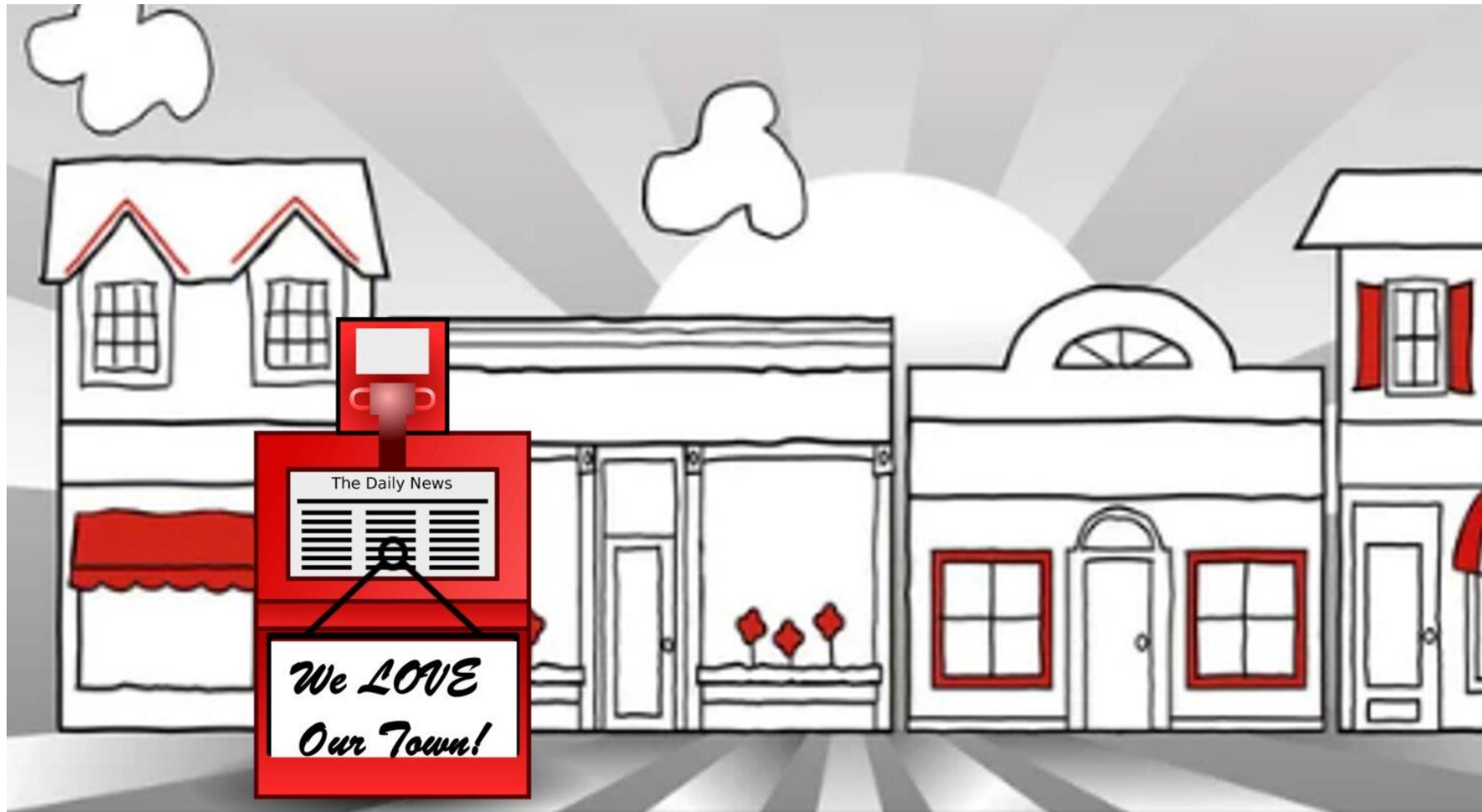


Take Back Leadership In Your Community



Terry Horne
Executive Director

Take back leadership in your community



What Do We Mean By Leadership?

Are you the leading source of topics that people talk about in your community?

How do you become that undisputed leader?

New Strategy (and 5 tools)



- “The Reuters Institute tells us that [Americans’ trust in media](#), once robust, now regularly ranks among the lowest in the world, well behind countries where the media is controlled by repressive governments.”

