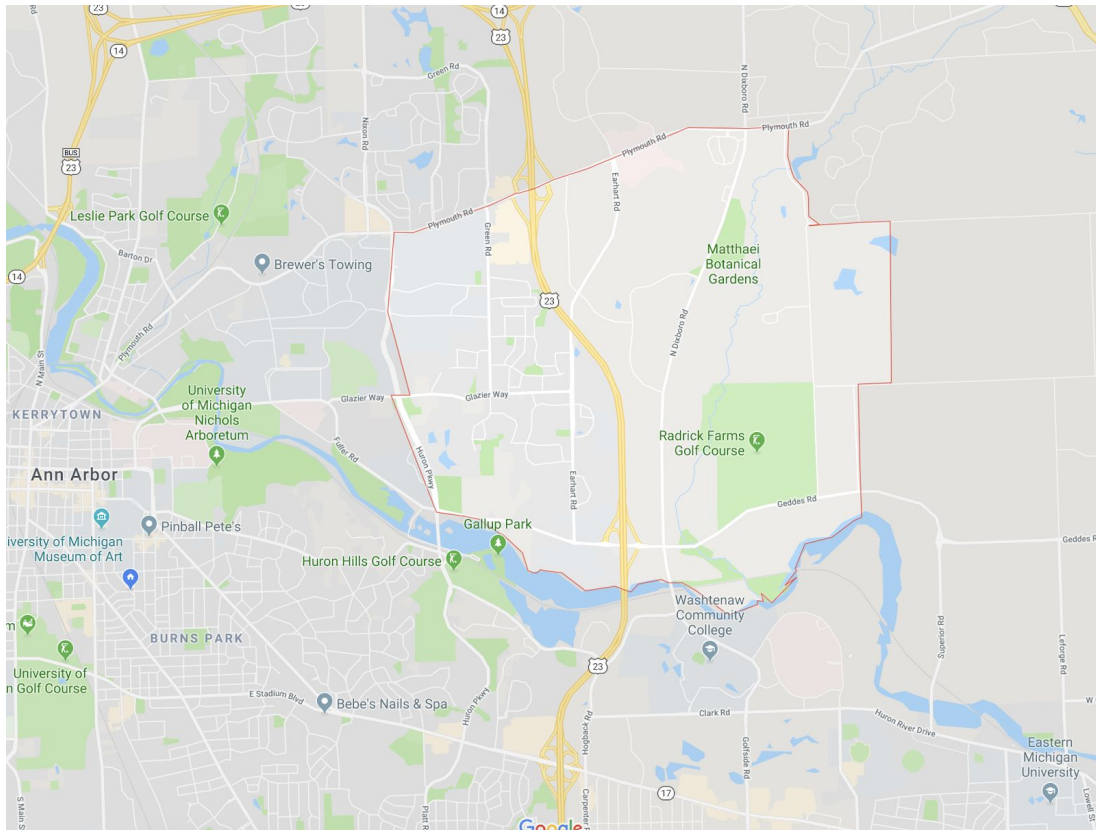


Week 3: Final Research Report

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Ward 2, King Neighborhood, Ann Arbor, Michigan

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Executive Summary

This report investigates the King neighborhood to find out how residents in their neighborhood define resilience, and to understand their experiences with it. We found that the citizens of King neighborhood highly value community, neighbor-to-neighbor relationships, and helping each other when it comes to overcoming obstacles such as inclement weather, crime, and property damages. Furthermore, residents felt that they lacked reliable and accessible sources of information from the city in helping them overcome these disturbances, and wish for further connectivity between neighbors and the city.

Introduction

Problem Statement

How might City Hall empower resiliency, ideally through a system in which both City Hall and the residents can contribute to the overall wellbeing of the community?

