

# Riverside- Normal City Neighborhood Association

FINAL REPORT

## Survey Process

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We created a survey in order to gather information for the neighborhood association. The survey had a total of 16 questions, and it took the majority of respondents 5-10 minutes to complete the survey. We canvassed the neighborhood door-to-door, as well as provided an online survey. To ensure that the responses were representative of the neighborhood, we canvassed the neighborhood near Bethel Avenue, near Jackson Street, near University Avenue, and near McKinley Avenue. We felt that these areas represented a large amount of the neighborhood. These areas also were high in both renter and owner populations.

After several months of distributing these surveys in person as well as online, we ended with a total of 103 respondents with a response rate of 35%. Of all the respondents, 67% were renters, and 31% were home owners. The average age of the respondents was 32.4 years of age. Of all the respondents, 45% have lived in the neighborhood for less than a year, while 5% have lived in the neighborhood for 20 years or more.

## Main Findings

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**Areas to improve in the neighborhood:** To identify areas of improvement, we utilized an open-ended question for respondents to answer. The top area of improvement was street conditions. 63 of a total 103 respondents listed street conditions as an area needing improvement in the neighborhood.

**Strengths of the neighborhood:** The strengths of the neighborhood were measured using an open-ended question. We identified common keywords that were used by participants to compile the most common strengths. The top strength of the neighborhood was its location and proximity to campus, with 69 of a total 102 participants commenting on this feature. Listed below are several of the open-ended question responses dealing with strengths of the neighborhood:

"I like living close to campus and the Village. Additionally, the neighborhood is in a central location for most of Muncie. There is also a small, but active, cohort of young professionals who care about the neighborhood. I also appreciate the proximity to BSUPD, along with their visibility."

"Access to the cultural events that the university provides. Proximity to restaurants, campus, river walk, dog park, pool, farmers market, and down town."

"The location is great. I'm close to my church (Grace Lutheran), Ball State, Ball Memorial, I love the dog park, Tuhey, White River greenway, and being walking distance to downtown, Minnetrista, McCulloch Park, Riverside Community Garden. I also really love all the trees here. College students make for laid back neighbors and they rarely get too loud. I also like that more young professionals (BSU and BMH staff) are moving into my neighborhood."

Neighborhood priorities: To identify priorities in the neighborhood, respondents were asked to rate a list of priorities from 1, being the highest priority, to 8, being the lowest priority. We analyzed to find the mean of each priority. The closer a priority is to 1, the higher of a priority it is. Our findings are as follows:

1. Clean up events (2.20)
2. Beautification of neighborhood (2.61)
3. Social events (3.45)
4. Creating sense of identity (4.18)
5. Support of local business (4.49)
6. Noise code enforcement (4.50)
7. Parking code enforcement (4.81)
8. Other (6.08)

Desire for Association Involvement: The desire for involvement in the neighborhood association was measured using a nominal level question. 54.2% of 103 respondents answered that they would not like to become more involved in the neighborhood association; however, there was a small percentage that would like to become more involved. This percentage of people, falling at 8.7%, constitutes for roughly 8 people who could possibly be added to your association. There were also respondents who answered that they may want to become involved, possibly adding 7 more individuals to your association.

Knowledge of Association: The majority of respondents, 56.3% of 103 respondents, had no knowledge of the neighborhood association. However, this can be seen as an opportunity as well as an area of improvement for the association. It is the perfect time to spread word of the association and get more individuals involved. Also, 26.2% of 103 respondents were already involved in the association, which was the second largest amount.

## Recommendations

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Emphasize location: Because location was such a high strength in your neighborhood, it is essential to emphasize the location. There were several landmarks that most residents felt defined the neighborhood. The most common landmark mentioned was Jackson Street. By holding events on Jackson Street or posting information on areas and businesses on Jackson Street, we feel that you would be best emphasizing and utilizing your location.

Educating residents on boundaries: When asked the question of what boundaries defined the neighborhood, some residents were baffled as to what the answer may be. There were several crossroads and major streets that were mentioned in this question more often than others; however, there were still major discrepancies among respondents' answers. To educate residents on boundaries, we recommend placing markers or signs around boundaries of the neighborhood. Maps on these signs would be extremely helpful in this education of boundaries as well. By educating residents on boundaries, we also feel that a neighborhood identity can be better developed.