*AG Sulzberger, New York Times publisher on March 4, 2024,
at the Reuters Memorial Lecture at Oxford University.*

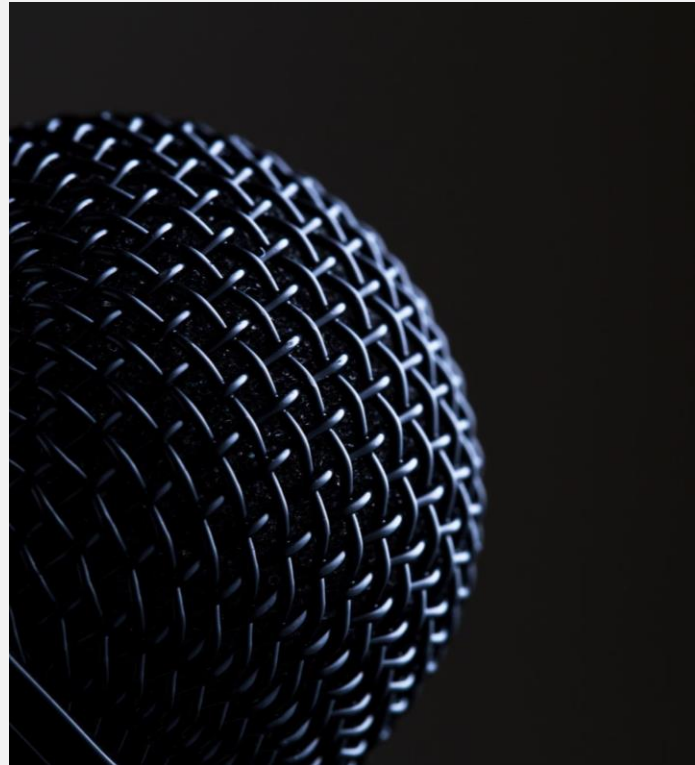
Trust in News Is Declining

“Large numbers of people see the media as subject to undue political influence, and only a small minority believe most news organizations put **WHAT’S BEST FOR SOCIETY** ahead of their own commercial interest.”

Reuters Institute for the Study of Journalism, June 2022



Pew Research Center Says Journalists, Public Differ on Equal Coverage to All sides of an issue



- A little more than half of journalists surveyed (55%) say that every side does not always deserve equal coverage in the news.
- 22% of the public says the same but 76% say journalists should always strive to give all sides equal coverage.

<https://www.pewresearch.org/short-reads/2022/07/13/u-s-journalists-differ-from-the-public-in-their-views-of-bothsidesism-in-journalism/>

A close-up, blue-tinted photograph of a pen resting on a document with a line graph. The pen is positioned diagonally across the top right of the frame. The document features a line graph with several peaks and valleys, and a dotted line above it. The overall image has a soft, out-of-focus quality.

Americans Follow the News Less Each Year

- In 2016, a Pew Research Center analysis showed 51 percent of U.S. adults said they followed the news “all or most of the time.” Pew says that fell to 38 percent in 2022.
- Pew research shows older adults more likely to say they follow the news; younger adults are less likely, but all age groups have declined since 2016.
- A Reuters Institute for the Study of Journalism survey showed 36 percent said the news “lowers their mood.”



Impact of a Newspaper and One Person

- I started my newspaper career in Phillipsburg, KS, which today is the 7,180th largest city in the U.S. It has 2,556 residents. It serves Phillips County, which had a population of 7,888 in 1975 but has seen continual decline since about 1990 to its present population of 4,981.
- McDill “Huck” Boyd
<https://www.huckboydinstitute.org/kansas-profiles/profiles/archives/1993.html>



CIVICCON

CivicCon is a 501(c)(4) nonprofit partnership with the Pensacola News Journal with the goal of making our community a better place to live, grow, work and invest through smart planning and civic conversations.



REPORT TO THE
COMMISSION ON
THE
FUTURE OF THE
CITY OF
COLUMBIA



Columbia

Quint Studer, Strategy and the 5 Tools

A Community Dashboard

Quality of Life survey (with a partner)

Lift the Civic IQ (with a partner)


The Seven Pillars

A weekly poll (with a partner)



FIRST:
Create A
Community
Dashboard

*What's **improving** and what's **not**?*

- Select things to measure in your community that are critical to improving the quality of life for the people that live there.
 - Objective benchmarks are vital to gauging progress and identifying areas that need improvement.
 - The Studer Community Institute created a dashboard in 2014, tracking 17 metrics to provide an at-a-glance look at the area's growth, educational attainment, economic prospects, safety and civic life. [Studer Community Institute website](#)
- 

Pensacola (Lower Alabama)

38.07%

+1.97% vs. 2020

VPK Participation

It's no surprise that participation in the state's voluntary prekindergarten program is struggling, due in large part of the COVID-19 pandemic. Research suggests that children who complete VPK are more ready for kindergarten than those who don't.

[View Data](#)



42%

-6.0% vs. 2020

Kindergarten Readiness

Kindergarten readiness rates declined across the state in the wake of the COVID-19 pandemic. How quickly our youngest learners can recover lost learning time remains to be seen. Children who are not ready for kindergarten are more likely to struggle in their school careers early on.

[View Data](#)



79%

+3.5% vs. 2020-21

Free & Reduced-Price Lunch

This helps measure poverty in a community. Children living in households at or below 185% of the poverty level are eligible to receive free or reduced-price meals at their schools. For 2021-22, the state rate was 64%.

