Detroit

In Detroit, investment in the Fitzgerald neighborhood is turning vacancy into an asset as a new model for neighborhoods across the city. Vacant lots are being turned into a park and a greenway, along with a series of neighborhood hubs for community gardens and smaller recreation spaces. The commercial corridors will be reactivated with retail uses, and a storefront center for neighborhood design and planning houses staff from collaborating partners and public programming.

Signal:

Public Life

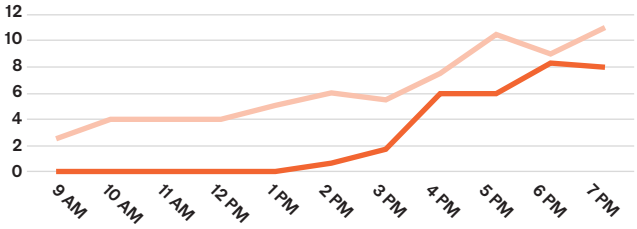
Civic commons visitorship

Average hourly visitorship of the sites.

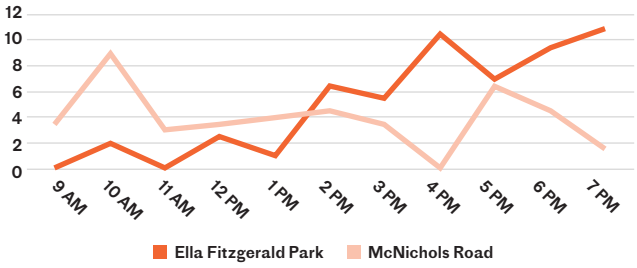
Source: Observation map

5 people per hour

Weekday Hourly Visitorship at Fitzgerald Neighborhood sites



Weekend Day Hourly Visitorship at Fitzgerald Neighborhood sites



BASELINE	3 people per hour	INTERIM	5 people per hour

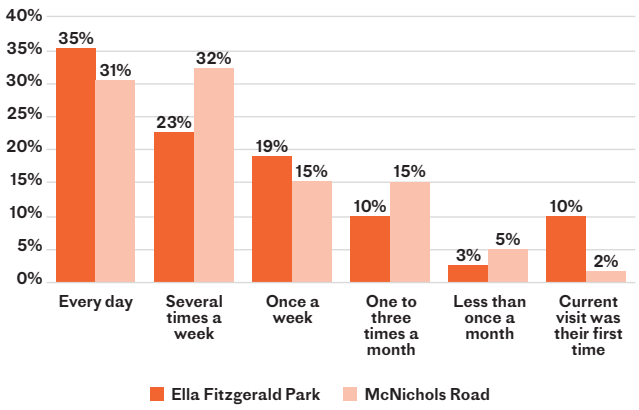
Frequency of visits to the civic commons

Percent of respondents who say they visit the sites at least weekly.

Source: Intercept survey

77%

Frequency with which visitors say they come to the sites



BASELINE	N/A	INTERIM	77%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Length of average visit to the civic commons	Percent of site visitors who say they spend at least 30 minutes in the sites when they visit.	Intercept survey	**N/A***	Ella Fitzgerald **83%** McNichols **56%**
Frequency of visits to public places	Percent of respondents who visit a public place such as a park, library or community center at least once a week.	Neighborhood survey	**41%**	**N/A**
Regular programming of the civic commons	Average number of hours of regularly occurring programming at sites.	Internet research	Ella Fitzgerald Park **N/A** McNichols Corridor **N/A** Livernois Corridor **N/A**	Ella Fitzgerald Park **1.3** hours/week McNichols Corridor **3.4** hours/week Livernois Corridor **1.7** hours/week

*Detroit was not able to host an intercept survey for baseline due to low visitorship of existing sites.

Signal:

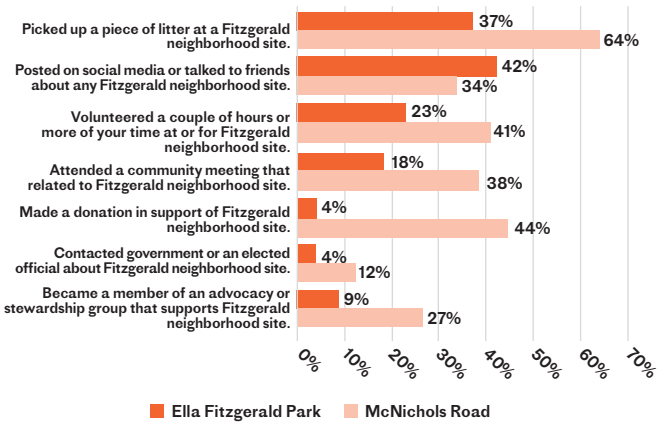
Stewardship & Advocacy

Acts of stewardship or advocacy

Percent of respondents participating in stewardship or advocacy related to the neighborhood.

62%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



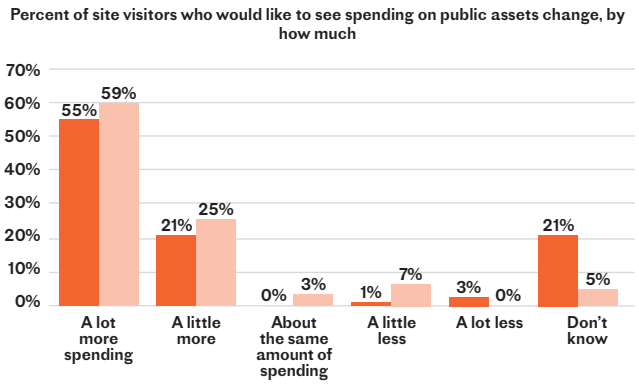
BASELINE	91%	INTERIM	62%

Support for public spending on the civic commons

Percent of respondents who support increased spending to fund civic assets.