Research Goals

- To find out how the residents define resilience
- To understand how their community engagement supports resilience in their neighborhood

Methodology

Data Collection Methods

Methods:

1. Desk Research
2. Formal Interview
3. Photo Collaging

Method	Desk Research	Formal Interview	Photo Collaging
Rationale	Databases, city webpages, and local news outlets were aggregated to gain insight on the nature of disturbances common to their neighborhood. This allowed for the generation	Formal interviews were chosen to create specific questions tailored to the participant's individual experiences, to highlight behaviors and motivations relating to	Photo collaging was chosen to provide interviewees the opportunity to share personal experiences. Photo collaging also helped to create a basis for interviewees to connect to

	of specific and relevant probing questions (that were still broad enough to allow interviewees determine <i>what</i> is important to them). Overall, desk research provided insight to the different communal features offered by the city and where potential gaps may lie.	the problem statement. Initial interview questions were generated to allow conversation but further questions allowed for relevant information to be fleshed out for research.	the concept of resilience while giving them a broad enough range of topics from which to draw similarities.
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In order of conducting interviews, participants were selected based on the given parameters set by the client with a concentration on a neighborhood within Ward 2:

Participant Recruiting criteria

- Ann Arbor Resident
- Northeast sector (Ward 2/King neighborhood)
 - Further investigation lead us to the King neighborhood where a majority of the participants were sampled
- No demographic restraints
 - Participants were selected based on peer circle and canvassing community centers within the King neighborhood

Methodology Limitations

As the report included a smaller sample size (with six interviews in total), this study may not be representative of the actual population in the King neighborhood. Additionally, before shifting the research goals, previous interview questions focused around inclement weather, which could have lead two interviewees to limit their understanding of resilience. Furthermore, the photos selected for the original user research method related to the researcher's interpretation of resilience (e.g. inclement weather, homelessness) as opposed to the interviewee's personal definition of resilience, which could have altered their opinions.

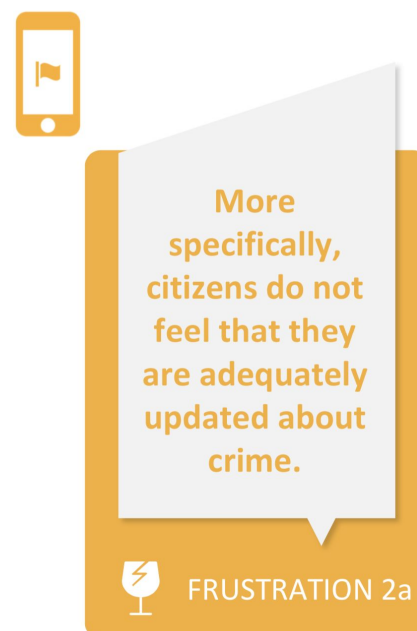
Affinity Diagram

[Link](#)

(See Appendix 9)

Grouping the desk research, user needs and insights, and users' personal experiences allowed for connections to be drawn between the commonalities across data collection methods. It was clear from the emerging categories that residents felt that the city of Ann

Arbor is falling short of certain expectations, specifically in regards to protecting personal property and the ease of commuting. From these apparent findings, we were able to identify a gap in the communication of information that is aggregated and published by the city, resulting in a pain point when community members look for information or aid. This and other themes gathered from the process of grouping our information in this hierarchy are outlined below:



Analysis Methods

Personas

[Link](#)

The process of identifying stakeholder personas is valuable in creating a common basis for discussing the behaviors, motivations, values, and needs of the different residents within the King neighborhood. These personas are informed by the experience and tangible characteristics of our interviewees in terms of the collective definition of “resiliency”. Ultimately, motivations and values were extrapolated from interviewee responses to create three different personas that generalize the differences in social engagement and perspective on community interaction with the city of Ann Arbor ([Appendix 6](#)). These three personas helped to provide perspective on developing insights and creating relevant recommendations for the city of Ann Arbor.

Matrix

A matrix ([Appendix 10](#)) was constructed in order to provide a visual and quantitative representation of the interviewee’s sociability. To give more direction to the reasoning behind the choice of “active” and “inactive” as spectrum endpoints, “active” represents a participant being heavily involved in helping individuals or their whole community. This is meant to apply broadly to all forms of contribution to the neighborhood. Inactive is meant to portray participants that choose not to interact with neighbors or community members who do not give or accept favors frequently. This gave valuable layout to where participants may lay within the King neighborhood in terms of their overall involvement and interest in community well-being. Overall, the matrix helped to inform the analysis of their motivations, thereby demonstrating a majority of participants fall under the category of being active and social in their community.

Synthesis

The matrix allowed for a visual and comparative method of representing interviewee sociability and willingness to provide aid within their community. Considering specific statements and the views projected by participants, each was placed within the coordinate matrix based on their perceived characteristics.