[View Data](#)

15.8%

+1.2% vs. 2019

Preterm Births

Escambia County has struggled in this area for years, ranking near the bottom in preterm birth rate among 17 counties of similar population. The state rate is 10.5.

[View Data](#)



87%

+0.5% vs. 2020

High School Graduation Rate

This tracks the percentage of students who finished high school in four years. Escambia's graduation rate for 2021 was 87 percent; the state rate was 90.1 percent.

[View Data](#)



27.2%

+0.2% vs. 2019

College Graduates

Communities with higher percentages of college-educated residents have higher wages overall. Pew Research Center study shows people with a college degree earned about \$17,500 more a year than those with just a high school diploma. In 2020 in Escambia County, 27.2% of people had a bachelor's degree or higher. The state rate was 30.6%.

[View Data](#)



38.1%

-5.7% VS. 2019

Single-Parent Households

In 2020, 38.1 percent of Escambia family households were headed by single parents. The state rate was 34 percent. The median income for a single-parent family in Escambia is \$31,224; for a single-parent family led by a woman, the median income is \$28,368.

[View Data](#)



47%

+4.0% VS. 2016

Cost of Child Care

This tracks average child care costs (for one infant and one preschooler) as a percentage of median income for single-parent families. The median income for an Escambia single parent family is \$31,097. If that single parent is a woman, the median income is \$27,454. The expense of childcare impacts other financial choices a family is able to make.

[View Data](#)



45.8%

+5.5% VS. 2019

Rent-Burdened Households

The rule of thumb for affordability is that housing should cost no more than 30 percent of your monthly income. This point tracks the percentage of people who spend more than that on rent. As of 2020, the state figure is 52.6 percent.

[View Data](#)

34%

+1% VS. State

ALICE Rate

The ALICE Rate is a way to track how many families are struggling in a community. ALICE stands for Assets Limited Income Constrained, Employed – it means people who have a job, but have minimal savings, often described as “paycheck-to-paycheck families.”

[View Data](#)



\$53023k

-4.9% VS. 2019

Median Income

Median income is the very middle of the income scale – half of earners make more than that, half make less than that. It is one measure of the average person’s purchasing power and economic well-being. In 2020, the state median income was \$57703 (adjusted for inflation).

[View Data](#)



60.3%

-0.5% VS. 2019

Labor Force Participation

The unemployment rate is often reported as a measure of joblessness, but it leaves out people who quit looking for work. Labor force participation shows how many people who are eligible to work are doing so. It has hovered around the same rate in Escambia County since 2010. In 2020, the state rate was 58.9 percent.

[View Data](#)



37.3

0.1 vs. 2019

Median Workforce Age

One measure of a healthy, vibrant community is the median age of the workforce. A younger workforce can be an indicator that young professionals are staying in their community – or being drawn to it from elsewhere – seeking a good quality of life. As this number rises, it can indicate an aging population that is may not be attracting and retaining young talent.

[View Data](#)



316.9

-0.4% vs. 2019

Population

After stagnating though the 2000s, the region's population grew steadily since 2010, though Santa Rosa's growth still outpaces Escambia's.

[View Data](#)



3181.2

-7% vs. 2019

Crime Rate

This measures the number of crimes reported per 100,000 citizens, including both violent crimes and property crimes. The crime rate has been declining in Escambia County for the last five years. In Escambia it was down 7 percent in 2020 from 2019. The state crime rate is down 15.7 percent for the same period.

[View Data](#)



51.79%

9.41 VS. 2018

Voter Turnout

How healthy is your democracy? Voter turnout is one way to measure that. In the 2022 general election, turnout was 51.79% in Escambia County, down nearly 10 percentage points from the comparable 2018 midterm election.

[View Data](#)