80%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	81%	INTERIM	80%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood voter turnout	Voter turnout in local precincts as a percentage of average county turnout.	County elections data	**59%***	**36.4%**
Importance of civic commons sites	Percent of respondents who say the sites are important to either them, their community or the city.	Intercept survey	**N/A****	Important to me, my family, or my friends **95%** Ella Fitzgerald **97%** McNichols Important to this neighborhood or local community **98%** Ella Fitzgerald **99%** McNichols Important to the city **95%** Ella Fitzgerald **97%** McNichols
Support for public policies for the civic commons	Percent of respondents who would be more likely to support a politician who advocates for policies to better support civic assets.	Neighborhood survey	**N/A**	**N/A**

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

**Detroit was not able to host an intercept survey for baseline due to low visitorship of existing sites.

Signal:

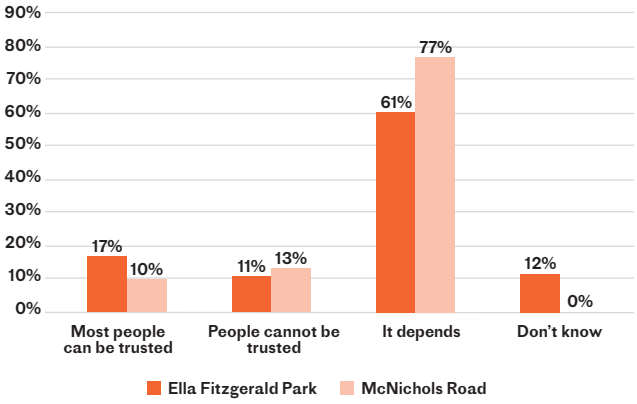
Trust

Trust in others

Percent of respondents who say that most people can be trusted.

14%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	13%	INTERIM	14%

Trust in local government

Percent of respondents who think they can trust the local government in their city to do what is right almost always or most of the time.

N/A

Source: Neighborhood survey

BASELINE	12%	INTERIM	N/A

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Trust in local institutions	Percent of respondents who think they can trust the local government in their city to do what is right almost always or most of the time.	Neighborhood survey	**48%**	**N/A**
Physical markers of distrust in the neighborhood	Percent of parcels showing signs of defensive measures.	Physical survey	**16%**	**N/A**

National comparison data
Nationally 32% say most people can be trusted, while 64% say people cannot be trusted; Source: General Social Survey, 2016
Nationally 20% of Americans today say they can trust the government in Washington to do what is right just about always or most of the time; Source: Pew Research Center, 2017

Signal:

Mixing on Site

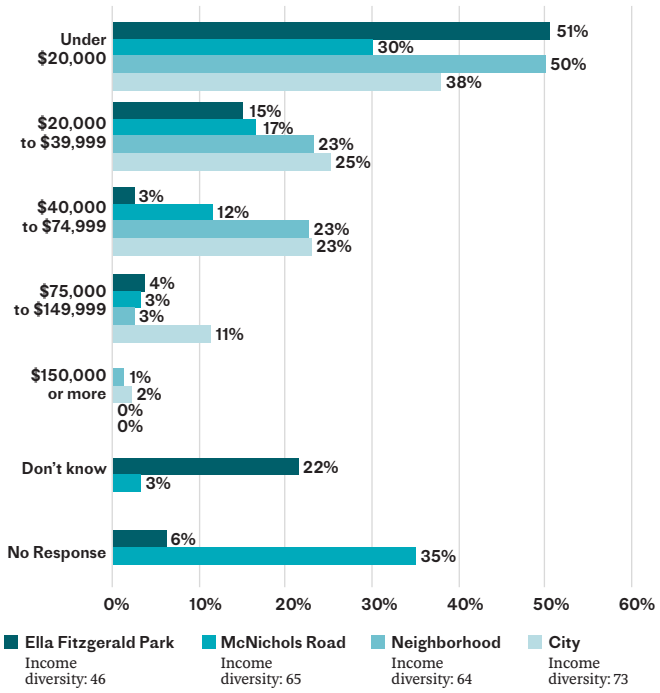
Income diversity of site visitors

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

55

Source: Intercept survey

Household income of site visitors as compared to the neighborhood and city



BASELINE	N/A	INTERIM	55

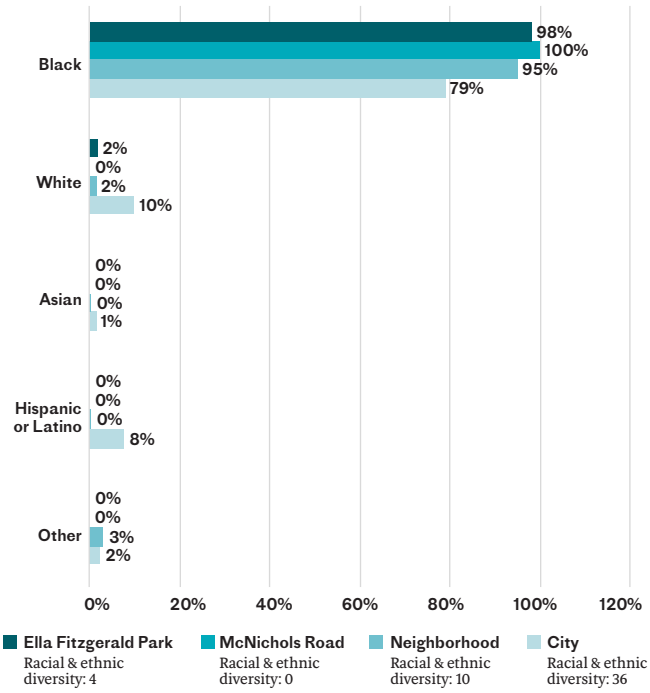
Racial and ethnic diversity of site visitors

Probability that any two individuals selected at random will be from the same racial or ethnic group. 80 is most diverse, 0 is least.

