



The Detroit Metropolitan Area Communities Study

An innovative survey tool provided by the University of Michigan to support local community development decisions with reliable data on the life outcomes and views of metro Detroit residents

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The Need: Data-driven Community Engagement

The unprecedented reinvestment effort occurring in the Detroit metropolitan area has given renewed urgency to familiar questions over how communities should make use of scarce resources to bring about positive change. Now more than ever, there is a need for reliable, inclusive, and up-to-date public opinion data on how Detroiters feel about the breakneck changes happening in their communities and the impact of those changes have on their lives.

To address this challenge, the University of Michigan (U-M) has been working in consultation with more than 80 community stakeholders to implement the Detroit Metropolitan Area Communities Study, (DMACS) an innovative online survey tool that provides high-quality information on how Detroit residents feel about the most pressing social and economic issues they face.

With DMACS, community stakeholders and government officials have access to up-to-date and relevant public opinion data on the perceptions and priorities of the people they serve. By monitoring trends in public opinion, community stakeholders can make better informed decisions about where future investments will have the greatest impact.

Central to conversations about the future of Detroit are questions about who benefits from changes to the city.

DMACS offers a data-driven approach to answering these questions by providing reliable information on the opinions of the numerous diverse groups that call the Detroit metropolitan area home. With this information in hand, decision-makers can make evidence-based assessments about the equity impacts of local decisions.

Addressing the Problem: Highlights from Wave 1 of DMACS

Despite the availability of public opinion data at the federal and state level, few opinion surveys are dedicated to answering questions relevant to the local issues facing metro Detroit residents. DMACS fills in these gaps by providing a deep-dive assessment of what priorities metro area residents have for the future, how they are feeling about their quality of life, and whether they believe their communities are benefiting from regional investments.

With the first wave of DMACS completed in 2016, covering a representative sample of 714 Detroiters, we have initial answers to some of these questions.

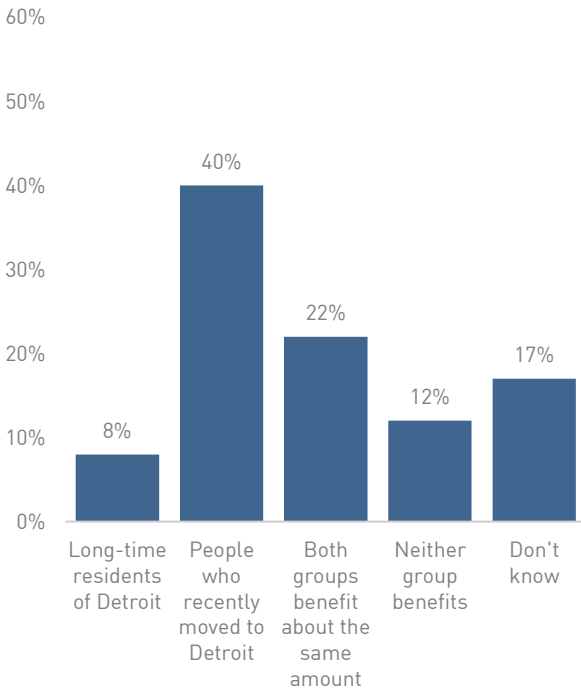
Impact of Investments

In the past decade, local groups have raised concerns about whether long-time residents are benefiting from the investments made in Detroit after the Great Recession. According to the first wave of DMACS conducted in the Fall of 2016, 4 out of 10 Detroit residents say these investments in Downtown and Midtown benefit recent movers to the area (40%) with less than one-tenth

indicating that long-time residents are benefiting (8%).

Few believe investments in Downtown and Midtown Detroit benefit long-time residents

% who say that ___ benefit from the investments being made in Downtown and Midtown Detroit.

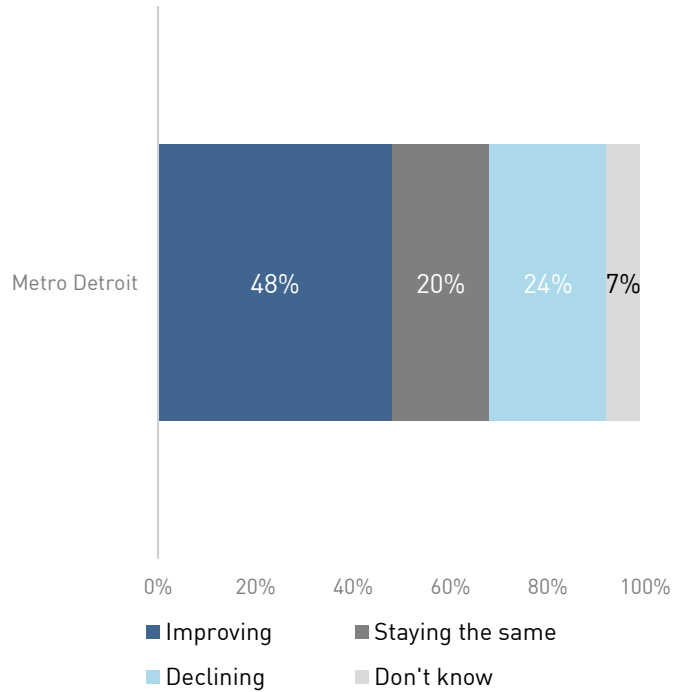


Quality of Life

Despite feeling that long-term residents are not benefiting from investments in Downtown and Midtown, most residents believe that the quality of life in the greater metro area is improving (48%). Around a quarter, (24%) however, believe quality of life is on the decline and 20 percent believe the quality of life in the metro area has stayed the same.