63.2%

-1.2% VS. 2017

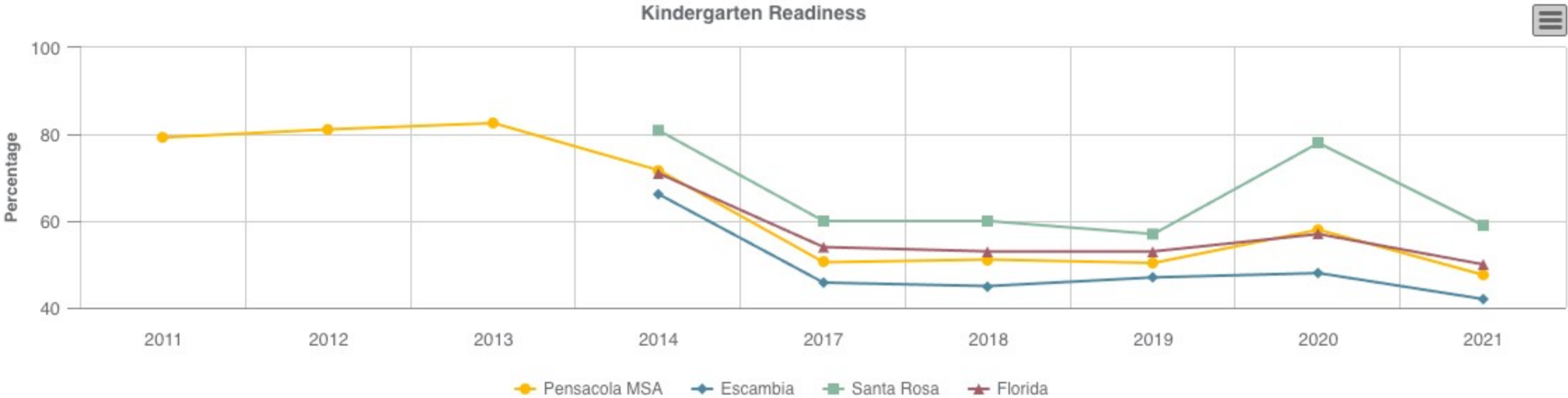
Overweight & Obesity Rate

Two out of three people in the Pensacola metro area are either overweight or obese, meaning they have a body mass index of 25 or higher. Obesity-related health problems diminish worker productivity and add cost to the health care system.

[View Data](#)

Kindergarten Readiness

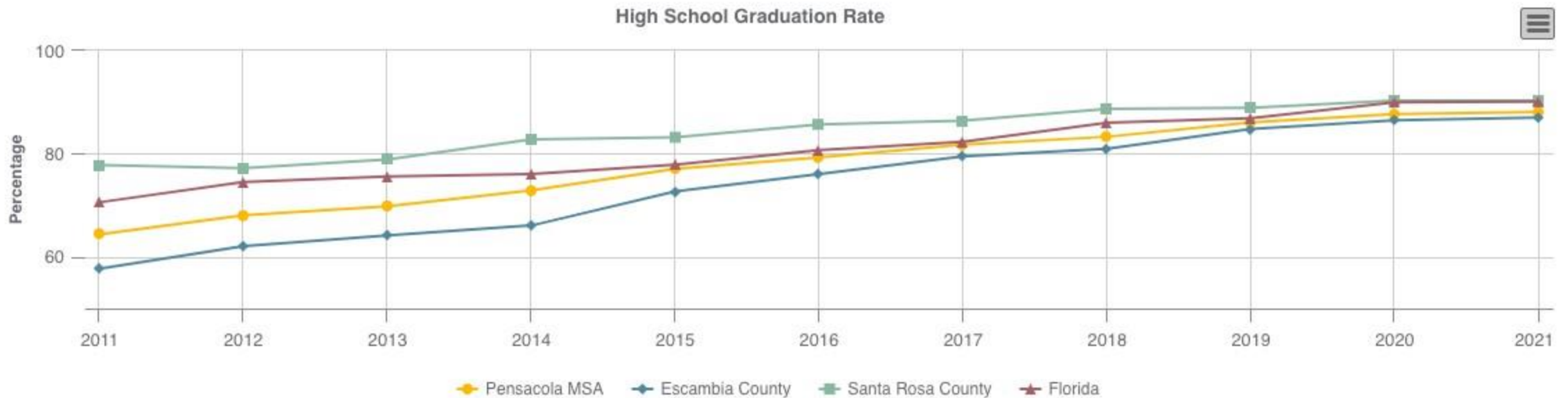
Kindergarten readiness rates declined across the state in the wake of the COVID-19 pandemic. How quickly our youngest learners can recover lost learning time remains to be seen. Children who are not ready for kindergarten are more likely to struggle in their school careers early on.



Source: Florida Department of Education.

High School Graduation Rate

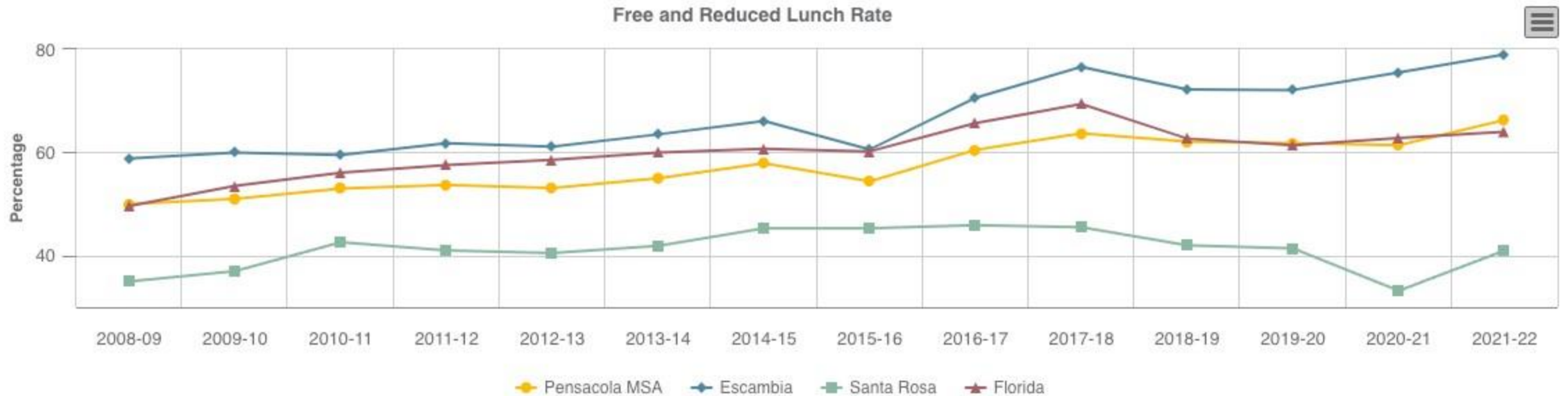
This tracks the percentage of students who finished high school in four years. Escambia's graduation rate for 2021 was 87 percent; the state rate was 90.1 percent.