2

Source: Baseline figures from intercept survey; interim figures from observation map

Race or ethnicity of site visitors as compared to the neighborhood and city



BASELINE	N/A	INTERIM	2

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Citywide site visitorship	Percent of site visitors from the city who report living outside of the neighborhood.	Intercept survey	**N/A***	Ella Fitzgerald **25%** McNichols **26%**
Opportunities for impromptu interactions in the civic commons	Percent of site visitors within conversational distance of one another.	Observation map	**N/A**	Ella Fitzgerald **28%** McNichols **21%**

*Detroit was not able to host an intercept survey for baseline due to low visitorship of existing sites.

Signal:

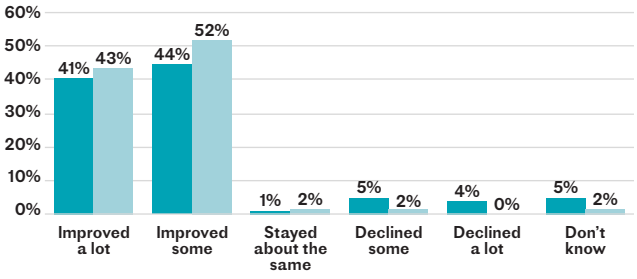
Reputation

Perceptions of the neighborhood and its future

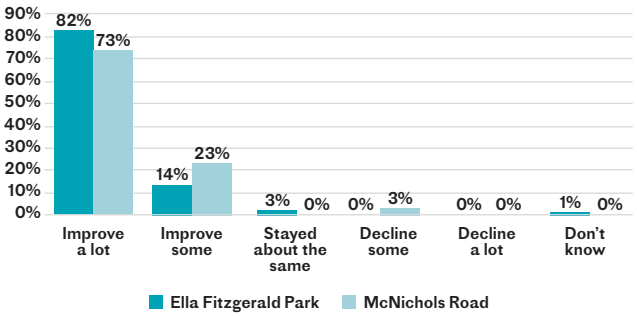
Percent of respondents who feel neighborhood has changed for the better. **89%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

Site visitors' perceptions of how the neighborhood has changed over the last few years



Site visitors' perceptions of how the neighborhood will change over the next few years



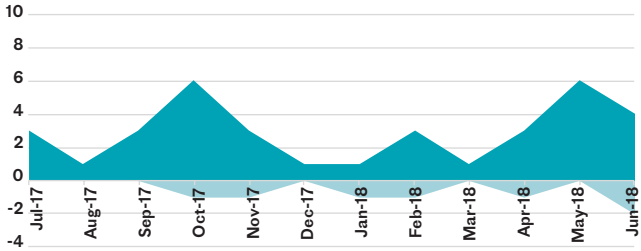
BASELINE	34%	INTERIM	89%

Public perceptions of sites and of the neighborhood

Percent of local news articles with positive narrative about the sites and the neighborhood. **83%**

Source: Monitoring of local news sources

Local News Sentiment Analysis. 7/1/2017-6/30/2018



BASELINE	56% 5 positive articles	INTERIM	83% 35 positive articles

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Impact of sites on the neighborhood	Percent of respondents who say the sites have a positive impact on the neighborhood.	Neighborhood survey	McNichols Road commercial corridor **68%** Livernois Avenue commercial corridor **68%**	**N/A**
Awareness of sites	Percent of respondents who have visited the sites.	Neighborhood survey	**N/A**	**N/A**
Neighborhood home search activity	Volume of local residential real estate searches, indexed to 2017 = 100.	Data provided by Redfin Real Estate	**100**	**148**

Home search activity comparison data: Wayne County volume of local residential real estate searches in interim period = 123, indexed to 2017=100.

Signal:

Bridging Social Capital

Time spent with neighbors

Percent of respondents who say they socialize with people who live in their neighborhood at least once a week.

N/A

Source: Neighborhood survey

BASELINE	57%	INTERIM	N/A

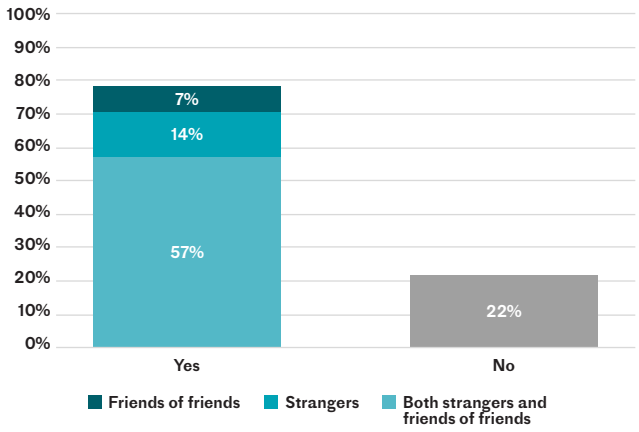
Opportunities for meeting new people in the civic commons

Percent of site visitors making new acquaintances in the sites.

78%

Source: Intercept survey

Percent of Ella Fitzgerald Park and McNichols Street visitors who have met anybody for the first time at each of the sites, by type of person they have met



BASELINE	N/A	INTERIM	78%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Diversity of neighborhood social networks	Percent of respondents with highly diverse social networks.	Neighborhood survey	N/A	N/A

*Detroit was not able to host an intercept survey for baseline due to low visitorship of existing sites.