Participants all remarked on disconnects relating to communication with the city in terms of services that residents expect to be provided. Most remarked on troubles relating to this and methods they had to pursue in order to remedy the situation and complete daily tasks. As there seemed to a strong concern for the changes and events happening within their community, residents also saw a equally strong disconnect between the information given to them to respond to such changes. Through the analysis of the matrix of interviewees based on sociability and willingness to offer vs. accept aid, a theme of **networking** arose. Neighbor-to-neighbor communication is seen as crucial by residents of Ann Arbor, and this

communication acts as a resource when neighbors demonstrate a need or face an obstacle. By using this resource, residents are informed and can actively respond to issues within their community but still would like the opportunity to engage with Ann Arbor's changing environment.

Main Insight

Limitations in the findability and accessibility of information regarding combating disturbances leave residents to look to other neighbors for assistance in many situations. In some cases, for example crime, these situations are not easily resolved on the individual level and require communication with the city. Further communication of city resources and responsibilities is needed to assist in resilience, and the promotion of neighbor-to-neighbor communication can help citizen literacy of these resources and information channels.

"I often feel frustrated and unsupported when I am unable to locate information pertaining to a sudden, personal disturbance".



Recommendations

Each of these recommendations are to promote the further goal depicted from the main insight in that there needs to be further push for city-to-neighbor communication, and promotion of existing neighbor-to-neighbor communication. The situation at hand is that there is a lack of accessibility, and therefore a disconnect between residents and the city. The following recommendations may be considered for advancements in the goal of augmenting resilience:

1. Display of informative posters detailing city resources (AA Fix-It, parking app, Ann Arbor city websites, plowing schedules & updates).
 - a. Creating visual and concise posters helps to inform residents of ways to learn more about the changes happening in Ann Arbor. Some examples of this would be to illustrate how to download the A2 Fix It App ([Appendix 11, A](#)) and simple ways to get access to databases with more information ([Appendix 11, B](#)). This will help to address concerns with residents feeling like they are not being able to contribute to the overall improvement in their community

as well as learn more about the updates that are happening throughout Ann Arbor.

2. Advertisements posted in Ann Arbor Newsletters to direct residents to important information channels.
 - a. Over the course of user interviews, we found that most residents will receive updates via peer circles or through popular Ann Arbor newsletters such as MLive and the Ann Arbor Observer. Additionally, it was found that information is aggregated by the City of Ann Arbor and already made available on a variety of different databases. We suggest that these newsletters should feature small advertisements or alerts that direct residents to the databases already published by the city. This will allow reach to a wider demographic.
3. Tutorial workshops on how to use information channels such as A2 Fix It, CrimeMapping.com and ParkMobile.
 - a. Hands-on, community engagement was referred to as a valuable resource across multiple interviewee experiences. Despite the push to teach residents more about these databases (through video tutorials created by the city), there is a lack of knowledge on how to access tutorials and other tools offered. Therefore, we recommend community centers and residents be leveraged as resources in order to conduct in-person workshops. Events held in this way will maximize on neighbor-to-neighbor networking, and allow residents to feel they have an actionable outlet for seeking information or taking action towards a community goal.

Appendices

Appendix 1. Team Collaboration

Name	Tasks <i>What tasks did you perform as a team member or individually?</i>	Contributions <i>What parts of final deliverables did you contribute?</i>
Brendan Palkowski	<ul style="list-style-type: none">- Conduct interviews- Final report	<ul style="list-style-type: none">- 3 Interviews- Overall contribution to the final report- Matrix
Jack Allan	<ul style="list-style-type: none">- Conduct interviews- Final report	<ul style="list-style-type: none">- 2 Interviews- Overall contribution to the final report- Digitize Affinity Diagram
Sophie Lau	<ul style="list-style-type: none">- Conduct interviews- Final report	<ul style="list-style-type: none">- 1 Interview- Overall contribution to the final report- Personas
Mya Gibson	<ul style="list-style-type: none">- Conduct interviews- Final report	<ul style="list-style-type: none">- 2 Interviews (w/ Jack)- Worked on interview leads- Overall contribution to the final report

Appendix 2: Participant information

Participant Demographics Summary

P1: Male, 20, UM Computer Science student, lives on campus during the school year, lived(s) in Ward 2 for 18 years

P2: Male, 19, Eastern Michigan University, lived in Ann Arbor Ward 2 whole life.

P3: Female, retiree, University of Michigan Alumni, lived in Ann Arbor 30+ years, Ward 2.

P4: Female, lived in Ann Arbor 20+ years, Ward 2.

