

Greenfield Community Association

Executive Summary

Community Partner

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Student Consulting Team

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Background

Greenfield Community Association (GCA) is a registered community organization (RCO) which helps residents and businesses obtain and share information with the ultimate goal of improving the quality of life for the 8,000 residents in the neighborhood. They are a 501c3 non-profit organization formed in the Summer of 2012 as a joint successor of Greenfield's two established community organizations, Greenfield Organization and Connect Greenfield.

The GCA is dedicated to fund, support, develop, and enhance community spirit, athletic activities, and philanthropy among the residents of Greenfield in the 15th Ward Pittsburgh, PA and improving the physical, social, and economic health of Greenfield by facilitating volunteerism, nurturing community identity and development, and enhancing the quality of life for residents.

Project Description

Project Opportunity

The Greenfield Community Association values collecting resident opinions and requests using a Google Form. The GCA uses these opinions to advocate for the residents to the city council for funding. The survey had many pages which made it feel lengthy. We saw an opportunity to enhance the survey's efficacy by refining the questions for clarity and minimizing the cognitive effort required to select an answer. Additionally, the GCA also wants the residents of Greenfield to feel their voices and needs are being heard. Currently, only members of the GCA can see the data collected from the survey. We sought out an opportunity to visualize resident's opinions and voices.

Project Vision

Our project vision aims to address these challenges by implementing a multifaceted approach. First, we will improve the survey collection process by reorganizing the sections of the survey and devising clearer, less confusing questions. This will increase survey participation and thus foster a more comprehensive understanding of community needs and preferences, enabling the GCA to more effectively advocate for initiatives aligned with

resident priorities, technical solution, and embed them into the GCA website for easy accessibility by residents. The visualizations will be dynamic, updating in real time as new survey data is submitted. Additionally, we will ensure flexibility in the design, allowing Christa and the GCA to modify the displayed categories as needed in the future.

Project Outcomes

We were able to build out a future-proof and easily refreshed and iterated solution that also allows them to continue to use the technology that they are already used to. We implemented a solution that allows them to continue to use a Google Form to collect resident opinions and feedback and then automatically populate into a Tableau Public visualization that we created for them that will then automatically refresh daily on their Wordpress website. The software integration of Tableau Public will improve the transparency of the GCA and increase trust among the Greenfield community.

Project Deliverables

The final deliverables include a finalized Google Form survey to collect resident opinions, a Google Spreadsheet with scripts and documentation on how to clean the data collected, Tableau Public links and documentation, and finally a published and completed Wordpress page with the visualizations.

Recommendations

In order to continue on the progress we have made this semester, we recommend that the GCA and future developers of the survey, visualization, and webmaster follow a similar guide to the documentations provided that we've provided in our final deliverables in order to ensure that the platform is user-friendly, consistent, and reliable with the visualizations we outlined in our documentation guide.

Student Consulting Team

Chloe Chan served as project manager of the Google Form survey and our main communicator with the Greenfield Community Association. She is a senior majoring in Information Systems with a minor in Business Administration and Computer Science.

Sherry Chen served as project manager of the Wordpress and Tableau integration. She is a senior majoring in Information Systems with an additional major in Human-Computer Interaction and a minor in Communications Design.

Dhruva Reddy served as project manager of the data cleaning for the data collected from the Google Form. He is a senior majoring in Information Systems with a minor in Business Administration.