National comparison data
Nationally 20% say they spend a social evening with neighbors at least once a week, while 32% say they never do; Source: General Social Survey, 2016

Signal:

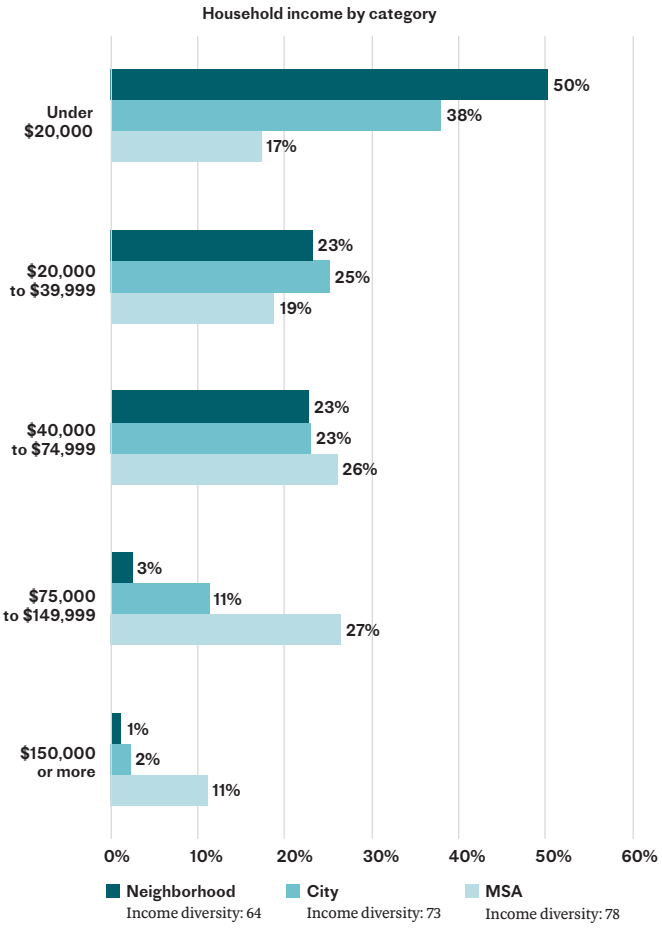
Neighborhood Diversity

Income diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

64

Source: American Community Survey



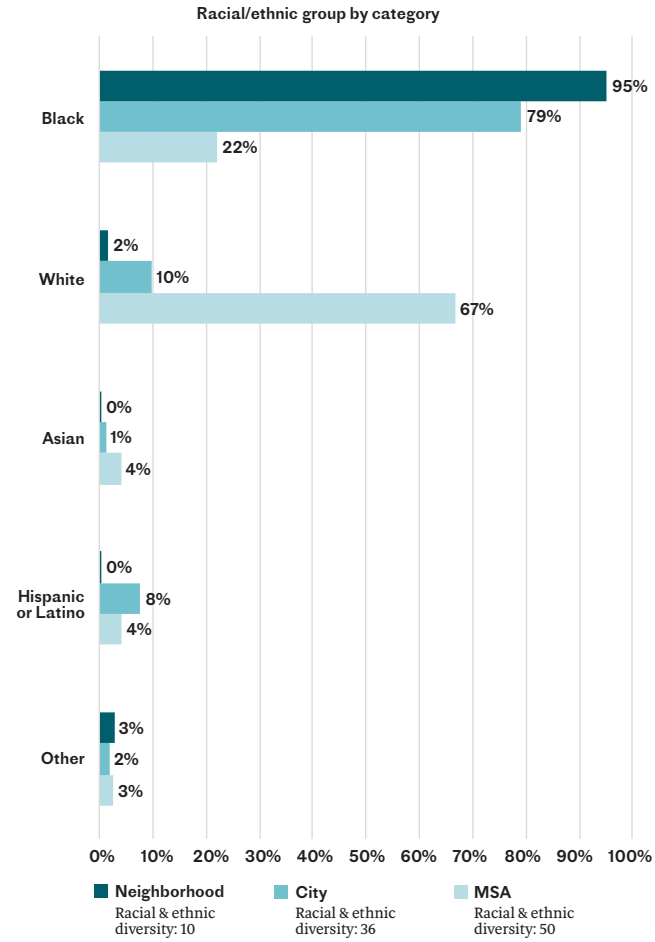
BASELINE	63	INTERIM	64

Racial and ethnic diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same racial/ethnic group. 80 is most diverse, 0 is least.

10

Source: American Community Survey



BASELINE	16	INTERIM	10

Signal:

Access to Nature

Distance to park or public open space

Percent of residential parcels in the neighborhood that are within a half mile walk of a park or public open space.

N/A

Source: Physical survey

BASELINE	24%	INTERIM	N/A

Perception of access to nature

Percent of respondents who say they live within walking distance of a park, trail, playground, or public garden.

N/A

Source: Neighborhood survey

BASELINE	60%	INTERIM	N/A

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
ParkScore®	Citywide analysis of an effective park system. 100 is most effective, 0 is least.	The Trust for Public Land	42.5	33.6
Citywide investment in parks	Total public spending on parks and recreation per resident.	The Trust for Public Land	$15.00	$39.81

National comparison data
The national median in the interim year for total public spending on parks and recreation per resident was $87. The maximum spending per resident was $279 in San Francisco, CA; the minimum spending per resident was $24 in Stockton, CA

Signal:

Ecological Indicators

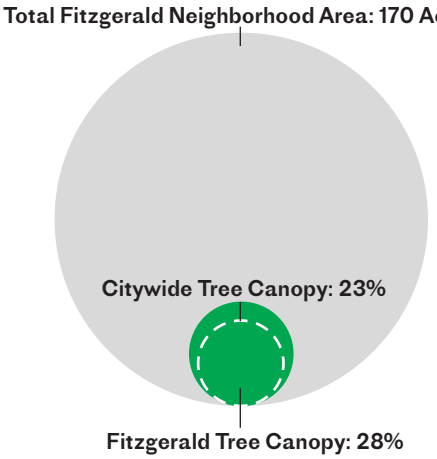
Tree canopy

Percent of neighborhood covered by tree canopy.