Majority find quality of life improving in the Detroit metro area

% who say that quality of life in the metro Detroit area is

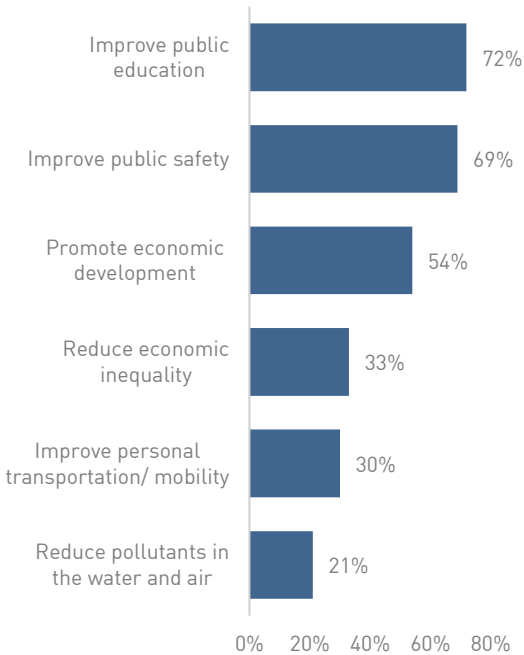


Policy Priorities

Moving forward, more than 70 percent of Detroiters say improving public education should be a top priority (72%). Close behind is improving public safety, with 69 percent listing the issue as a top priority. Most Detroiters also see promoting economic development as a top priority (54%). Other issues that were asked about were less often cited as priorities for change, including reducing economic inequality (33%), improving transportation (30%), and reducing pollutants in the water and air (21%).

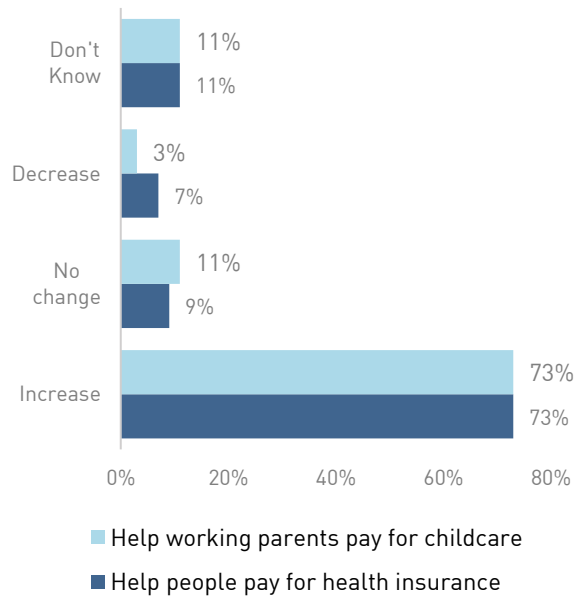
Majority say improving public education should be a top priority

Please rank your three highest priorities for change from the following list:



Most want to see more government investment in childcare and health insurance

Do you favor an increase, decrease, or no change in government spending to_



Issues at a glance: Childcare and Healthcare

As federal attention has been given to reforming childcare and healthcare, it is important for Michigan policymakers to know where Detroiters stand on these issues. When asked whether government investments in childcare and health insurance should change, more than 7 out of 10 Detroit residents indicated that government should increase spending on helping people pay for childcare (73%) and health insurance (73%)

How it Works

DMACS aims to bring together the world-class survey expertise of U-M experts alongside the rich knowledge of community leaders to produce scientifically valid and publicly relevant opinion data representing the Detroit Metropolitan area. Central to DMACS' innovative methodology is the combination of these two sources of knowledge to produce a survey that is inclusive, relevant, and scientifically valid.

Traditional survey methods struggle to reach underrepresented groups. DMACS addresses this problem through the use of multiple methods of contact to meet people where they are and through the use of an online

platform that makes it easy to survey and gather responses in real time.

In the first two waves collected so far, the DMACS team has already surveyed a representative sample of over 700 City of Detroit residents. In June of 2017, the DMACS team piloted a community-based survey collection model to increase the diversity of participants while strengthening the sustainability of the project.

Numerous surveys face biases that result from faulty survey design. With DMACS, traditional survey issues such as these are tackled by the team of nationally renowned technical advisors at U-M, who have extensive expertise ensuring that surveys are representative and reliable from year to year. As survey responses come in, the DMACS team constantly analyzes the data and makes adjustments as needed to ensure that the DMACS survey accurately captures the views of residents in the Detroit metro area.