Community events: We would like to acknowledge the neighborhood association for the community events it currently holds. They aid in building a sense of identity and overall community within the neighborhood. We do, however, recommend shifting the nature of some of these events. The top priorities for the neighborhood were clean up events and beautification of the neighborhood. By holding events for these causes, there may be more attendance, as well as a better sense of community. Also, the neighborhood would physically benefit from this sort of event. It is a win-win situation for the residents of the neighborhood and the neighborhood itself.

Expanding meeting times: Being too busy to attend neighborhood association meetings was the top cause, alongside a general lack of motivation, for residents not attending neighborhood association meetings. By expanding the meeting times of the association, attendance may improve. Having the meetings on weekend mornings may be an ideal time for renters and owners alike, and it may yield the best results for a variety of resident opinions.

Increasing social media presence: The top ways to reach residents were through e-mail and social media. Because the majority of residents are college students, increasing your presence on social media may prove to be extremely beneficial. We recommend creating a Twitter account and posting more often on your Facebook account. By doing this, residents can be reached out to in the most effective way.

## Analyzed Data

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### Strengths:

**strengths- location \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
strengths- location	yes	48	20	1	69
	no	21	12	0	33
Total		69	32	1	102

**strengths- college students \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
strengths- college students	yes	8	1	0	9
	no	61	31	1	93
Total		69	32	1	102

**strengths- good community \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
strengths- good community	yes	18	9	0	27
	no	51	23	1	75
Total		69	32	1	102

**strengths- quiet \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
strengths- quiet	yes	8	3	0	11
	no	61	29	1	91
Total		69	32	1	102

**strengths- law enforcement \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
strengths- law enforcement	yes	2	1	0	3
	no	67	31	1	99
Total		69	32	1	102

**strengths- other \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
strengths- other	yes	8	3	0	11
	no	61	29	1	91
Total		69	32	1	102

Areas of improvement:

**weakness - other \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
weakness - other	yes	7	7	1	15
	no	62	25	0	87
Total		69	32	1	102

**weakness - noise \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
weakness - noise	yes	4	1	0	5
	no	65	31	1	97
Total		69	32	1	102

**weaknesses - trash \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
weaknesses - trash	yes	8	3	0	11
	no	61	29	1	91
Total		69	32	1	102

**weaknesses - student behavior \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
weaknesses - student behavior	yes	14	19	0	33
	no	55	13	1	69
Total		69	32	1	102

**weaknesses - crime \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
weaknesses - crime	yes	10	1	0	11
	no	59	31	1	91
Total		69	32	1	102

**weaknesses - streets \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
weaknesses - streets	yes	46	18	0	64
	no	23	14	1	38
Total		69	32	1	102

Priorities:

**Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Other (write your response here) \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	9	1	1	11
priorities for the	1.00	4	4	0	8
neighborhood association.	2.00	1	1	0	2
Please rank them in your...-	3.00	1	1	0	2
Other (write your response	4.00	3	0	0	3
here)	5.00	2	0	0	2
	6.00	2	0	0	2
	8.00	45	23	0	68
Total		67	30	1	98

**Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Support of local businesses \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	8	1	0	9
priorities for the	1.00	5	0	0	5
neighborhood association.	2.00	5	1	0	6
Please rank them in your...-	3.00	9	1	0	10
Support of local businesses	4.00	11	1	0	12
	5.00	11	7	1	19



	6.00	10	3	0	13
	7.00	7	13	0	20
	8.00	1	3	0	4
Total		67	30	1	98

Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Creating a sense of identity as a neighborhood \* rentown

**Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	8	0	1	9
priorities for the	1.00	5	3	0	8
neighborhood association.	2.00	3	1	0	4
Please rank them in your...-	3.00	7	3	0	10
Creating a sense of identity	4.00	8	10	0	18
as a neighborhood	5.00	11	6	0	17
	6.00	16	4	0	20
	7.00	6	3	0	9
	8.00	3	0	0	3
Total		67	30	1	98

Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Noise Code Enforcement \* rentown Crosstabulation

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	9	0	0	9
priorities for the	1.00	1	3	0	4
neighborhood association.	2.00	2	4	0	6
Please rank them in your...-	3.00	7	5	0	12
Noise Code Enforcement	4.00	5	8	1	14
	5.00	10	2	0	12
	6.00	13	5	0	18
	7.00	17	2	0	19
	8.00	3	1	0	4

Total	67	30	1	98
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Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Creating a sense of identity as a neighborhood \* rentown