Source: Florida Department of Education

Free & Reduced-Price Lunch

This helps measure poverty in a community. Children living in households at or below 185% of the poverty level are eligible to receive free or reduced-price meals at their schools. For 2021-22, the state rate was 64%.



Source: Florida Department of Education

Second: Quality of Life Survey

- Commission an independent and **annual Quality of Life survey**. An example is [Pensacola's most recent Quality of Life survey results](#).
- These are standard questions that **identify the priorities** of community members.
- **Cost:** Mason Dixon Polling (\$25,000 a year or \$8,333 if you have two partners); Partner with a university's behavioral science department at a more nominal cost.
- Put a spotlight with your **news coverage on the priorities all year long**.



Coordinated by PYP

Conducted by Mason-Dixon Polling & Strategy

Funded by Quint and Rishy Studer

Presented in partnership with CivicCon

WHAT IS THE QUALITY OF LIFE SURVEY'S GOAL?

- To provide information for the identification, adoption and implementation of specific plans to improve the quality of life in our community
- To help build the critical mass, political will, courage and accountability
- To convey a message of hope and opportunity.

VALIDITY AND RELIABILITY

HOW ACCURATE AND VALID IS THIS DATA?

This poll was conducted by Mason-Dixon Polling Strategy, Inc of Washington, D.C. in August 2023.

Those interviewed were selected randomly from the commercially available Florida State voter registration file and fairly reflected the demographics of the Escambia County voting population.

The margin of error was below 5%, meaning that the “true” figure would fall within a less than 5% range of difference if the entire population (all voters) were sampled.

Overall Quality of Life

2022: 63% pos

Range: 47% - 71%

67% Positive

+4%

Generally, do you think that **Pensacola** is heading in the right direction, or are things on the wrong track?

2022: 64% Right Dir.

Range: 27% - 70%

**59% Right
Direction**

- 5%

**This has jumped 32% since
we began!**

*Job Performance of:
Mayor D.C. Reeves*

2022: 56% pos

Range: 34% - 64%

54% Positive

-2%

*Job Performance of:
City Council*

2022: 40% pos

Range: 27% - 40%

37% Positive

- 3%

*How do you rate:
Quality of Public Schools*

2022: 36% pos

Range: 20% - 40%



20% Positive

- 16%

*Job Performance of:
School Board*

2022: 37% pos

Range: 22% - 49%



22% Positive

- 15%

*How do you rate us as a
place to live for:
Families*

2022: 45% pos

Range: 36% - 60%

57% Positive

+12%

*Rate the availability of:
Quality Healthcare*

2022: 60% pos

Range: 53% - 69%

58% Positive

- 2%

*How do you rate us as a
place to live for:
Racial and Ethnic
Minorities*

2022: 38% pos

Range: 38% - 53%

49% Positive

+11%

*Does Systematic
Racism Exist in
Escambia?*

2022

White: 56% pos.

Black: 82% pos.

White: 46% (-)

Black: 83% (~)

*Rate Race Relations with
Police
in the City of Pensacola*

2022

White: 29% pos.

Black: 16% pos.

White: 39% (+)

Black: 18% (+)

What are the biggest issues for the City of Pensacola?

INSURANCE	20%
CRIME/DRUGS	17%
COST OF LIVING	17%
EDUCATION	8%
TRAFFIC/ROADS	8%
ECONOMY/JOBS	7%
POVERTY	7%
INSURANCE	20%

**What can we
celebrate?**



How concerned are you about the security and future of your own job, or the jobs of any close family members in Escambia county?

2022: 52% N. Con.

Range: 59% - 26%

59% Not Concerned

+ 6%

*Rate the availability of:
Cultural opportunities, such as
theater, museums, and music*

2022: 56% pos

Range: 39% - 61%



61% Positive

+ 5%

Is the community welcoming and inviting to people of diverse backgrounds, ethnicity and culture?

