

# MY MIAMI STORY 2018

## Participant Perspectives on Community and How to Effect Change

*Key findings from a survey among adults who participated in  
The Miami Foundation My Miami Story conversations, with support from  
The John S. and James L. Knight Foundation, October/November 2018*

# Methodology



- The Miami Foundation estimates that approximately 4,200 adults participated in My Miami Story conversations on October 23, 2018.
- This report presents findings among 388 adults who participated in The Miami Foundation My Miami Story and completed the post-conversation online survey.
- Survey field period: October 23 to November 8, 2018.
- Notes:
  - Throughout this report, the term “participants” is used to refer to *On the Table* participants who completed the survey.
  - For each question, percentages are based on the total number of respondents who answered it.
  - “Whites” self-identify as non-Hispanic white adults.
  - “African Americans” self-identify as non-Hispanic African-American or black adults.

# Methodology

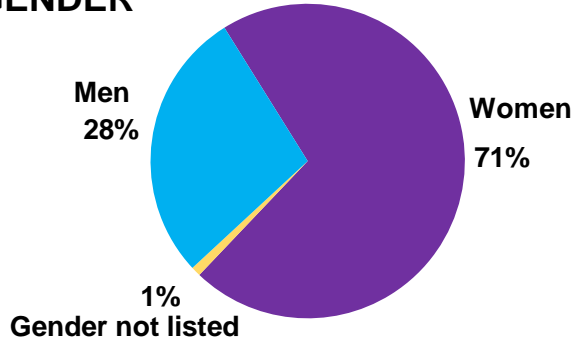


South Dade County is defined by the following  
ZIP Codes:

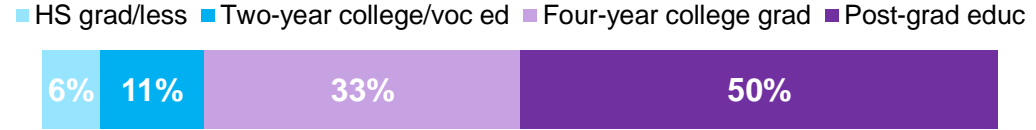
33030	33039	33173	33189
33031	33143	33176	33190
33032	33156	33177	33193
33033	33157	33183	33196
33034	33158	33186	
33035	33170	33187	

# Profile of My Miami Story Participants Who Completed the Survey

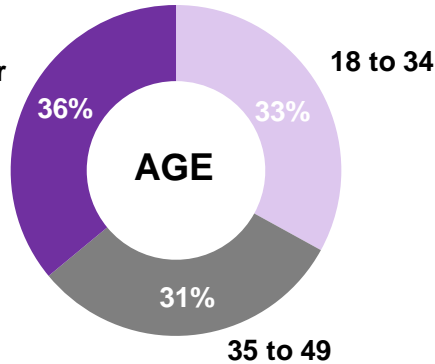
## GENDER



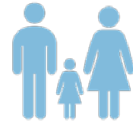
## EDUCATION



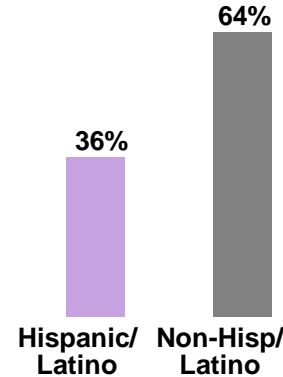
## AGE



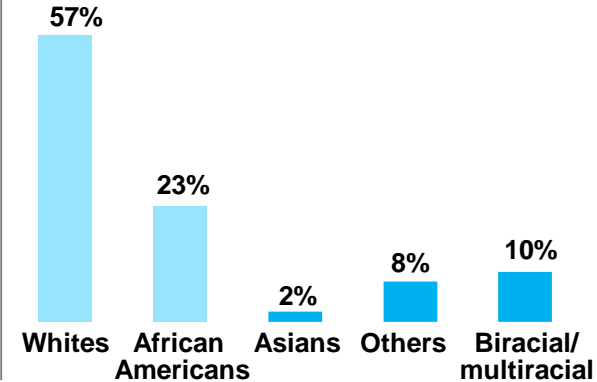
## HISPANIC/LATINO BACKGROUND



27% Parent of minor child

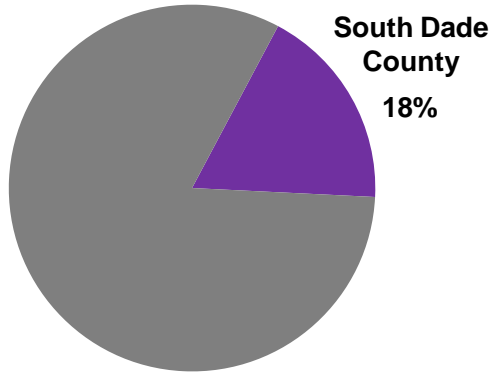


## RACE

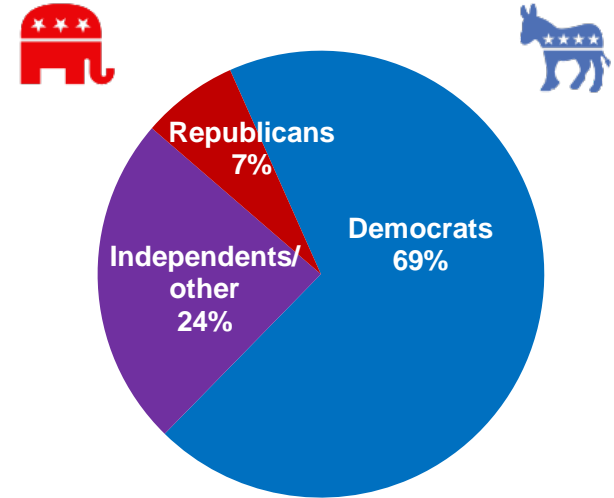


# Profile of My Miami Story Participants Who Completed the Survey

## GEOGRAPHIC AREA



## PARTY IDENTIFICATION



The Miami Foundation  
**MyMiami story**

**18%**  
PARTICIPATED  
in MMS last year



**57% VOTE** in  
every local  
election

# Key Takeaways

- My Miami Story participants express a sense of optimism and positive community outlook and are much more likely to be hopeful than worried about what the future holds for their community.
  - Men, Millennials, and African-American participants have a hopeful outlook at higher rates, while white participants, those age 50 and older, and those from South Dade County express worry at higher rates than most.
- Significant majorities view their community as embodying several positive attributes, including changing for the better, having shared goals and priorities, possessing a strong sense of community, and providing opportunities for everyone.
  - Participants from South Dade, those age 50 and older, and Hispanic participants are even more likely to see their community as one that provides opportunities for all.
- While more My Miami Story participants see their community as united than divided, men and white participants are split on the question of unity.
- Housing issues, including homelessness and affordable housing, are the top priorities that Miami-area residents want to see addressed. This is true regardless of gender, age, education level, and where one lives. There is some variation in priorities between white, African-American, and Hispanic participants.