Crosstabulation

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	8	0	1	9
priorities for the	1.00	5	3	0	8
neighborhood association.	2.00	3	1	0	4
Please rank them in your...-	3.00	7	3	0	10
Creating a sense of identity	4.00	8	10	0	18
as a neighborhood	5.00	11	6	0	17
	6.00	16	4	0	20
	7.00	6	3	0	9
	8.00	3	0	0	3
Total		67	30	1	98

Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Parking Code Enforcement \* rentown Crosstabulation

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	9	0	0	9
priorities for the	1.00	4	0	0	4
neighborhood association.	2.00	3	3	0	6
Please rank them in your...-	3.00	3	1	1	5
Parking Code Enforcement	4.00	10	3	0	13
	5.00	7	9	0	16
	6.00	10	5	0	15

	7.00	15	7	0	22
	8.00	6	2	0	8
Total		67	30	1	98

**Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Beautification of the neighborhood \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	4	0	0	4
priorities for the	1.00	16	8	0	24
neighborhood association.	2.00	13	7	1	21
Please rank them in your...-	3.00	16	6	0	22
Beautification of the	4.00	8	6	0	14
neighborhood	5.00	9	2	0	11
	6.00	0	1	0	1
	7.00	1	0	0	1
Total		67	30	1	98

**Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Clean up events to keep area clean \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	6	0	0	6
priorities for the	1.00	17	10	1	28
neighborhood association.	2.00	25	8	0	33
Please rank them in your...-	3.00	8	6	0	14
Clean up events to keep	4.00	8	2	0	10
area clean	5.00	1	2	0	3
	6.00	2	1	0	3
	7.00	0	1	0	1
Total		67	30	1	98

Below is a list of possible priorities for the neighborhood association. Please rank them in your...-Social events to connect neighbors \* rentown Crosstabulation

Count

		rentown			Total
		Rent	Own/Buying	6	
Below is a list of possible	.00	4	0	1	5
priorities for the	1.00	17	2	0	19
neighborhood association.	2.00	10	5	0	15
Please rank them in your...-	3.00	11	7	0	18
Social events to connect	4.00	8	0	0	8
neighbors	5.00	5	2	0	7
	6.00	3	11	0	14
	7.00	9	3	0	12
Total		67	30	1	98

Amenities:

**ammenties- restaurants \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
ammenties- restaurants	yes	23	12	0	35
	no	46	20	1	67
Total		69	32	1	102

**ammenties-parks \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
ammenties-parks	yes	31	6	1	38
	no	38	26	0	64
Total		69	32	1	102

**ammenities- grocery stores \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
ammenities- grocery stores	yes	16	14	0	30
	no	53	18	1	72
Total		69	32	1	102

**ammenities- walking trails \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
ammenities- walking trails	yes	24	7	0	31
	no	45	25	1	71
Total		69	32	1	102

**ammenities- clothing stores \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
ammenities- clothing stores	yes	14	3	0	17
	no	55	29	1	85
Total		69	32	1	102

**ammenities- laundromats \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	

ammenities- laundromats	yes	5	8	0	13
	no	64	22	1	87
	22.00	0	2	0	2
Total		69	32	1	102

**ammenities- bars/taverns \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
ammenities- bars/taverns	yes	25	0	0	25
	no	44	32	1	77
Total		69	32	1	102

**ammenities- convenience stores \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
ammenities- convenience stores	yes	16	2	0	18
	no	53	30	1	84
Total		69	32	1	102

**ammenities- other \* rentown Crosstabulation**

Count

		rentown			Total
		Rent	Own/Buying	6	
ammenities- other	yes	4	8	0	12
	no	65	24	1	90
Total		69	32	1	102

Age:

