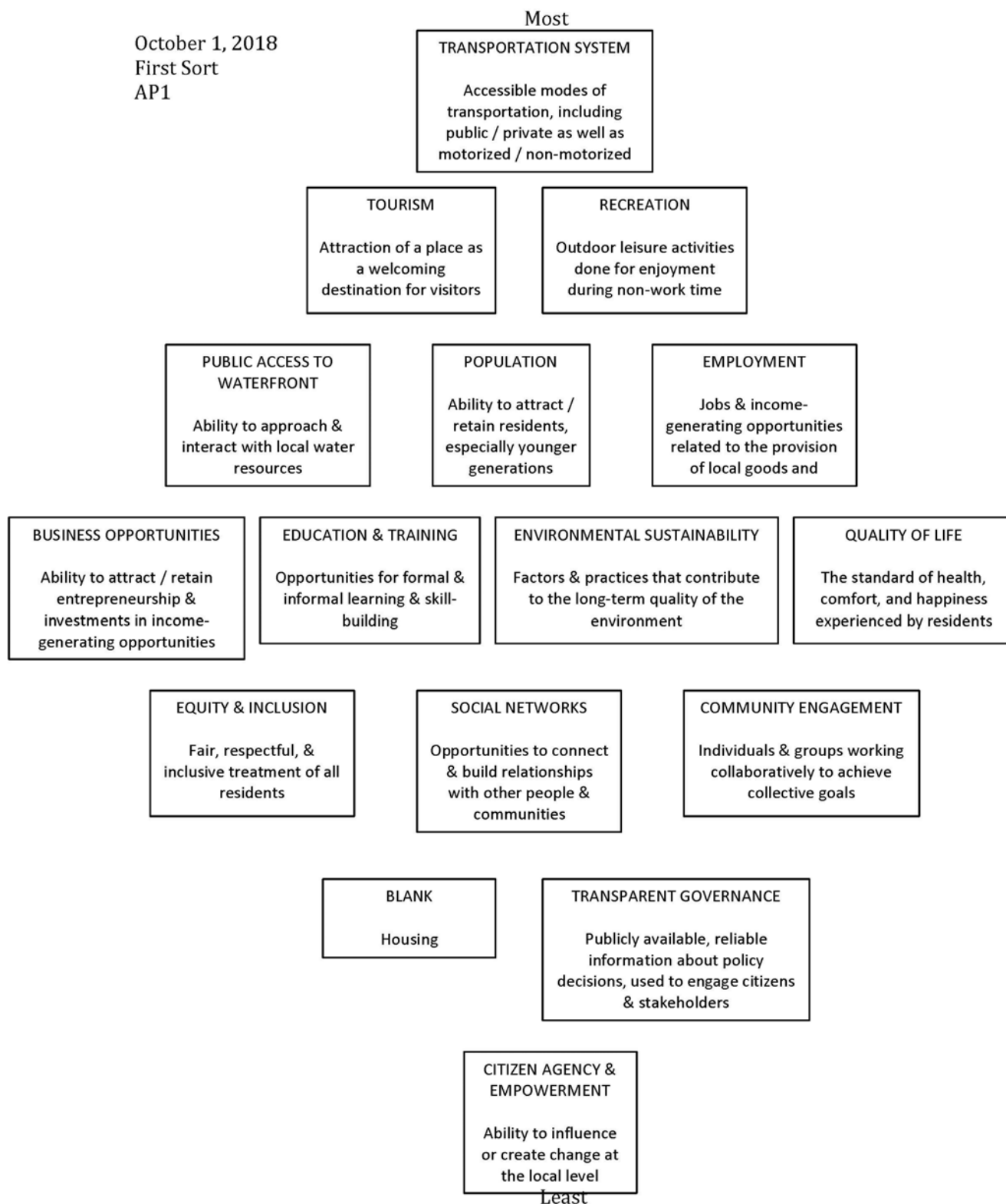


Figure 24 – October 1, 2018 Focus Group Activity – First Sort Participant HB/PB

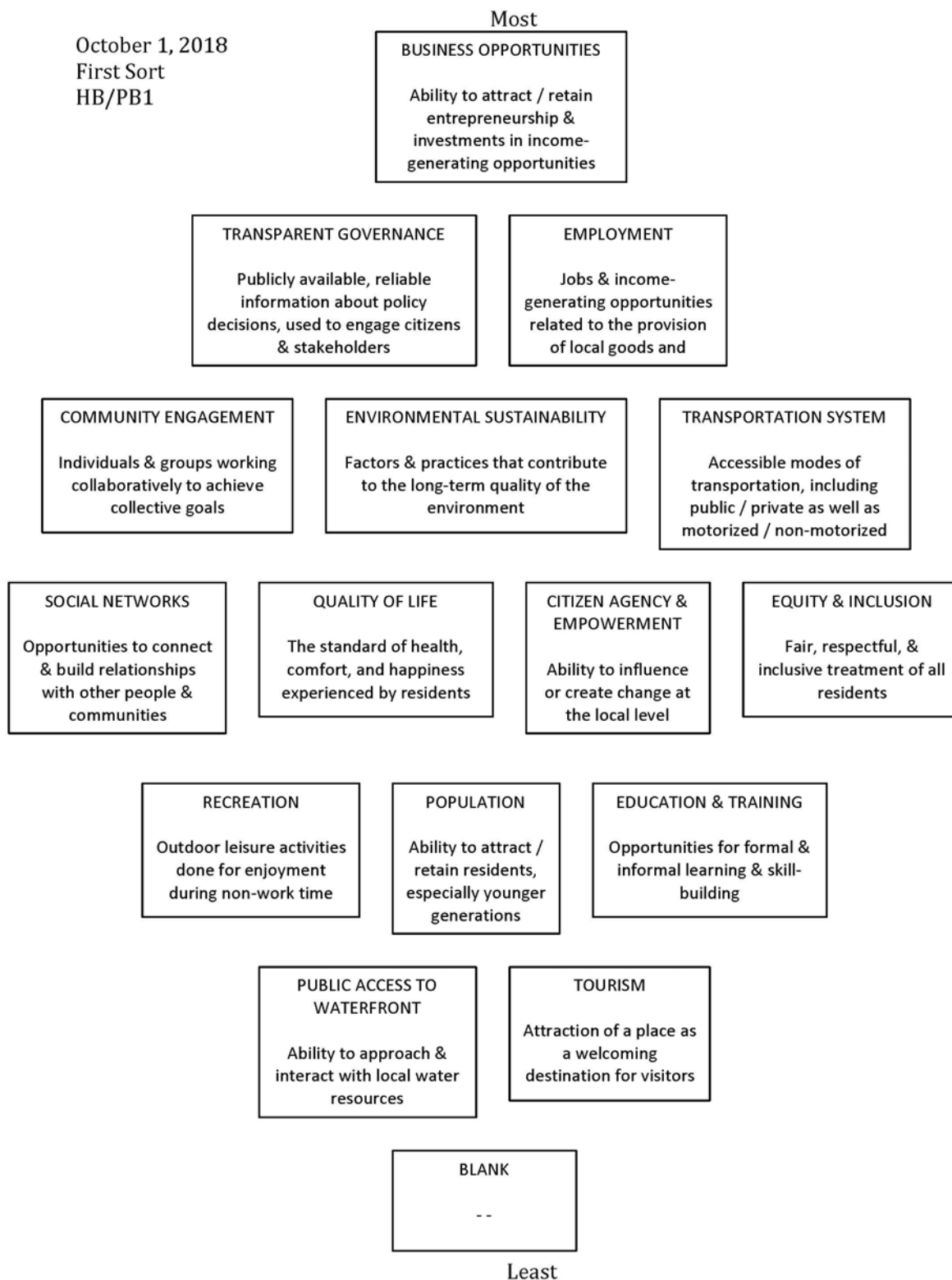


Figure 25 – October 1, 2018 Focus Group Activity – First Sort Participant JJK

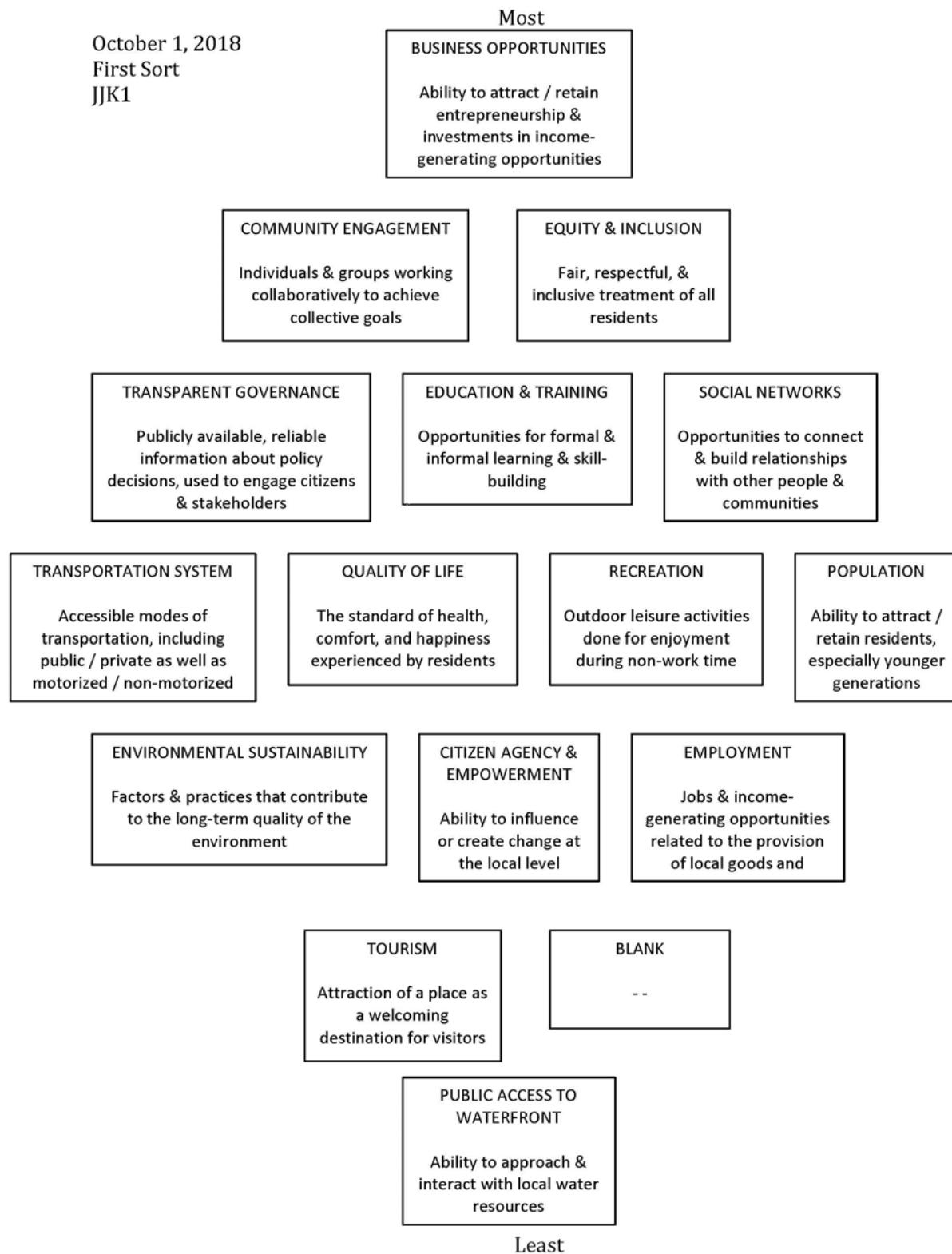