## Key Takeaways *(cont'd)*

- By far, My Miami Story participants see nonprofits and community organizations as the entities that are having the greatest impact in making their community a better place to live. Second-tier perceived change-makers include community residents and local government.
- These participants are engaged and are optimistic that their efforts will have a positive impact on making their community a better place to live.
  - A large majority report that they are involved in community and neighborhood activities.
  - An even larger proportion (86%) report that they will take specific actions or steps on an issue they discussed at a My Miami Story event.
- Almost half of participants are motivated to engage and become involved by the desire to build a strong community for our youth and future generations.
- The My Miami Story experience had a significant impact. Participants report that it led to a greater sense of optimism that their community can work together to make positive change, new knowledge and understanding about challenges and how to address them and motivation to do so, and new connections with similarly determined community members.

# COMMUNITY OUTLOOK



# My Miami Story participants are much more hopeful than worried about what the future holds, although South Dade residents have a mixed outlook.

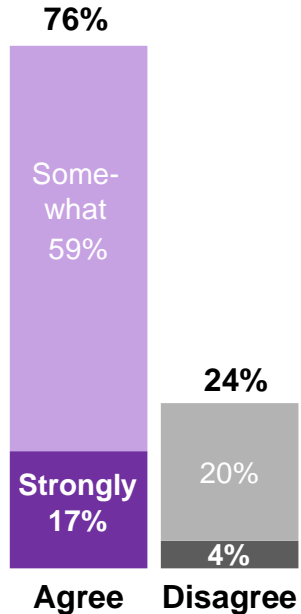
*Looking ahead to the next five years or so, do you feel more hopeful or more worried about what the future holds for your community?*



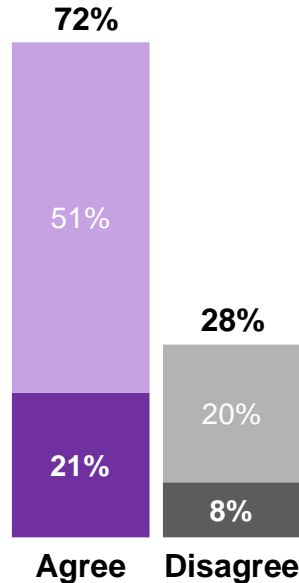
	Hopeful	Worried
Men	70%	30%
Women	62%	38%
Age 18 to 34	69%	31%
Age 35 to 49	68%	32%
Age 50/older	57%	43%
Whites	57%	43%
Hispanics	66%	34%
African Americans	72%	28%
Two-year college/less	65%	35%
Four-year college grads	61%	39%
Postgrad education	66%	34%
Parents	60%	40%
South Dade County	51%	49%

# Participants see their community in a positive light along many dimensions.

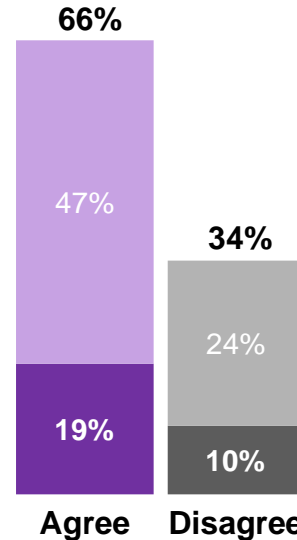
**My community is changing for the better**



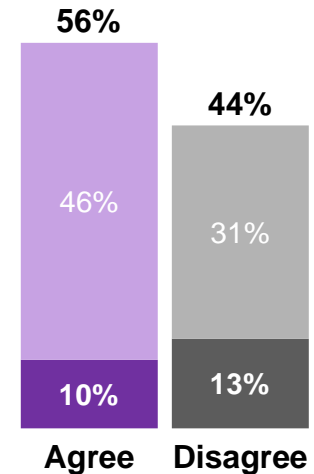
**Residents have shared goals/priorities for our community**



**The area where I live has a strong sense of community**



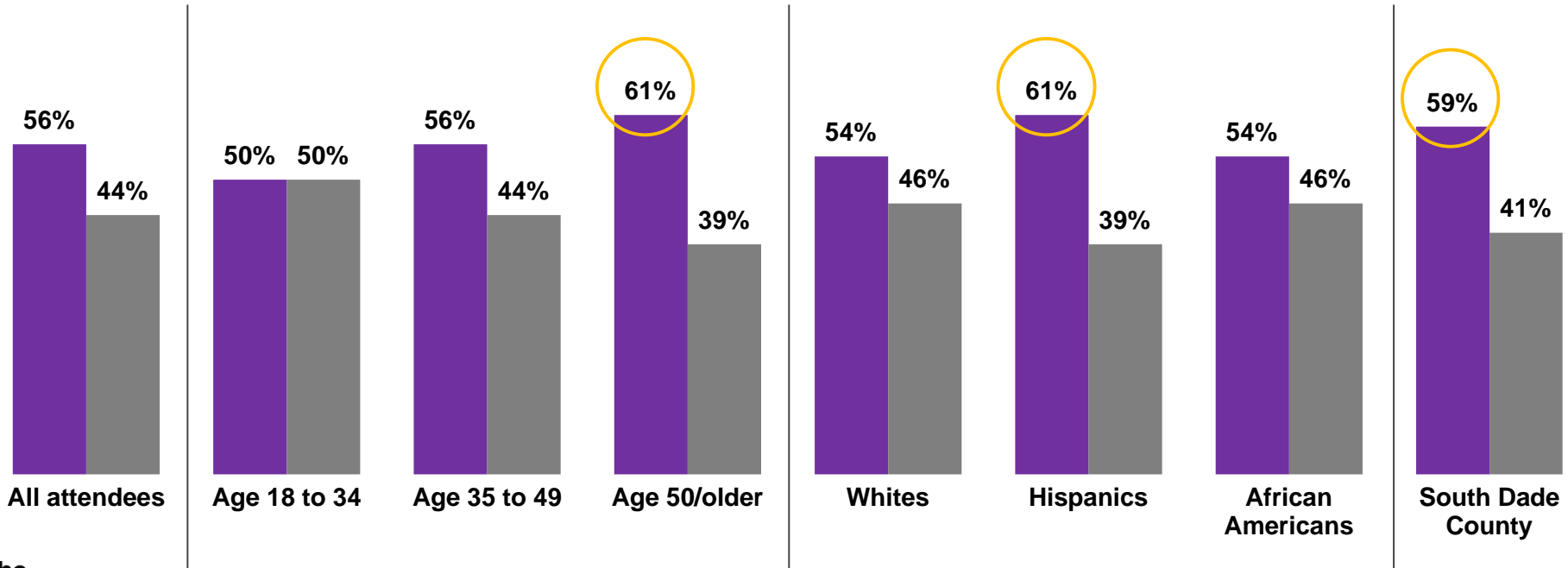
**My community provides opportunities for everyone**



# Older participants, Hispanics, and those from South Dade are more likely to see their community as providing equal opportunities.