P5: Female, age unknown, family lives in Ann Arbor and visits frequently, grandchildren growing up in Ann Arbor, Ward 2.

P6: Female, 22, UM student, lived in Northwood (Ward 2) for 2 years.

Appendix 3: Interview + Photo Collaging Plan

Introduction

“Hello, thank you for agreeing to participate in our resilience interview. We come from a class at the University of Michigan and we are working on a project related to civic usability within the City of Ann Arbor. Today, we will be asking some questions regarding resilience within Ann Arbor, and to give responses to a multitude of pictures. The intention of our study is to determine the existing infrastructure of the resilience platform within the city and rightful future plans to mold into place according to our collected data. We will be recording your audio of the interview today for research purposes. Your identity and comments will remain confidential at all times. Is this okay with you? At any time if you feel uncomfortable or want to conclude the study for any reason, please let one of us know. For now, do you have any questions before we begin the interview?”

Warm-Up Questions

- How is your day going?
- What brings you to Ann Arbor?
 - Residents, how long have you lived here?
 - Commuters, how long have you worked/studied here?
- Do you have any experience or training in the following preparedness topics?
 - Hands-only CPR.
 - Basic first aid.
 - Crime prevention.
 - Personal safety.
 - Home fire safety.
 - Active shooter response training.
 - How to use a fire extinguisher.

Main Interview Questions

“We would like to continue the interview by stating the definition of resiliency and what that means to us within the scope of this project. We see resiliency as “the ability to bounce forward in the face of a disruption.”

- Using this definition, what would a resilient neighborhood look like to you?
 - What does being resilient mean to you personally?
- How would you describe your relationship with your neighbors?

- How often would you say you interact with your neighbors?
- Can you give me an example of a time when you were resilient or offered help to a neighbor?
 - Why did you help them / Why did they help you?
- How has your neighborhood acted as a resource or as an obstacle?
 - Can you describe the situation?
- Can you give me an example of the last time members of your neighborhood worked together towards a goal?
 - Were you involved in this effort? What was the motivation behind this effort?
- Can you remember a time when the city of Ann Arbor provided assistance in a time of need?
- Think of a time that you encountered a disturbance. What was your response to this event? How did this prevent you from accomplishing daily tasks?
 - What resources did you see available to you? How did you know where to find these resources?

Photo Collaging Probing Questions

[Images](#)

Interviewer: “Again, the definition of resilience is the ability to bounce forward in the face of disruption. I’m now going to show you a set of 30 photos, and I want you to choose 5 or so photos and tell me why you chose them.”

Possible Probing Questions

- Can you tell me what's going on in this photograph?
- Why did you choose this photo(s)?
 - Can you tell me about a time when you experienced a scene similar to this in your own life?
- What about this image connects back to how you view the idea of “resilience”?

Wrap Up

“That concludes our interview at this time. We’d like to thank you for taking part in this interview. Considering our collection of data, we’d like to inform you that this will be synthesized into a report and we’d be happy to share the final report to you if you are willing to provide a contact email. At this time, do you have any further questions?”

Appendix 4: Interview recordings


Test	Google drive links of the test recording
Interview 1	Link
Interview 2	Link
Interview 3	Link
Interview 4	Link
Interview 5	Link
Interview 6	Link

Appendix 5: Transcription forms

Google drive link to the data logging forms	
Interview 1 (P01)	Interview 2 (P02)
Interview 3 (P03)	Interview 4 (P04)
Interview 5 (P05)	Interview 6 (P06)

Appendix 6: Personas

[Link](#)



RYAN WALKER
20

COLLEGE STUDENT

BIO

Ryan is a college student who grew up in a house in King neighborhood with his family. He now goes to a college in Michigan but often spends his school breaks at home. He is friendly with his neighbors, and often helps them with basic tasks whenever they need it, such as plowing their driveways after it snows. Ryan believes his community is able to survive setbacks because everyone is so supportive and willing to help, but wishes the city would provide and communicate with the residents more during these times of need.