2022: 49% pos

Range: 43% - 68%

61% Positive

+12%

*How do you rate us as a
place to live for:
Young Single People*

2022: 43% pos

Range: 14% - 47%



47% Positive

+ 4%

*How do you rate us as a place
to live for:
Entrepreneurs and New
Businesses*

2022: 51% pos

Range: 21% - 58%



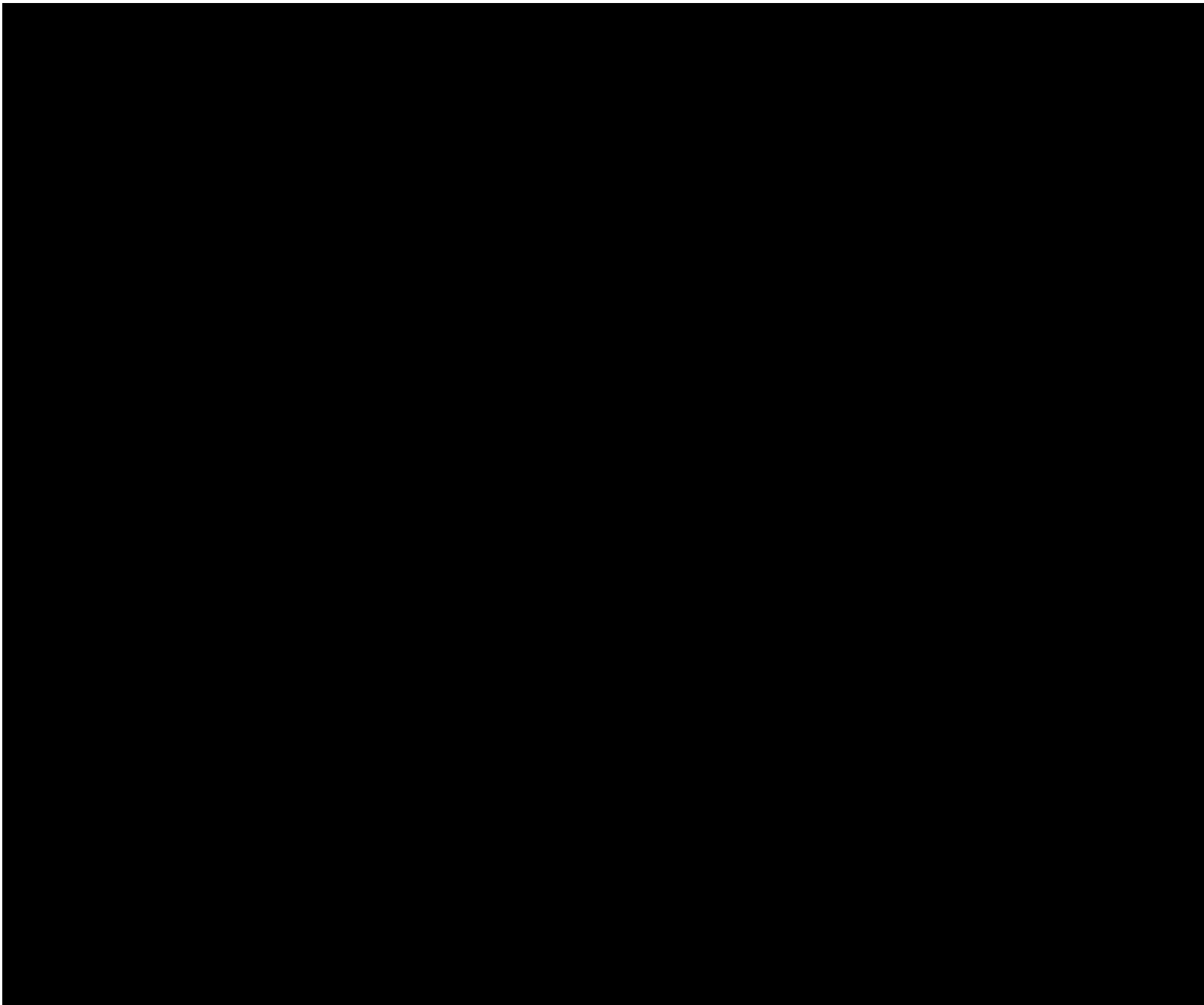
58% Positive

+ 7%

PYP's Calls to Action

- Find ways to incorporate the data with your service opportunities
- Become involved with organizations that have the same areas of interest as you do
- Find ways to become engaged with our schools
- Engage in civic conversation with leadership
- Hold elected leadership accountable

Do something with what you've learned!