*My community provides opportunities for everyone:*

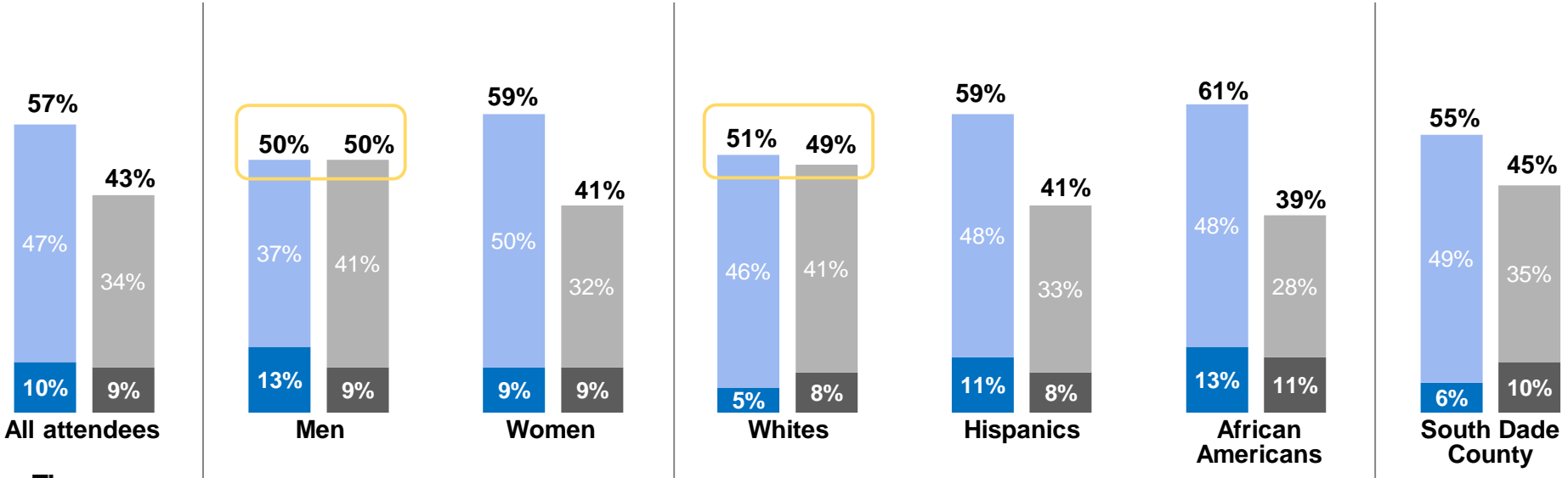
■ Agree ■ Disagree



# Male and white participants are more likely to be divided on the question of community unity.

*Do you think people in your community are more united or more divided when it comes to addressing important goals and challenges?*

My community is more UNITED:      My community is more DIVIDED:  
 ■ Much more    ■ Somewhat more      ■ Much more    ■ Somewhat more

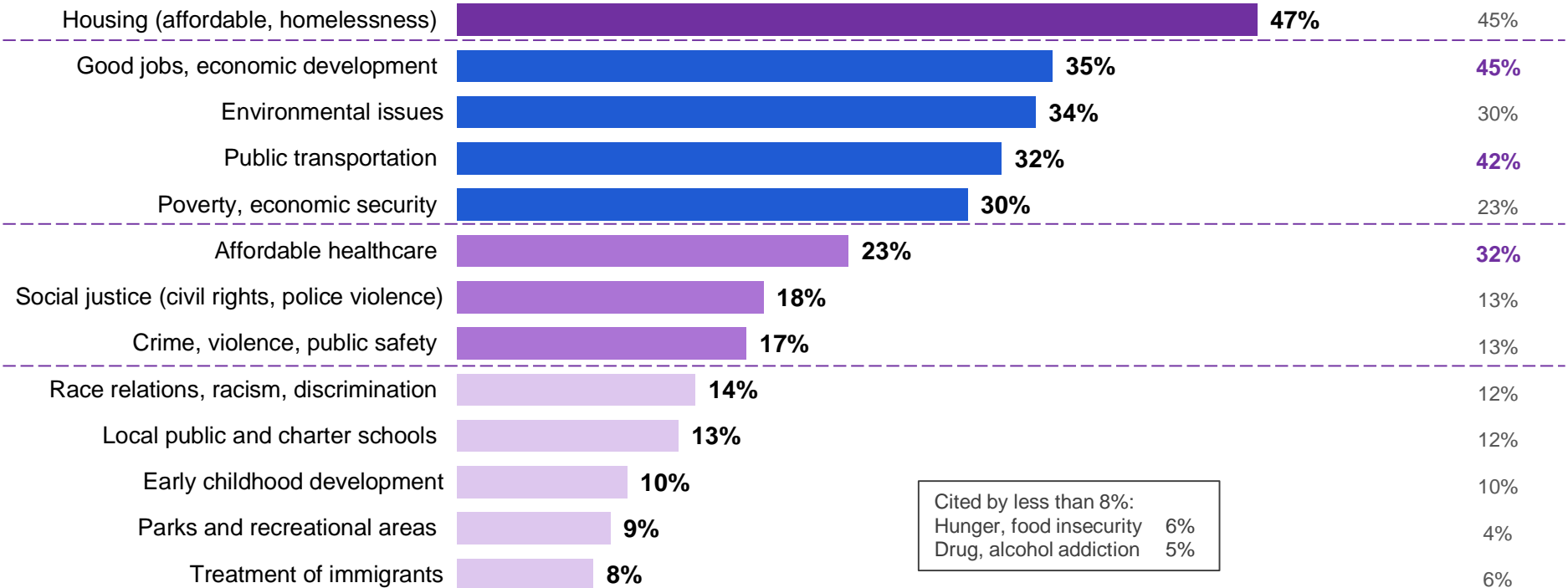


# COMMUNITY PRIORITIES

# Housing issues top the list of community priorities that need to be addressed.

*THREE most important issues for my community to address:*

South Dade County



Housing issues are the most important across generations, but second-tier priorities vary.