## age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	1.0	1.0	1.0
	18.00	1	1.0	1.0	2.0
	19.00	4	3.9	4.0	5.9
	20	10	9.7	9.9	15.8
	21	23	22.3	22.8	38.6
	22	18	17.5	17.8	56.4
	23	2	1.9	2.0	58.4
	24	2	1.9	2.0	60.4
	25	2	1.9	2.0	62.4
	26	1	1.0	1.0	63.4
	27	1	1.0	1.0	64.4
	29.00	1	1.0	1.0	65.3
	31.00	1	1.0	1.0	66.3
	33.00	1	1.0	1.0	67.3
	34.00	2	1.9	2.0	69.3
	35.00	1	1.0	1.0	70.3
	36.00	1	1.0	1.0	71.3
	37.00	1	1.0	1.0	72.3
	38.00	1	1.0	1.0	73.3
	40.00	1	1.0	1.0	74.3
	44.00	3	2.9	3.0	77.2
	47.00	1	1.0	1.0	78.2
	48.00	1	1.0	1.0	79.2
	53.00	1	1.0	1.0	80.2
	54.00	1	1.0	1.0	81.2
	55.00	2	1.9	2.0	83.2
	57.00	2	1.9	2.0	85.1
	58.00	1	1.0	1.0	86.1
	59.00	1	1.0	1.0	87.1
	62.00	1	1.0	1.0	88.1
	63.00	1	1.0	1.0	89.1
	64.00	1	1.0	1.0	90.1

	65.00	3	2.9	3.0	93.1
	66.00	1	1.0	1.0	94.1
	67.00	2	1.9	2.0	96.0
	70.00	1	1.0	1.0	97.0
	71.00	1	1.0	1.0	98.0
	75.00	1	1.0	1.0	99.0
	78.00	1	1.0	1.0	100.0
	Total	101	98.1	100.0	
Missing	System	2	1.9		
Total		103	100.0		

Profession:

**profession**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.0	1.0	1.0
1	57	55.3	55.3	56.3
2	10	9.7	9.7	66.0
3	21	20.4	20.4	86.4
4	14	13.6	13.6	100.0
Total	103	100.0	100.0	

Rent or Own:

**rentown**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rent	69	67.0	67.6	67.6
Own/Buying	32	31.1	31.4	99.0
6	1	1.0	1.0	100.0
Total	102	99.0	100.0	
Missing System	1	1.0		
Total	103	100.0		



Years at Address:

		yearsataddress			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	46	44.7	45.1	45.1
	1-2 years	22	21.4	21.6	66.7
	3-5 years	5	4.9	4.9	71.6
	6-10 years	10	9.7	9.8	81.4
	11-15 years	5	4.9	4.9	86.3
	16-20 years	9	8.7	8.8	95.1
	20 years or more	5	4.9	4.9	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

## Resident Information

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The following list contains the contact information of residents who would like to become more involved in the neighborhood association.

Sid Reasor	574-298-8871	smreasor@bsu.edu
Mitch Castetter	847-431-4240	
Colton Lilourneau	574-551-8937	
Brian Schink	765-730-7864	
Carli Hendershot	317-937-0830	cshendershot@gmail.com
Evan Cox		etcox@bsu.edu
Ryan Stevens	317-518-3885	lmsmith4@bsu.edu
Richard Weir	765-716-3517	
Brian Lynch	317-956-4874	BTLynch@bsu.edu
Kirstyn Grady	812-841-3093	kjthehumangirl@gmail.com
Issac Ramon	765-810-3671	ijroman@bsu.edu

Ashley Sneed	812-550-0797	asneed@bsu.edu
Cathy Brogan	765-289-6404	
Holly Gordon	317-840-5805	hgordon.indyesl@gmail.com
Natalie Burrell	260-715-0554	hrburrell@bsu.edu
Lizzie Brown	317-358-6933	eabrown2@bsu.edu
Andrew Weedman	630-470-8128	
Aj Homtz		ajhomt@bsu.edu
Keenan James	765-717-5683	ktjames@bsu.edu
Gordon Josphe	317-777-1784	
Mike Zmija	219-588-4939	mezmija@bsu.edu
Kelley Gassman	317-965-8107	
Hannah Smith	765-413-7917	nmsmith@bsu.edu
Sarah Sticher	574-354-2331	smsticher@bsu.edu
Stasha Yohler	765-639-2599	syohler@gmail.com
Andrew Daniels	765-520-5166	aedaniels2@bsu.edu
Joshua Scholten	260-452-7545	jbscholten@bsu.edu
Keith White	765-744-3421	whiteesq@hotmail.com
Gabrielle Bunn	765-437-3382	gmbunn@bsu.edu
James Goebel	502-210-9593	
Sammy Swain	574-206-3764	srswain2@bsu.edu
Terry Conner	765-716-6661	connerconner@comcast.net
Mary Tankersley	765-716-4074	
		pxo2@gmail.com
Janie Pegg		1ejsp1007@gmail.com
Roger Richard	765-730-8917	3mpr2rarl@sbcglobal.et
Brett Haskell		bthaskel@bsu.edu
Ashley Lattanzio	260-409-5084	
Ryan Shamblen	574-312-4909	
Hayley Mason	937-838-9324	hkmason@bsu.edu