Figure 26 – October 1, 2018 Focus Group Activity – First Sort Participant PWJ

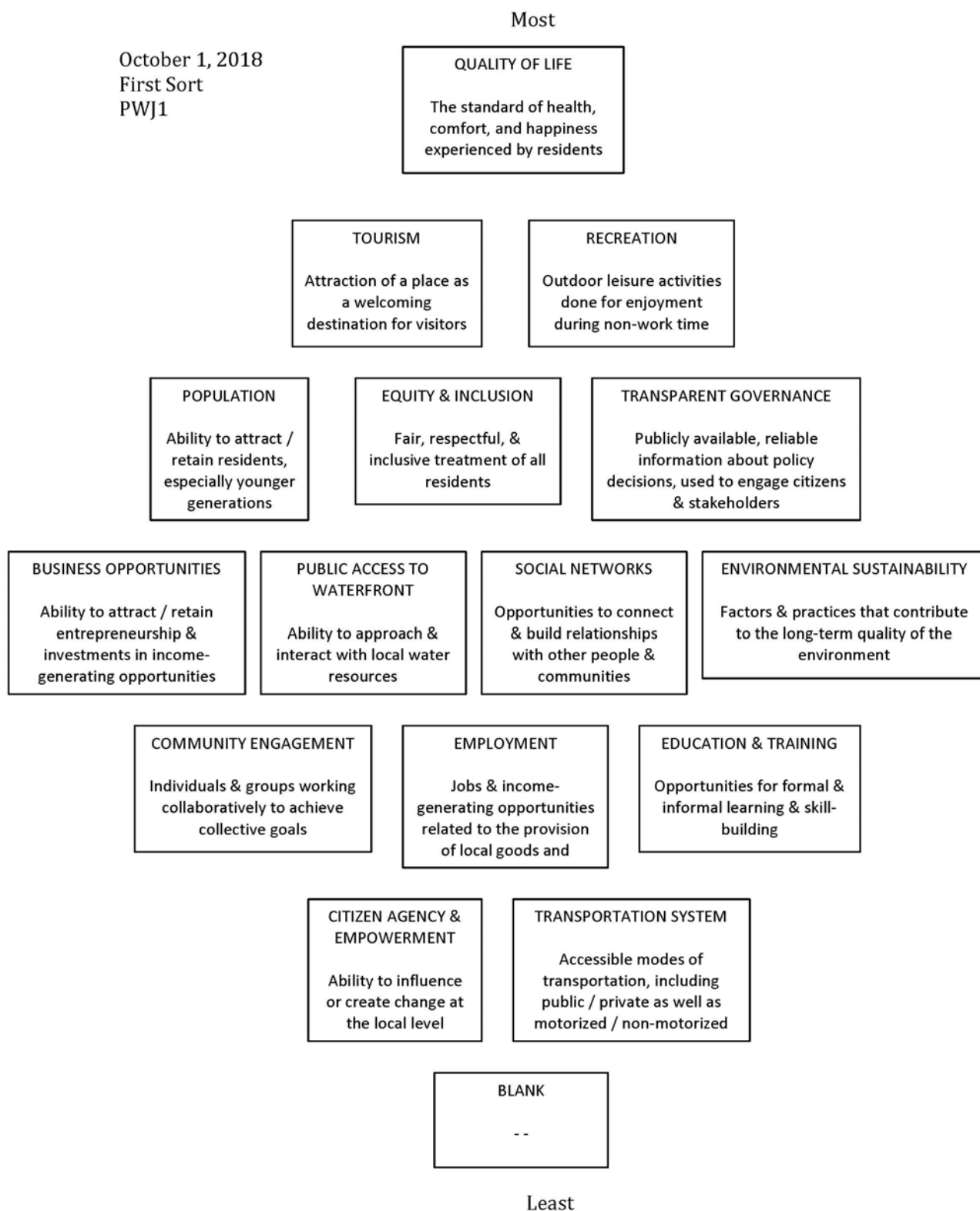


Figure 27 – October 1, 2018 Focus Group Activity – First Sort Participant RM

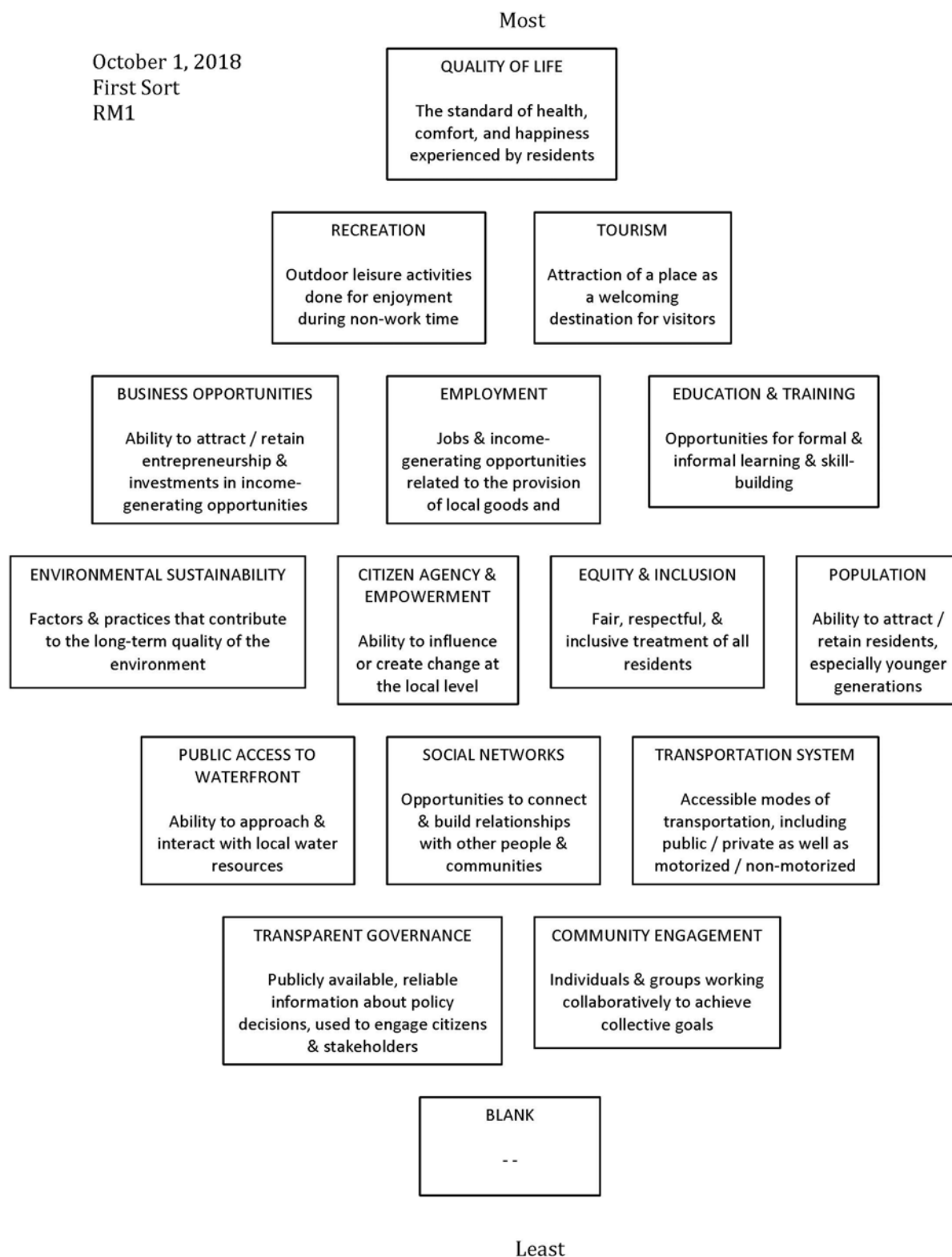
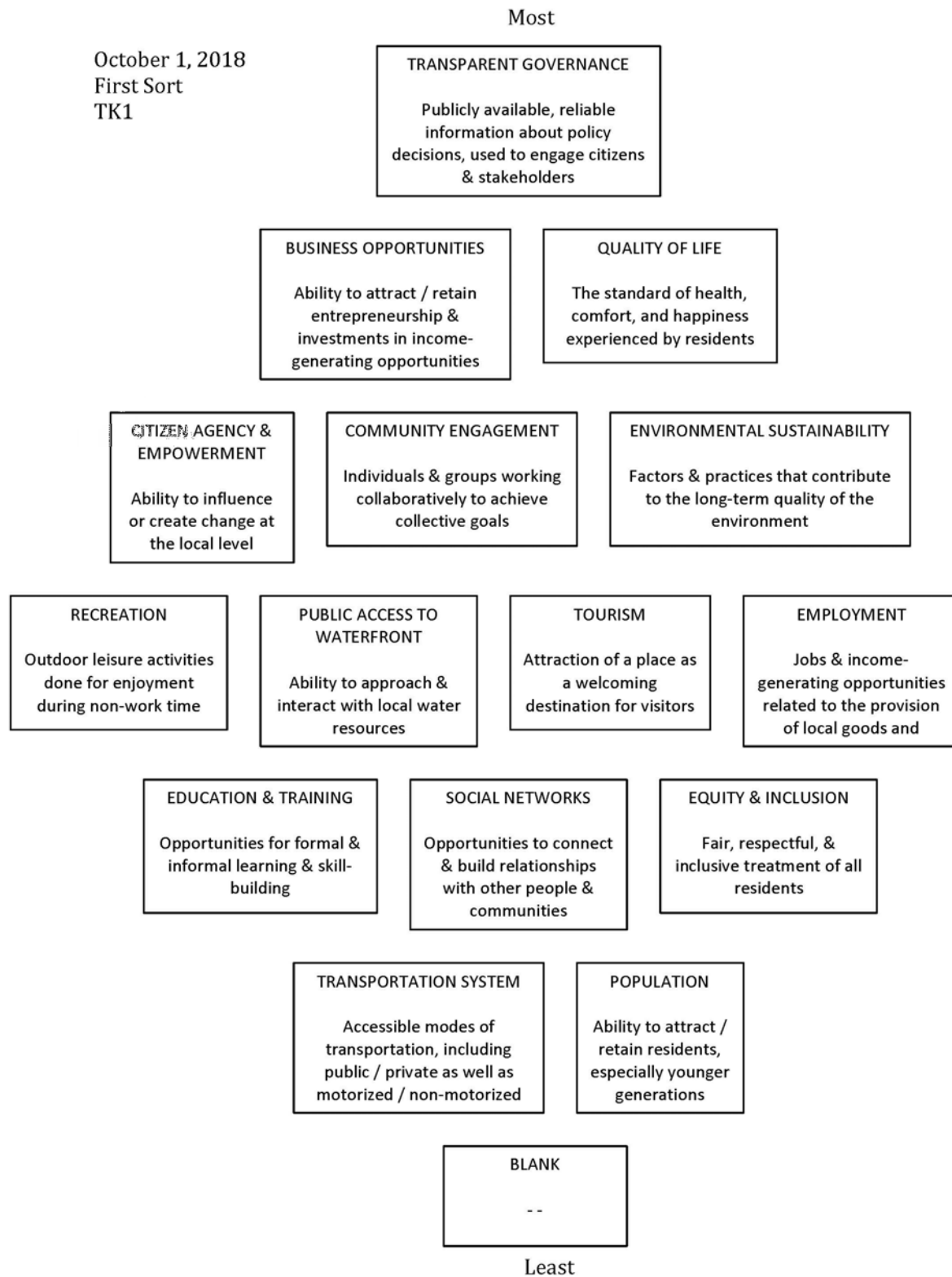