*THREE most important issues for my community to address:*

Age 18 to 34		Age 35 to 49		Age 50/older	
Housing issues	52%	Housing issues	46%	Housing issues	44%
Good jobs, economic development	43%	Good jobs, economic development	38%	Environment	40%
Poverty, economic security	32%	Environment	34%	Public transportation	33%

## Priority issues to be addressed vary by race and ethnicity.

*THREE most important issues for my community to address:*

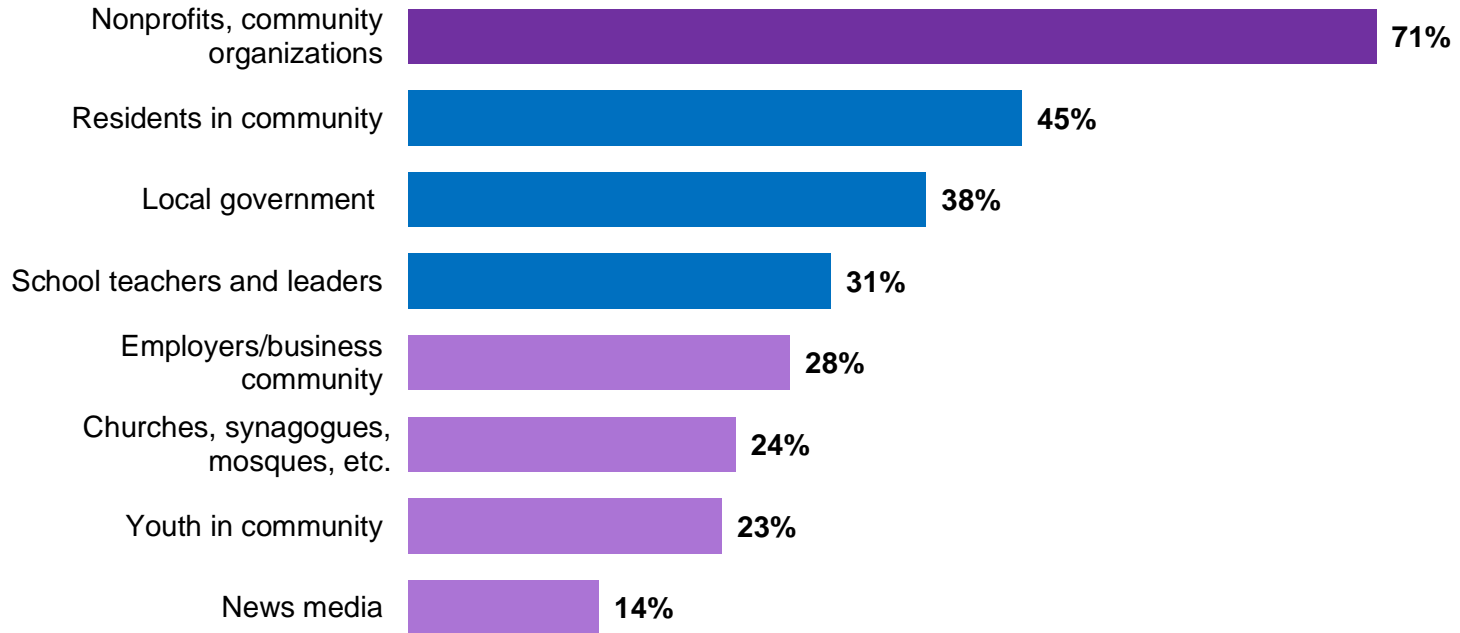
Whites		Hispanics		African Americans	
Environment	53%	Housing issues	50%	Housing issues	47%
Housing issues	47%	Good jobs, economic development	42%	Poverty, economic security	45%
Public transportation	47%	Public transportation	33%	Crime, violence, public safety	35%



# EFFECTING CHANGE IN MY COMMUNITY

# Nonprofits are seen as the change-makers that have the most impact, followed by community residents and local government.

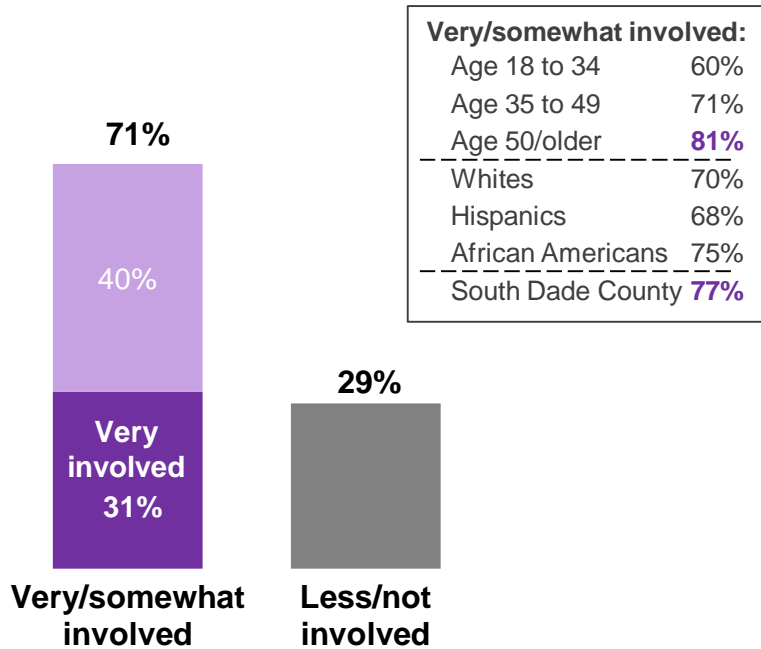
*TWO or THREE groups that have the greatest impact on making my community a better place to live:*



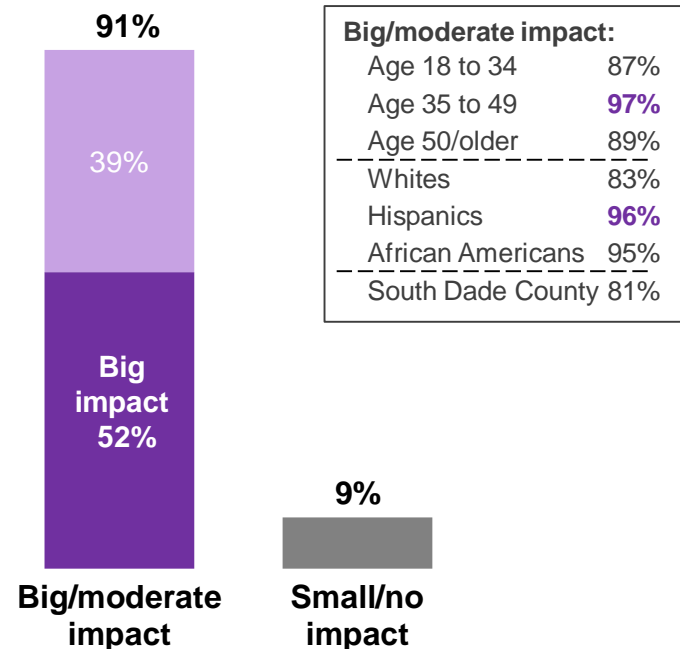
A significant proportion of participants report that they are involved in their community and an even larger proportion believe they can have a positive impact.