NEEDS

- Ability to drive safely in the winter after it snows
- Ability to get to school / work on time
- Better maintained roads
- Prior knowledge of construction and road closures in the city

Motivations

SAFETY

SUSTAINABILITY

CONVENIENCE

COST OF LIVING

Goals

- To be able to commute and walk safely and efficiently around the city
- To have better communication from city about construction projects
- To be able to rely on the city to take care of issues it is in charge of
- To live his daily life with less inconveniences

Frustrations

- Having to drive in dangerous conditions
- Having to take detours because of roadblocks he was unaware of
- Not being able to get to school / work on time
- Has to pay for car repairs from driving over potholes

“I want the city to contribute more for my community”

Familiarity with neighbors

Neighbors' reliance on him

Level of reliance on neighbors

Level of satisfaction with city provisions

Satisfaction with amount of communication from city

Level of engagement with the civic issues

[Main forms of communication With City:](#)

- News Channels

With Other Residents:

- In person



EMILY CADWELL
22

COLLEGE STUDENT

BIO

Emily is a student at the University of Michigan who lives in University-owned housing in Ward 2. She is not a native Michigander, but has lived in Ann Arbor throughout the entirety of college. She believes her community is supportive despite the fact that she does not maintain any close relationships with them. She's mainly worried about the safety of her community, especially crime and road safety, and believes that the city should be more inclusive of the poor and disabled.

NEEDS

- Less crime
- More efficient ways of recovering after a crime occurs
- Less snowy/icy/wet walkways and sidewalks
- A way to be more involved in community efforts

Motivations



Goals

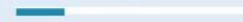
- To enable herself and her community to be better equipped to deal with crime
- To have a community that cares about the needs of the disabled, and acts accordingly
- To find a way to be more involved in community efforts and decisions

Frustrations

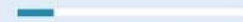
- Does not feel very safe due to high occurrences of crime
- Inability to do anything about a crime after it happens
- Sidewalks are covered in too much snow and ice for people with disabilities to get around
- Lack of involvement with community

“I want to live in a safer, more inclusive, and more supportive community”