Figure 28 – October 1, 2018 Focus Group Activity – First Sort Participant TK



Appendix C – January 24, 2019 Focus Group
First & Second Sort by Individual

Figure 29 – January 24, 2019 Focus Group Activity – First Sort Participant AW

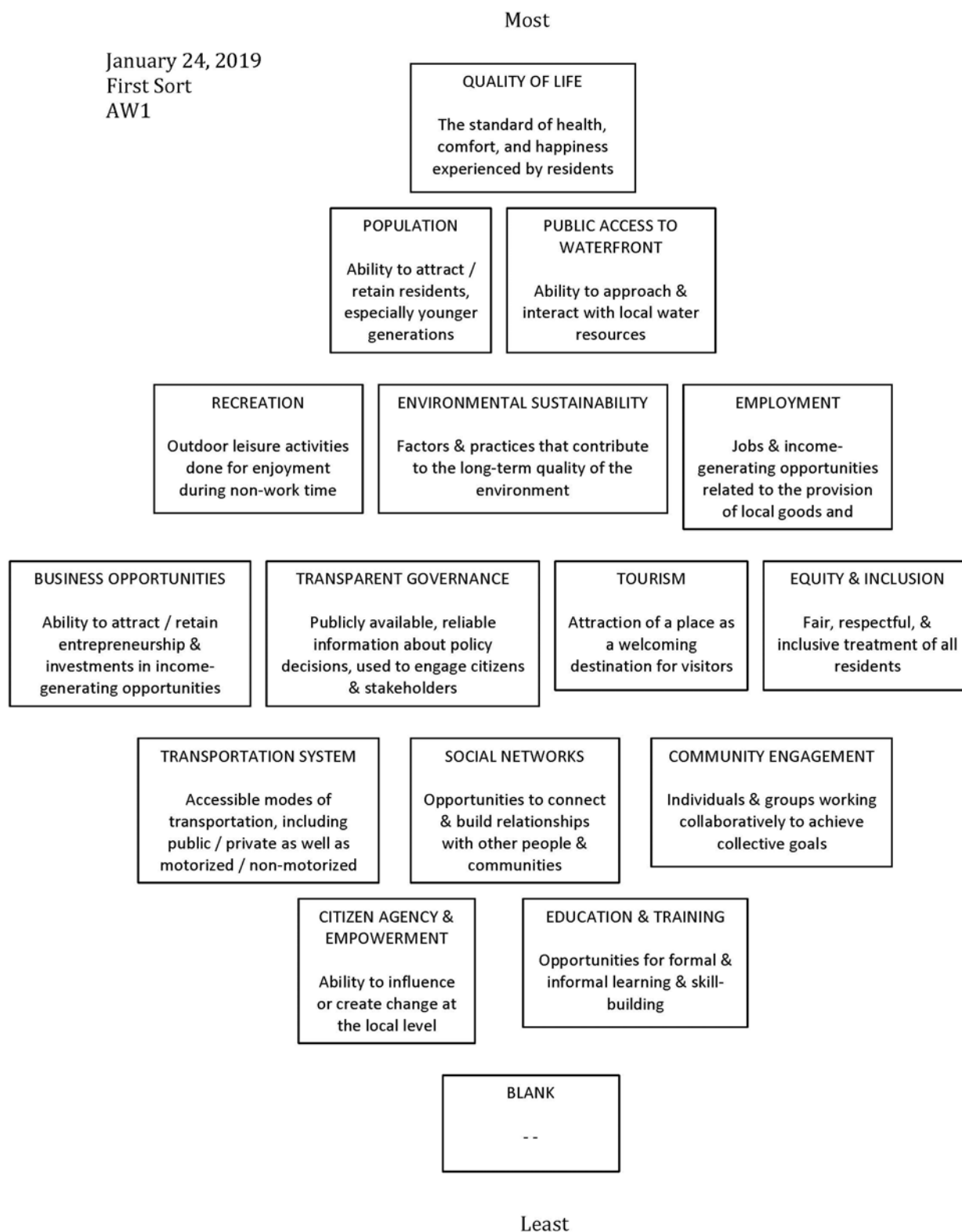


Figure 30 – January 24, 2019 Focus Group Activity – Second Sort Participant AW

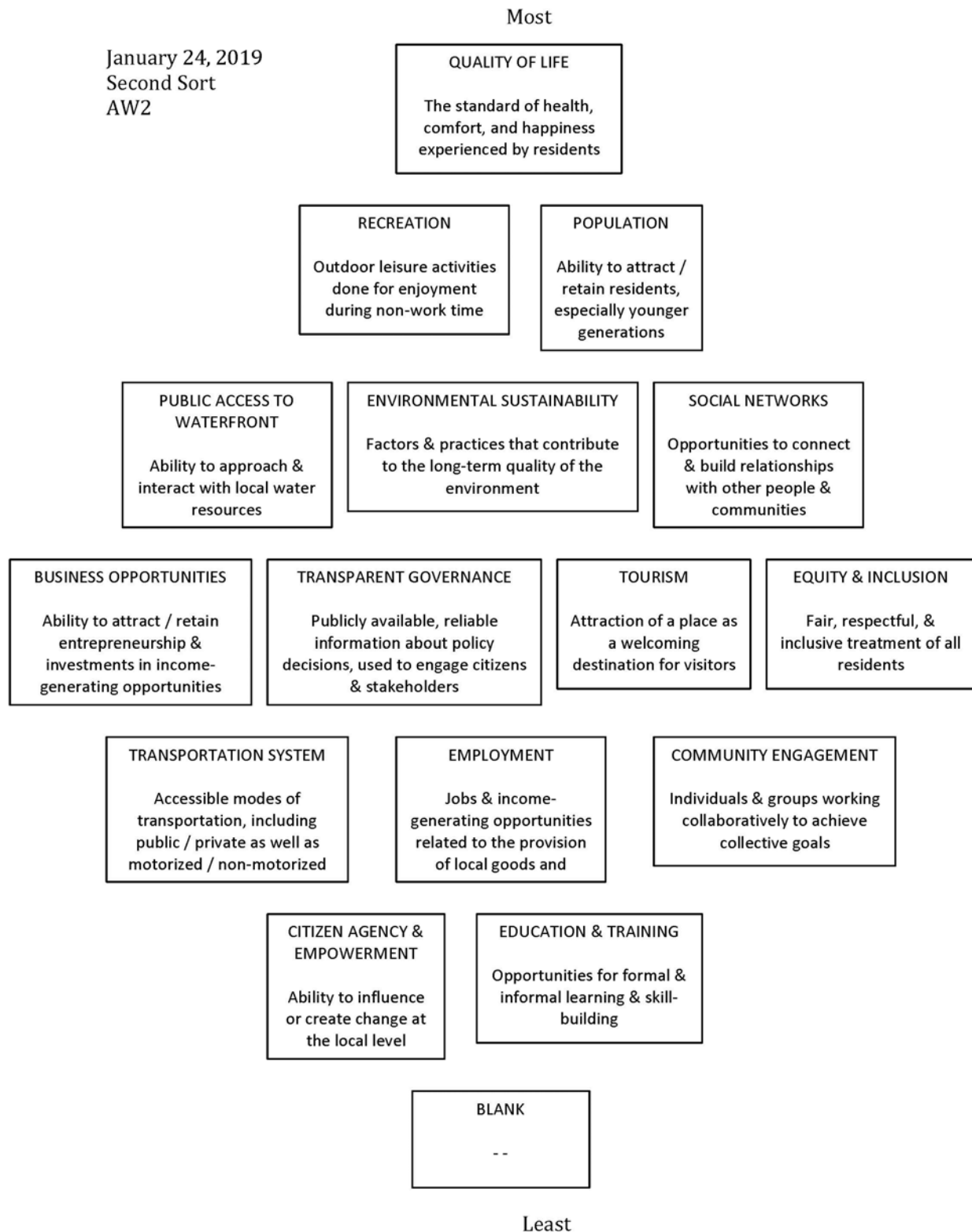


Figure 31 – January 24, 2019 Focus Group Activity – First Sort Participant JAS / JJK