*Involvement in my community and neighborhood activities:*

*Impact people like me can have in making my community a better place:*



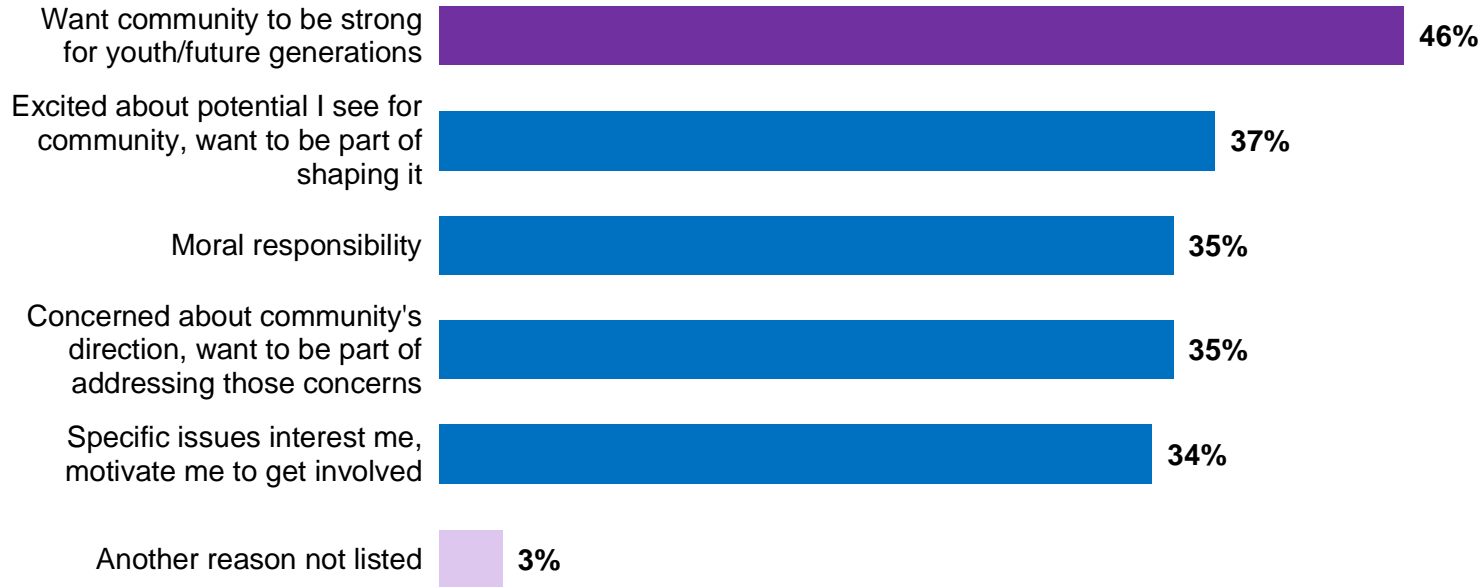
Very/somewhat involved:	
Age 18 to 34	60%
Age 35 to 49	71%
Age 50/older	81%
-----	
Whites	70%
Hispanics	68%
African Americans	75%
South Dade County	77%



Big/moderate impact:	
Age 18 to 34	87%
Age 35 to 49	97%
Age 50/older	89%
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Whites	83%
Hispanics	96%
African Americans	95%
South Dade County	81%

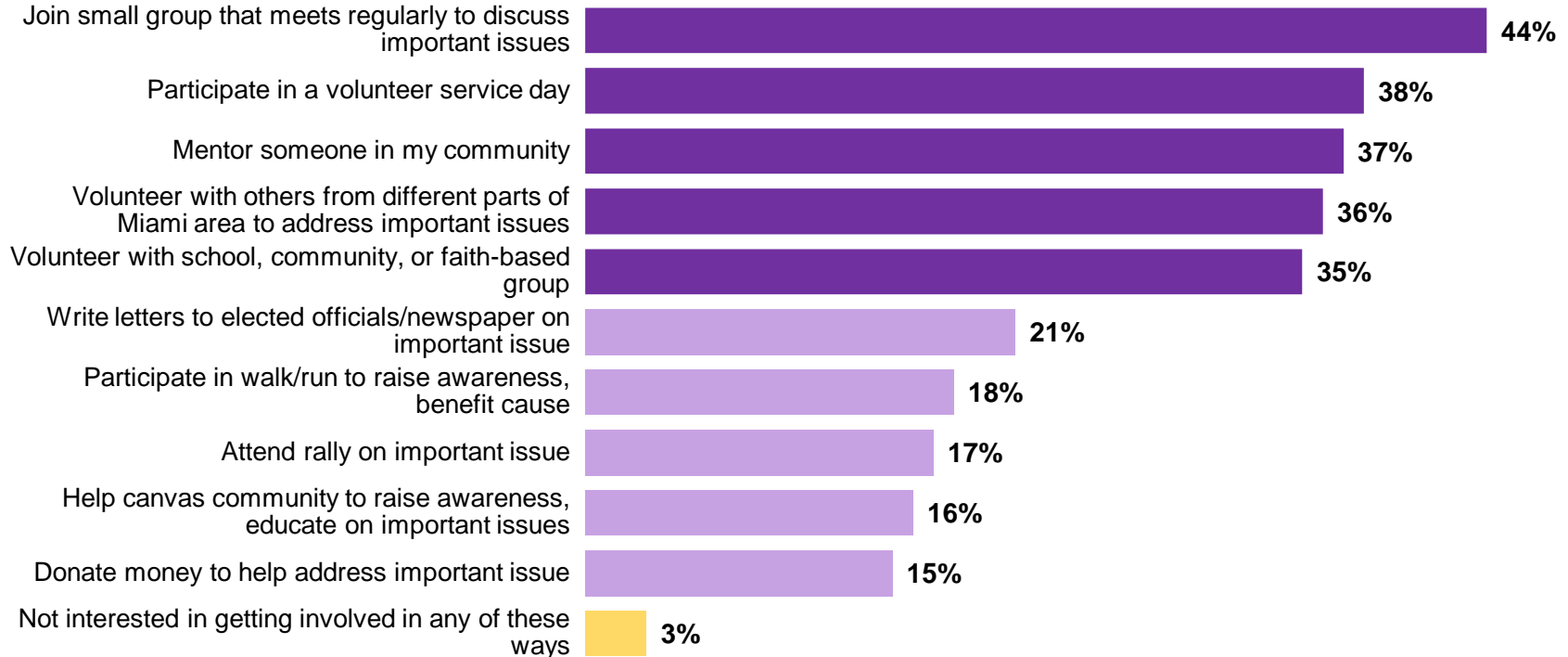
# Building a strong community for future generations is the most powerful catalyst for engagement.