Familiarity with neighbors



Neighbors' reliance on her



Level of reliance on neighbors



Level of satisfaction with city provisions



Satisfaction with amount of communication from city



Level of engagement with the civic issues

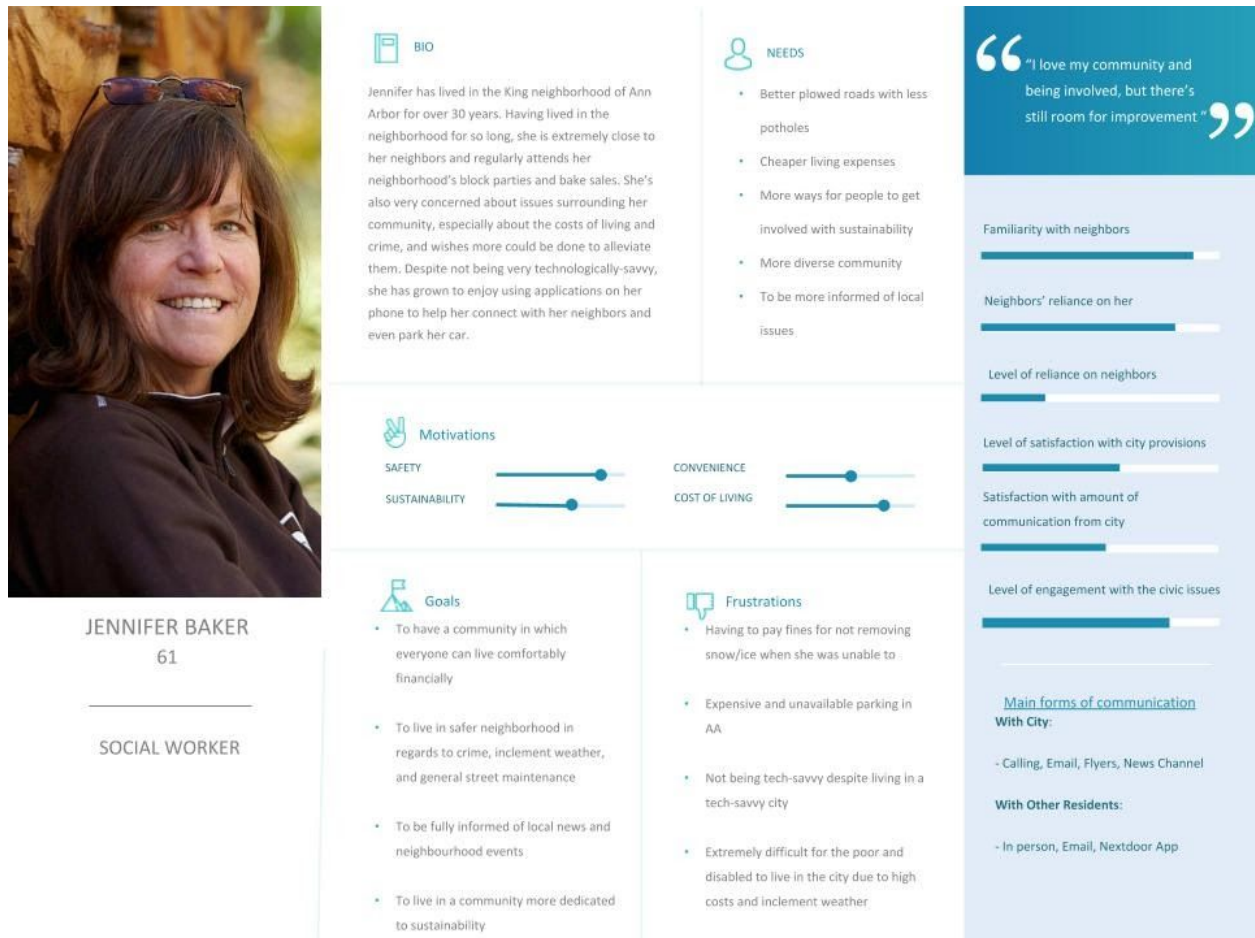


Main forms of communication
With City:

- Flyers, News Channels

With Other Residents:

- In person



Appendix 7: Table defining the team member role for each of the interviews

Test	Moderator	Note Taker
Interview 1 (P01)	Brendan Palkowski	Jack Allan
Interview 2 (P02)	Brendan Palkowski	Jack Allan
Interview 3 (P03)	Brendan Palkowski	Jack Allan
Interview 4 (P04)	Jack Allan	Mya Gibson