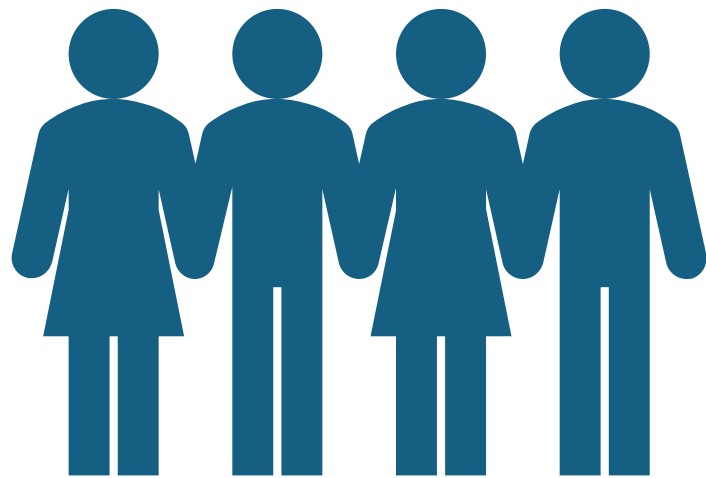
Third:
Commit to
Lifting the
“Civic IQ”

Best-practice speaker series

- Subject-matter experts to share best practices.
- Wide range of topics driven by the first two tools on this list as well as the next tool you’ll learn about.
- Check out [CivicCon](#), which stands for Civic Conversations. It is the work of the [Pensacola News Journal with a local nonprofit](#).
- Make speaker events free, open to all and livestreamed.

Raise The Civic IQ





Quality of Place Attracts Talent and Talent Attracts Capital

Traverse Connect

Transformative placemaking should be the driving force for successful economic development.

<https://traverseconnect.com/attracting-and-developing-talent/talent-attracts-capital-and-quality-of-place-attracts-talent/>

Strong Towns

The only change that will succeed long-term is citizen-powered change. (Quint Studer)

<https://www.strongtowns.org/journal/2020/7/16/thriving-communities-are-built-on-a-foundation-of-optimism>

“5 Lessons On Turning Around Low-Performing Schools From Someone Who Did It”

At an April 11 CivicCon speaker event, Dr. Angela Bush shares the story of Erwin Middle School in the Jefferson County school district near Birmingham, AL.

- “We were leading the district for the worst of everything,” Bush shared about her arrival at the school in 2019. That included worst school attendance, worst teacher morale, worst student performance on state tests and most major infractions.
- Four years later it is a rising star as it earned its first ever passing school grade. It was leading the district in attendance and drastically improved academic performance and decreased misbehavior.





David Magee Survey Results

Net Promoter Score: 97

Rate The Presenter: 9.5

Value of The Session: 9.6

Livestream Views: 10,500

2022 CivicCon Award Winners

Environmental Award

Barbara Albrecht
Pensacola & Perdido Bay Estuary Program

Equity Award

Teniadé Broughton
The Kukua Institute
Peter Mougey

Safe Streets Award

Cycle Sports Bicycles | Ride Squad

CivicCon Award

Mayor D.C. Reeves

Government Transparency Award

Jacqueline Aimee Rogers

Founding Member Award

Brian Wyer

CivicCon Volunteer Award

Joe Leccesse | Willa Licata

Strong Towns Award

Mt. Lily Studios Project Team

Placemaking Award

Pensacola Off Road Society

Great Neighborhoods Award

Dr. Calvin Avant | Chris Wilde

Best New Addition to Downtown

UWF Historic Trust
Old Coca Cola Building Renovation

Fourth: Bring Your Community Together With The 7 Pillars

Take ownership of bringing the community together

- You do that with the speaker series and by understanding the Seven Pillars.
- The pillars are things that virtually everyone in the community has agreement about.
- *You need to help community members learn that they agree on far more than they disagree.*

The Things Where Most People Find Agreement

Government transparency by encouraging public dialogue and sharing information easily and widely

Ethics and accountability by all public officials

Clean air and clean water and resiliency for now and future generations.

Everyone wants safe streets and safe neighborhoods

High-performing schools that allow every child an equitable opportunity to gain a good education.

Preserving community character at the neighborhood level: “I don’t want to lose why I moved here.”

Jobs and economic opportunity, not only for ourselves but also for our children/grandchildren so they don’t have to leave




Fifth: Launch a Weekly Poll

NO WAY!

YES, WAY! It will establish you as the thought leader.

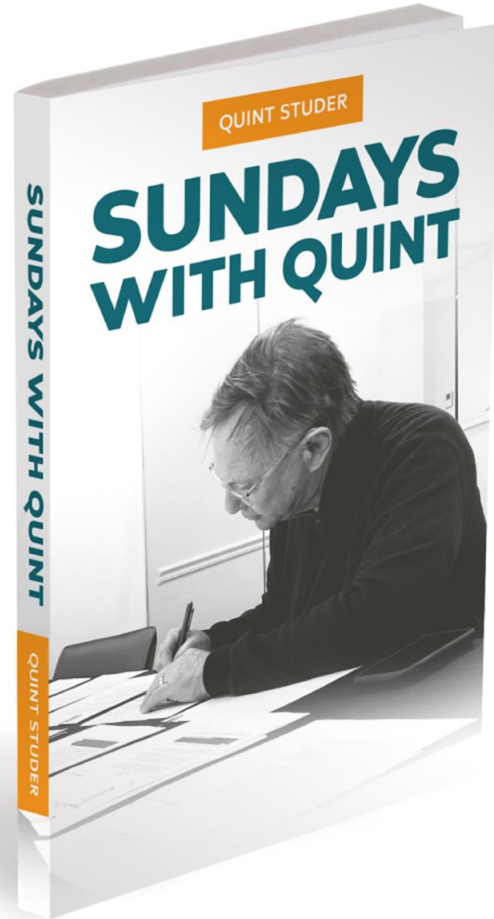
Do it in partnership with a local television station and a university. It will top what people talk about.