*TWO most motivating reasons for me to be involved and engaged in my community:*



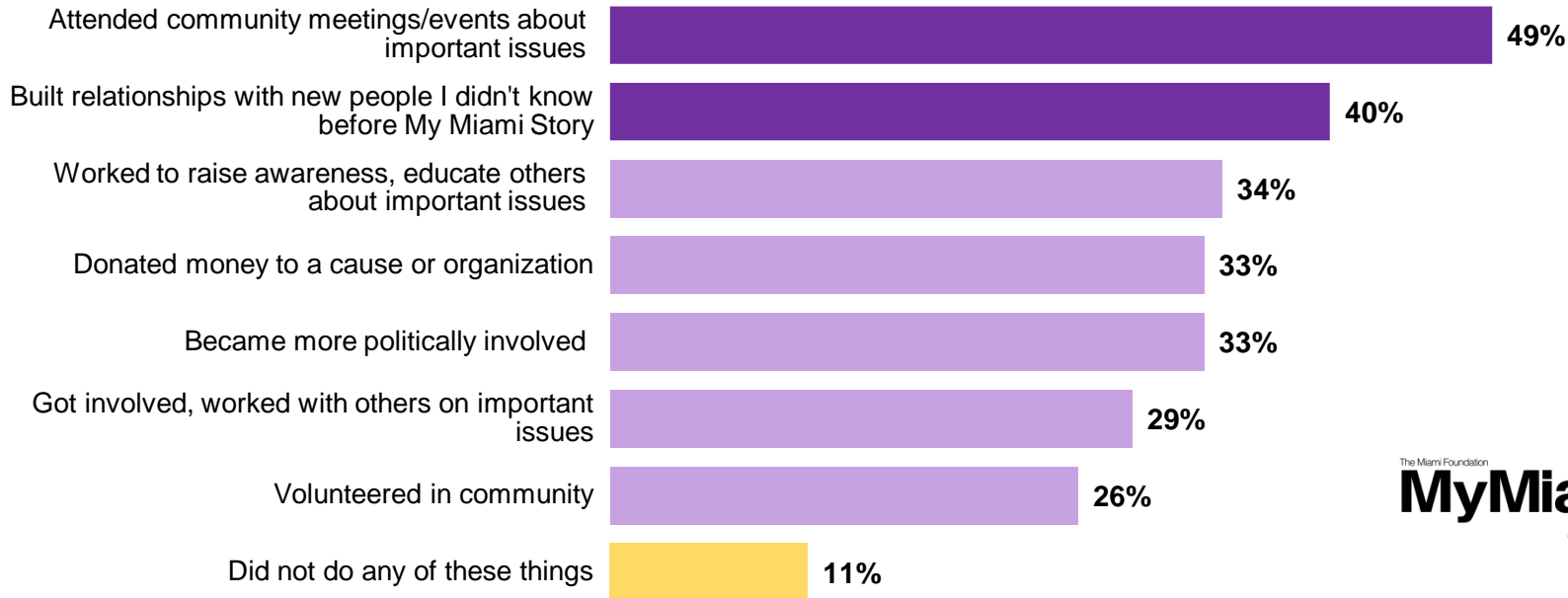
# Participants express interest in a variety of different ways to get involved in their community.

*In which THREE of these ways would you be most interested in getting involved in your community?*



# Participation in My Miami Story 2017 led to building new relationships and many different kinds of community engagement.

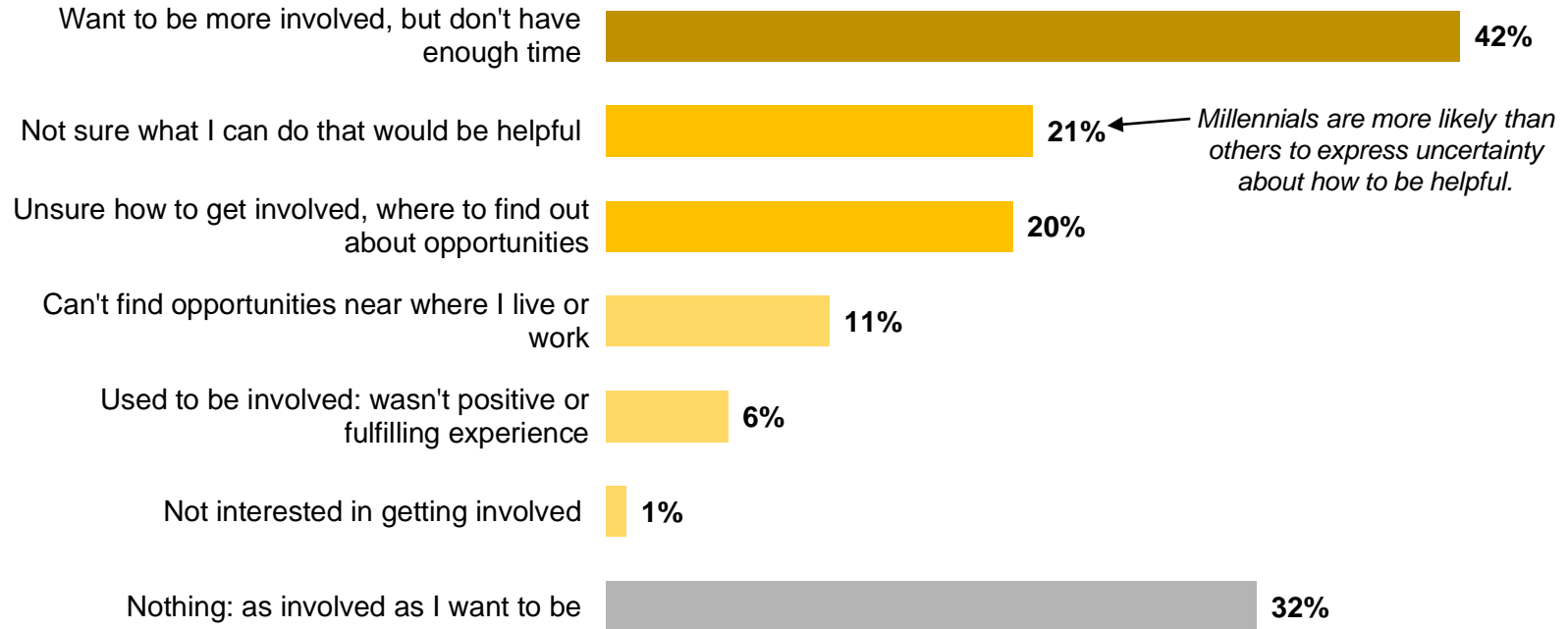
*Which of these have you done in the past year, specifically as a result of your participation in a My Miami Story conversation last year?\**