Source: i-Tree Canopy by the USDA Forest Service

28%

of neighborhood land area covered by tree canopy



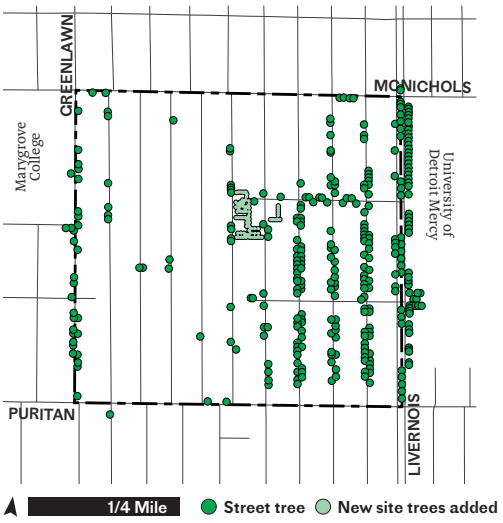
BASELINE	26.0%	INTERIM	28.0%

Tree count

Total number of street and site trees in the neighborhood site area.

394

Source: Physical survey, demonstration team tracker; i-Tree Canopy by the USDA Forest Service



BASELINE	323	INTERIM	394

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons neighborhood.	i-Tree	**186.89 tons**	**201.49 tons**
Site carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons site area.	i-Tree	**N/A**	**11.14 tons**
Perception of street trees	Percent of respondents who say street trees are beneficial to the neighborhood.	Neighborhood survey	**65%**	**N/A**
Sustainable materials	Quantity of sustainable materials incorporated in site design.	Demonstration team tracker	**N/A**	Solar Panels **2** (at MoFlo Gardens) Solar Lights **10** (Ella Fitzgerald)
Stormwater management	Total square footage of stormwater features on neighborhood streets and in sites including basins, native plantings and impervious surfaces.	Demonstration team tracker	**N/A**	Stormwater features **13,929 sqft** Stormwater capacity from newly planted site trees **14,680 gallons**

National comparison data

Based on a review of existing street tree planting guidelines in U.S. cities, a standard recommendation of street tree spacing is 20' to 60' on center depending on the tree variety. Based on this standard, it would be expected that the neighborhood of study would have 380-1,141 street trees

Signal:

Walkability/ Bikeability

Neighborhood walking and biking behavior

Percent of respondents who say they take at least some non-work trips by foot.

N/A

Source: Neighborhood survey

BASELINE	57%	INTERIM	N/A

Percent of respondents who say they take at least some non-work trips by bike.

N/A

Source: Neighborhood survey

BASELINE	22%	INTERIM	N/A

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Walking, biking and transit access to the civic commons	Percent of respondents who say they walked, biked or took transit to the sites.	Intercept survey	**N/A***	Ella Fitzgerald **76%** McNichols **42%**
Neighborhood walking infrastructure	Percent of neighborhood intersections that include controlled pedestrian crossings.	Physical survey	**25%**	**N/A**
Neighborhood biking infrastructure	Percent of neighborhood street length that includes bike lanes (dedicated or shared).	Physical survey	**0%**	**N/A**
Neighborhood Walk Score	Index of walkability, based on distance to common destinations including parks, schools, stores, restaurants and similar amenities. 100 is most walkable, 0 is least.	Redfin	**53**	**60**
Neighborhood Bike Score	Index of bike access, based on bike facilities and share of the population using bikes. 100 is most bike-friendly, 0 is least.	Redfin	**39**	**40**
Neighborhood Transit Score	Index of transit access, based on number of stops and frequency of transit service in the area. 100 is most transit served, 0 is least.	Redfin	**50**	**N/A**

*Detroit was not able to host an intercept survey for baseline due to low visitorship of existing sites.

Signal:

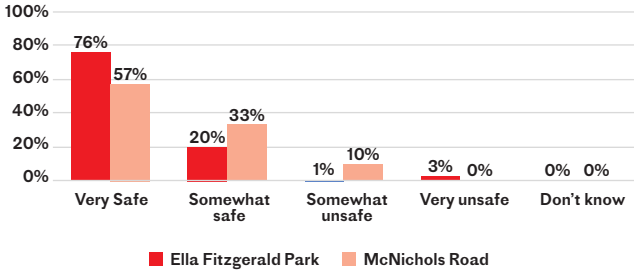
Safety

Perception of neighborhood safety

Percent of respondents who say they feel safe in the neighborhood during the day.

94%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

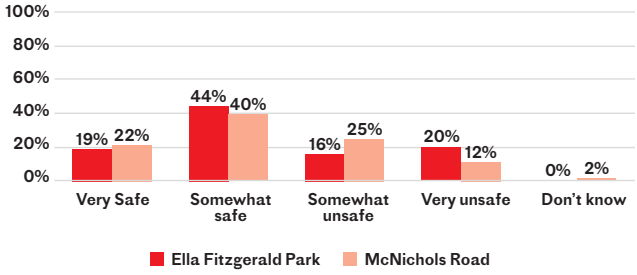


BASELINE	80%	INTERIM	94%

Percent of respondents who say they feel safe in the neighborhood at night.