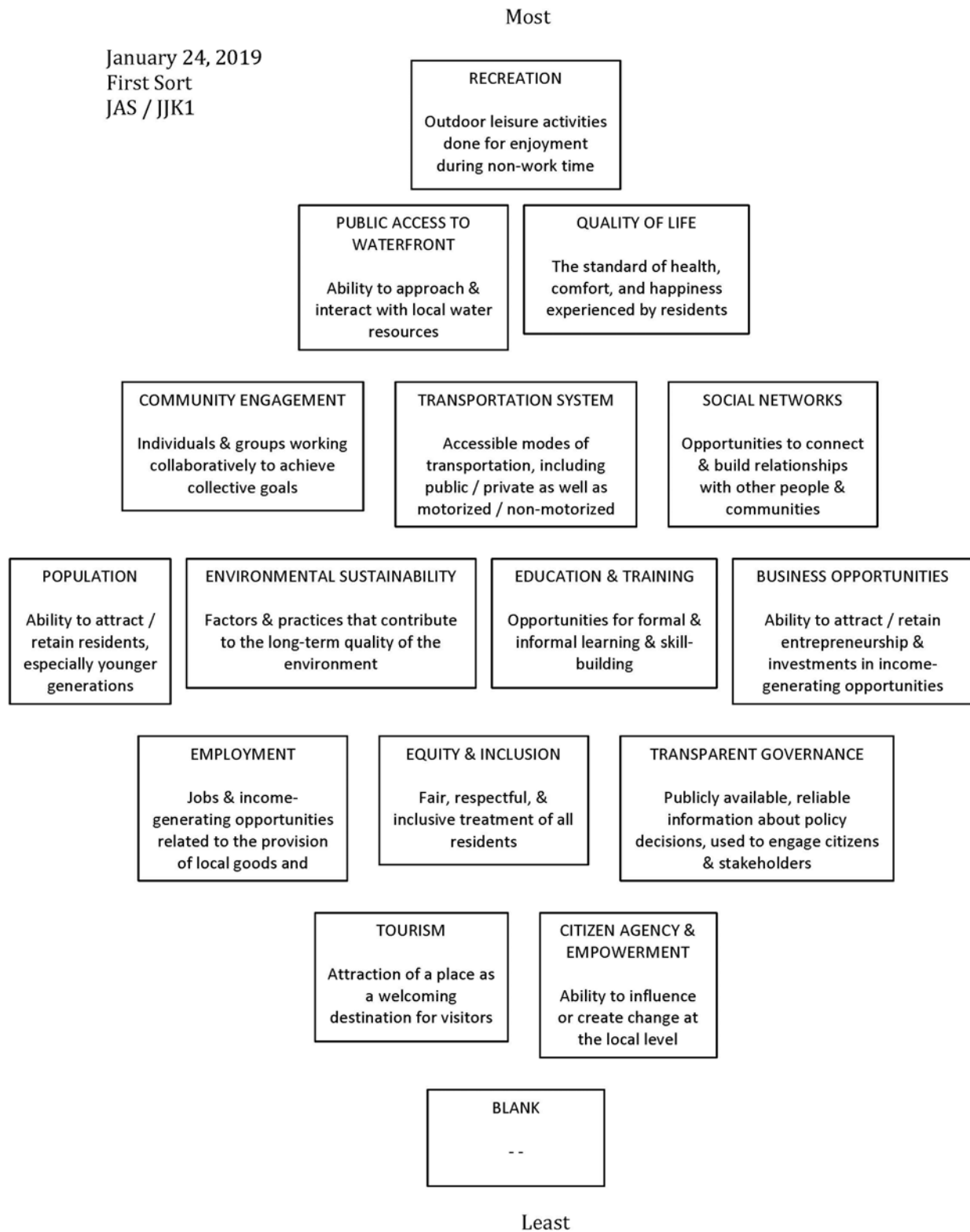


Figure 32 – January 24, 2019 Focus Group Activity – Second Sort Participant JAS / JJK