\* Asked only of 2017 My Miami Story participants

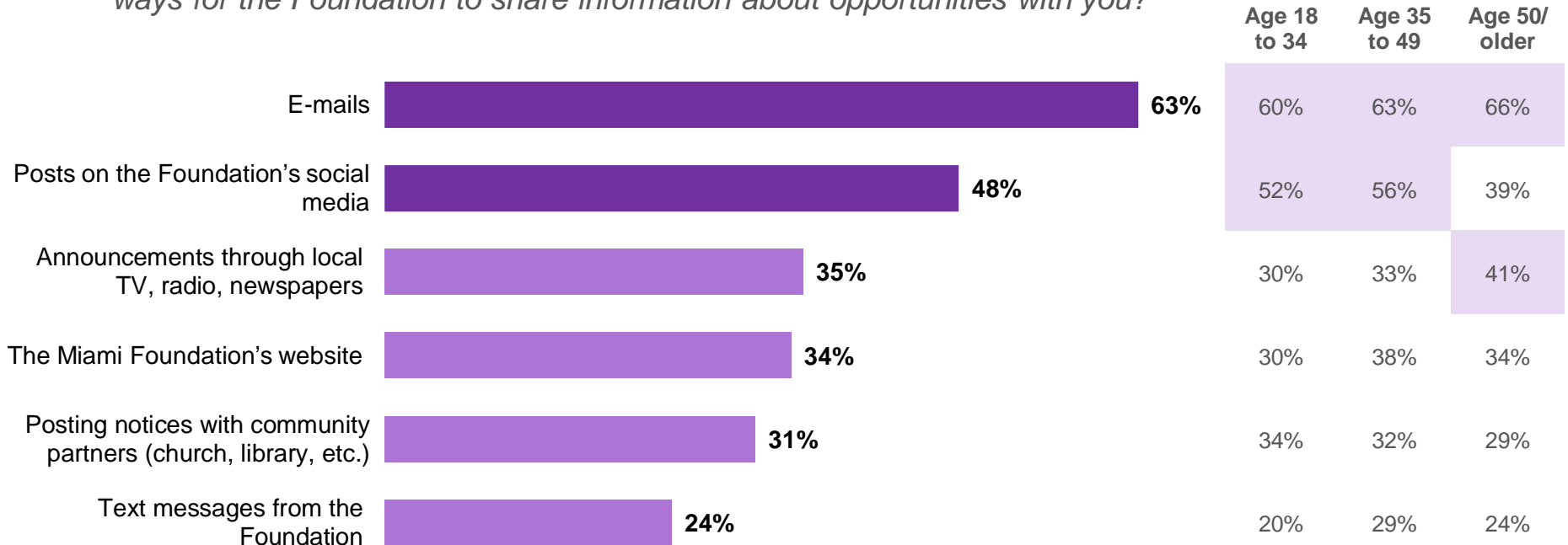
# Lack of time is the biggest obstacle to community engagement, but lack of awareness about how to be involved is a factor too.

*Which of these, if any, prevent you from getting more involved in addressing issues affecting your community?*



# E-mail is the best way to share opportunities with participants; other methods vary somewhat generationally.

*The Miami Foundation wants to do more to inform community members about opportunities to get involved in addressing issues and challenges facing our community. Which of these are the best ways for the Foundation to share information about opportunities with you?*