Interview 5 (P05)	Mya Gibson	Jack Allan
Interview 6 (P06)	Sophie Lau	Mya Gibson

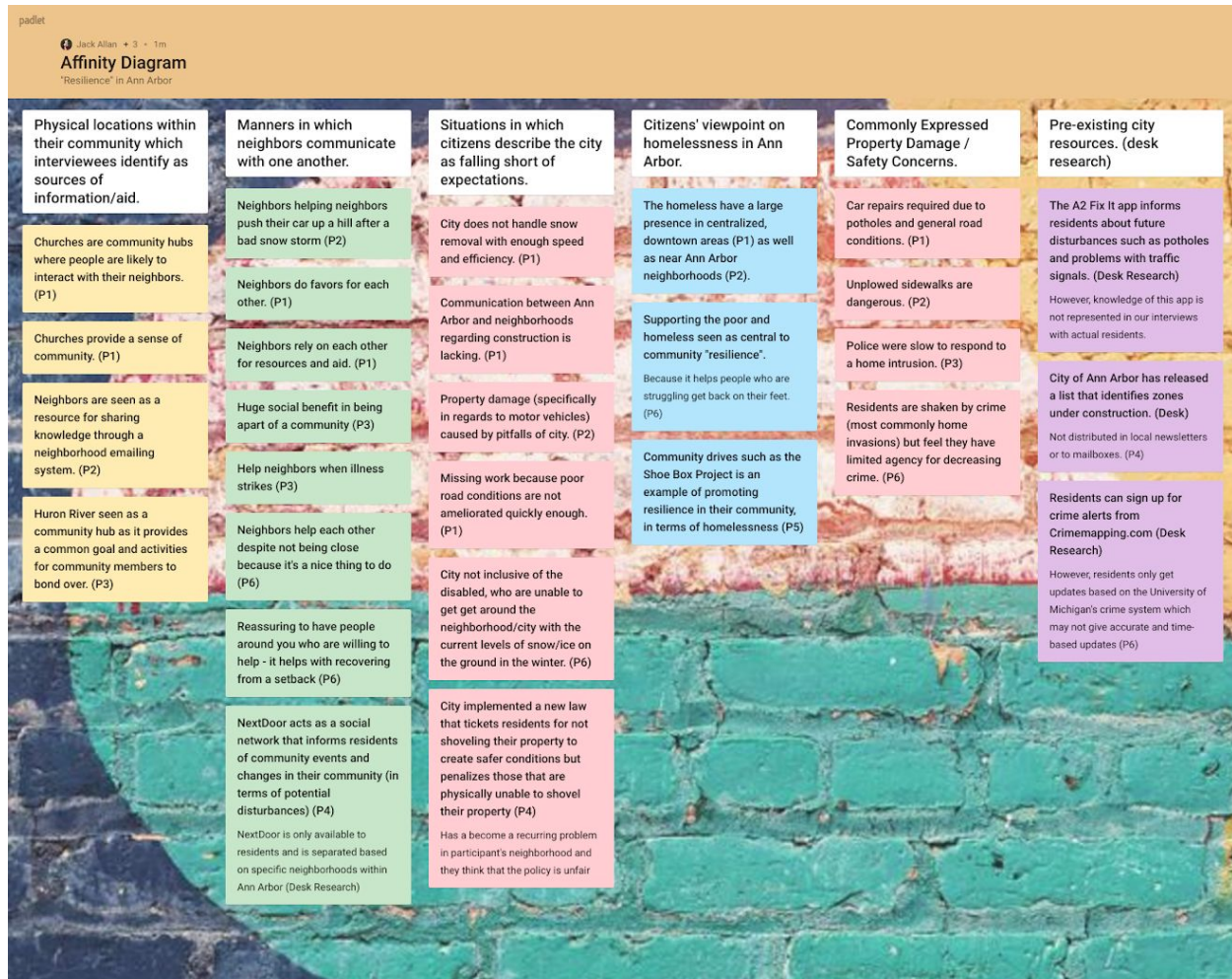
Appendix 8: Data Resources

Website Name	Link to Site	Team Member's Website	Information found from website
Ann Arbor Data Catalog	Link	Brendan	Provided even further links to websites based around the city.
Ready.gov	Link	Jack	Integrated Public Alert and Warning Systems (IPAWS) is common infrastructure used within public safety officials.
Ann Arbor City Maps	Link	Sophie	The A2 Fix It app informs residents about future disturbances such as potholes and traffic signals problems.
New Resources (MLive, clickondetroit, etc)	Link	Mya	City of Ann Arbor has a released repair list that identifies zones under construction (ie. filling potholes)
Watershed	Link	Brendan	Gave insight to the Huron Watershed and what a watershed is. Gives opportunities to the community to offer a helping hand in this matter.
Ann Arbor City Emergency Preparedness	Link	Jack/Sophie	Gave many methods of preparedness for cases of emergency. Allowed for application and talking points with participants.
Headwaters Economics	Link	Jack	City is trying to implement more adaptive methods to <i>prepare for unavoidable climate change</i>
Road Construction	Link	Brendan	City of Ann Arbor has a quality road goal of having 80% of roads repaired and in good

Problems in Ann Arbor			condition by 2026.
Ann Arbor Recreation Centers	Link	Jack	Gave examples of what prospective and active recreation centers may look like.
UM Community Awareness	Link	Sophie	Gave information related to ongoing and completed prepositions in the field of sustainability around the University.
Ann Arbor Publications	Link	Mya	Main publications used by residents are Ann Arbor Family Press, MLive and Ann Arbor Observer. Each one serves a different purpose of providing info about different events happening in the city based on demographics.
Crime Reporting in Ann Arbor	Link	Sophie	Crimemapping.com is a website that maps out crime alerts every 24 hours. However, the only crimes listed on the site are ones that have completed review and approval process.
Snow Shoveling Penalty Law	Link	Mya	City ordinance says snowfall greater than an inch needs to be cleared from adjacent sidewalks, bus stops and crosswalk ramps within 24 hours. Residents will get one warning per season before incurring fines.
NextDoor functionalities	Link	Brendan	NextDoor is a social network that is categorized by specific neighborhoods within a city. Allows residents to communicate about community events and potential problems.
Map of Parks in Ann Arbor	Link	Mya	This site helped to locate different community areas in which more participants could be found and interviewed for the study.