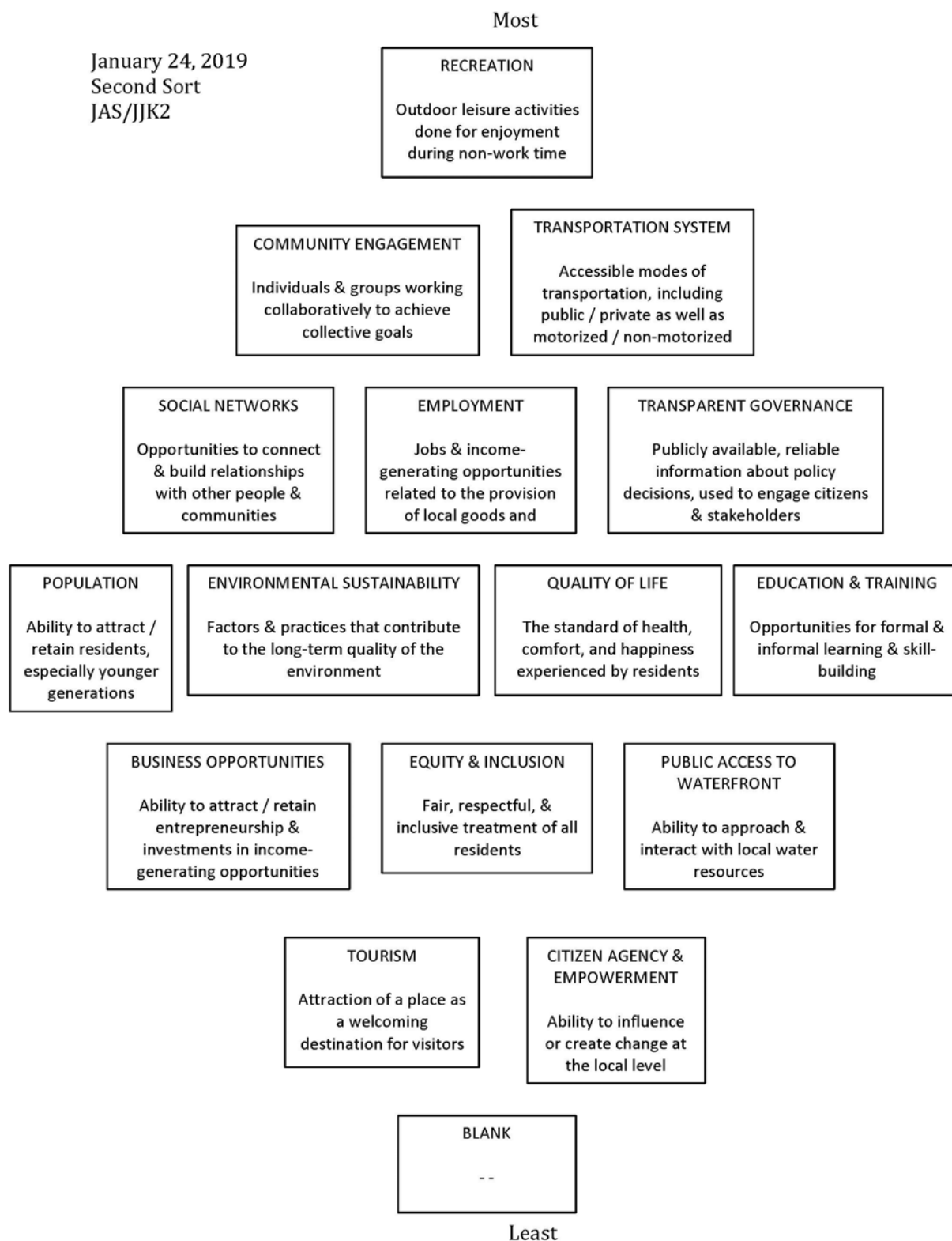


Figure 33 – January 24, 2019 Focus Group Activity – First Sort Participant KC

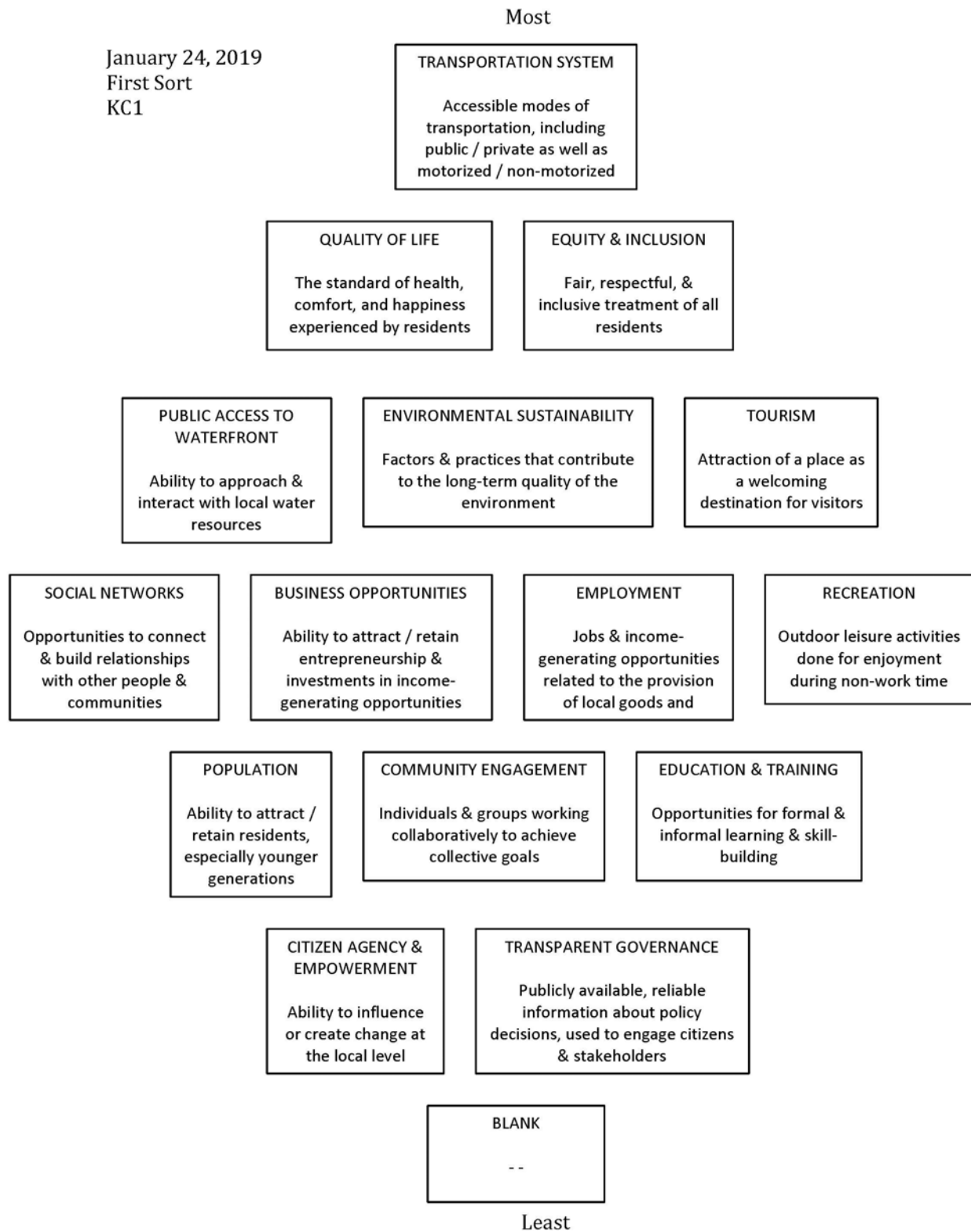


Figure 34 – January 24, 2019 Focus Group Activity – Second Sort Participant KC

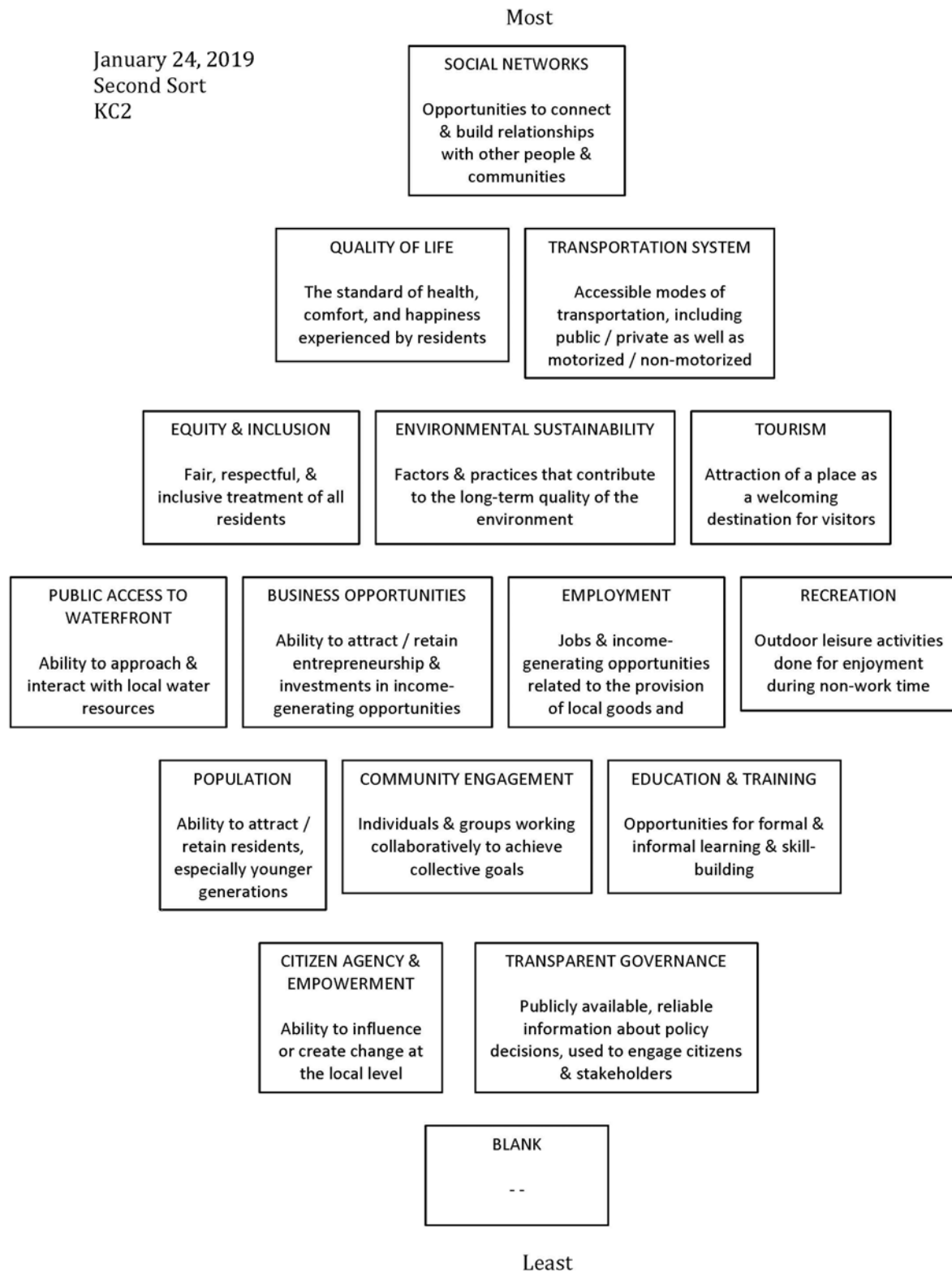


Figure 35 – January 24, 2019 Focus Group Activity – First Sort Participant KJH

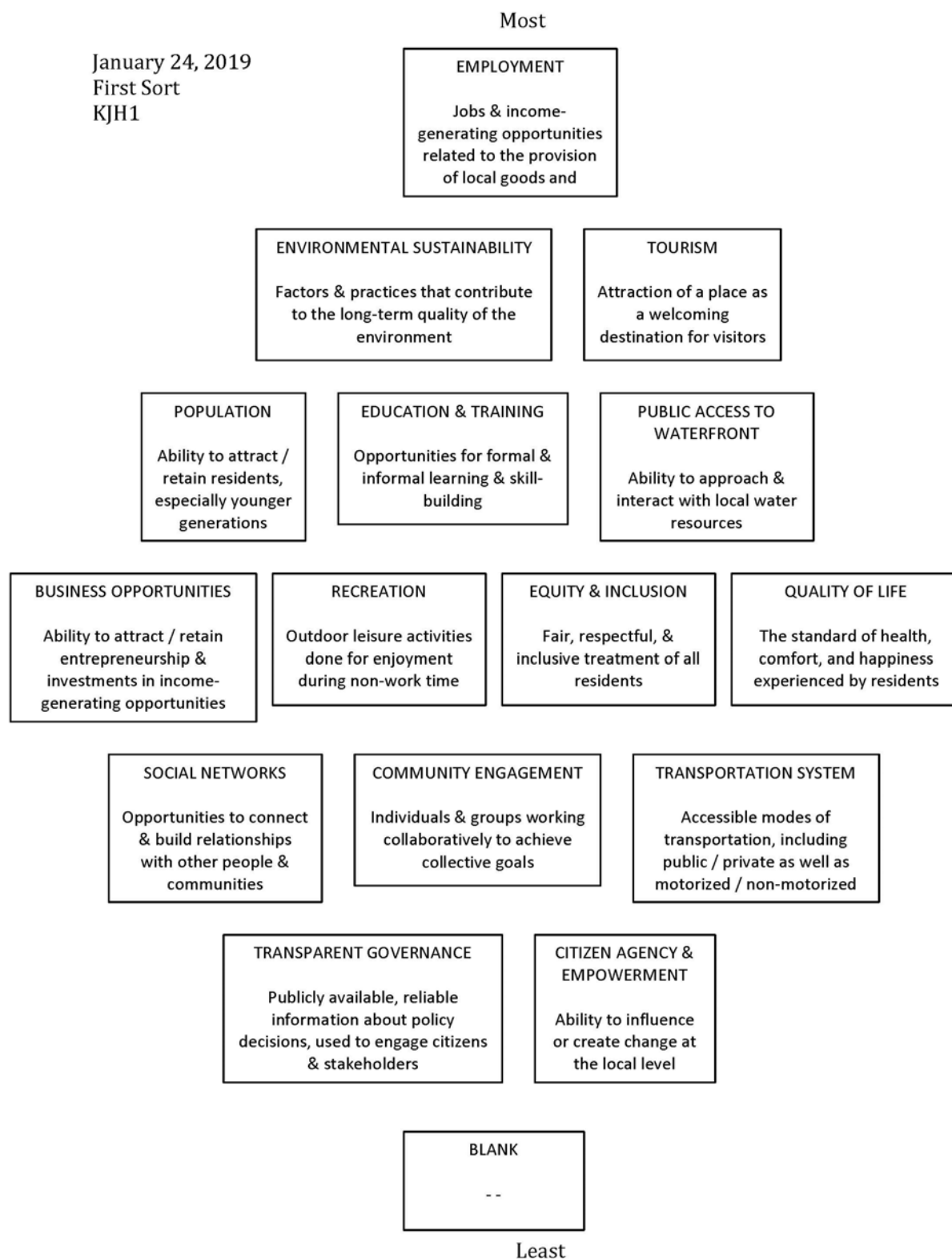