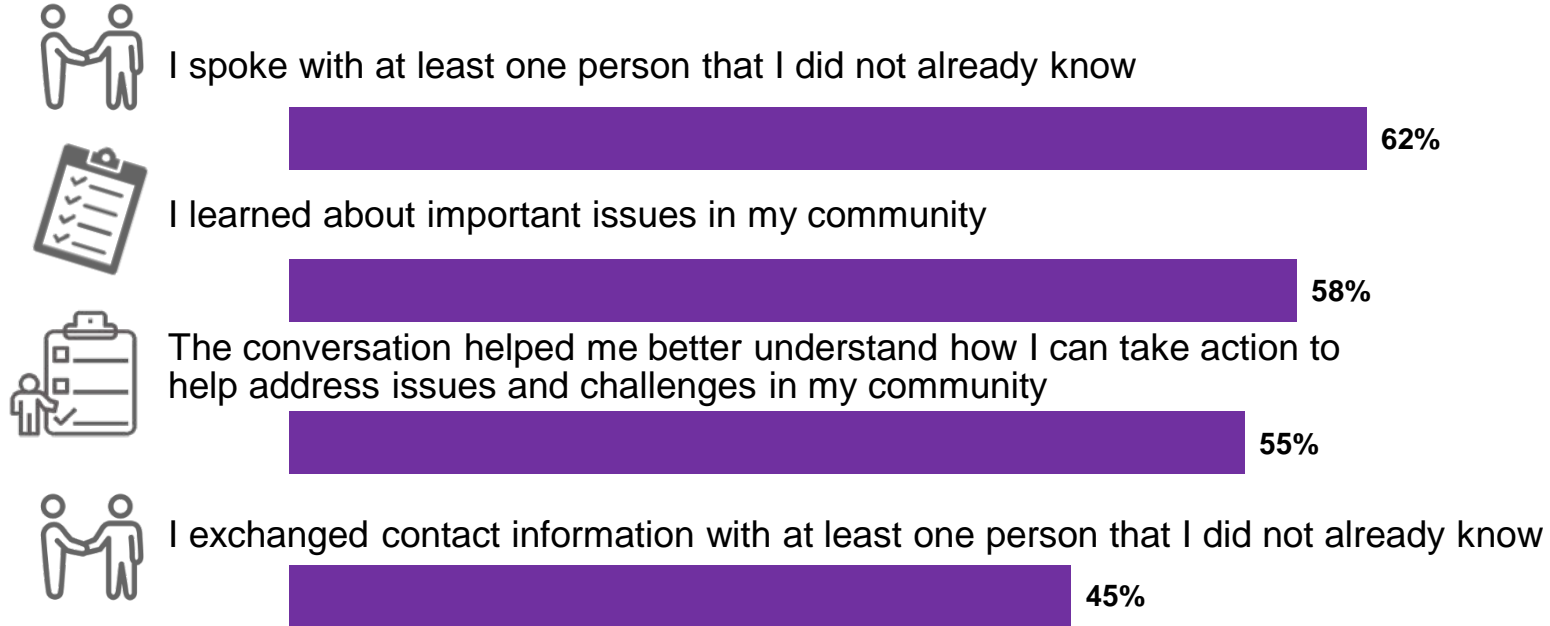




The Miami Foundation  
**MyMiami  
story**  
**EXPERIENCE**

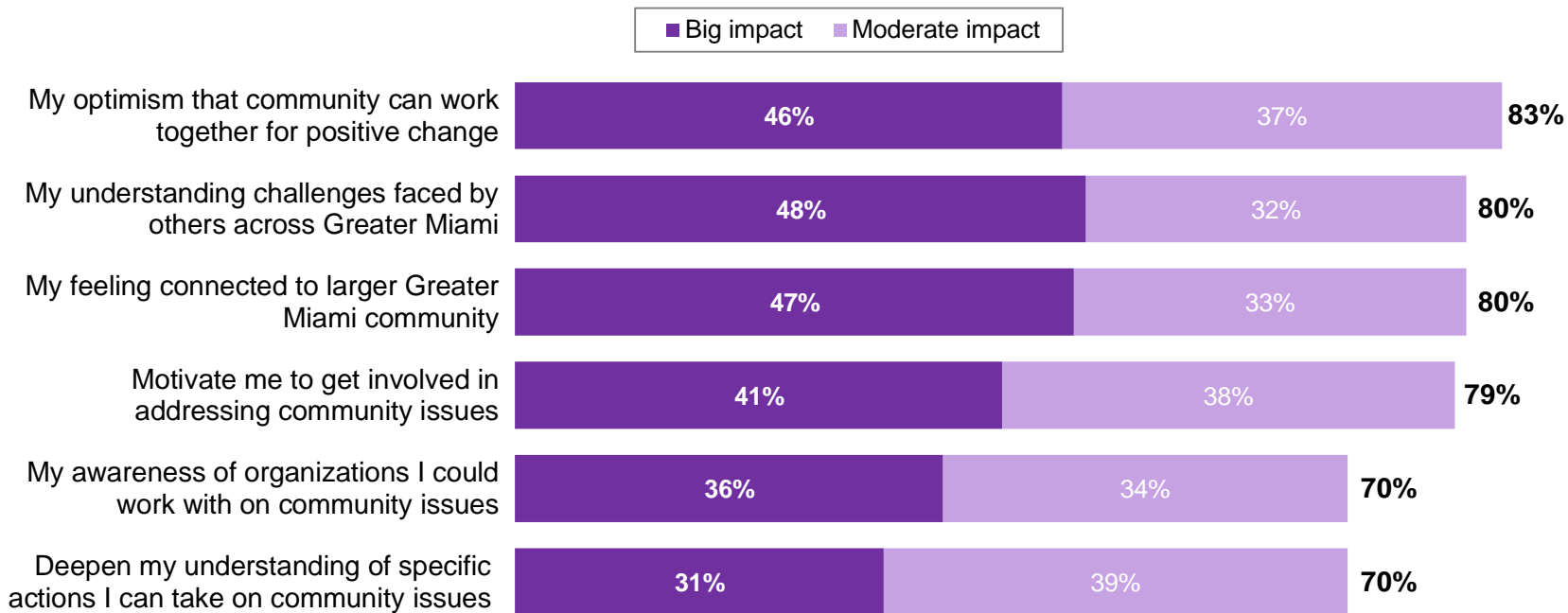
# Majorities of My Miami Story participants connected with someone new and learned about important issues and how to take action.

*Which of these apply to you related to your My Miami Story experience?*



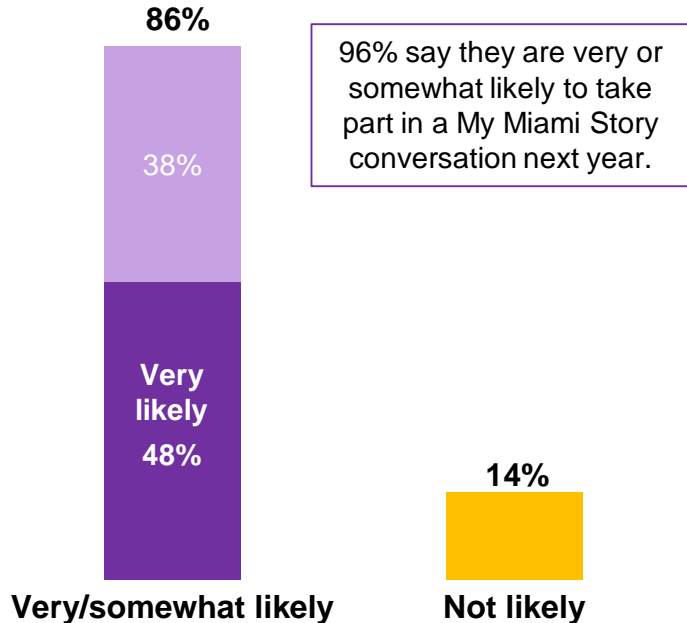
# My Miami Story led to new knowledge and understanding, increased optimism, and new connections among participants.

*What impact did your recent My Miami Story conversation have on this for you personally?*



# The overwhelming majority of participants say it's likely they will take specific actions to address an issue discussed at My Miami Story.

*How likely are you to take specific actions or next steps regarding an issue or solution discussed at your My Miami Story conversation?*



VERY likely to take action			
Men	52%	Two-year college/less	<b>56%</b>
Women	46%	Four-year college grads	45%
Age 18 to 34	50%	Postgrad education	48%
Age 35 to 49	52%	South Dade County	40%
Age 50/older	43%	Parents	50%
Whites	35%		
Hispanics	51%		
African Americans	<b>60%</b>		

# Actions Participants Will Take as a Result of *My Miami Story* Conversations

*What specific actions do you plan to take as a result of your conversation?*