# RIVERSIDE-NORMAL CITY NEIGHBORHOOD ASSOCIATION

Building  
Better  
Communities  
2015



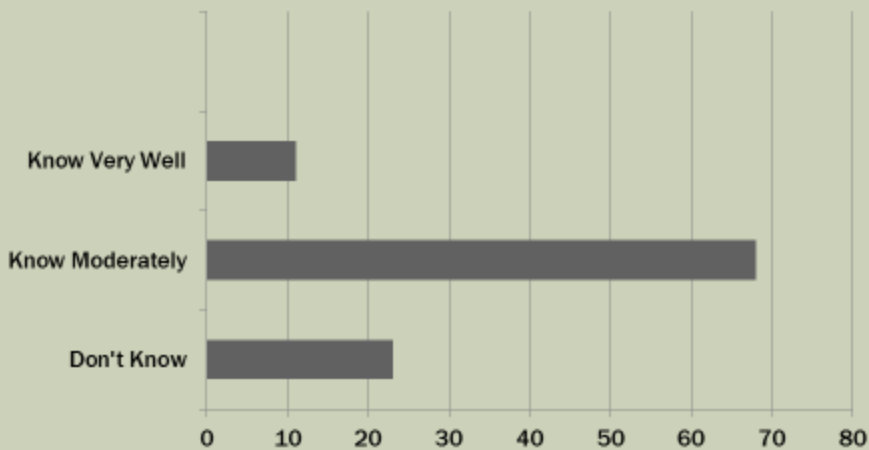
## PROJECT OVERVIEW

- Worked with the Riverside-Normal City Neighborhood Association
- Created and Distributed a Survey
- Goals
  - Better conceptualize boundaries and define identity
  - Leverage the strengths of the neighborhood
  - Discover weaknesses of the neighborhood
  - Increase awareness of and participation in the neighborhood association

## RESPONDENT DEMOGRAPHICS

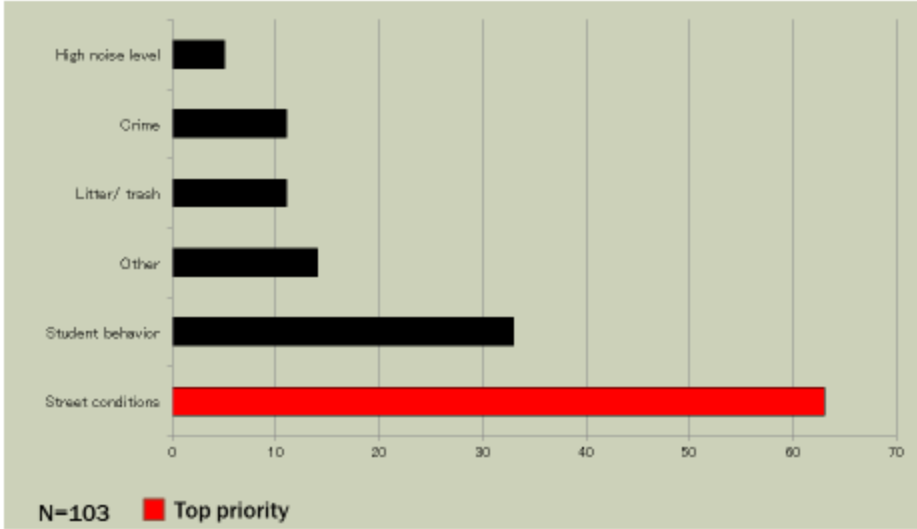
- Total respondents (N): 103
  - Response rate: 35%
- Average age: 32.4 years of age
- Average years at current residence: 2.5 years
- Renter percentage: 67%
- Owner percentage: 31%
- Profession
  - Student percentage: 55.3%
  - Ball State professional and faculty staff: 9.7%
  - Other professionals: 20.4%
  - Other: 13.6%