Figure 36 – January 24, 2019 Focus Group Activity – Second Sort Participant KJH

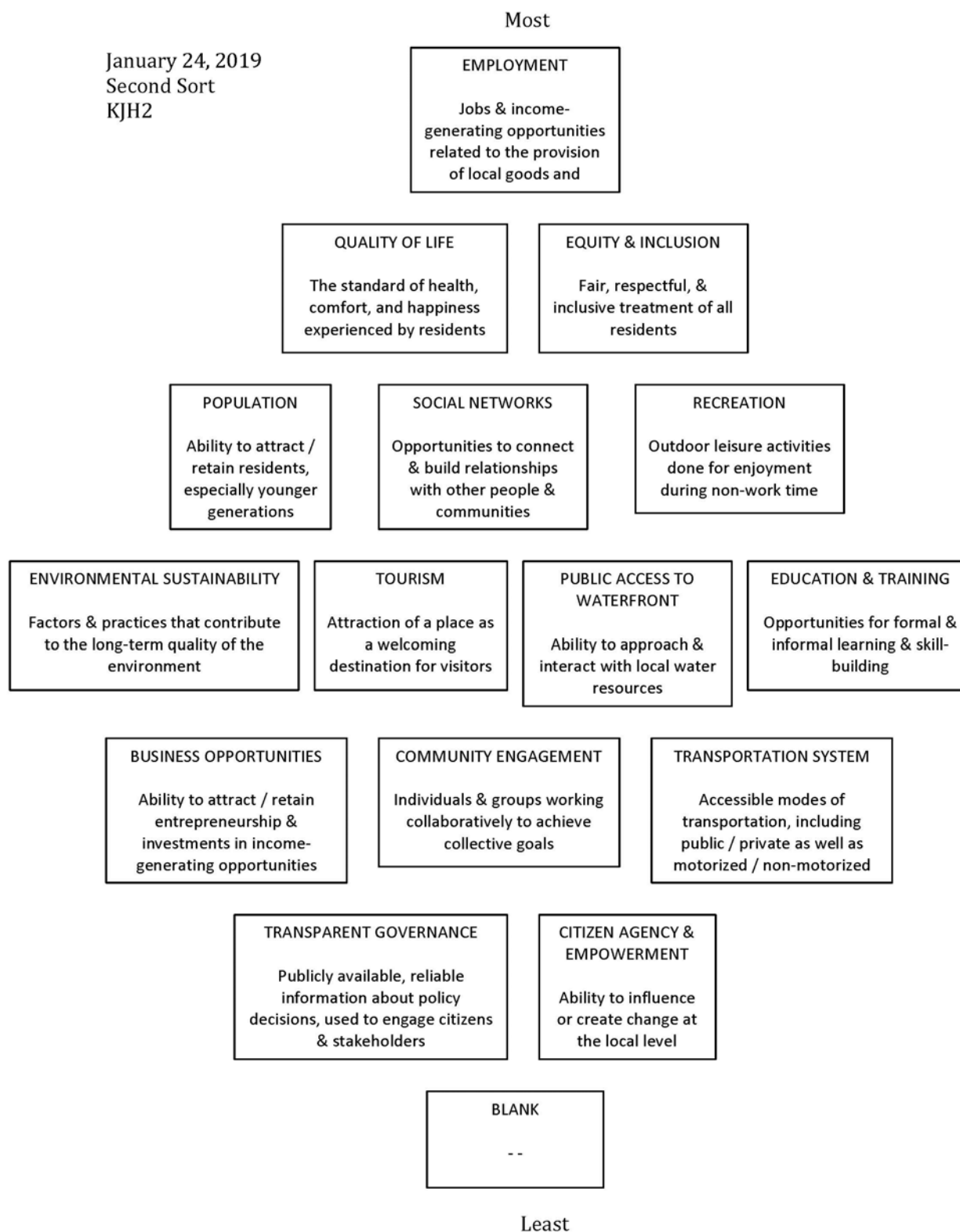


Figure 37 – January 24, 2019 Focus Group Activity – First Sort Participant KMM

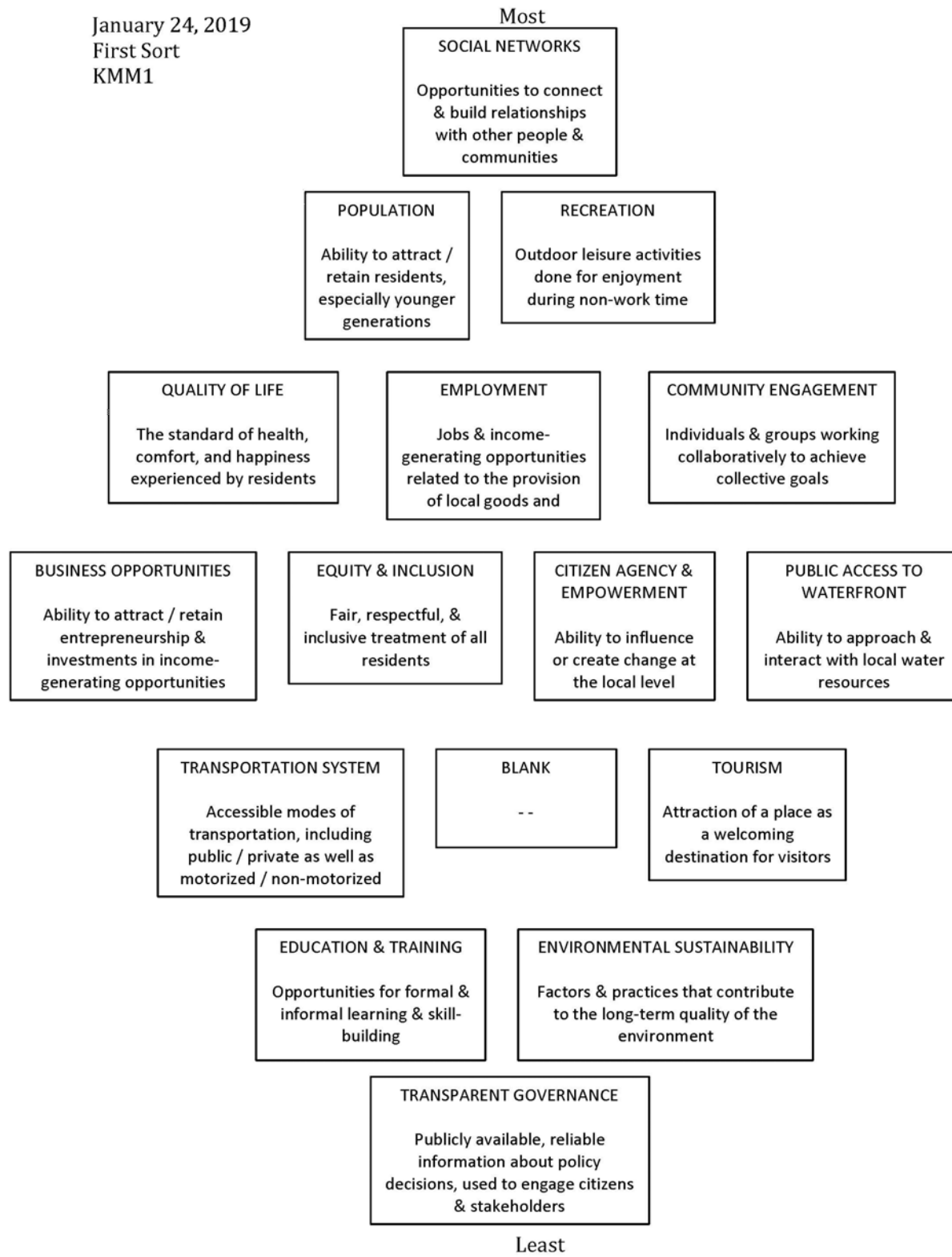


Figure 38 – January 24, 2019 Focus Group Activity – Second Sort Participant KMM

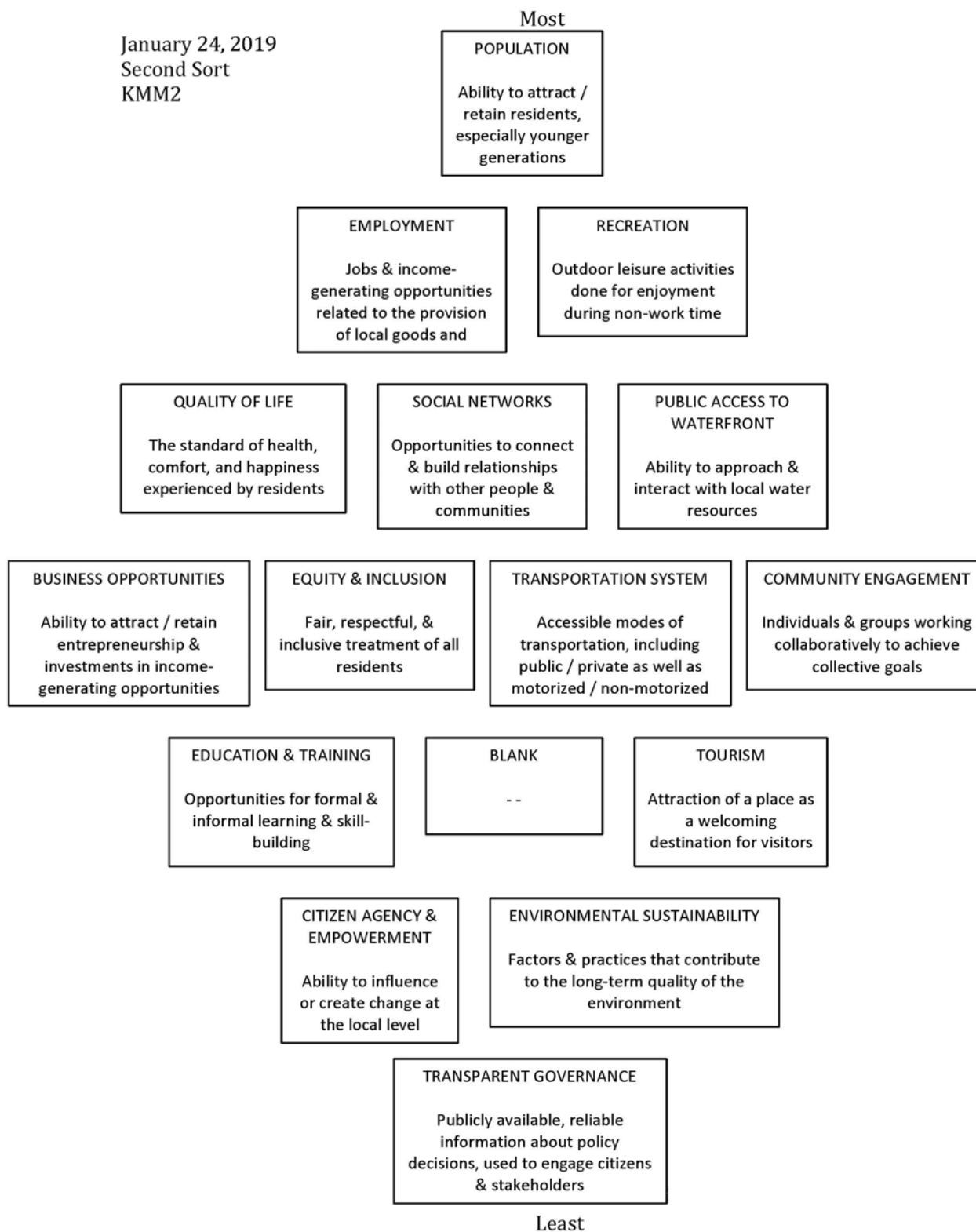


Figure 39 – January 24, 2019 Focus Group Activity – First Sort Participant (NO NAME)