63%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	35%	INTERIM	63%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Female site visitorship	Percent of site visitors who are female.	Observation map	27%	Ella Fitzgerald 35% McNichols 31%
Reported neighborhood crime	Average monthly reported crime incidents in the neighborhood.	Local police department	29*	29

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

Retail Activity

Storefronts

Number of local customer-facing retail and service businesses located in the neighborhood.

25

Source: Reference USA business database

BASELINE	25	INTERIM	25

Commercial property vacancy

Percent of commercial buildings in the neighborhood that appear vacant.

N/A

Source: Physical survey

BASELINE	43%	INTERIM	N/A

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Independent businesses	Share of neighborhood restaurants that are not part of one of the nation's 300 largest restaurant chains.	Reference USA business database	71%*	71%

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

Real Estate Value & Affordability

Home values

Median and lower quartile values of owner-occupied homes in the neighborhood.

$36,700
median home value

Source: American Community Survey

Median Home Value
$36,700

25th Percentile Home Value
$25,800

BASELINE	INTERIM
$49,200 Median $25,800 25th Percentile	$36,700 Median $25,800 25th Percentile

Neighborhood building conditions

Percent of buildings that appear in good or excellent condition.

N/A

Source: Physical survey

BASELINE	INTERIM
52%	N/A

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Owner-occupied share	Percent of housing units in the neighborhood owned by their occupants.	American Community Survey	47%	48%
Neighborhood rents	Median and lower quartile gross rent paid by renter households in the neighborhood.	Zillow; American Community Survey	Median $788 25th Percentile $304	Median $446 25th Percentile $242
Cost burdened renters	Percent of renter households spending more than 30 percent of income on rent.	American Community Survey	44%	72.3%
Residential property vacancy	Percent of residential properties in the neighborhood that appear vacant.	Physical survey	23%	N/A
Underutilized land	Percent of parcel area in the neighborhood that is vacant lots or surface parking, excluding large institutional parcels.	Physical survey	27%	N/A

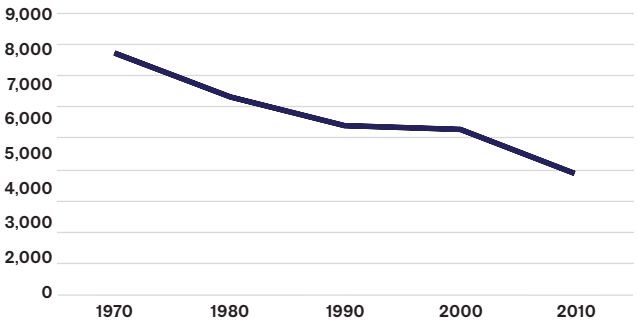
Neighborhood Economic Measures

Population

Total resident population in the neighborhood.

3,138

Source: American Community Survey



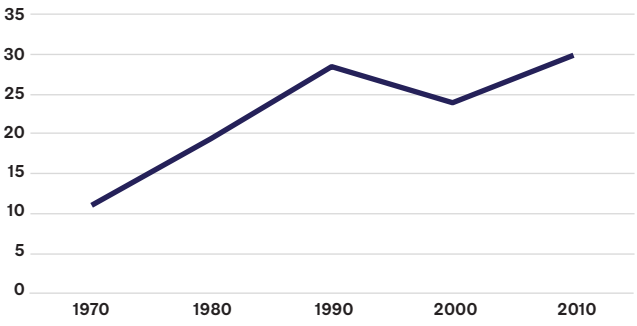
BASELINE	3,189	INTERIM	3,138

Poverty rate

Percent of households in the neighborhood living below the poverty line.