## HOW WELL DO YOU KNOW YOUR NEIGHBORS?

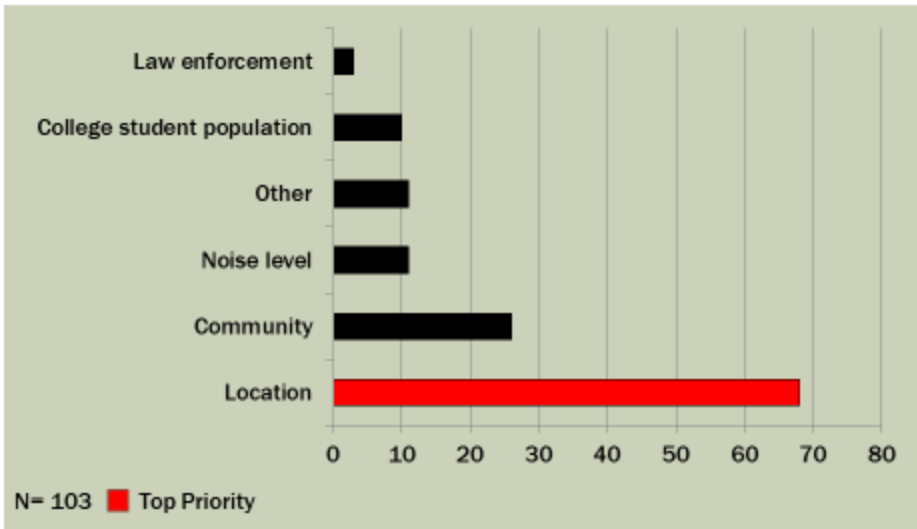


N=103

## NEIGHBORHOOD WEAKNESSES

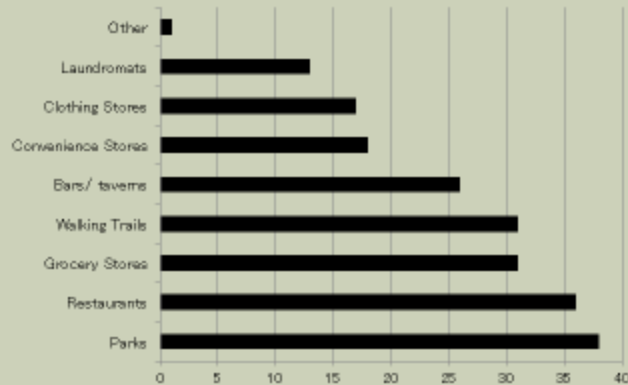


## NEIGHBORHOOD STRENGTHS



## NEIGHBORHOOD OPPORTUNITIES

### ■ Amenities/Businesses

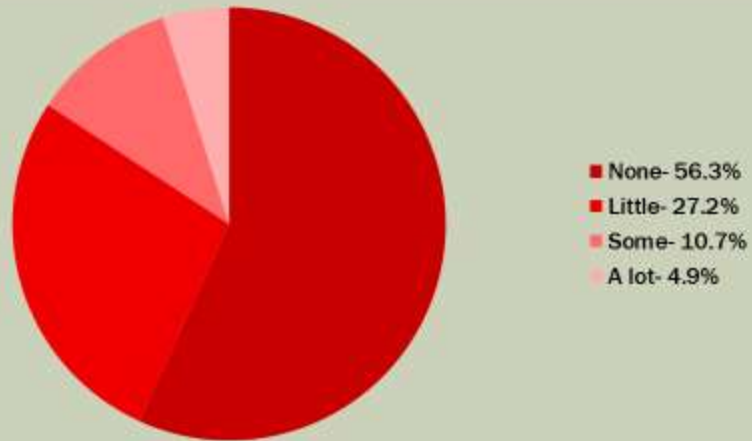


N= 103

## NEIGHBORHOOD PRIORITIES

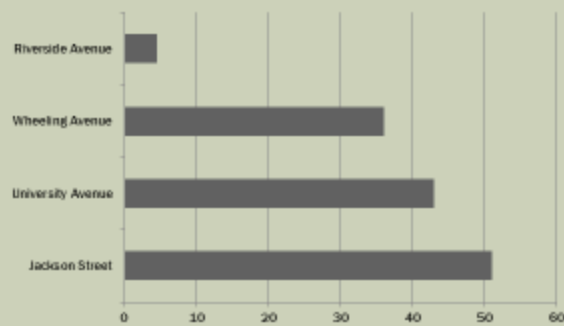
- |  |                                     |
|--|-------------------------------------|
| 1. Clean up events (2.20)                | 5. Support of local business (4.49) |
| 2. Beautification of neighborhood (2.61) | 6. Noise code enforcement (4.50)    |
| 3. Social events (3.45)                  | 7. Parking code enforcement (4.81)  |
| 4. Creating sense of identity (4.18)     | 8. Other (6.08)                     |