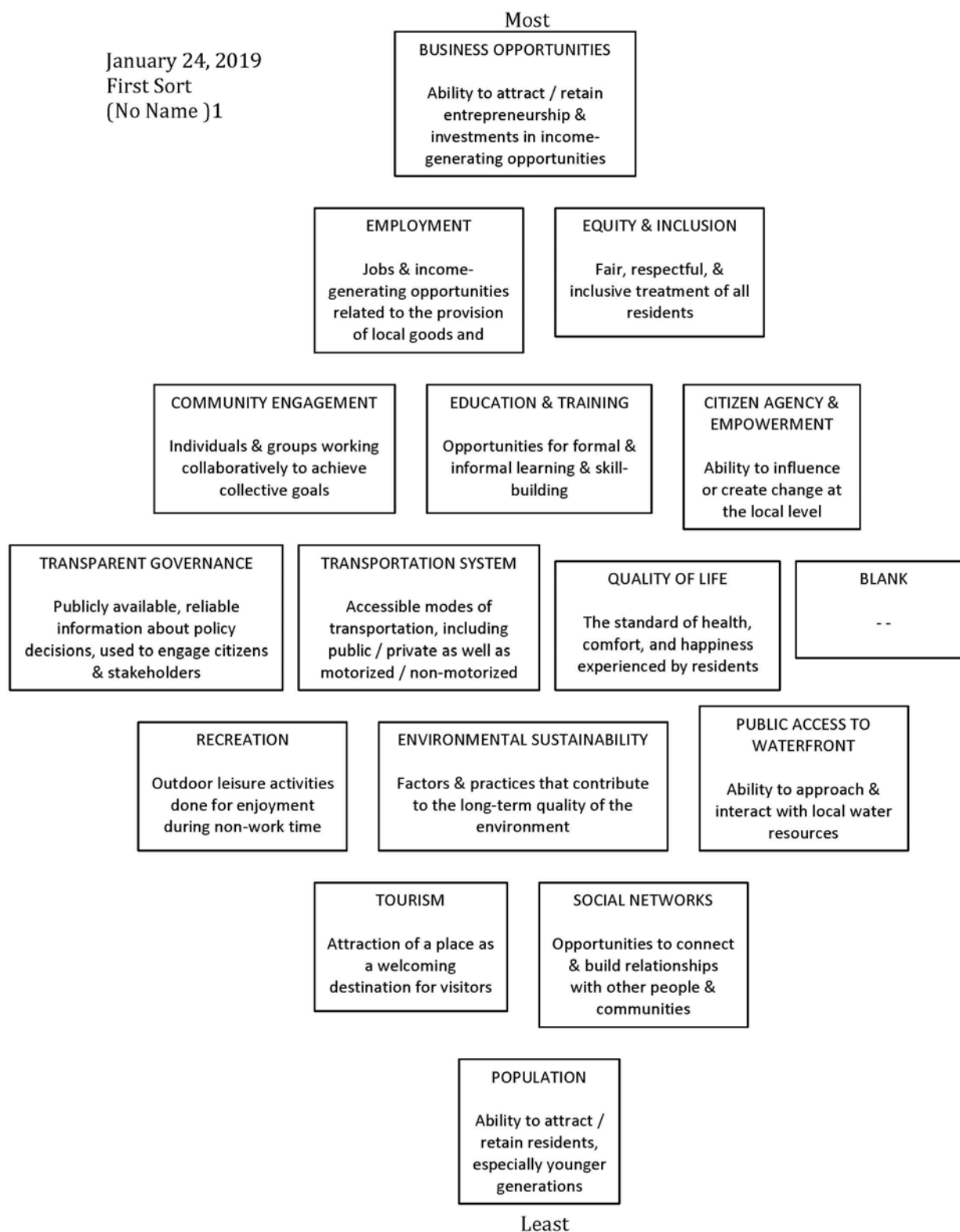


Figure 40 – January 24, 2019 Focus Group Activity – Second Sort Participant (NO NAME)