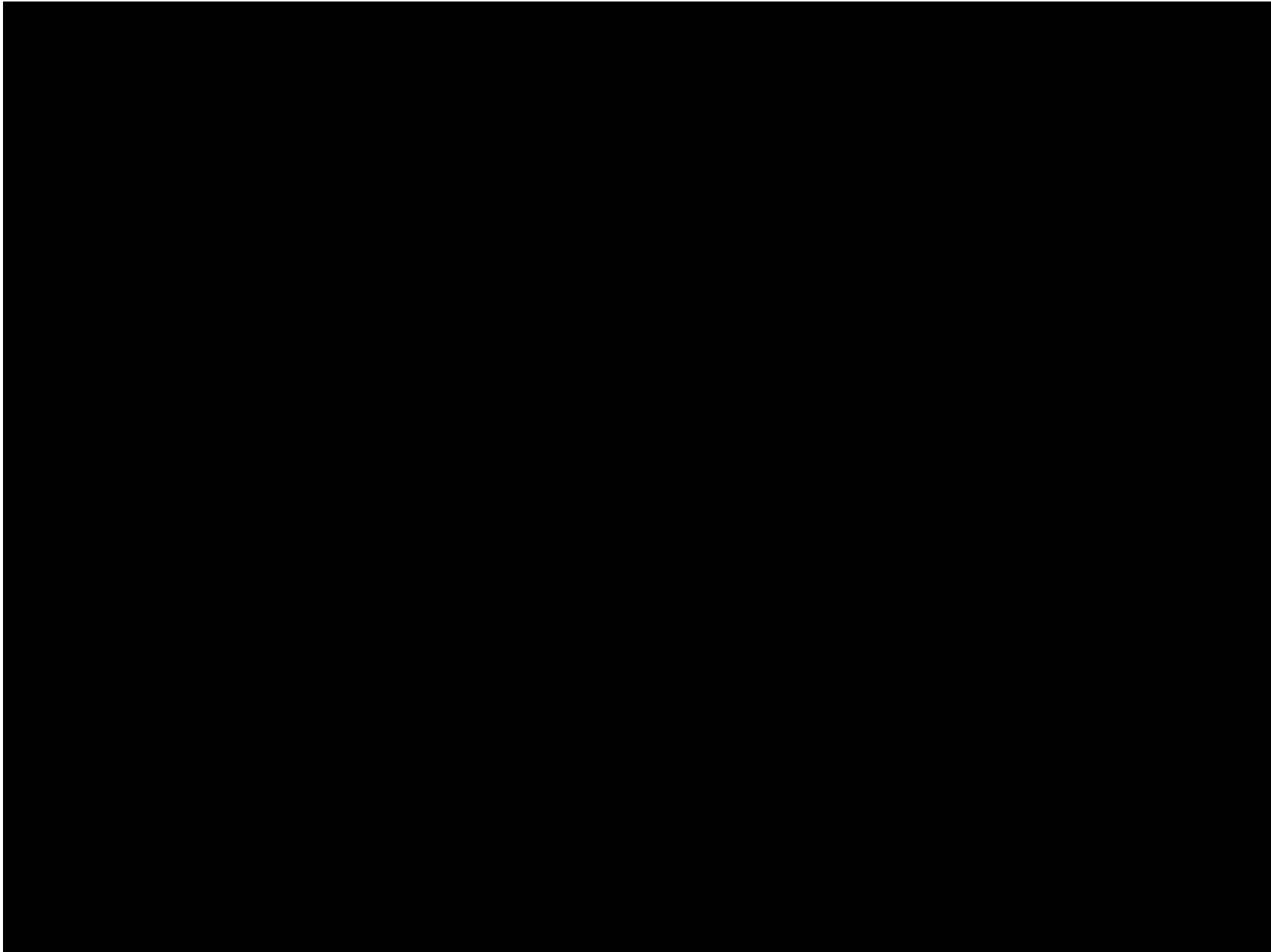
My Newspaper Mission Statement

We commit to effect change for the good in the communities we serve and to make life better for the people who trust us to know them and do right by them.



www.SundaysWithQuint.com

**All proceeds to benefit the
Center for Civic Engagement**





CIVICCON



**CENTER
for CIVIC
ENGAGEMENT**

Contact Information

thorne@civicconversations.org

Mobile: 480-395-7736

www.civiccon.org