## NEIGHBORHOOD THREATS- KNOWLEDGE OF ASSOCIATION



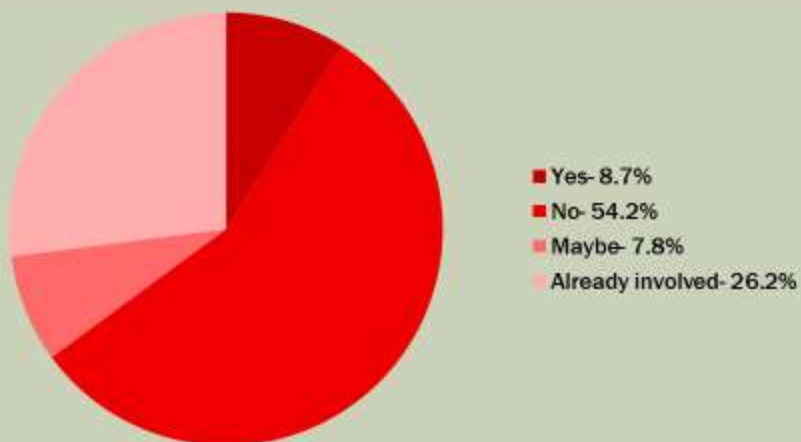
## NEIGHBORHOOD BOUNDARIES

- Major landmarks identified:
  - Wheeling Avenue
  - University Avenue
  - Jackson Street
  - Riverside Avenue

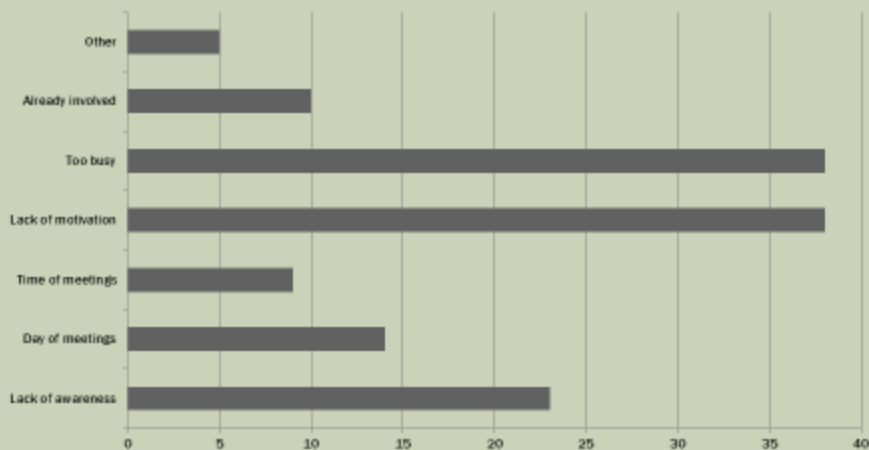


N=103

## DESIRE FOR ASSOCIATION INVOLVEMENT



## FACTORS PREVENTING ASSOCIATION INVOLVEMENT



N= 103

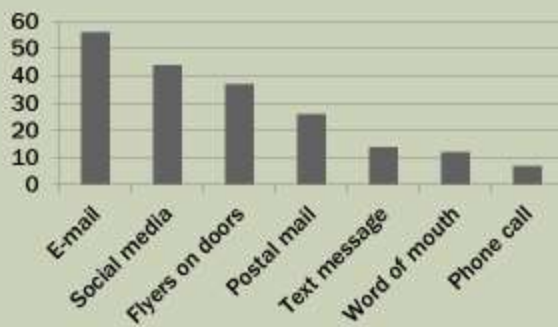


## RECOMMENDATIONS TO MEET GOALS

- **Recognize and utilize location**
  - Common landmarks
- **Educating residents on boundaries**
  - Raise awareness on boundaries of neighborhood
- **Community events**
  - Clean up community events
  - Expanding meeting times
- **Street conditions**
  - Events to raise awareness
- **Forming bonds with others in community**

## INCREASING AWARENESS AND PARTICIPATION- RECOMMENDATIONS

- **Increase participation in neighborhood association by ...**
  - Increasing Social Media Presence
  - Expanding meeting times





**QUESTIONS?**