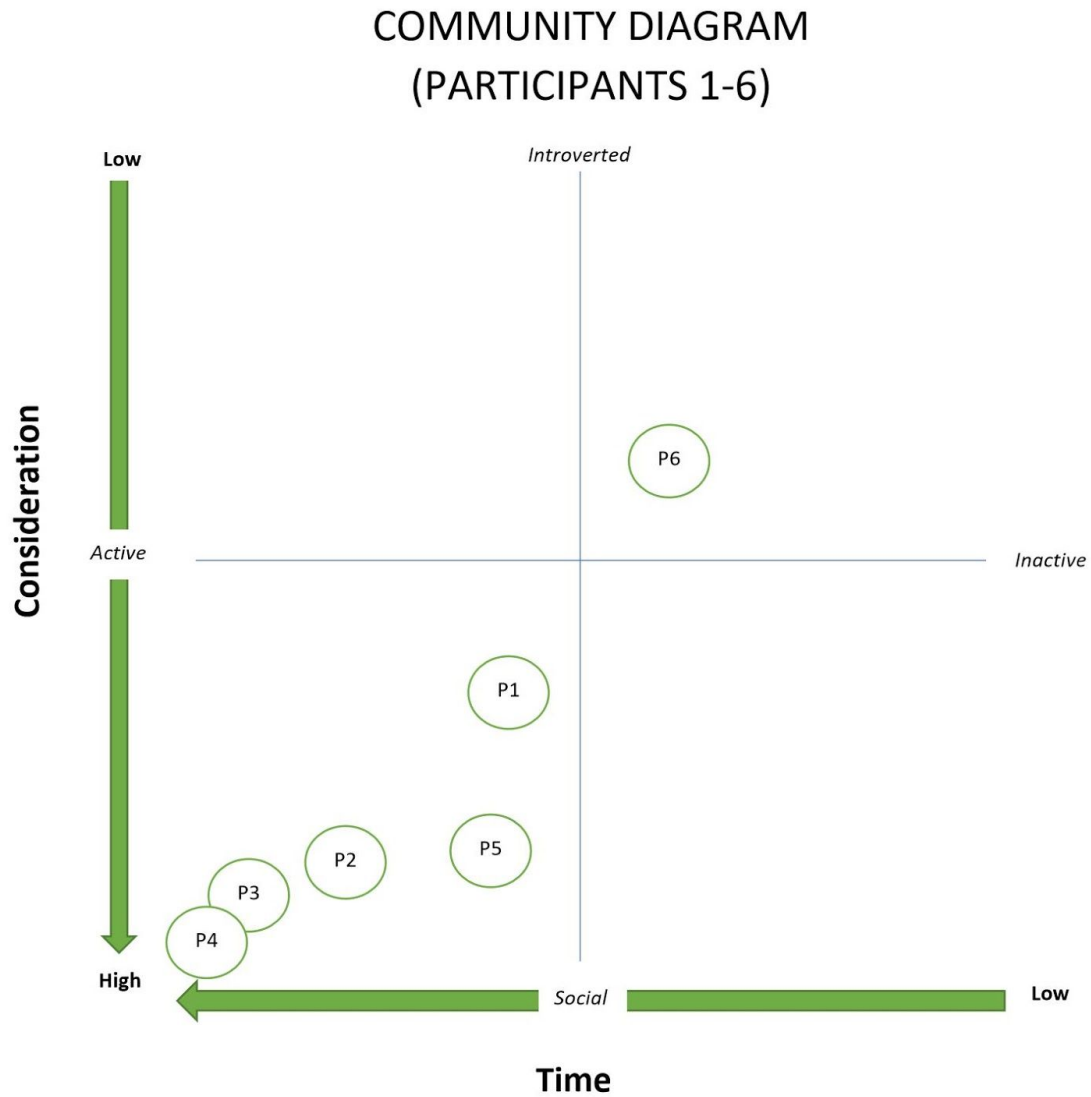
Appendix 9: Affinity Map

[Link](#)



Appendix 10: Interviewee Matrix

[Link](#)



Appendix 11 (A/B): Poster Recommendation for the City of Ann Arbor

A)

If you need to contact the City of Ann Arbor for urgent issues, take a picture of the QR code below to get contact info and city updates!

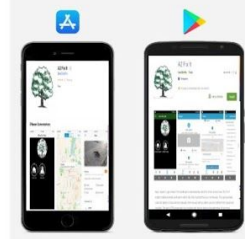


B)

If you have ever wondered who to contact for urgent issues, The City of Ann Arbor has an easy app for residents to use!

1. Go to your mobile app store
2. Search A2 Fix It App
3. Download the app to have access any and all information to help address your needs

Different Stores, Different Strategies



We are here to help! If you have other questions or would like to report a problem, go to our website at <https://www.a2gov.org/services/Pages/Report-a-Problem.aspx#traffickenforcement>