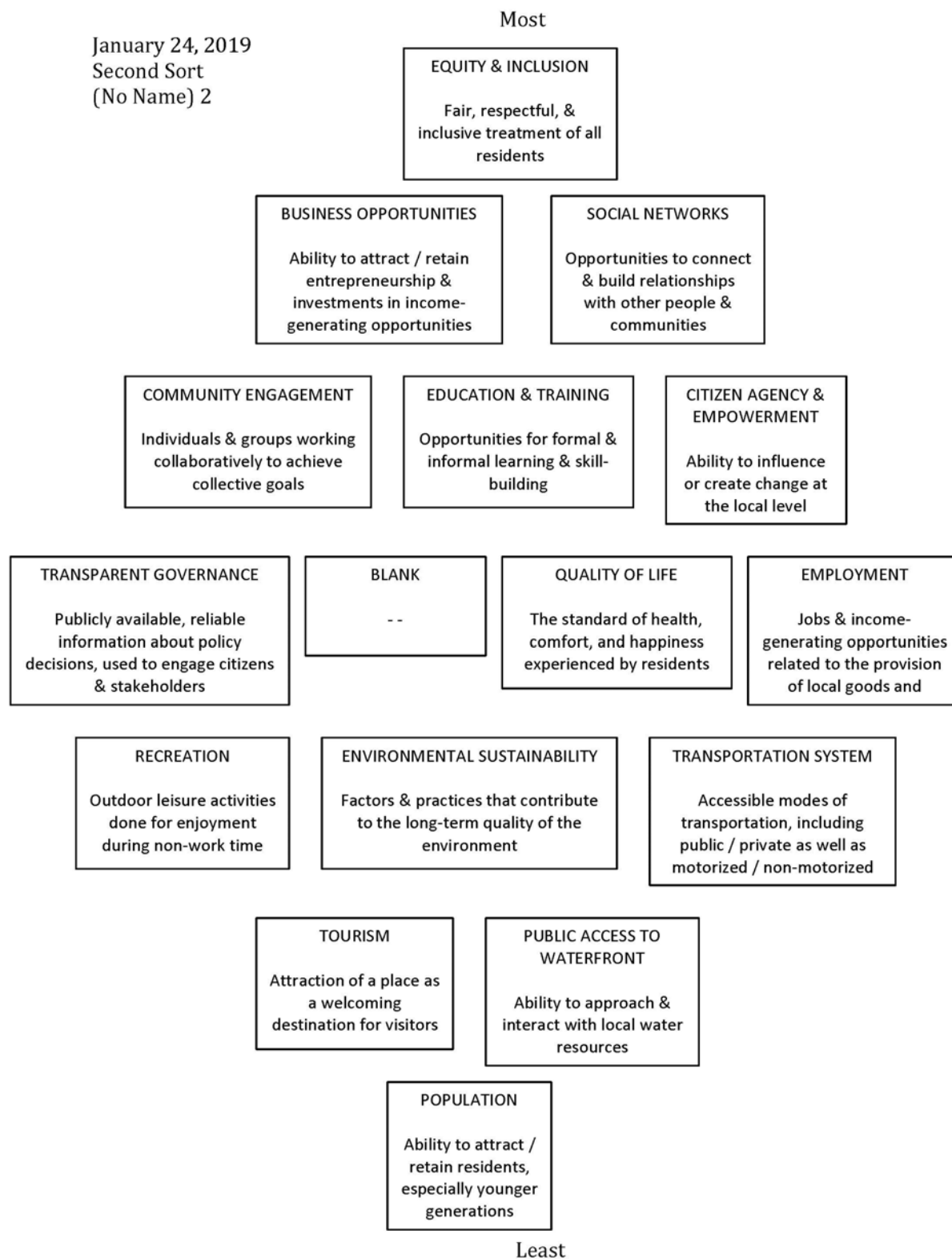


Figure 41 – January 24, 2019 Focus Group Activity – First Sort Participant SL

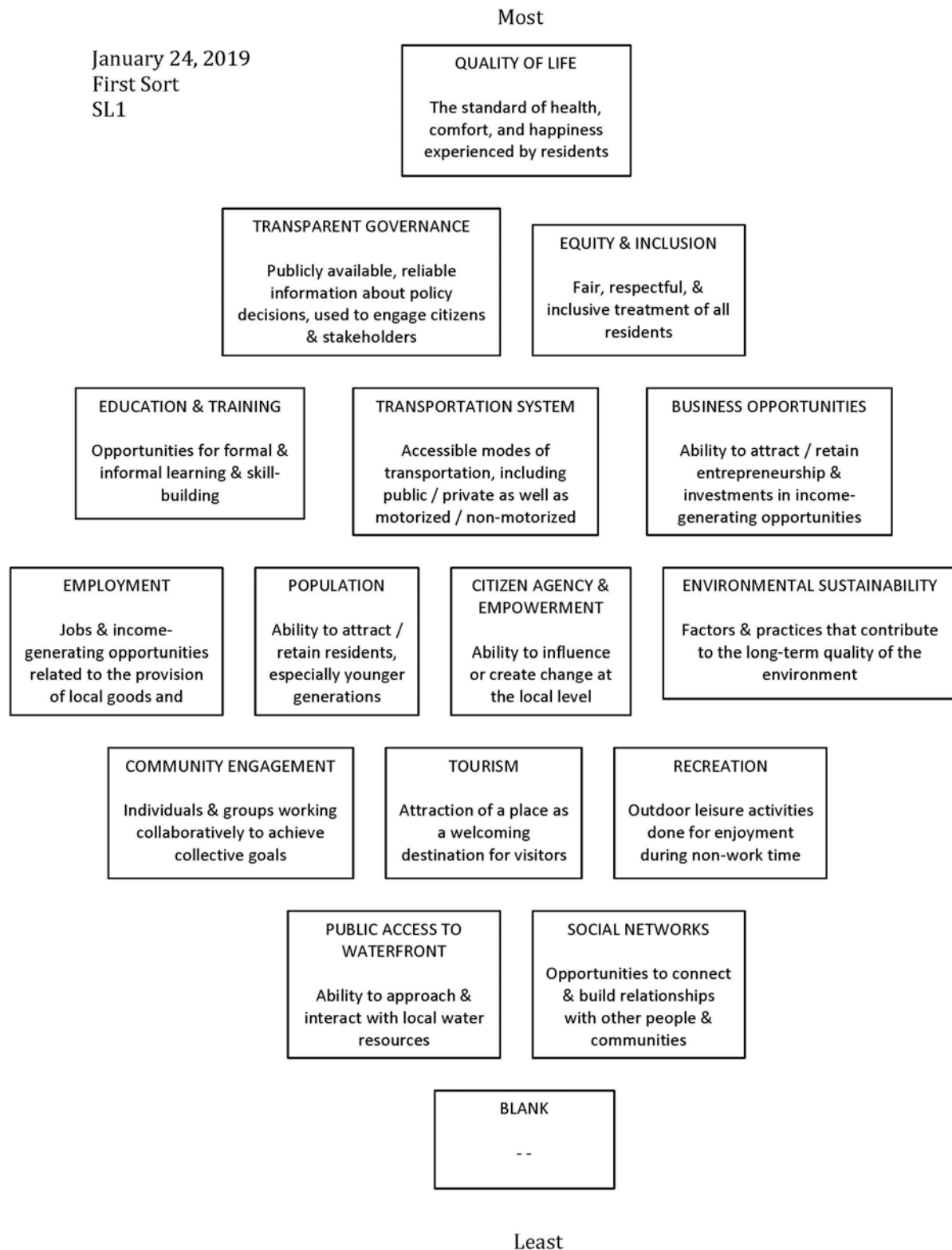


Figure 42 – January 24, 2019 Focus Group Activity – Second Sort Participant SL

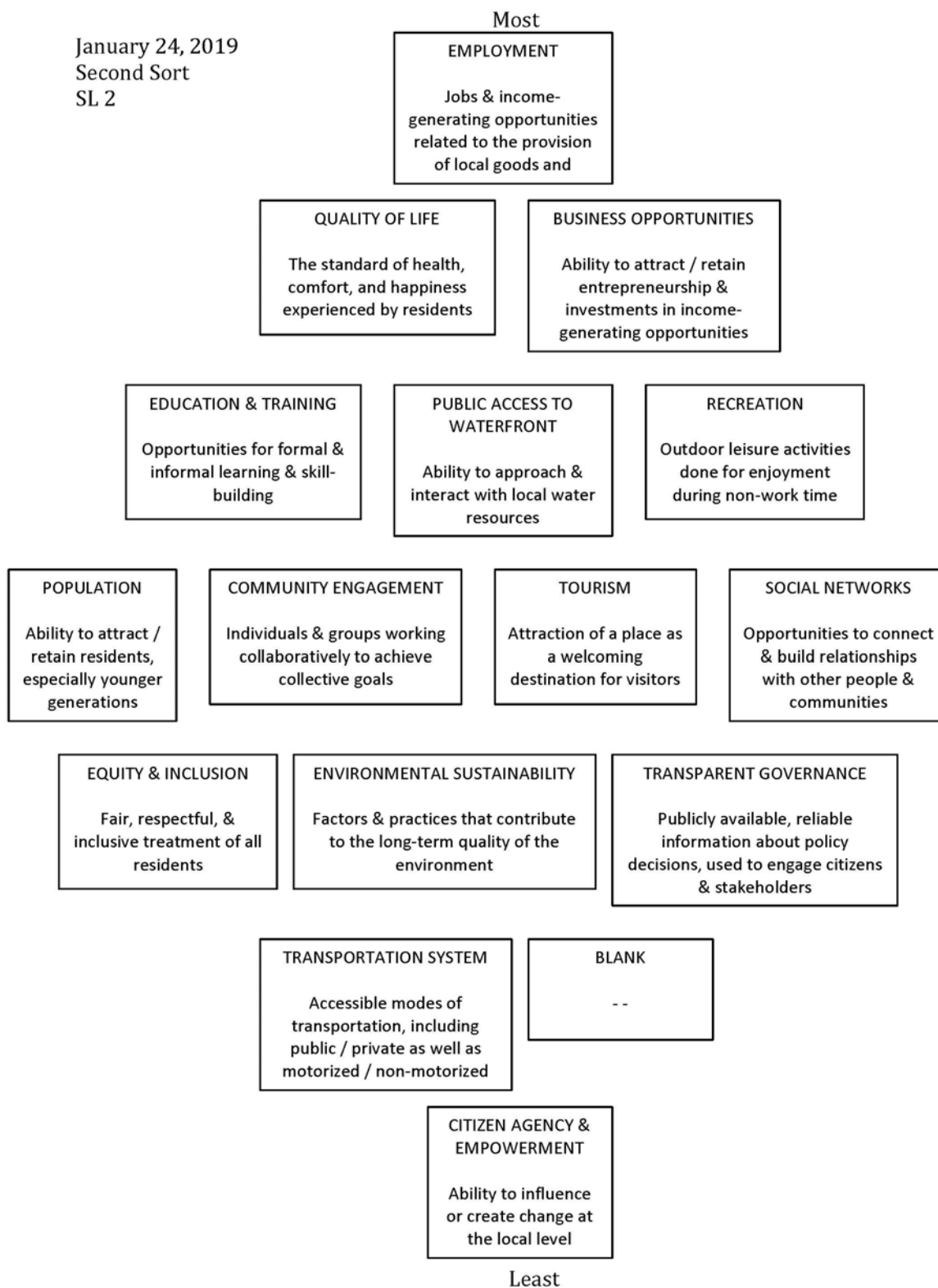


Figure 43 – January 24, 2019 Focus Group Activity – First Sort Participant TJ

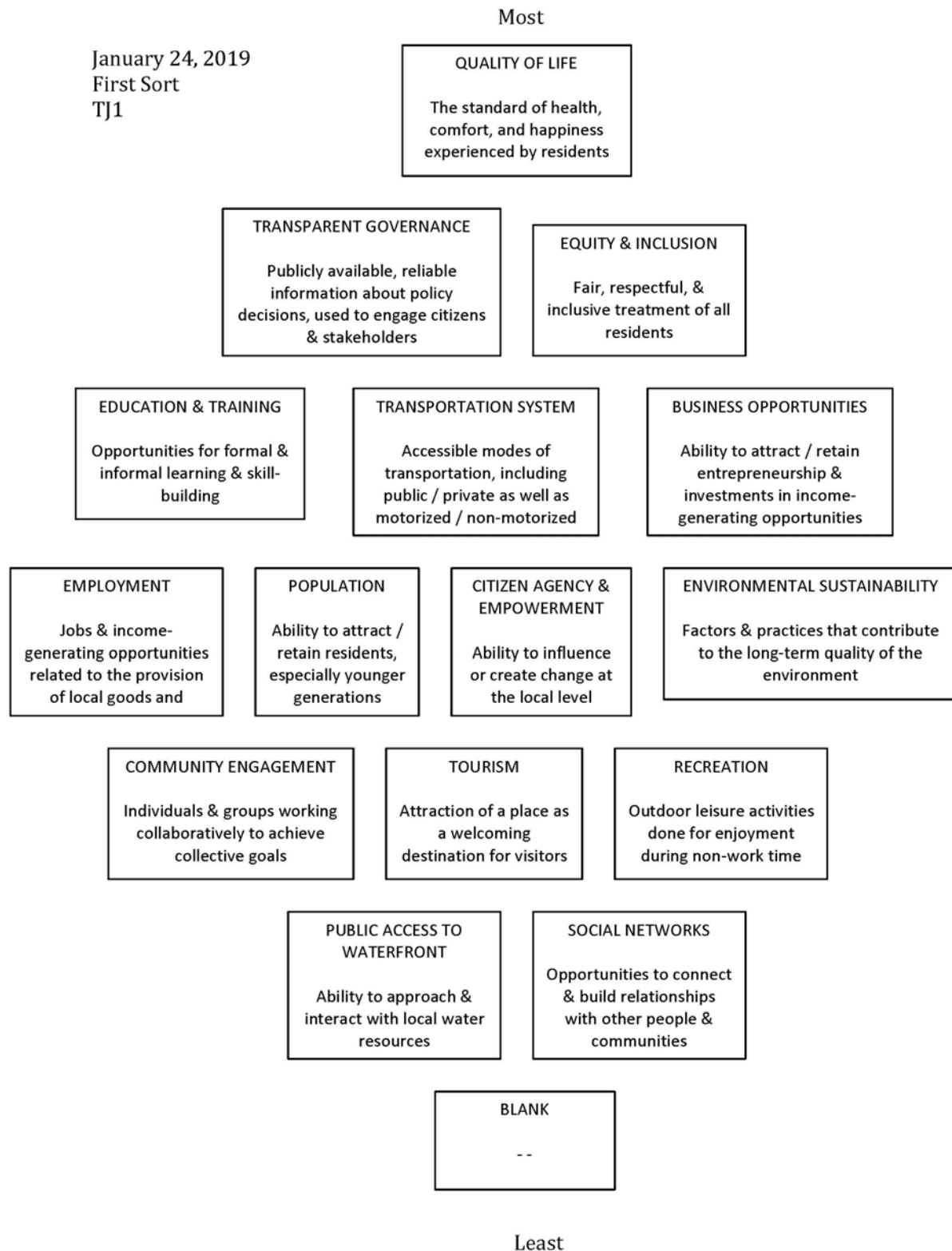


Figure 44 – January 24, 2019 Focus Group Activity – Second Sort Participant TJ