36.8%

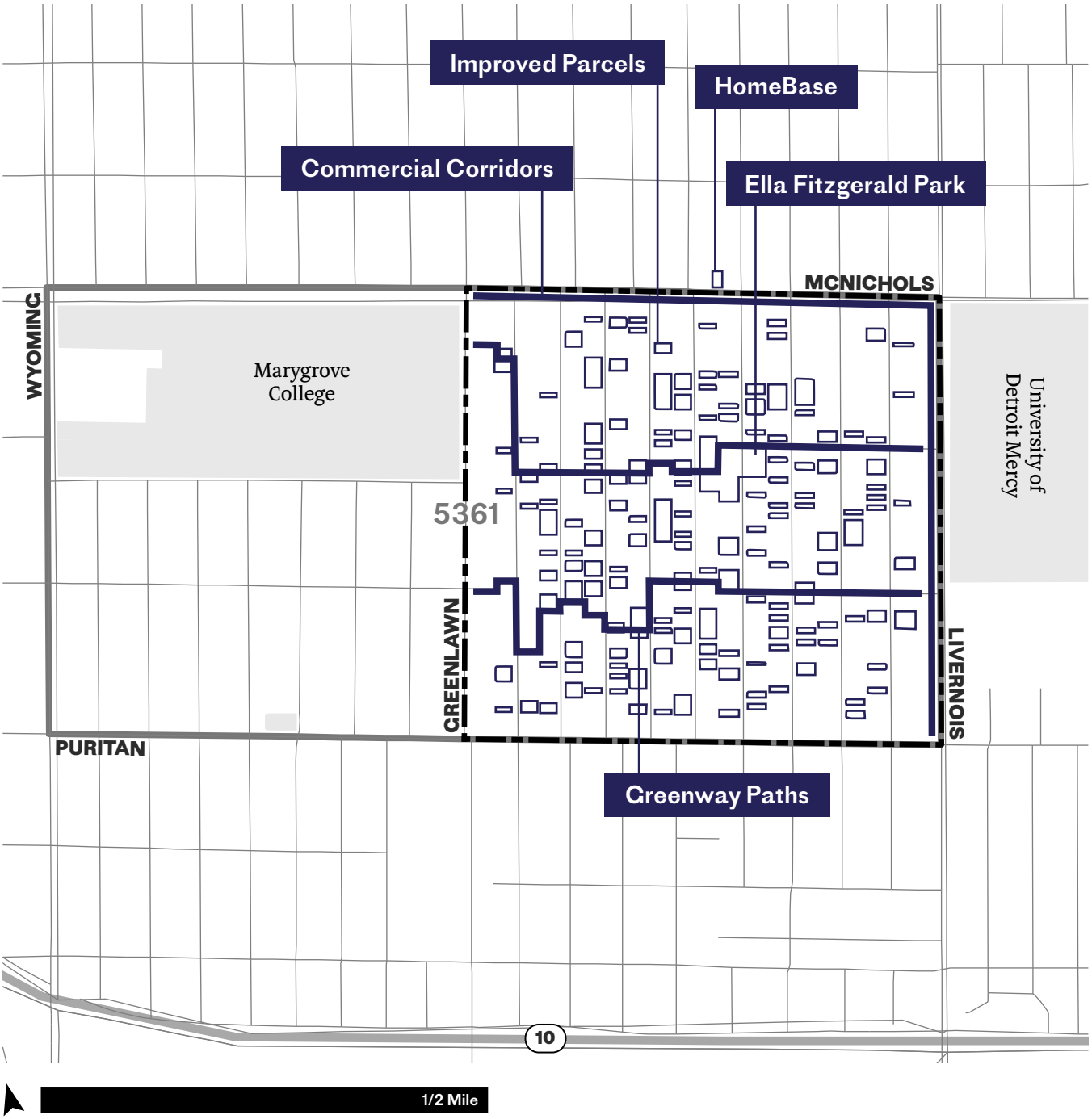
Source: American Community Survey



BASELINE	35.7%	INTERIM	36.8%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Median household income	Income of the typical, 50th percentile, household in the neighborhood.	American Community Survey	**$17,260**	**$19,931**
Per capita income	Average income on a per person basis.	American Community Survey	**$14,116**	**$13,379**
Unemployment rate	Percent of the total labor force that is unemployed and looking for work.	American Community Survey	**26.2%**	**33.2%**
Four-year college attainment rate	Percent of neighborhood residents 25 and older who have completed at least a four-year college degree.	American Community Survey	**9%**	**10.9%**

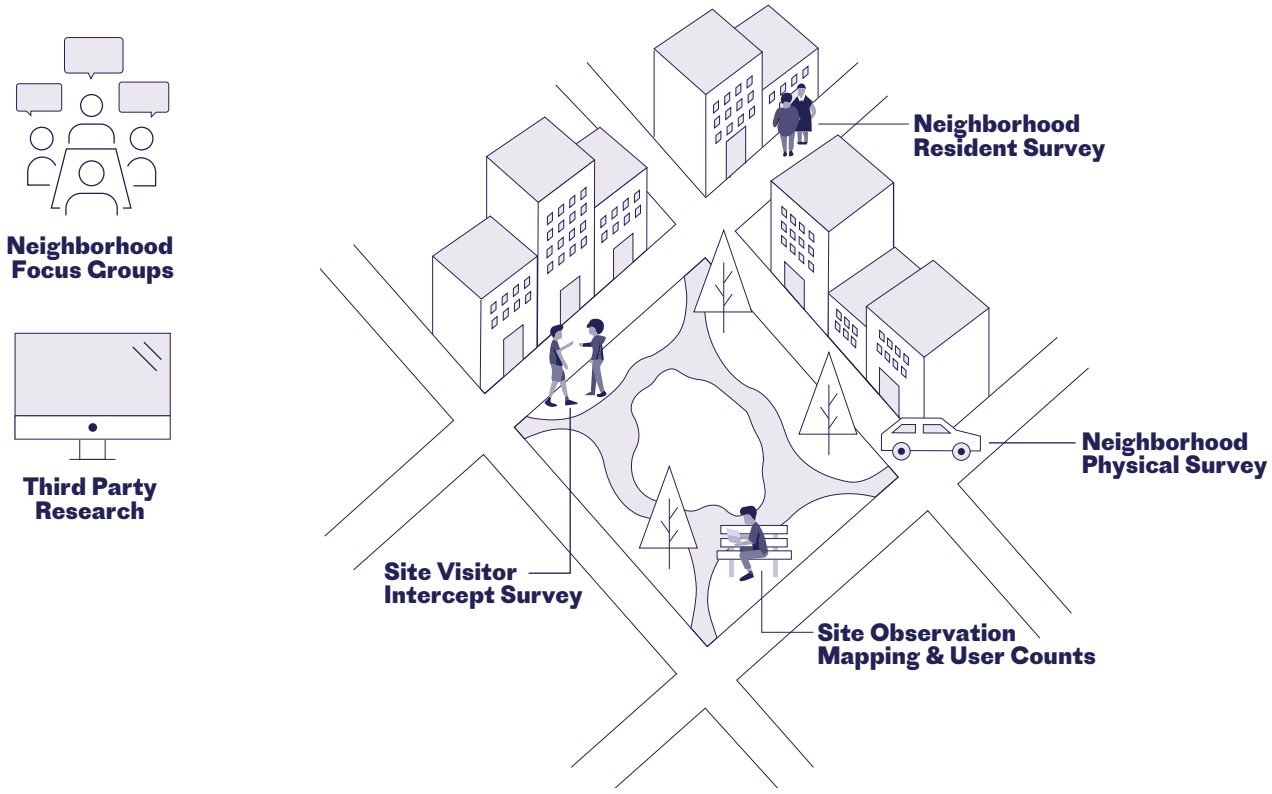
Geographic Study Area



Appendix:

Methodology

Appendix: Methodology



All data provided within this report was collected and analyzed by Reimagining the Civic Commons' learning partners City Observatory and Interface Studio, LLC.

Neighborhood Physical Survey

A physical survey of the Fitzgerald neighborhood was not fielded for the interim period. Please see Detroit Baseline Metrics Report for details on this methodology.

Neighborhood Resident Survey

A Neighborhood Resident Survey of the Fitzgerald neighborhood was not fielded for the interim period. Please see Detroit Baseline Metrics Report for details on this methodology.

Site Visitor Intercept Survey

The Fitzgerald Intercept Survey was fielded from September 21, 2018 to November 29, 2018 in Ella Fitzgerald Park and along McNichols Road between Pennington Drive and Monica Street. 139 respondents completed the survey; though the total number of respondents for each question may vary slightly, as respondents were excluded from the data when they chose not to answer a question, unless otherwise noted. Surveyors were instructed to circulate through the sites and approach all visitors to the sites as they observed them. Surveyors were instructed not to approach individuals outside the sites on adjacent sidewalks or properties. Visitors to the sites were offered the option to enter a raffle for a $100 gift card as incentive to take the survey.

Income diversity of site visitors

This income diversity index is computed as follows: survey respondents are split into five income groups based on their self-reported household income. We compute the share of the intercept survey respondents that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected site visitors would be from different groups.

Site Observation Mapping

Observation mapping was conducted two weekdays and two weekend days in September 2018 in Ella Fitzgerald Park and on McNichols Road between Pennington Drive and Monica Street. From 9:00 AM until 7:00 PM, at the top of each hour, surveyors walked about Ella Fitzgerald Park and along McNichols Road and marked on observation map worksheets the characteristics and number of people within the sites at the moment the surveyor observed them. Observation mapping data in this report were tabulated using predefined categories that surveyors used to mark down individuals' characteristics. Data for a small number of hours were incomplete; for those times, data was duplicated from equivalent times during the corresponding weekday or weekend day when possible. The final weekday and weekend day observation mapping data presented in this report are average counts from the two weekdays and two weekend days on which data was collected.

Racial and ethnic diversity of site visitors

This racial and ethnic diversity index is computed as follows: site visitors are counted among one of five racial or ethnic categories (white, black, latino, asian, and all other) based on surveyors' observations. We compute the share of the site visitors that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected site visitors would be from different groups.

Third Party Research

A range of third party data sources were collected and analyzed for the interim report including

- American Community Survey, 2013-17
- County elections data: County elections data from the election held on November 6, 2018
- Local police department: Detroit Police Department data, January to December 2018, retrieved from DPD: All Crime Incidents, December 6, 2016 - Present
- Redfin, 2018
- Reference USA business database, 2018
- The Trust for Public Land, 2018
- Zillow, 2018

Regular programming of the civic commons

In order to calculate the average hours of weekly programming per site, staff researched programming information available online for each site within the Fitzgerald neighborhood for the interim period (July 1, 2017 – June 30, 2018). The findings of this programming scan were then checked with local demonstration team members with direct knowledge of the programming at Civic Commons sites for accuracy.

Public perceptions of sites and of the neighborhood

For the Fitzgerald neighborhood and its Civic Commons sites, mentions in general circulation papers, identified by Brink Communications, were tracked and identified by whether the article expressed an overall positive or negative sentiment. To track appropriate mentions, a list of keywords was developed relating to each neighborhood and site which were used to develop a Google search query that collected each mention of the search term in the selected online publications for each city. Results from the online query were manually checked for relevance. Article sentiments were tallied on a monthly basis. The number of positive mentions was divided by the total inventory to produce the average percentage of local news articles with positive narratives about the sites and neighborhoods.

Sentiments were analyzed on a yearly basis, with the interim period of study starting on July 1, 2017 and concluding on June 30, 2018. The news publications tracked in Detroit are the Daily Detroit, Detroit Free Press, and The Detroit News via their respective websites.

Income diversity of neighborhood residents

This income diversity index is computed as follows: Census data from 2013-17 American Community Survey on household income is used to divide the population into five income groups. We compute the share of the population in each census tract that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected persons in the neighborhood would be from different groups.

Racial and ethnic diversity of neighborhood residents

This racial and ethnic diversity index is computed as follows: Census data from the 2013-17 American Community Survey is used that reports the number of persons in each of five racial ethnic groups (white, black, latino, asian, and all other). We compute the share of the population in each census tract that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected persons in the neighborhood would be from different groups.

Neighborhood home search activity

An increase (or decrease) in web-based real estate searches may be a leading indicator of consumer or investor interest in a neighborhood. To determine home search activity, Redfin Real Estate supplied data on the number of real estate searches by zip code for civic commons neighborhoods. Data are for searches during calendar year 2018, and are normed to a base year of 2017. Search activity in 2017 = 100; values for 2018 indicate the number of searches in 2018 as a percentage of 2017 searches; a value of 100 corresponds to the same level of searches in the previous year. County-wide values for this index are also provided as a comparison, as noted in the report.

Ecological indicators

To understand the impact of new trees, stormwater, and sustainability features added to each site, a set of three ecological indicators tracking tools were developed for each city. The tree tracking tool was developed to include variables that would allow this data to be integrated with the USDA Forest Services's i-Tree Canopy tool to calculate the impact of additional tree canopy relative to baseline. Data collection was performed by demonstration team members trained to use each tool.

Neighborhood Focus Groups

Neighborhood Focus Groups were not conducted during the interim period. Please see Detroit Baseline Metrics Report for details on this methodology.